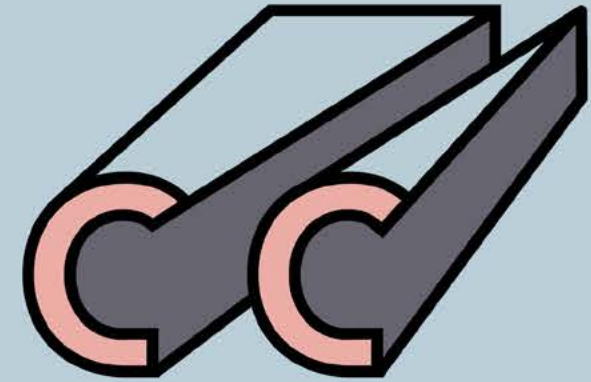
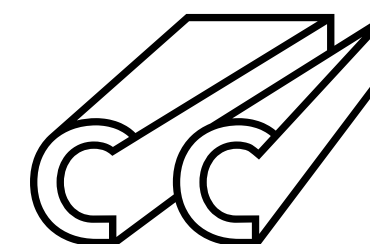


PORTFOLIO OF CATHY CUI



CATHY CUI

— PORTFOLIO —



CATHY CUI

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STORY STARTS

Design is the process to shape ideas into something visible, piratical, and attractive. I believe that designers have the power to transform the tangible thoughts and inspirations into a concrete and reliable visual system. I enjoy following solid steps that can always lead me to the final solution. Designers are not wizards, we are magicians. Transformation is the tool that we use to create magic.

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1



Imagination can take you everywhere but design will take you to somewhere great.

—M.Cobanli





2016

Never Gone Never Far

Project Description

The objective of this project is to harmonize a complex set of materials to define a singular voice. It requires students to think both deeply and broadly. The central project was a hypothetical film festival that celebrated the world of chosen director.

Project Concept

I picked Giuseppe Tornatore, one of the most famous Italian directors, for my film festival. After that, a completed visual system was designed for the Giuseppe Tornatore film festival. Based on the visual scenes and stories from Tornatore’s movies, the design solution follows a nostalgic, Sicilian, and 70s’ visual style. The thread, find your way back to your origin, leads the design direction. In order to follow the leading thread, I use canvas and wood as my materials for all the design deliverables. All the prints and products are handmade by myself.

Categories

Visual Identity Design
Branding
Book Design
Product Design
Packaging

Categories

Container
Poster
Advertisement
Catalog
DVD Packaging
Product 1_Travel Kit
Product 2_Film
Product 3_Time Fragments
Stationery
Sound Track
Tickets

Class Name

Integrated Communications

Instructor

Christopher Morlan

Poster





NEVER
GONE
NEVER
far

Visual Identity Development





NEVER
GONE
NEVER
FAR

Remembering to where you belong is the heart of Giuseppe Tornatore's

NEVER
GONE
NEVER
FAR

Catalog

NEVER
GONE
NEVER
FAR

NEVER
GONE
NEVER
FAR

Travel Kit

NEVER
GONE
NEVER
FAR

NEVER
GONE
NEVER
FAR

DVD
Collection

NEVER
GONE
NEVER
FAR

Time Fragments

NEVER
GONE
NEVER
FAR

Music Collection

NEVER
GONE
NEVER
FAR

Giuseppe Tornatore's

Giuseppe Tornatore's

NEVER
GONE
NEVER
FAR

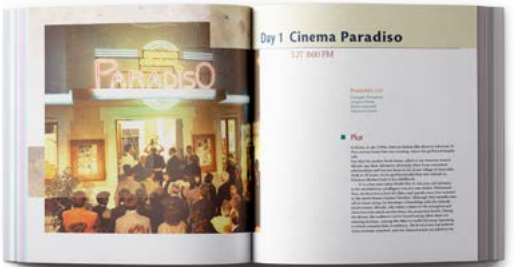
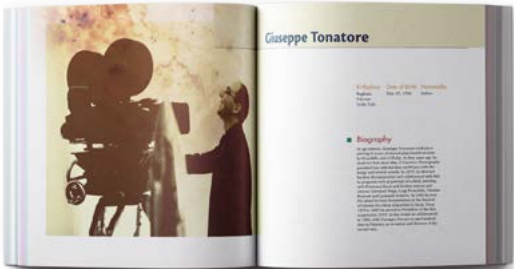
NEVER
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FAR



Catalog







DVD Packaging





Malèna

Malèna

Blu-ray Disc
111 minutes

NEVER
GONE
NEVER
FAR

Malèna



Travel Kit

FILM

never
gone
never
far





Travel Kit





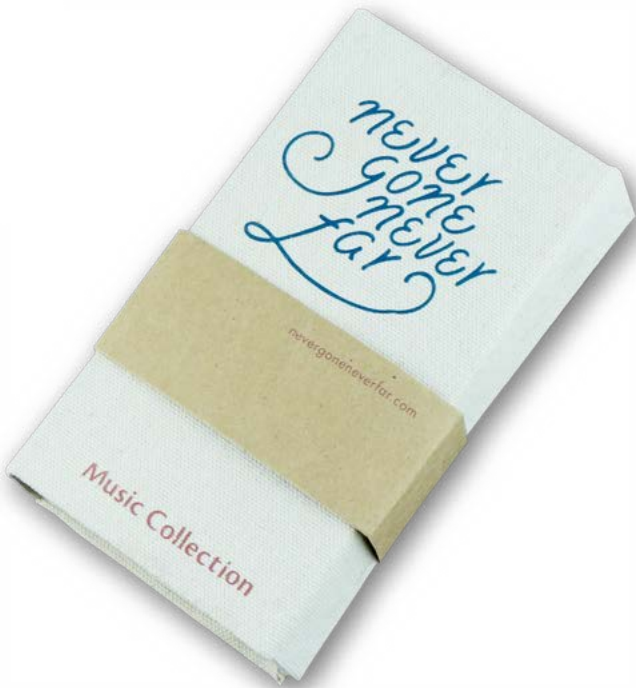
Film





Time Fragments

Sound Track









Packaging Process



2



From a small seed a mighty trunk may grow.
— Aeschylus





2016

Hello Spring

Project Description

The final project is a large undertaking of extensive research, writing, image gathering, and design. We need to mentally and physically record things that we see, hear, touch and smell as we go out daily routines. These recordings then will become the fuel for our writing and designing of a book.

