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MFA Graphic Design

Portfolio

2016-2017

01.WHO AM I?

A Series of Designs about Identity

People are used to stick various labels to other people according to the differences in personalities, like passionate, introvert, social, and so on. Very often, many people have to disguise their own personalities to adapt to the demands of social work and life. However, at the time when being forced to change, they are also experiencing anxiety and self-denial. Worse still, during the constant transform among different personalities, they lost themselves. Maybe we should think it over seriously that whether it is worthy to change or not.

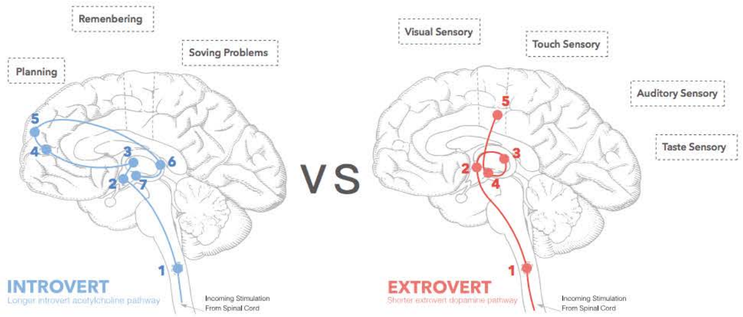
In the first part, “Know Me”, 85 questions in Eysenck Personality Questionnaire were presented in the form of book design and testing board. 12 of my friends were invited to answer those questions mentioned above and their answers related to their own personalities were noted down.

In the second part, “Shape me”, I visualized the data gained in the first part. Brooch was chose as the carrier of information because where it is worn is closest to one’s heart. I wish to reflects people’s real characters through different shapes and colors of brooches. Wearing brooches encourages people to follow their heart, learn to appreciate themselves, and show off their unique personalities.

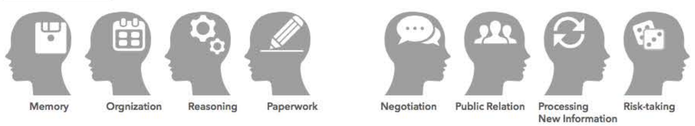
WHO AM I?
Research

THE BRAINS OF EXTROVERTED AND INTROVERTED PEOPLE

More research has actually shown that the difference comes from how introverts and extroverts process stimuli. That is, the stimulation coming into our brains is processed differently depending on your personality. For extroverts, the pathway is much shorter. It runs through an area where taste, touch, visual and auditory sensory processing takes place. For introverts, stimuli runs through a long, complicated pathway in areas of the brain associated with remembering, planning and solving problems.



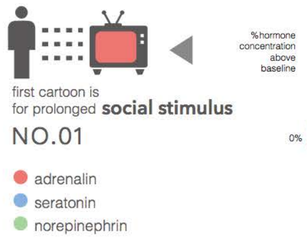
STRENGTHS



HORMONE LEVEL CORRELATIONS

Psychologist'd go further of course and speculate about the correlations in hormones between Extraverts and Introverts. Suppose they ask how adrenalin (the excitement hormone) and serotonin and norepinephrin (happiness hormones) change over time is response to either intense social stimulus or the opposite prolonged solitary environment?

Here are two experiments and results about how hormone levels fluctuate.



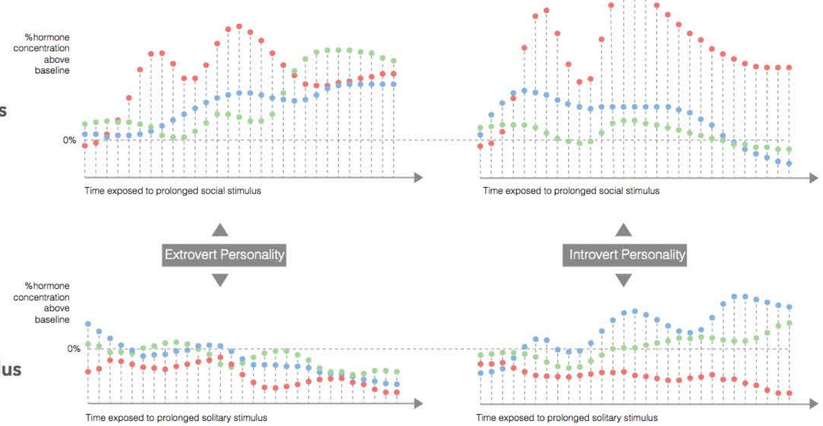
first cartoon is for prolonged **social stimulus**

NO.01

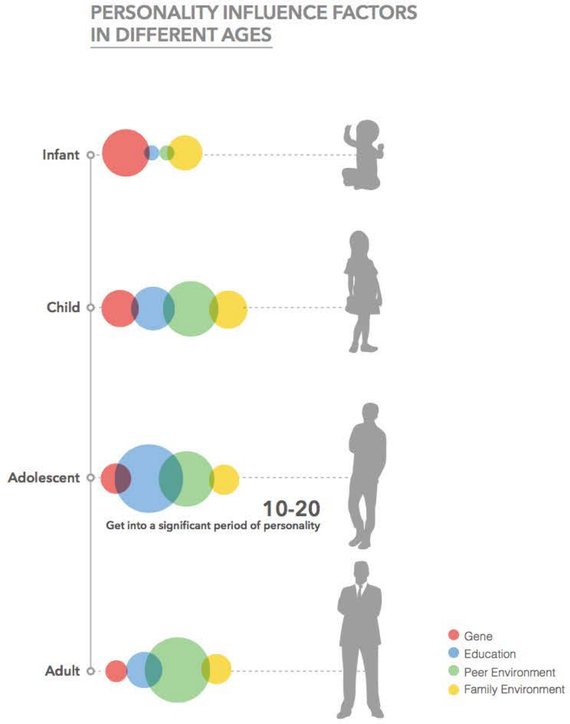
- adrenalin
- seratonin
- norepinephrin

second cartoon is for prolonged **solitary stimulus**

NO.02



PERSONALITY INFLUENCE FACTORS IN DIFFERENT AGES



WHO AM I?
Research

85 QUESTIONS
Eysenck Personality Questionnaire

About the EPQ

Eysenck Personality Questionnaire (EPQ) is a questionnaire to assess the personality traits of a person.85questions are included, which can be divided into E, P, L, N these four dimensions. Questions are designed as close-ending question with choices either "yes" or "no". Test result is recorded as original score. Then, according to participants' age and gender, original score will be processed into standard score by the means of given formula. Through standard score, we can have a basic judgement on one' s personality.

PSYCHOLOGICAL TEST

4 Dimentions

- E Extraversion (21)
- P Psychoticism (23)
- N Neuroticism (24)
- L Lie scale (20)