Project Concept

It was spring time when this project was signed. My idea was to find the information from spring around San Francisco through the cut out shape of letter shape. It was a fun process to see the natural world through the silhouetted letters. In the end, I wrote down the story of my discovery process and hand made this book.

Categories

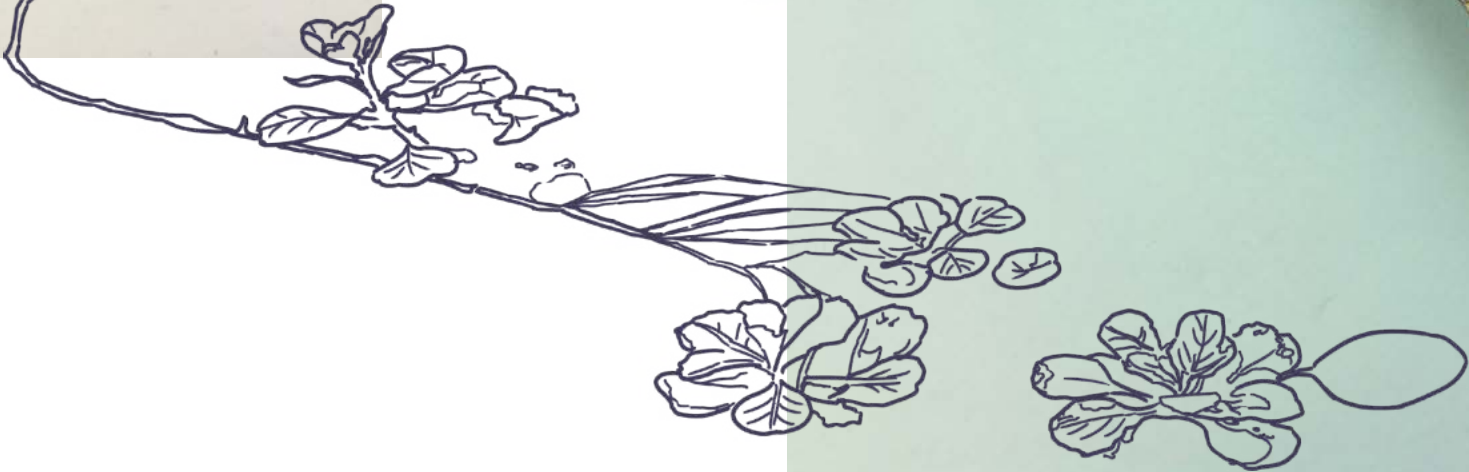
Typography
Book Design

Class Name

Experimental Typography

Instructor

Stan Zienka



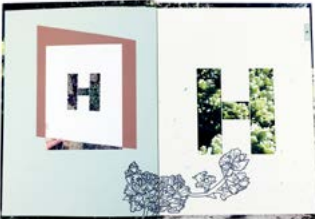


P









3



The artist is a receptacle for emotions that come from all over the place: from the sky, from the earth, from a scrap of paper, from a passing shape, from a spider's web.

—Pablo Picasso



2015

Neue Haas Unica Specimen

Project Description

This project is an opportunity to work with the Monotype Corporation, one of the oldest type foundries in the world. Our task is to develop an engaging, perfectly executed type promotion which includes a type specimen. This must appeal to a design savvy audience.

Project Concept

When I received this assignment, the typeface Neue Haas Unica had been just redesigned and published by Monotype, so I chose that beautiful typeface for this project. I wanted to make this specimen more fun than just a booklet. Therefore I designed a brochure with interesting folding that contains a poster on the other side. This booklet presents the information about the history, the designer, different styles of the typefaces with the three spreads through different layouts.

Categories

Booklet Design
Poster Design
Typography

Class Name

Type Composition

Instructor

David Hake





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klmnopqrstuvwxyz
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qrstuvwxyz
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OPQRSTUVWXYZ
uvwxyz
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TUVWXYZ
yz
WXYZ
WXYZ

36 pt
31 pt
26 pt
21 pt
16 pt
11 pt
8 pt

Gürtler
her, type designer and lecturer, Therwil, 1936

an Mengelt
esigner, type designer and lecturer, Blauen, 1936

ischwind
er and type designer, Metzerien, 1947

André Gürtler and Christian Mengelt founded the Letterform Research & Design Team in 1974 and Team'77, Letterform Research & Design together with Erich Gschwind in 1977, as an independent partnership for typeface design projects. Team'77 has produced the following printing fonts with and on behalf of the following companies: Cyrillic Gothic (1974) and Alpin Gothic (1974) for Compugraphic Corporation (USA); Media (1976) and Signa (1978) for Bobat Graphic (Lausanne) and Autologic (USA); and Avant Garde Gothic, Oblique (1977) for ITC, International Typeface Corporation (USA). In 1980, Team'77 developed the legendary Haas Unica font for the Haas Type Foundry in Münchenstein.

Unica

Light Neue Haas Unica

Light Italic Neue Haas Unica

Regular Neue Haas Unica

Italic Neue Haas Unica

Medium Neue Haas Unica

Medium Italic Neue Haas Unica

Bold Neue Haas Unica

Bold Italic Neue Haas Unica

Heavy Neue Haas Unica

Heavy Italic Neue Haas Unica

Black Neue Haas Unica

Black Italic Neue Haas Unica

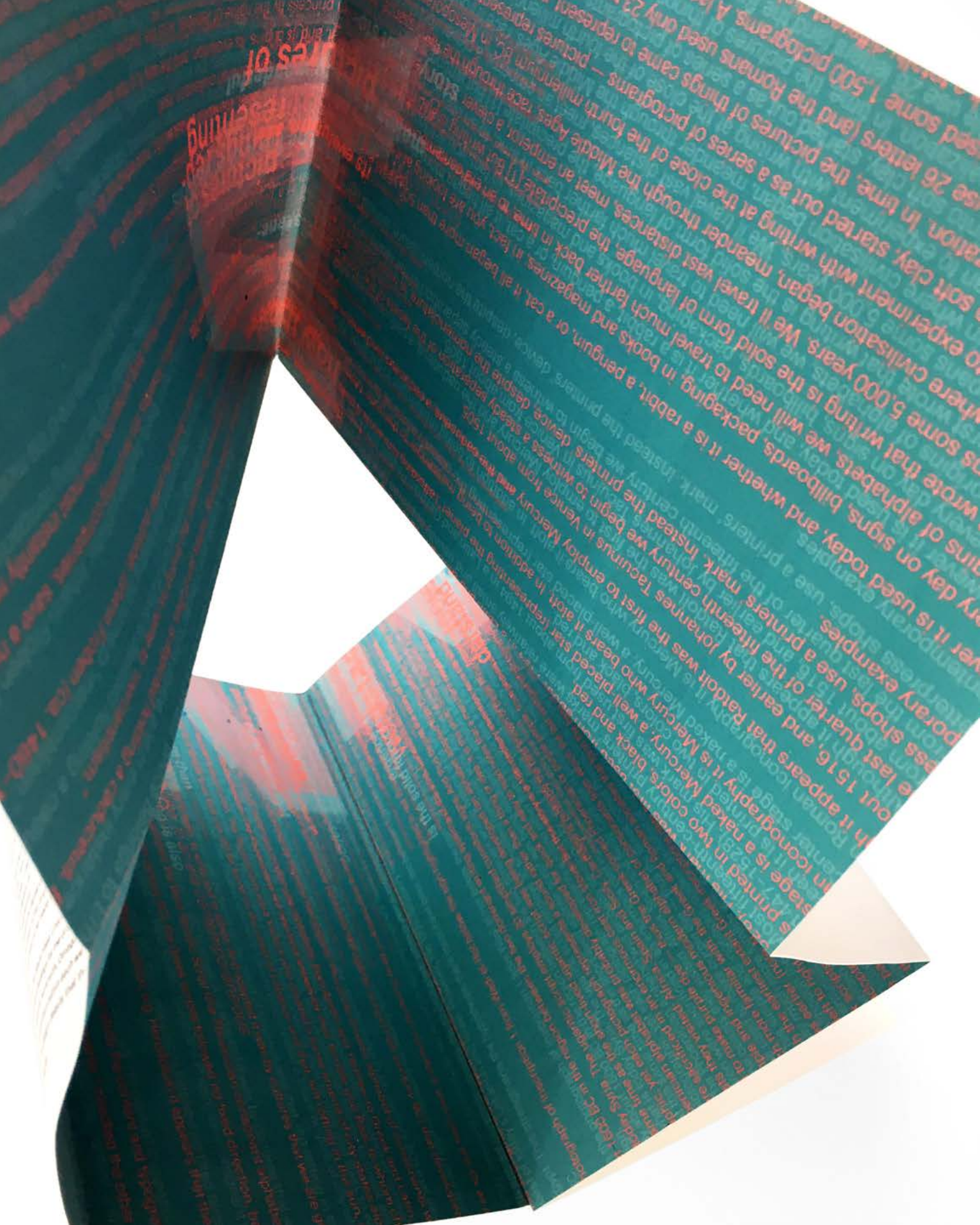
ExtraBlack Neue Haas Unica

ExtraBlack Italic Neue Haas Unica

Designer Traits

From subtle adjustments to sweeping changes, the Neue Haas Unica family has been has been restructured for digital and hardcopy imaging. "The original typefaces were designed for the relatively coarse Linotype phototypesetting unit system," says Omagari, "so I adjusted the character proportions slightly and re-spaced them with strictly visual parameters." "Neue Haas Unica also spaces slightly more open and the letters are narrower than Helvetica," Omagari explains.

"This ensures text readability at small sizes, and on modest resolution devices." The Neue Haas Unica family has 9 tailored weights, from ultra thin to extra black, each with a complementary italic. "A booklet published by the original Team 77 designers showed a more ambitious plan of weights than the typeface eventually had," says Omagari, so I added five more weights to the original four." He also added characters for Eastern and Central European, Greek and Cyrillic language support, which did not exist in the original design.





4



They always say time changes things, but you actually have to change them yourself.

—Andy Warhol





2015

HairWand

Project Description

Design an App for a mobile device. Be creative. Be innovative. Come up with some original concepts. This project took several weeks. We were asked to talk about the audience, do Persona development as well as design. With this project we were also required to build a Creative Brief to help develop the design as we go along. Good design is not guess work. That means we need to know our core target audience.

Project Concept

When I received this project I was thinking of changing my hairstyle. As a girl who has been wearing the same hairstyle for many years, I was always scared to try something new. After talking to friends around me, I found out it is a common problem for girls. People are Worried that the new hair style is not going to fit them well, even though it might look good on somebody else. I started

to brainstorm. What if we could preview a new hairstyle on use before going to the beauty shop? In the end I designed this app with feminine style, called HairWand. It allows users to take a picture of themselves then try different hairstyles before they make a final decision. This app will also provide information about the particular salons that are able to achieve that hairstyle.