Marking System

ORIGNAL SCORE

Positive Question	YES	+1
	NO	+0
Negative Question	YES	+0
	NO	+1

STANDAR T SCORE

$$T = 50 + \frac{10(X-M)}{SD}$$

- M: median
- SD: standard deviation

Age

Gender

The Method of Understanding the Personal Character

3 MAIN CHARACTER

- Extrovert
- Ambiter
- Introvert

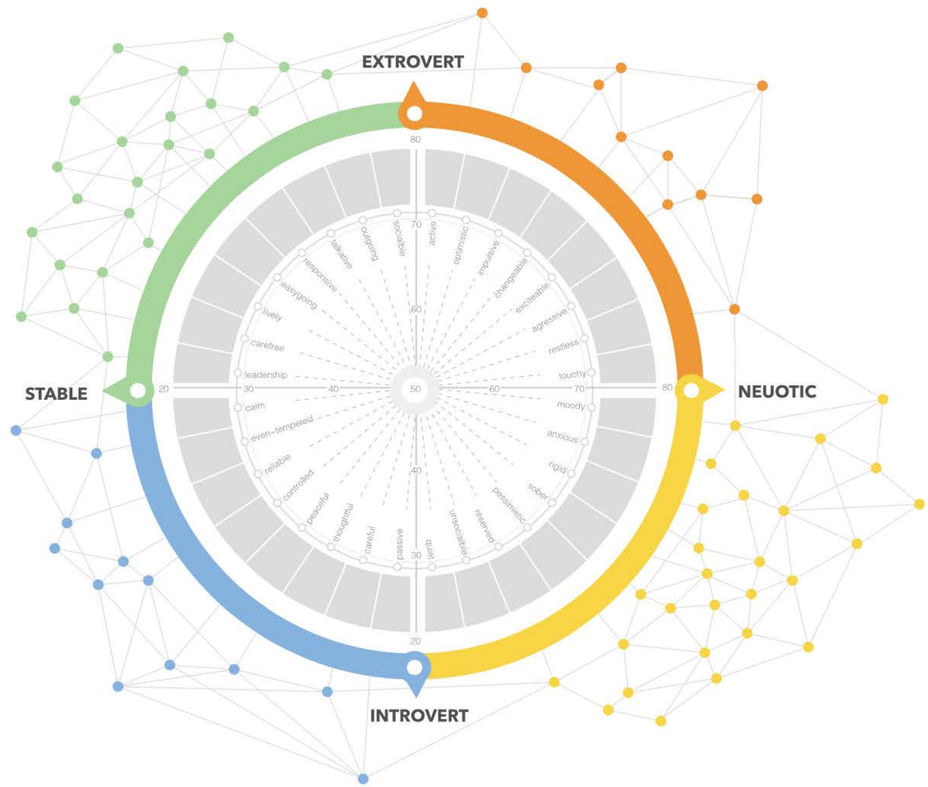
T=38.5 — T=61.5

12.5% | 75% | 12.5%

4 SPECIFIC CHARACTER

- sanguine
- philegmatic
- choleric
- melancholic

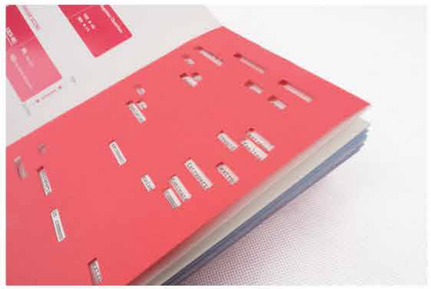
Depend on the E & N Dimension

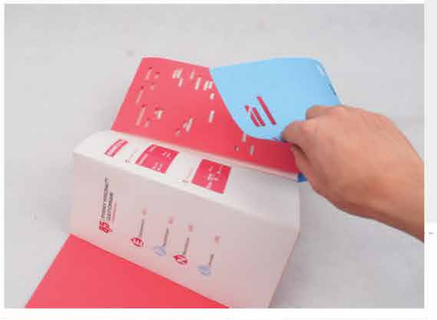


WHO AM I?
PART1: Know Me

BOOK DESIGN

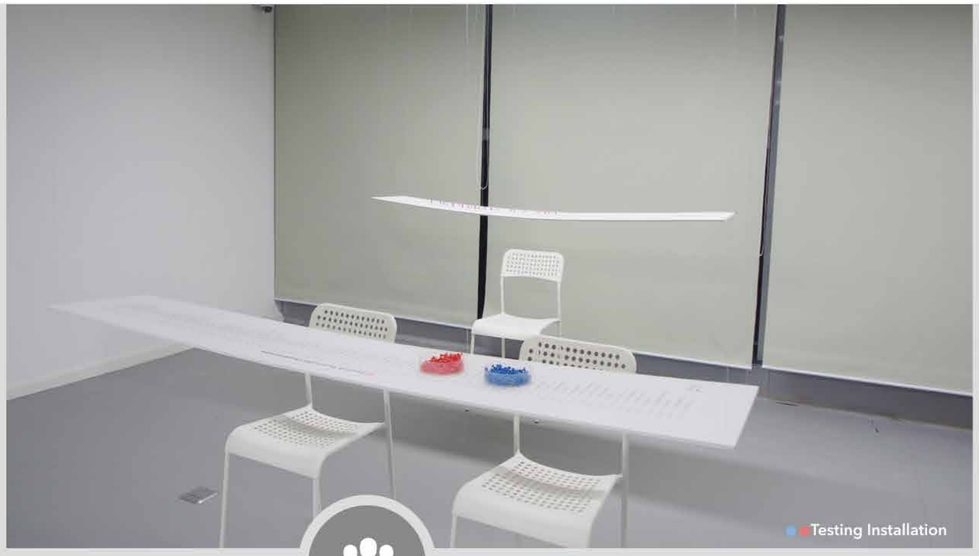
85 questions in Eysenck Personality Questionnaire are presented in a form of book. In this book, red and blue are adopted to represent people who are extroverts and introverts. In the introduction part of the first half part, keywords which belong to these two kinds of people are picked by the means of piercing papers with blue or red covered text information. The information is categorized. The adoption of accordion binding can make readers interact actively with the book when reading.



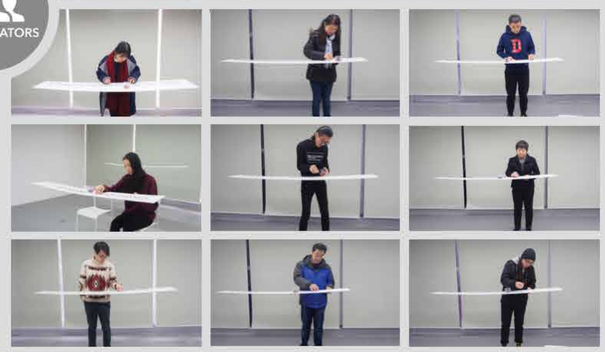


85: Eysenck Personality Questionnaire

WHO AM I?
PART1: Know Me

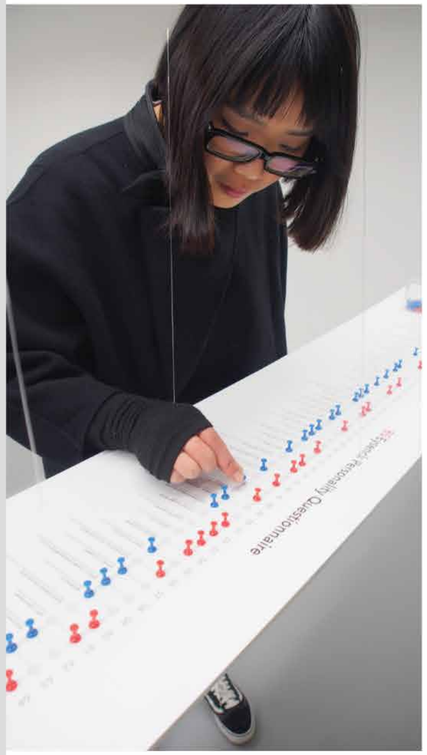


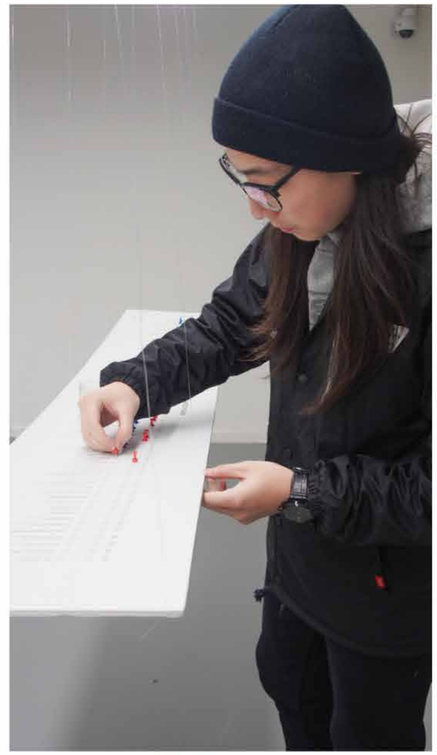
PARTICIPATORS



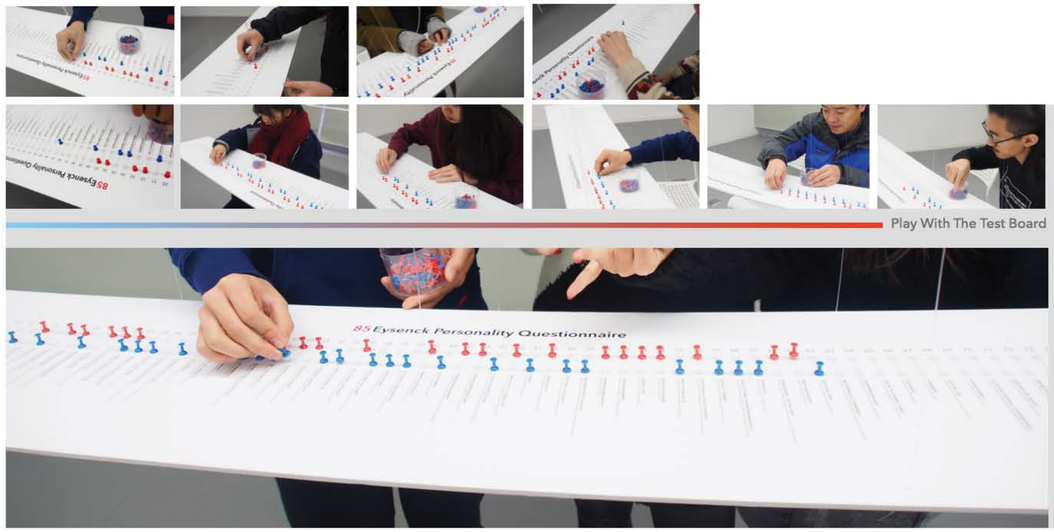
12
PARTICIPATORS IN MY PROJECT

12 of my friends or relatives were invited to my project. They work at different sectors. 85 questions were presented on a 2-meter-long board. Participants answered these questions by putting drawing pin. Red ones stood for yes and blue ones no. The results of the test were noted down and became the material of my design later.





85. Eysenck Personality Questionnaire



●RECORDING PHOTOS

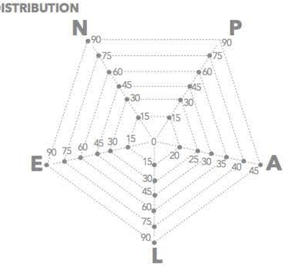
WHO AM I?
PART2: Shape Me

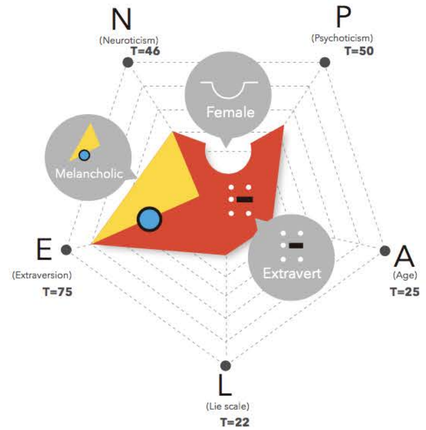
GENDER Female Female

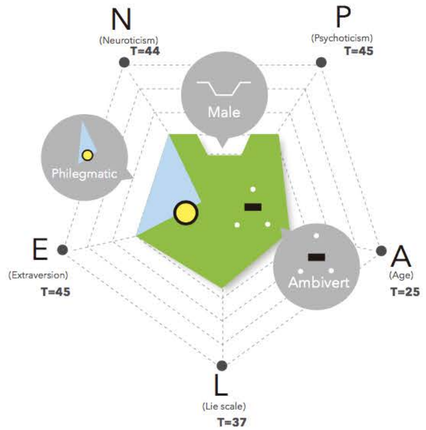
MAIN CHARACTER Extrovert Ambivert Introvert