Categories

App Design
UI/UX Design

Class Name

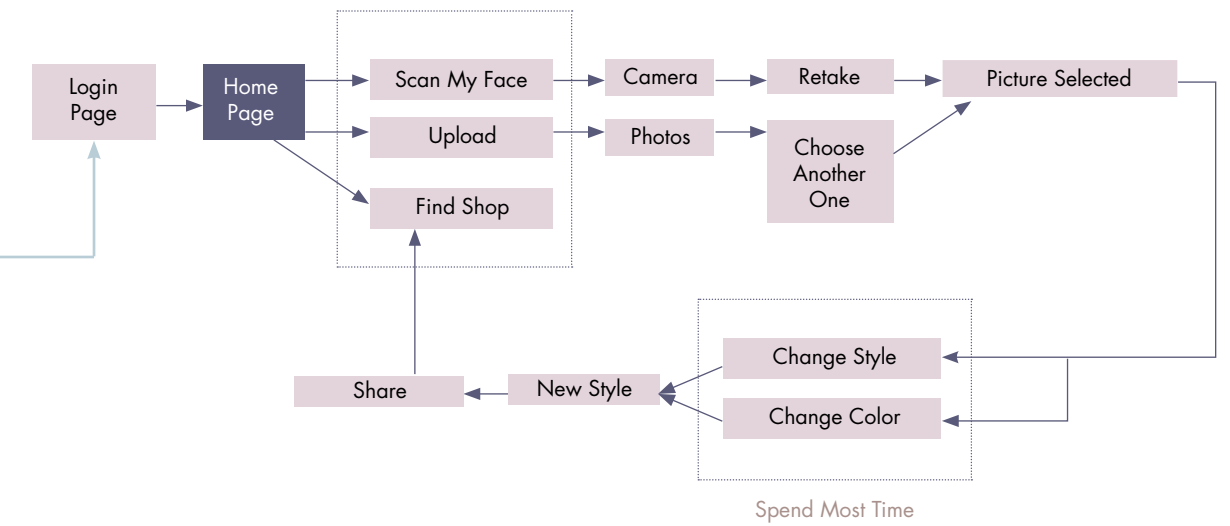
Digital Design Studio

Instructor

Bob Slote



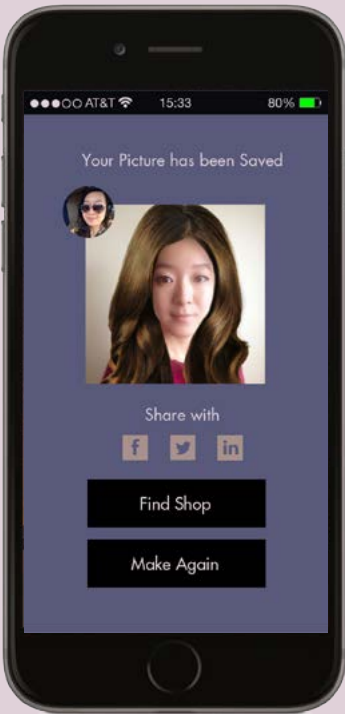
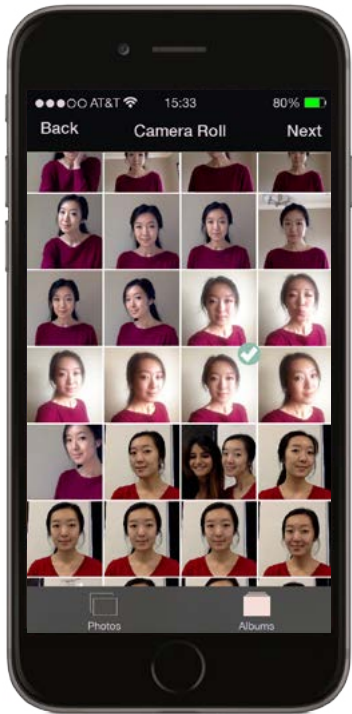
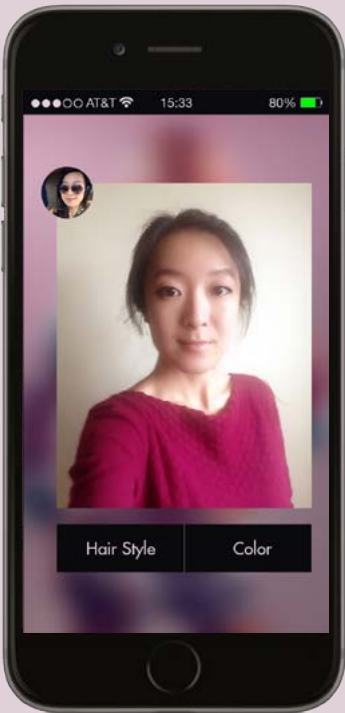
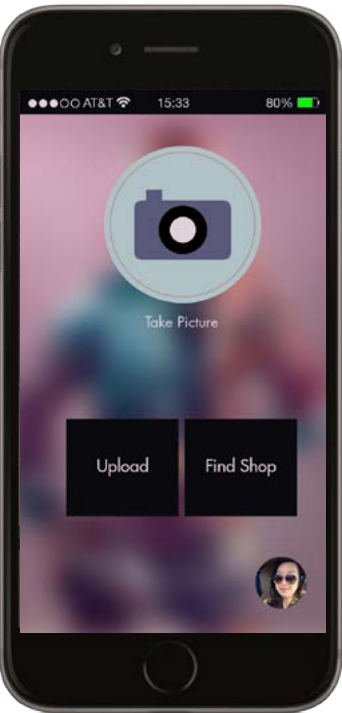
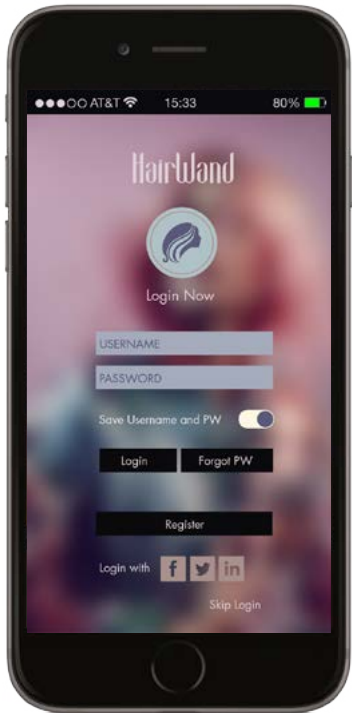
User Flow