SPECIFIC CHARACTER (Depend on E&N) Choleric Melancholic Sanguine Philegmatic

DATA DISTRIBUTION

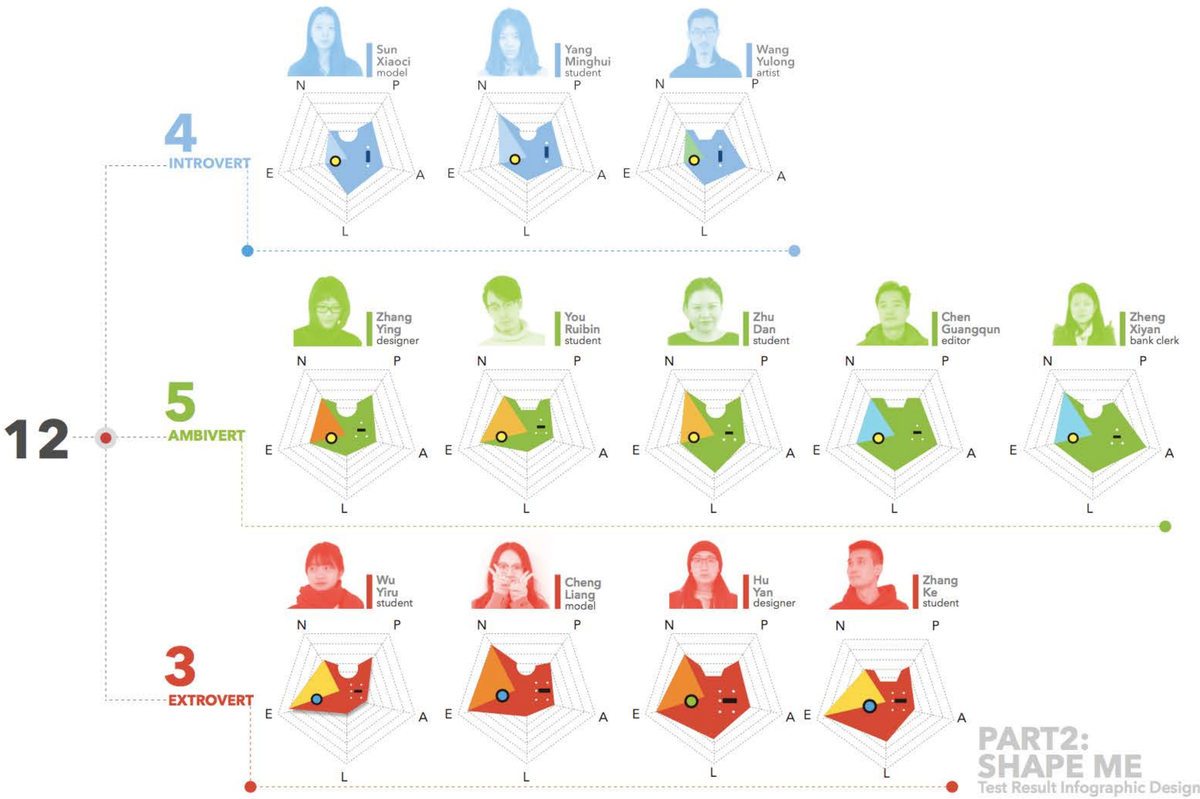






12 PEOPLE
Test Result Infographic Design

Chinese always use the word "angular" to describe one's strong character, so I designed and presented the result data of each participants in the form of polygon. Each peak of the polygon shows the participants ' standar scores of five dimensions (E, P, L, N, Age) from the 85 questions above-mentioned. Colors are used to represent introvert, extrovert, and ambivert. E and N can be further divided into 4 characters, sanguine, philegmatic, choleric, and melancholic. Each person can be represented by their unique polygon pattern.



PART2: SHAPE ME
Test Result Infographic Design

WHO AM I?
PART2: Shape Me

BROOCH

Wearing Place

closet to people's heart

- Follow my heart
- Show my unique personality.

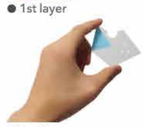
■ RECORDING PHOTOS

step1

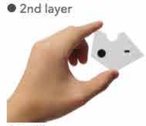
step2

step3

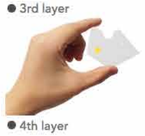
● 1st layer



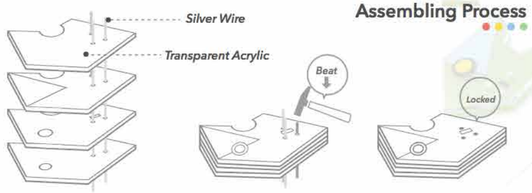
● 2nd layer



● 3rd layer



● 4th layer



Assembling Process

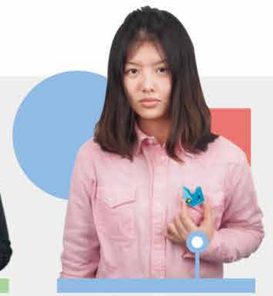
WHO AM I?
PART2: Shape Me

" SHAPE ME "
PRESENTATION

WEARING DISPLAY

Ke Zhang Extrovert

Dan Zhu Ambivert



Zixuan Yang Introvert

Yiru Wu Extrovert

DESIGN CONCEPT

I hope my design can be shown in a 3-dimensional way rather than a 2-dimensional pattern in computer. Brooch is chosen as the carrier of my infography design. The place we wear brooch is closet to people's heart, which can best reflect one's inner world. I wish to reflects people's real characters through different shape and color of brooches. Wearing brooches encourages people to follow their heart, learn to appreciate themselves, and show off their unique personalities.

02.TRANSFORM

A Series of Designs about Music Experience

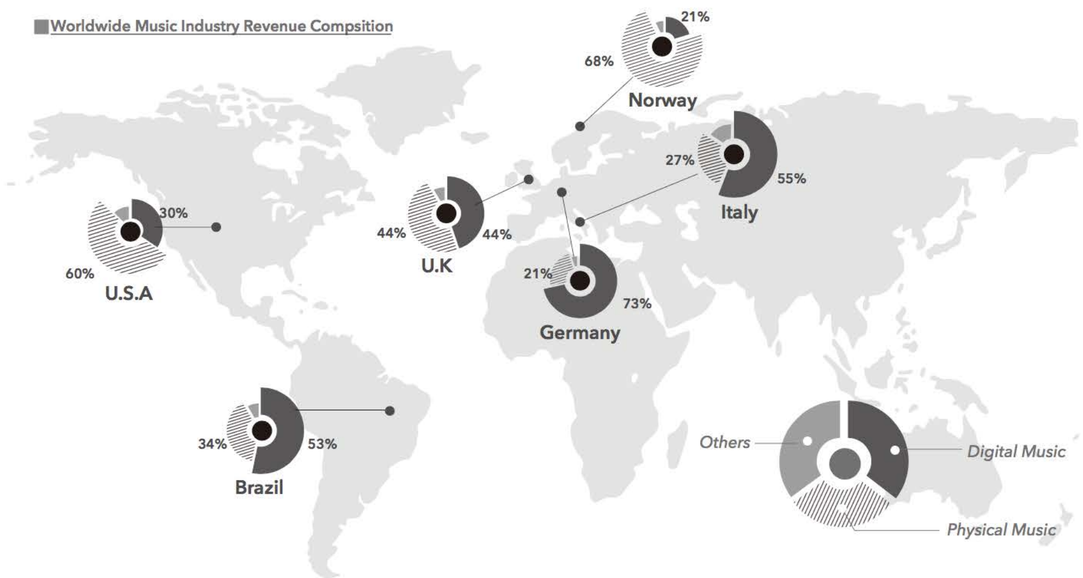
The carrier of music evolved from the original phonograph cylinder to present digital device. With an increasing number of people easily getting access to music through internet, people change their attitudes towards music for its intangibility. Traditional music physical store is faced with great challenge under the shock of online piracy. Therefore, I put forward a conceptual idea that virtual music is tangible to people by being packaged like commodities and sold in stores like goods. I took Chopin 24 preludes as source materials.

In the first part, “Sounds & Sights”, I change the music’s state of presence, and visualize the music with the basic pattern. I tried to use a mechanized rational narrative way to represent the information contained in the music. Finally, with book design as carrier, I presented the flowing virtual music to people in a form of static entity. At the same time, the exclusive patterns for representing these 24 preludes were designed as their commodities’ IDs.

In the second part, “Tangible Music”, I tried to change people’s way of listening to music. Cubic boxes of different sizes were used as the carrier of music, which made virtual music more concrete with strong sense of space dimension. What’s more, people would interact with music in an interesting manner when listening to and purchasing music. Meanwhile, in the process of listening to music with such sense of ritual, the relationship between human beings and music is strengthened.

TRANSFORM
Reserch

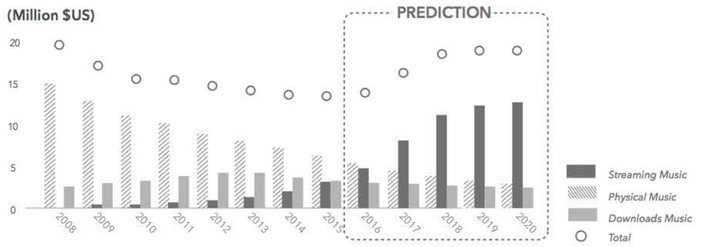
Worldwide Music Industry Revenue Compsition



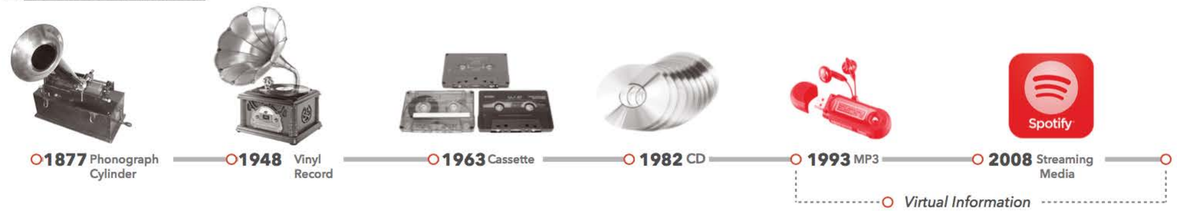
Global Share of Scales of Recorded Music (Million $US)

Total
=15.29(Million $US)

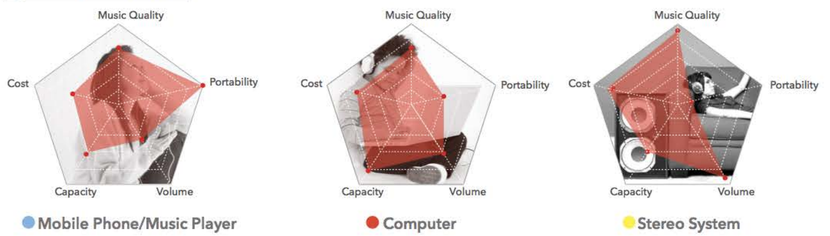
Annual Global Record Music Industry Revenue



Evolution of Music Media

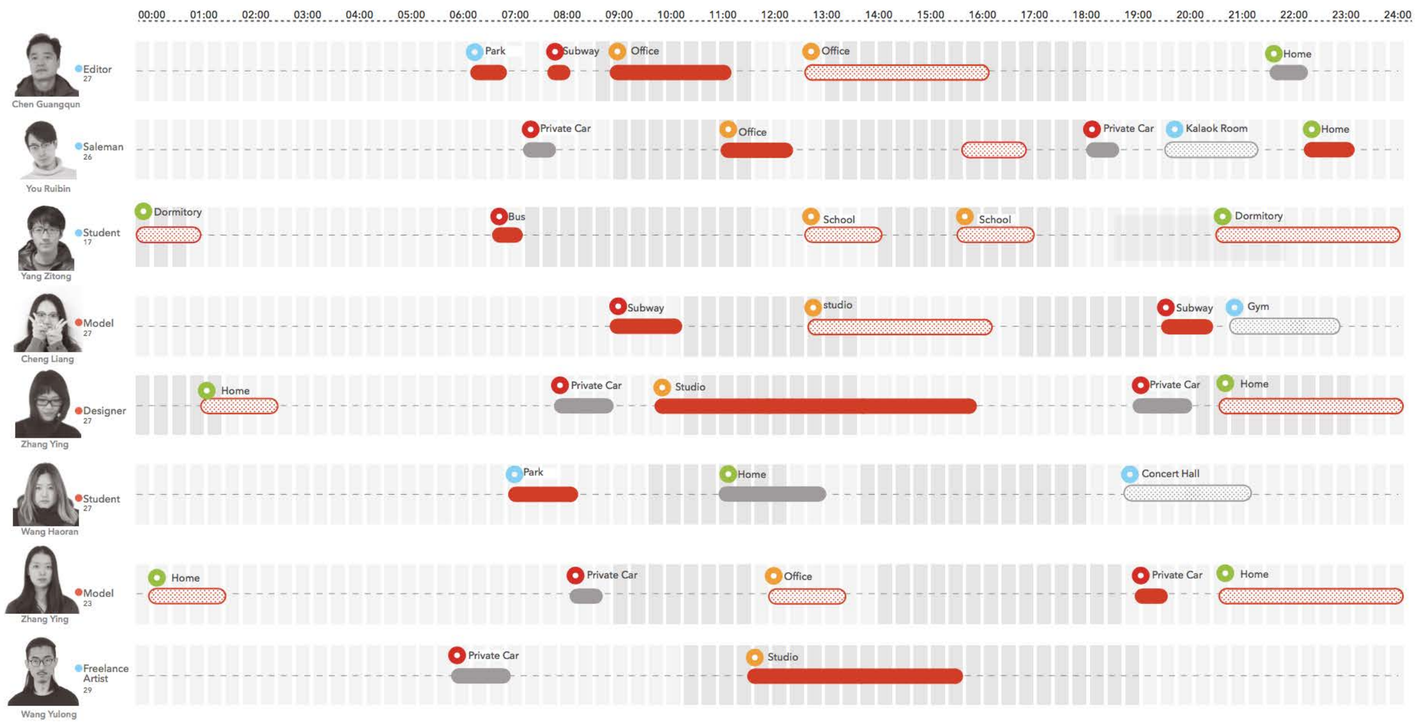


Modern Music Devices



TRANSFORM
Reserch

The Daily Record of Music Listening Habits



Existing Problems

People today spend more time listening to the music than ever before. However, the music's sense of presence in people's life has always being weakened. There are too many interference factors, so that few people can focus on the music itself. People treat the music more probably as a dispensable background accompaniment. The virtualization of the music has greatly affected the value of music in people's mind.

Digital devices

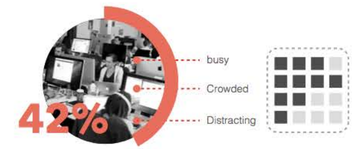
Convenience
- Download
- Online Stream

No restriction in place

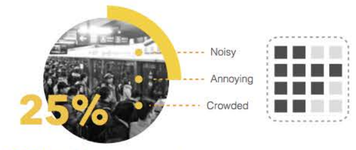
WHEN
- Working/studying Time
- Leisure Time

HOW
- Others
- Physical Music
- Online Stream
- Download

WHERE
- Public Transportation
- Working Place
- Residential
- Entertainment Place



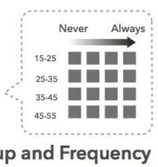
Top1: Working / Studying Place



Top2: Public Transportation

Top3: Residential Place

Top4: Entertainment Place

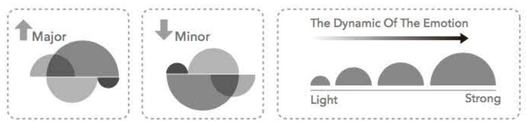


●Age Group and Frequency

COLORED PRELUDES

Matching Color with Emotion behind the 24 Preludes

I selected emotion as the bridge connecting the music and color. The 24 preludes contain 24 majors and minors. Music with different tones gives people different emotional feeling in the hearing. Similarly, different colors will also give people different psychological feelings. According to the emotion transmitted by each prelude, I selected from emotion board four colors, which can represent musical expression for each prelude, and then applied them in my design.

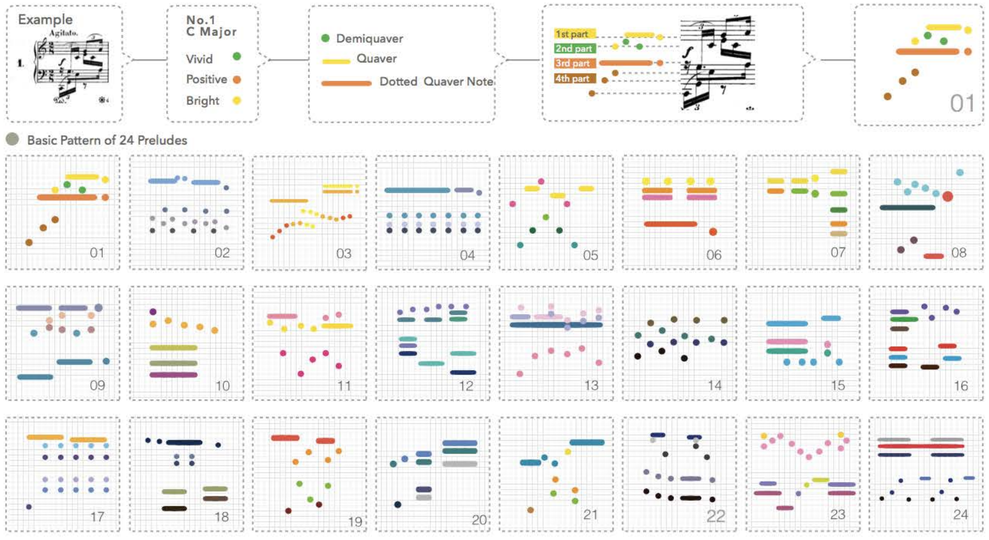


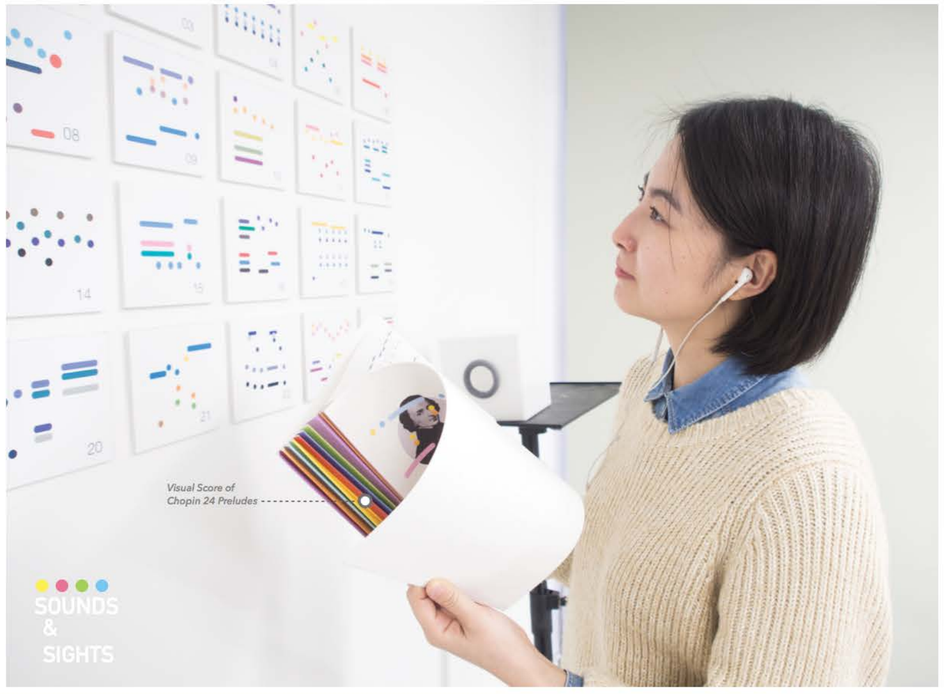
Emotion Color Board

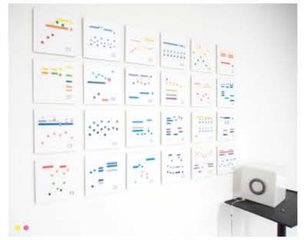
Passion	Love	Depress	Fresh	Mourn
Optimism	Shy	Free	Joyful	Indifference
Vivid	Ambiguity	Mystery	fear	Hesitate
Pleasant	Excitement	Illusion	Tension	Bitter
Mildness	Peace	Desolation	Loney	Despair