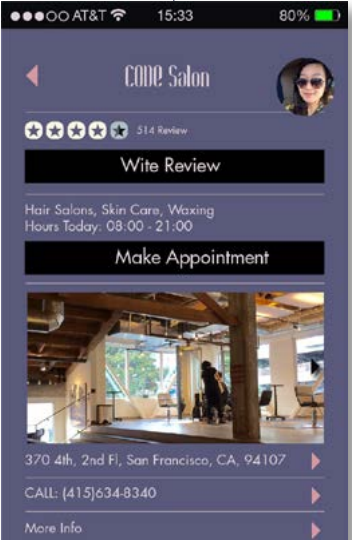
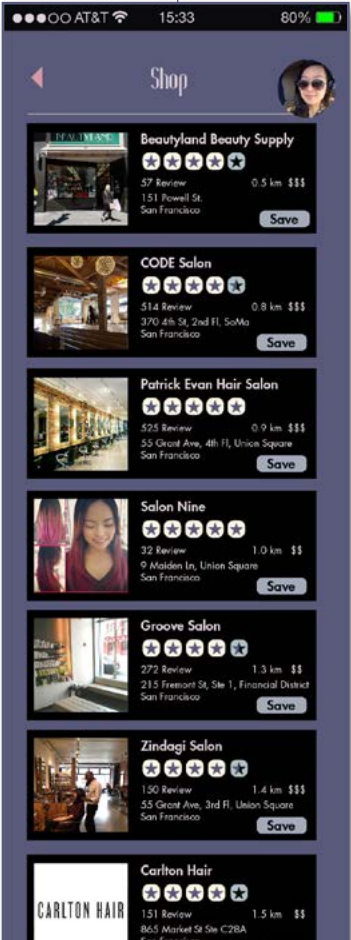




Wireframes









1.51 Powell St.
San Francisco

CODE Salon

514 Review
370 4th St, 2nd Fl, SoMa
San Francisco

0.8 km \$\$\$

Save



Patrick Evan Hair Salon

525 Review
55 Grant Ave, 4th Fl, Union Square
San Francisco

0.9 km \$\$\$

Save



Salon Nine

32 Review
9 Maiden Ln, Union Square
San Francisco

1.0 km \$\$

Save



Groove Salon

272 Review
215 Fremont St, Site 1, Financial District
San Francisco

1.3 km \$\$

Save



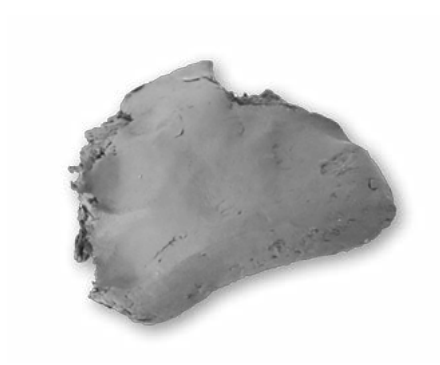
Zindagi Salon

150 Review

1.4 km \$\$\$

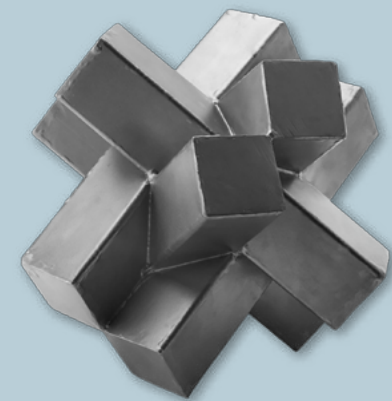
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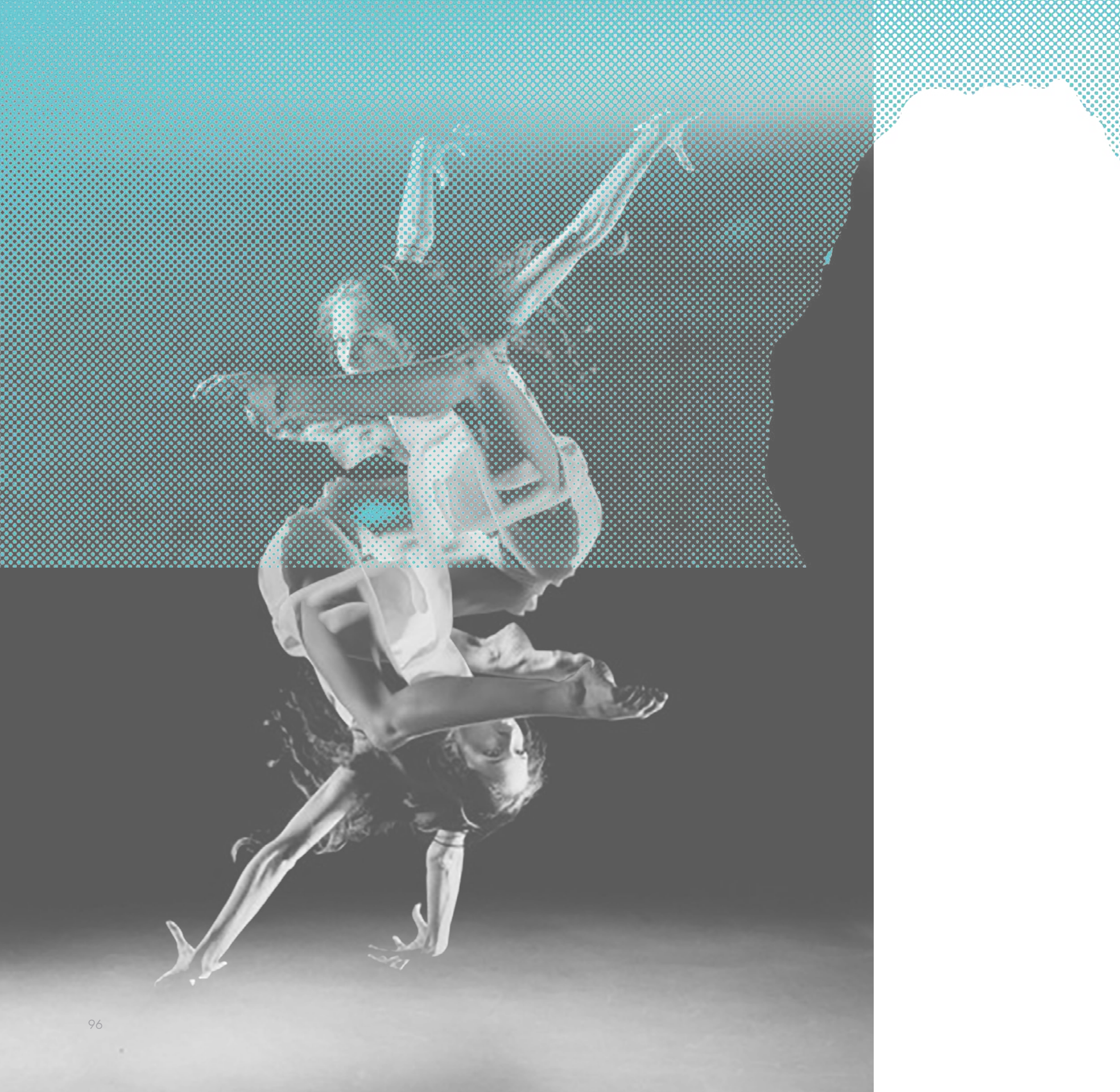
5



Be bored and see where it takes you, because the imagination's dusty wilderness is worth crossing if you want to sculpt your soul.