TRANSFORM
PART1: Sights & Sounds

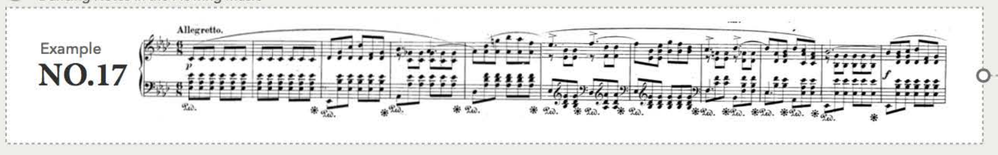
Generation of Music Pattern



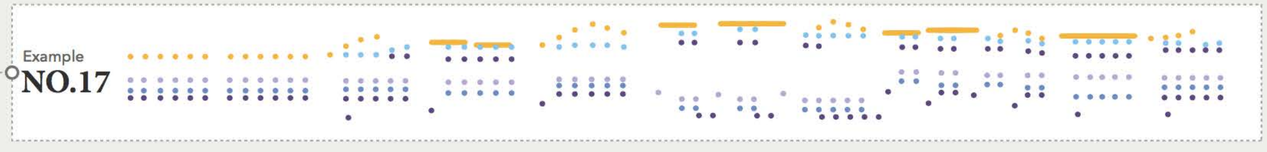




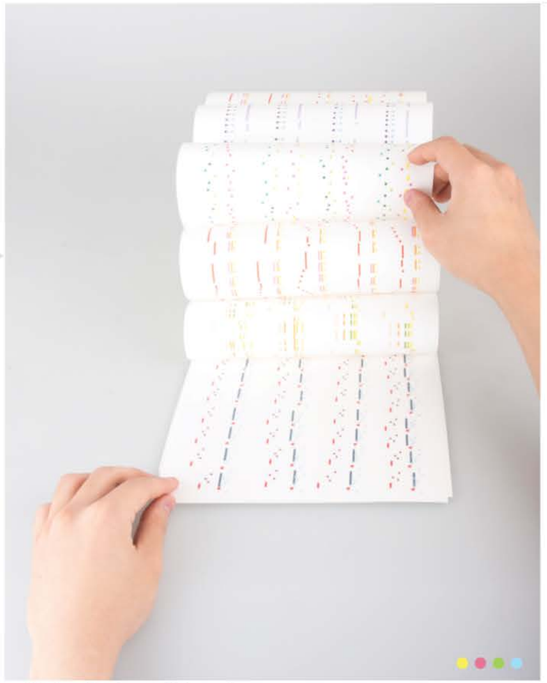
Dancing Notes in the Flowing Music



TRANSFORM



TRANSFORM
PART1: Sights & Sounds



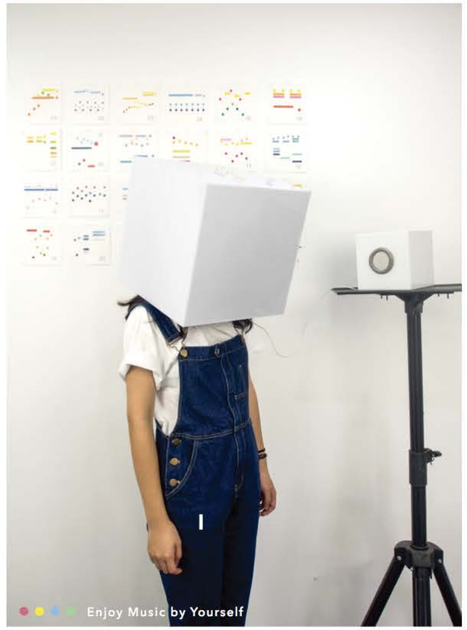
○ 24 Preludes of Chopin ---------- Colorful Book Spine ○

Colorful Book Spine

Accordion Bingding

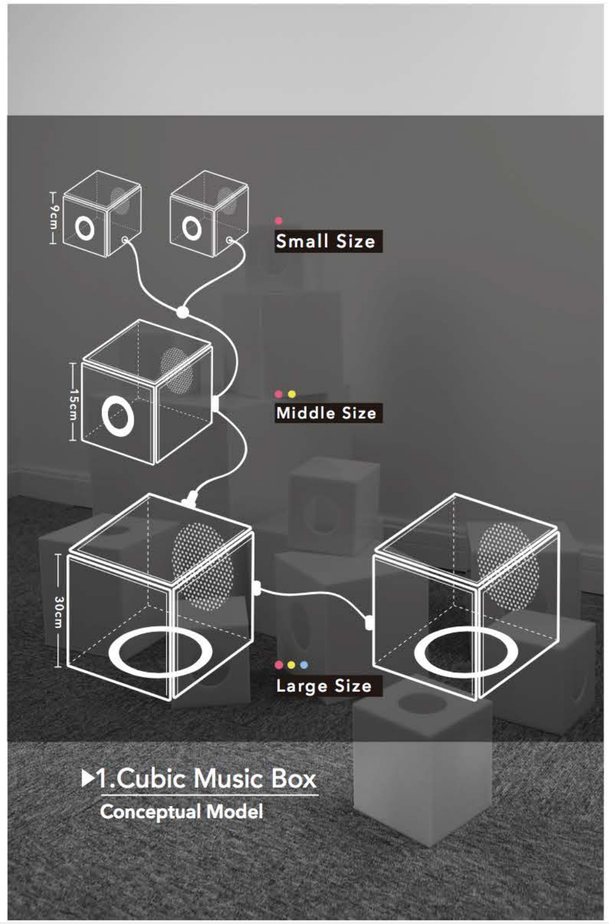
Inside Pages

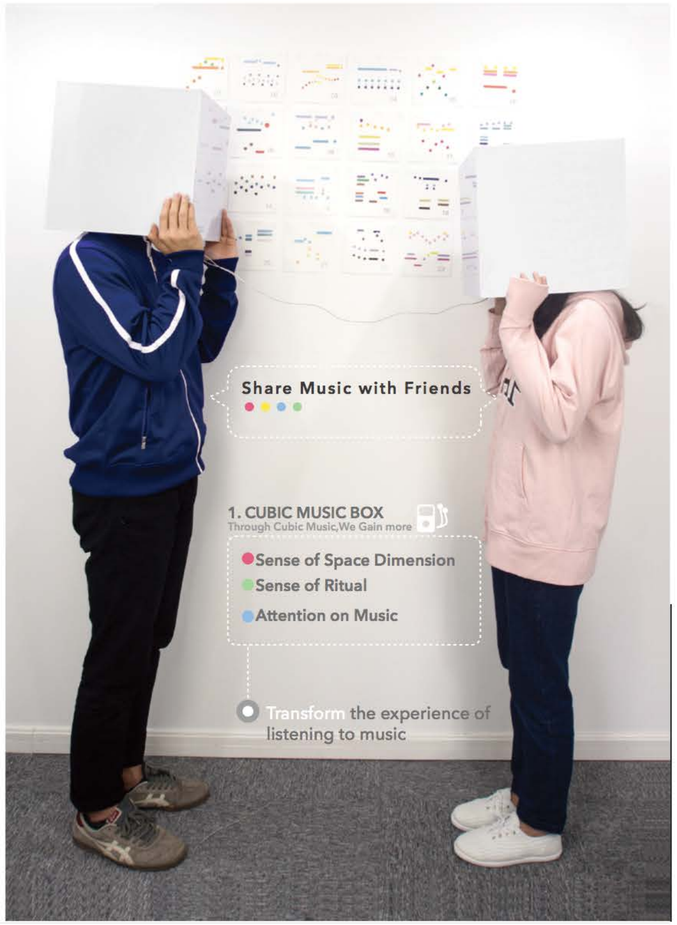
TRANSFORM
PART2: Tangible Music



Install Circuit Board of Music Player

In the second part, "Tangible Music", I hope to change people's way of listening to the music through the design of the concept of cubic music. Through the cubic box, a medium with a strong sense of space and volume, I represent the music to audiences in the manner of more sense of ritual, thus enhancing the value of music in people's mind. Meanwhile, I introduced the concept of "Cubic Music Store", hoping that the virtual music can be sold on the shelves as entity commodity, so as to change people's way of purchasing music.





TRANSFORM
PART2: Tangible Music

2.CUBIC MUSIC STORE
New mode of music purchasing

- Sell music as selling products.
- Pieces of music are put on storage racks, which makes invisible music tangible to people.
- Visible information is used as a part of packaging and customers can receive music through visual sense.

Transform the experience of music purchasing

▶ 2.CUBIC MUSIC STORE
Final Presentation

03.COLOR POST

A Series of Designs about Fly-posting

In China, information being spread by small advertisement , also known as fly-posting, is a special cultural phenomena. Although they are not allowed by law, these fly-postings, with only telephone numbers and service items spreading like virus, reaches every corner of the city after repeatedly posting. We all have this kind of stereotype towards fly-posting and deem it as a kind of visual pollution. At the same time, we also label those who put up fly-postings as city's destroyers; we show no respect to them and classify them as people who are inferior to us. However, we have neglected the fact that fly-postings provide us with much convenience with information on them.

Through Color Post, I hope to improve the interactive relationship between people and these fly-postings with changes on the way information is spread and other aspects. These colored fly-postings are posted on the breakage of streets and buildings at the city corner in order to renovate cites. In this way, information can get involved in our daily life in a more interesting and friendly manner. meanwhile, it will also change our negative attitude towards those who put up fly-postings, providing them with a chance to be a protector of cities rather than destroyers and to gain more respect.

50-min Fly-posting Investigation

Siming District, Xiamen City, Fujian Province, China

Current Situation

Through research, I found it was very common to see fly-postings in Xiamen. The number of house-renting and decoration advertisement ranks highest because these two kinds of fly-postings are closely related to our daily life.

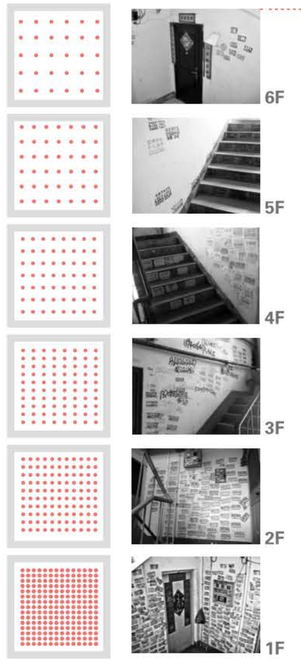
1.Horizontal Distribution of Fly-posting

Distribution Siuation

In terms of the geographical situation of fly-posting, fly-postings can be seen in old residence most and followed by new residence, mainly because of its high density of population. Residents there have great demand of daily-life-related fly-posting. In addition, poor management of these places give rise to fly-posting. On the other hand, fly-postings can be seen least in business area and administrative area.

Fly--postings at the City Corner

2.Vertical Distribution of Fly-posting

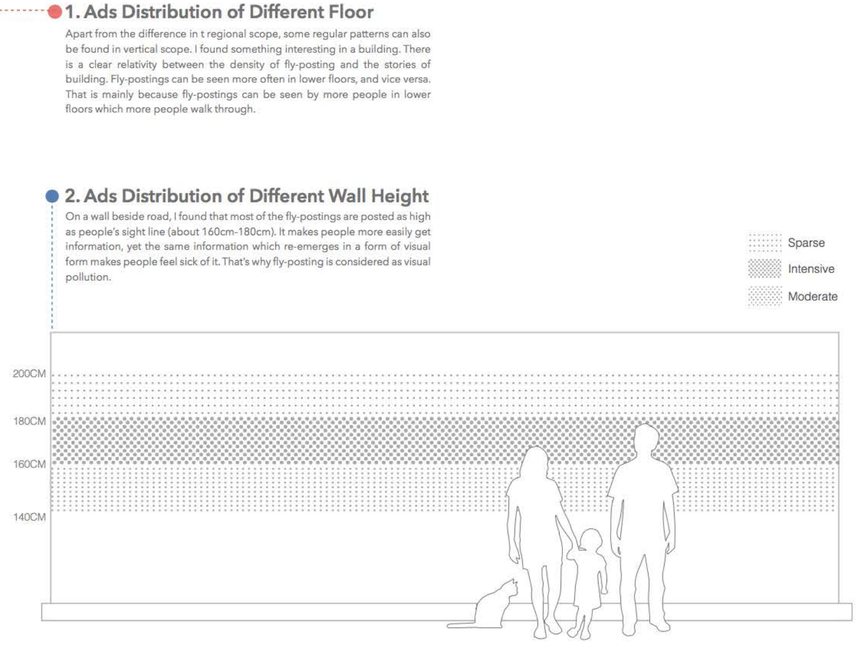


1. Ads Distribution of Different Floor

Apart from the difference in t regional scope, some regular patterns can also be found in vertical scope. I found something interesting in a building. There is a clear relativity between the density of fly-posting and the stories of building. Fly-postings can be seen more often in lower floors, and vice versa. That is mainly because fly-postings can be seen by more people in lower floors which more people walk through.

2. Ads Distribution of Different Wall Height

On a wall beside road, I found that most of the fly-postings are posted as high as people's sight line (about 160cm-180cm). It makes people more easily get information, yet the same information which re-emerges in a form of visual form makes people feel sick of it. That's why fly-posting is considered as visual pollution.



RESEARCH | Psychological Analysis

Mental Activity

In my opinion, the posting of fly-postings is affected by some psychological factors. Those people who post fly-postings are tagged with some negative images, which gives them a sense of inferiority. They just want to finish the posting as quickly as possible so that they would not be caught by other people. Under such pressure, aesthetic aspect of fly-posting is put aside.

Illustrate the ads

- Visual problems
  - Irregular
  - Information overlapping
  - Large area of dense

Current Situation

Posting fly-postings all out of order makes people consider it as visual pollution. Most of the similar information is presented on wall at all angles. Along with overlapping, it is ever harder to identify their functions.

cause

Calm — Tension

- Tension
- Afraid
- Normal
- Calm

Mental activities

- Sense of inferiority
- Fear of being arrested
- pressure of limited time

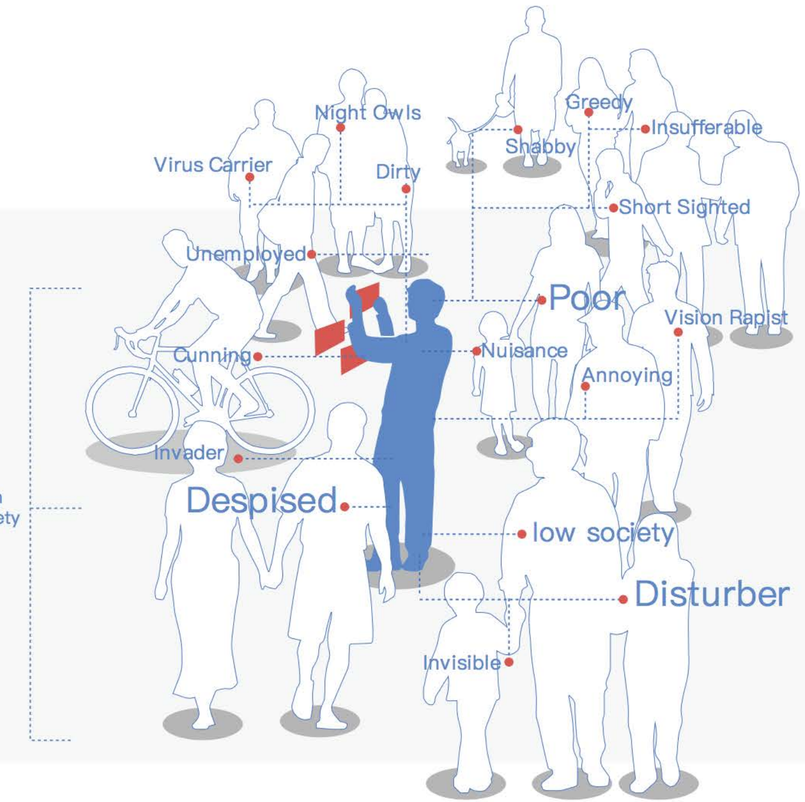
Anxiety
Tension

Physiological reaction

- Thyroid hormone secretion increased
- Increased heart rate
- Shortness of breath
- Trembling of the hands

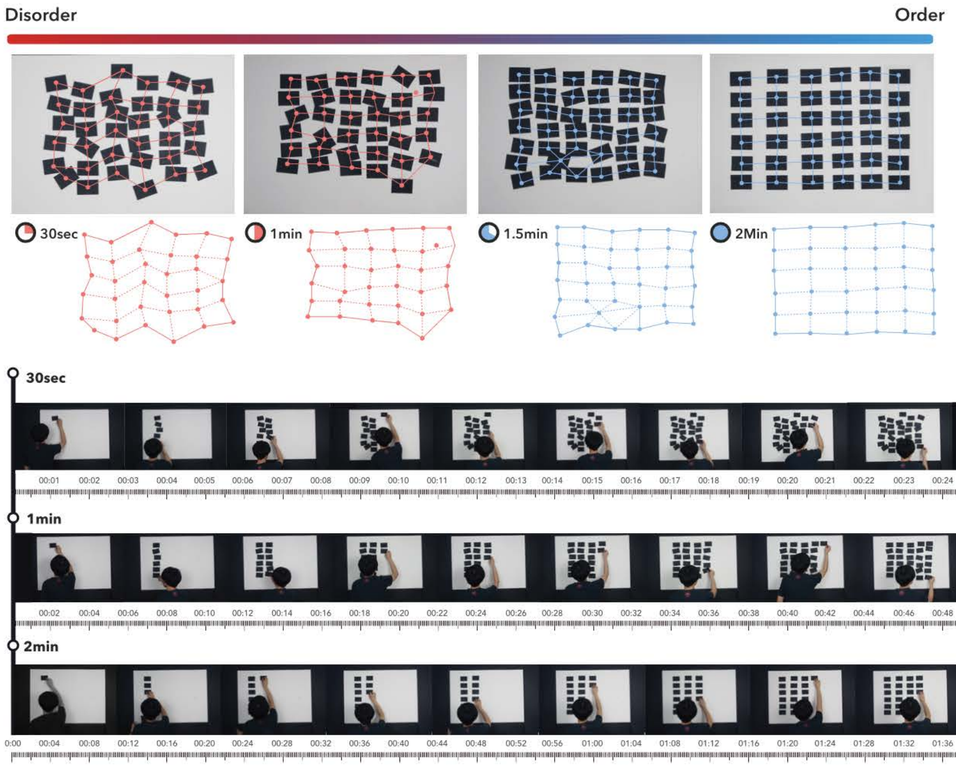
cause

Discrimination from the Society



POSTING EXPERIMENT

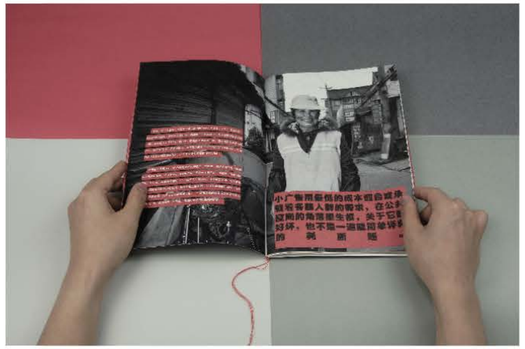
I conducted an experiment to support my guess. A white board was put on a wall in a residence. Some black cardboard is cut into the size of fly-posting. One of my friends took the time of posting all these fly-postings on wall. I could post them instinctively under the pressure of limited time and eye-sights from passers-by. Those fly-postings were posted messily under the limitation of 30 seconds. Then, as I got more adjusted to the environment with prolonged time, there was some improvement of the situation. The experiment is a strong evidence of my previous suppose.