—Nancy Gibbs





2015

Seeing Voices

Project Description

Generate a book about the future. This future should not be hundreds of years away. However: we are interested in what you think about the immediate future, within your own lifetime, no more than ten to twenty years from now. Think about the system you are making and create a clear hierarchy of book parts. Consider how your type can express your concept.

Project Concept

I was always really interested in Marina Abramovic's performance art after watching the touching video in which Marina reunited with her former lover Ulay after 22 years during her show. Performance art is very different from visual arts, and a lot of people don't know how to appreciate it. Therefore, I collected information about performance art and designed this book talking about the past, the present, and the future of performance art. I chose a cold color palette, black and white photos, bit-map graphics to create experimental layout for each spread.

Categories

Book Design
Typography
Book Binding

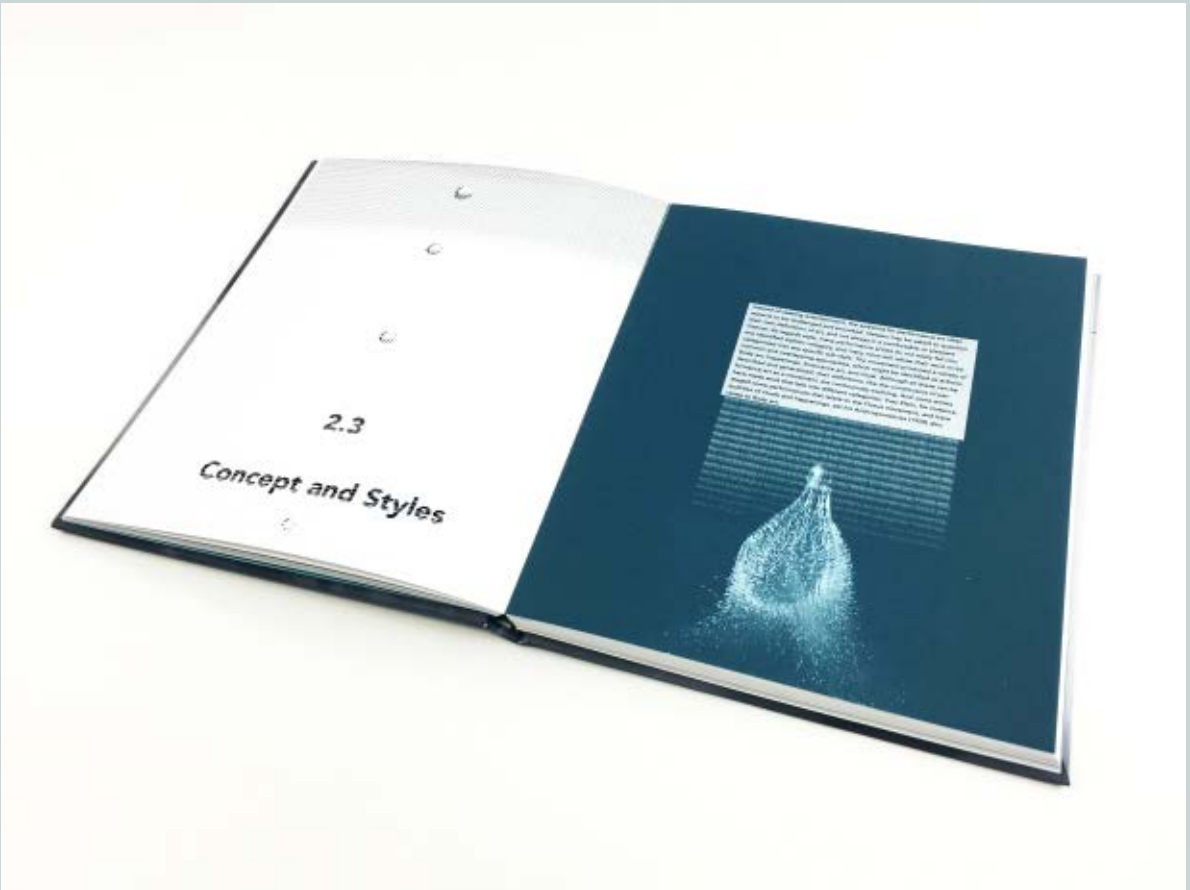
Class Name

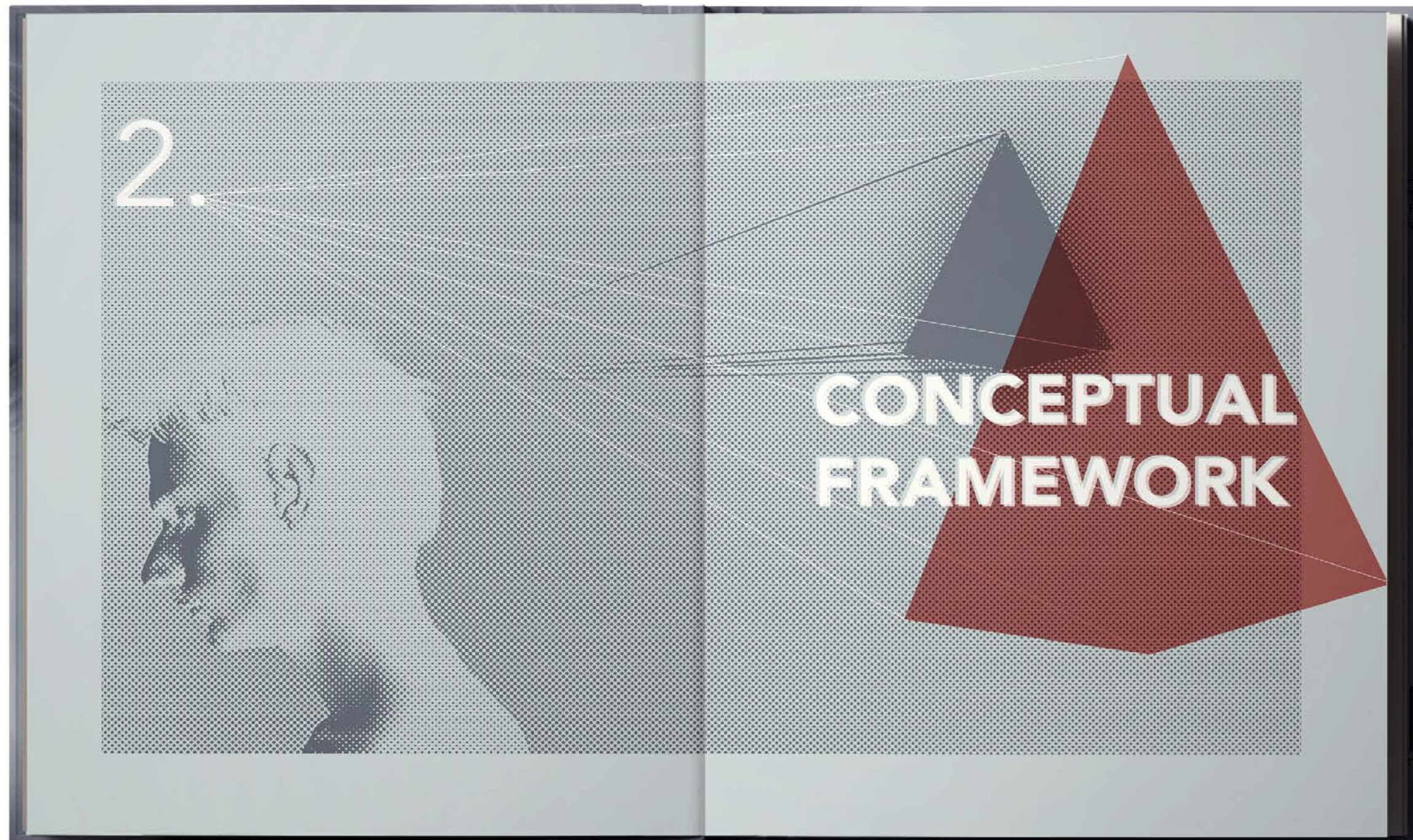
Type System

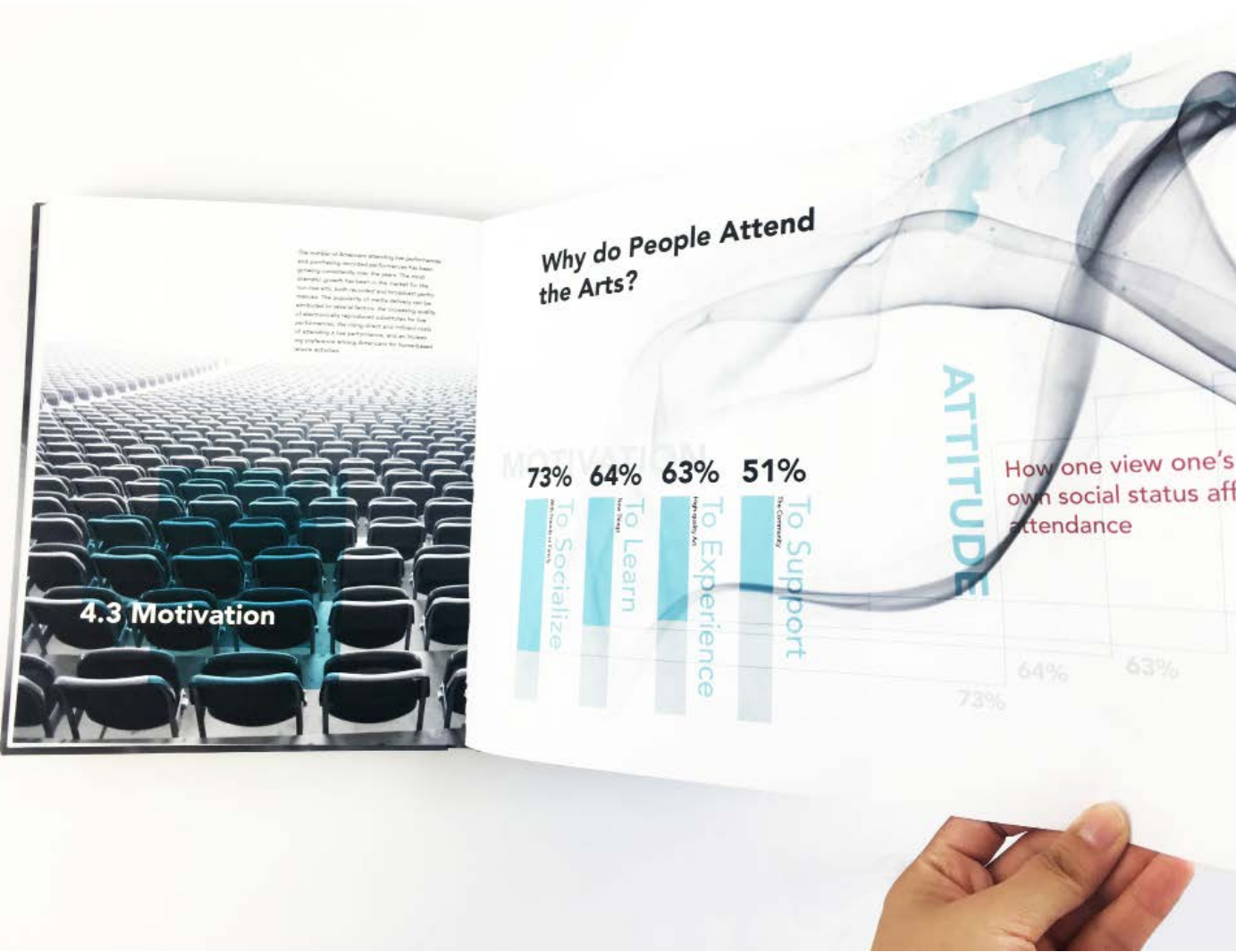
Instructor

David Hake

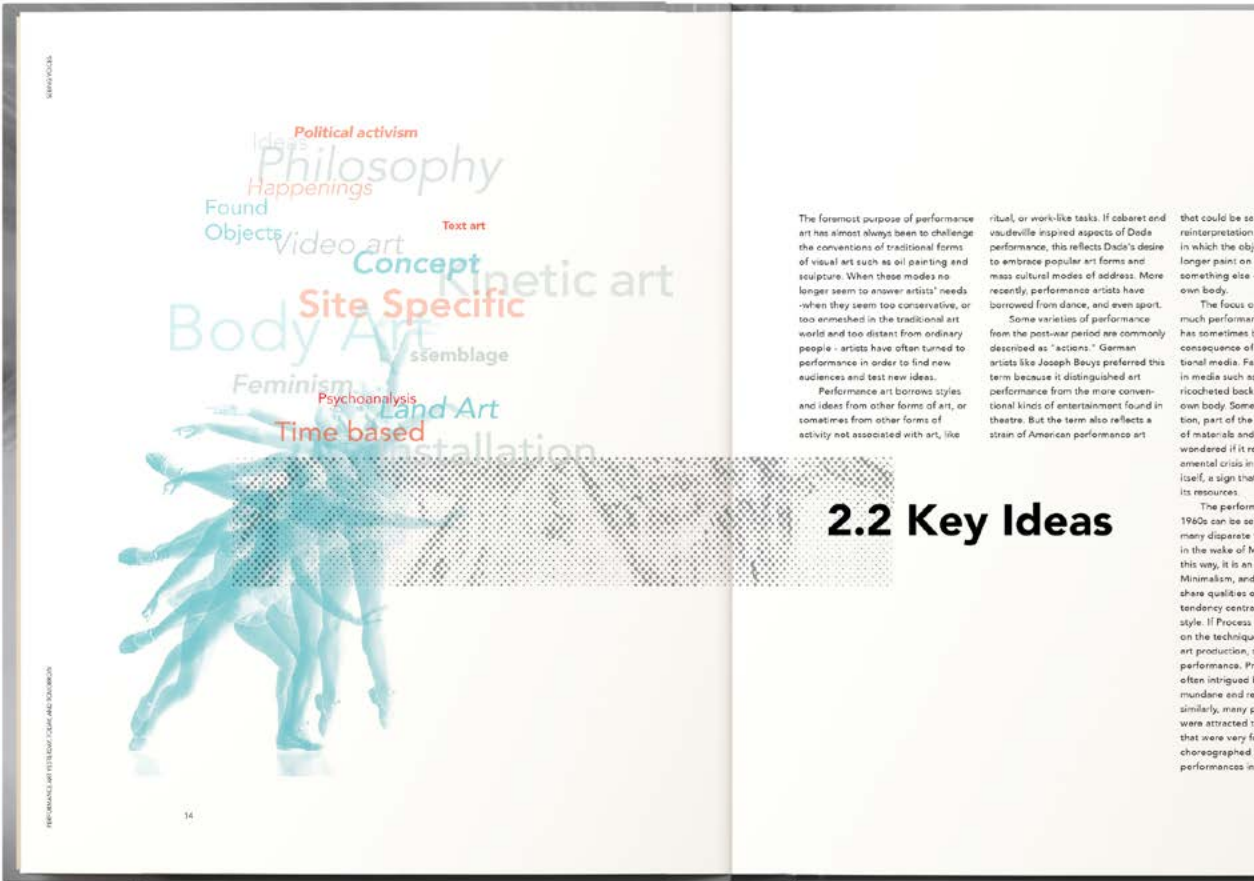










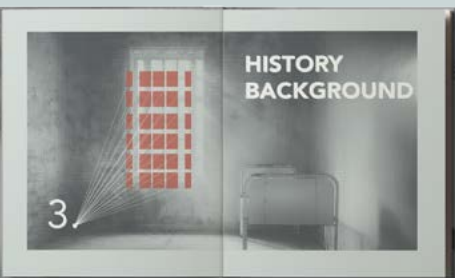
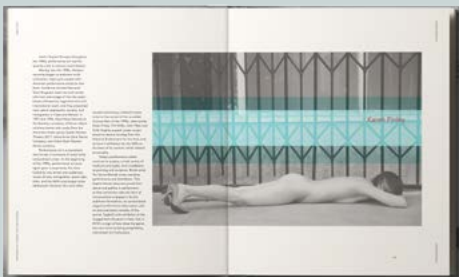
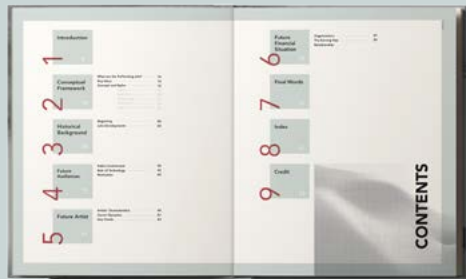


[illegible]

2.3

WHEN LIFE BECOMES A PERFORMANCE

A close-up photograph of a person with dark, curly hair looking down. A red diagonal line with the text "WHEN LIFE BECOMES A PERFORMANCE" is overlaid across the image. The number "2.3" is in the top left corner.





STORY CONTINUES

This portfolio book is a summary and review for my graduate studying. I will never stop working, creating, designing, transforming as a graphic designer. More work will be developed and can always be review at CathyCui.com.

Special Thanks to my parents, instructor, Jeremy Stout, classmates from portfolio class, Hilary, Rene, Bani, Neha, Ravit, Vicky, Sally, Pei Hsun, Louis, Jin, Timo, Yifan, and all friends that made this book happened.

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