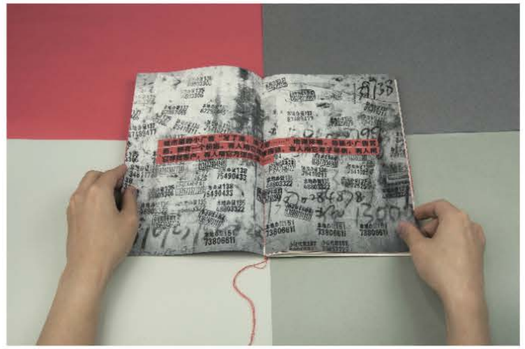


THE PEOPLE BEHIND FLY-POSTING

小广告背后的——人

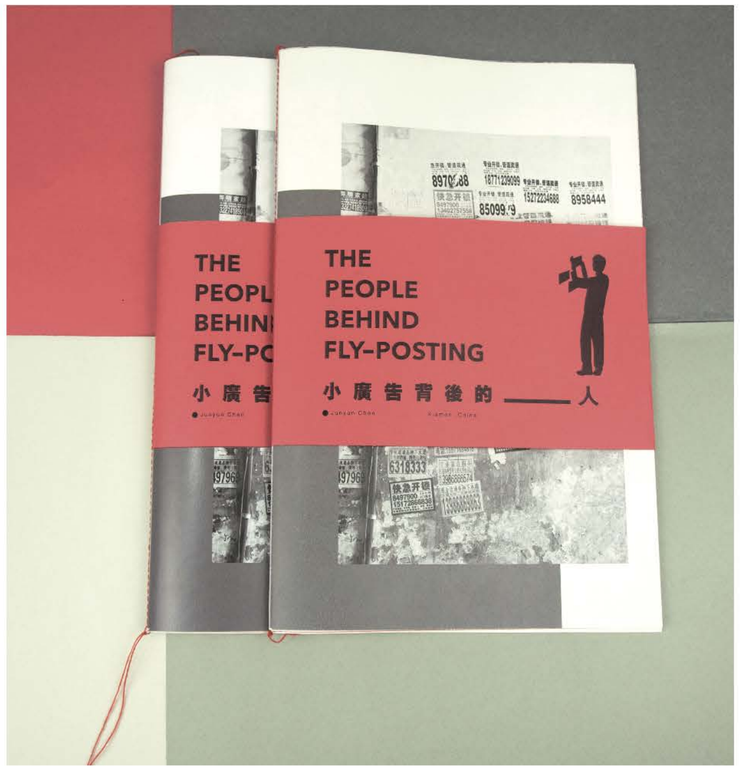
Fly-posting meets people's demand with a lowest cost. It is hard to say whether fly-posting is good or not. I got acquainted with some people who post fly-postings during the process of research. They come from different backgrounds, with different stories behind their behaviours. Phone numbers of fly-postings are used as a narrative clew in my book design and stories from those 10 people are also presented in this book.





10/ **PEOPLE BEHIND FLY-POSTING**

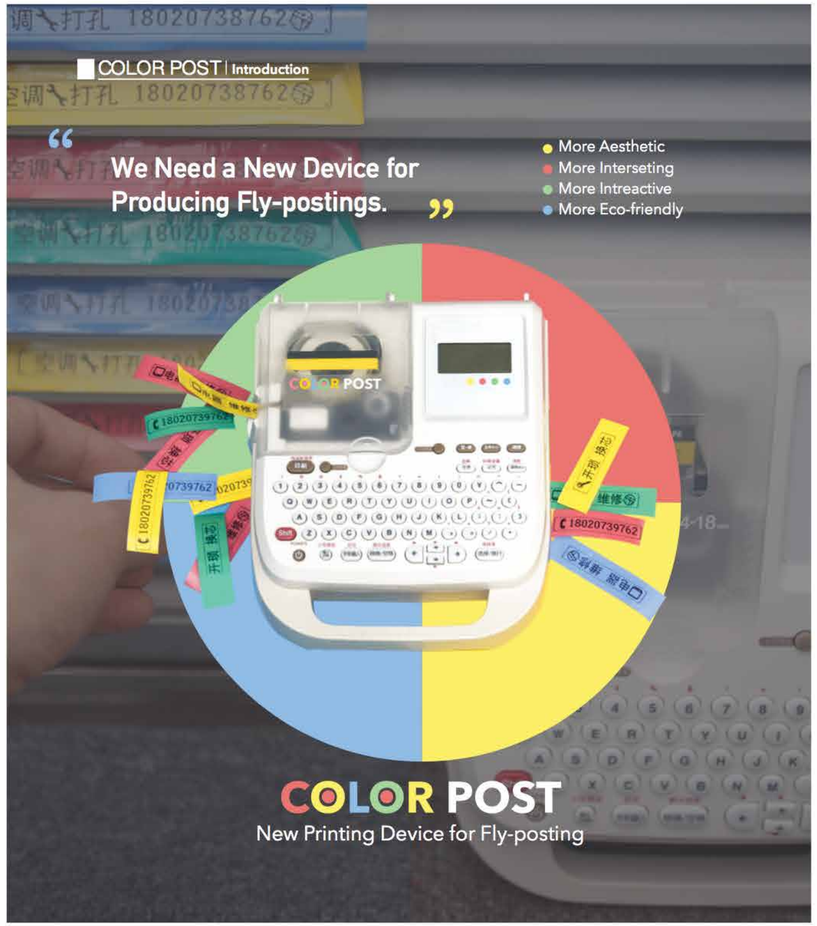
- Book Design: Junyun Chen
- Photography: Stam Lee

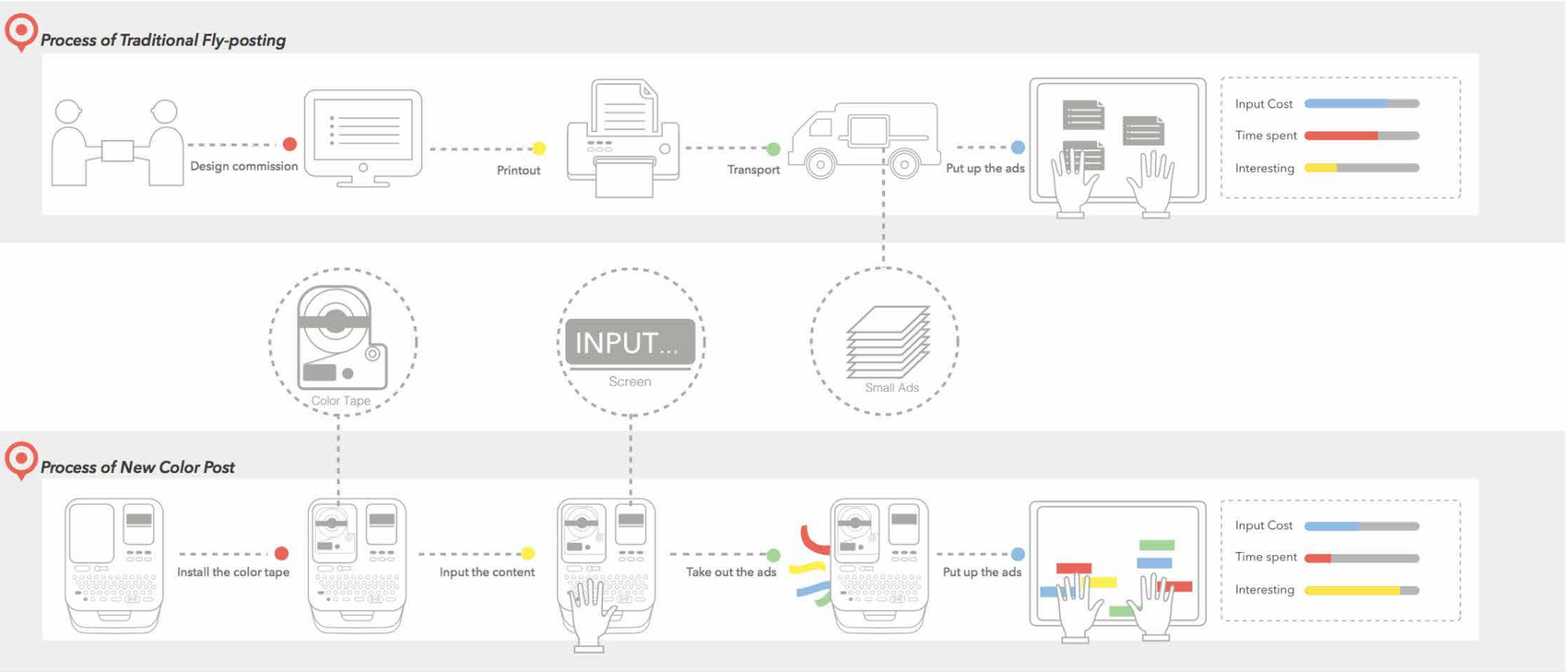


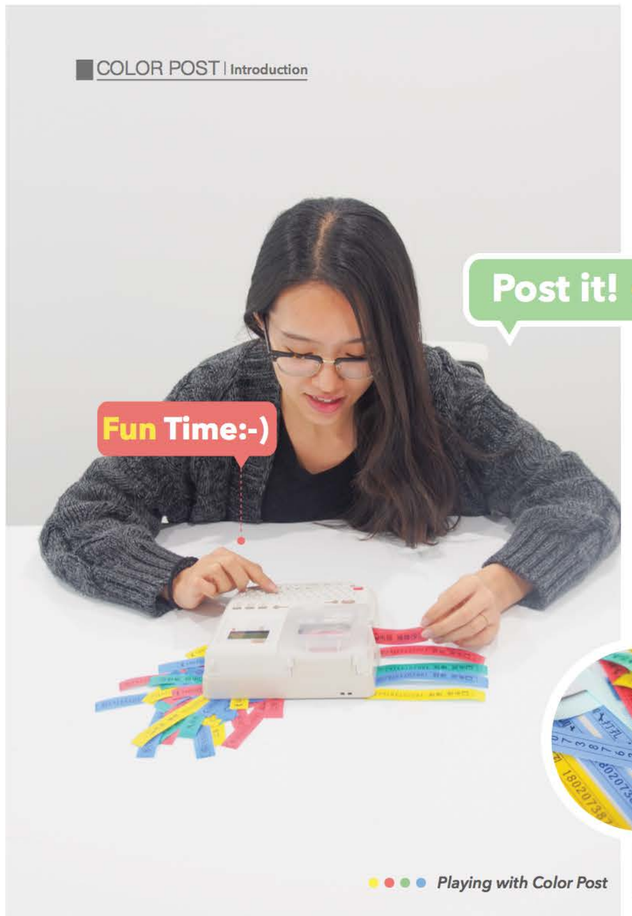
01 庞平 Pang Ping
02 王老师 Wang
03 李雷 Li Lei
04 包小姐 Bao Xiaojie
05 梅 Mei
06 练市乐队 Lianshi Band
07 陈 Chen
08 赵&陈 Zhao&chen
09 林永庆 Lin Yongqing
10 江 Jiang

BOOK DESIGN

THE PEOPLE BEHIND FLY-POSTING


COLOR POST | Introduction
We Need a New Device for Producing Fly-postings.
More Aesthetic
More Interseting
More Intreactive
More Eco-friendly
COLOR POST
New Printing Device for Fly-posting


Process of Traditional Fly-posting
Design commission
Printout
Transport
Put up the ads
Input Cost
Time spent
Interesting
Color Tape
INPUT...
Screen
Small Ads
Process of New Color Post
Install the color tape
Input the content
Take out the ads
Put up the ads
Input Cost
Time spent
Interesting



Playing with Color Post

Details of Color Post

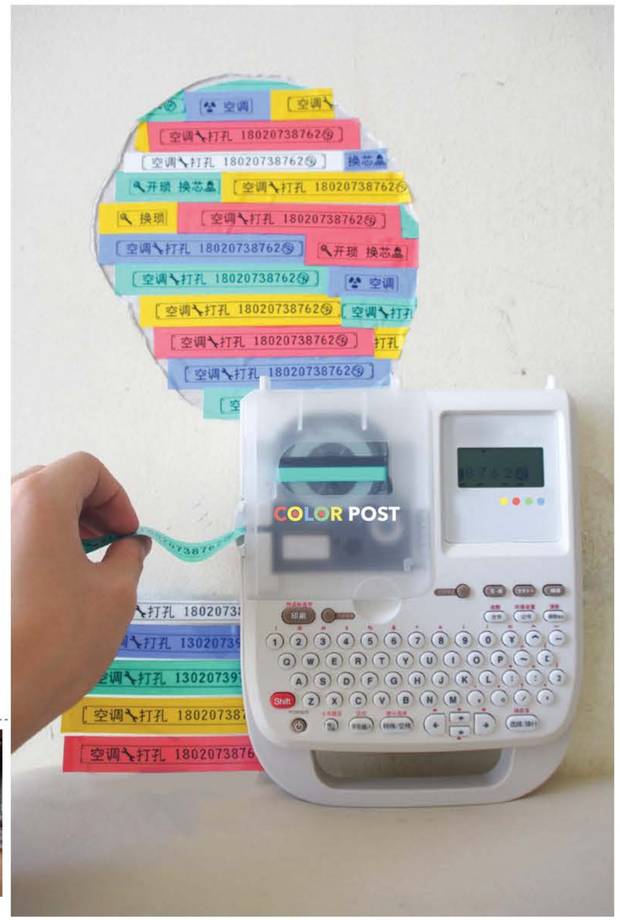
1. INFORMATION

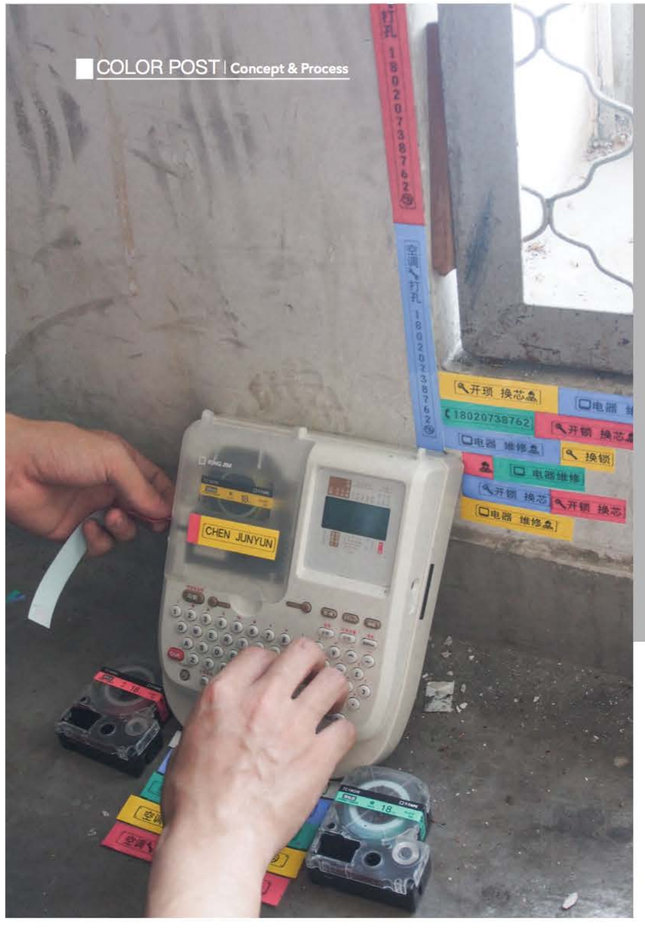
- Service Items
- Phone Number

2. MATERIAL

- Adhesive Sticker / Color Tape — No mark after ripping off
- PET — High & Low Temperature Resistance; Scratch Resistance; Wear-resisting — Suitable for outdoors

New Experience of Fly-postings





*“We need more respect and understanding. Fly-posting can be **friendly** to our life.”*

Stereotype:

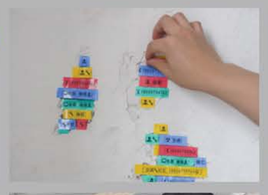
City Destroyer

Design object
Transform

City Protector

Use Color Post to Renovate the City

Color Post at the City Corner



Collection of the damaged areas in the city

01

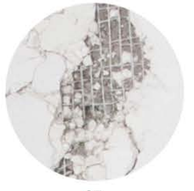
02

03

04

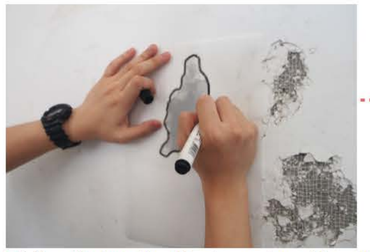
05

06

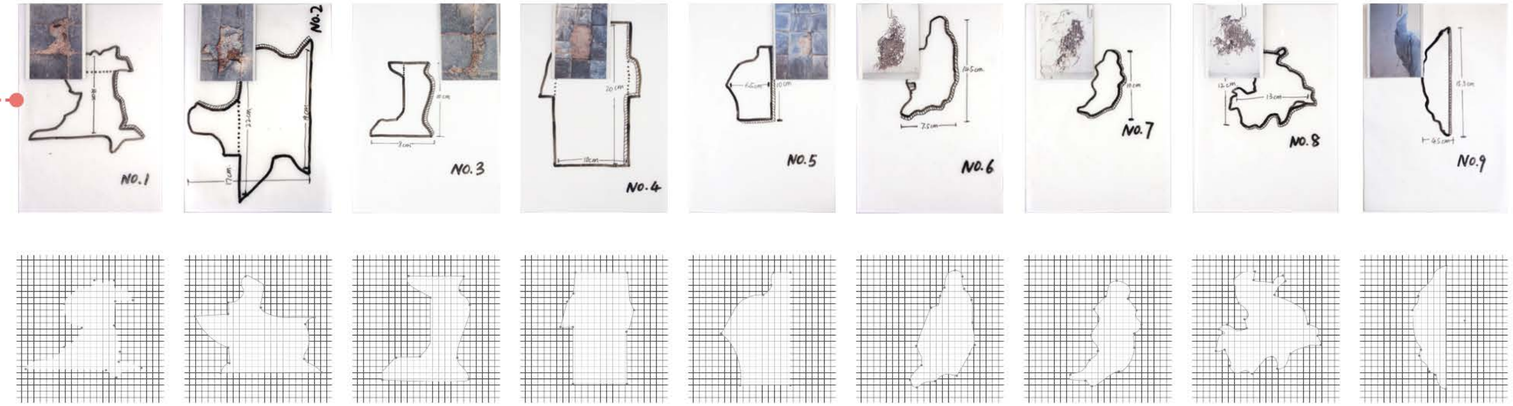

07

08

09

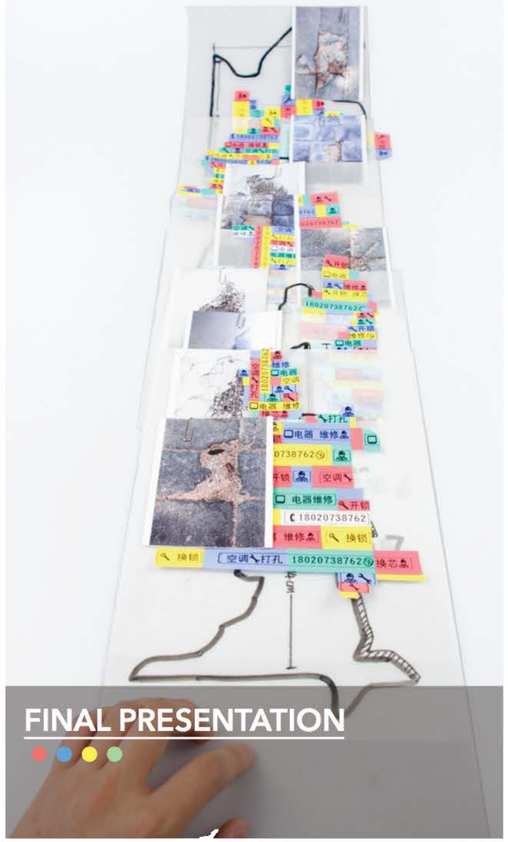


1.Overstrike the outline of the damaged area of the wall
Tool: Transparent Paper / Black Marker Pen



2.Draw the outline of the damaged area on the computer
Tool: Adobe Illustrator

3.Cut the PVC into the outline and paste the ads on it.
Tool: Transparent PVC / Colorful Adhesive Tape



FINAL PRESENTATION

Other Projects

Mini Projects

Book Design

01.Be a Soldier

Writter: Jin Ba / Desigener:Junyun Chen

This was a concept book design that I finished in my undergraduate class of Book Design. I re-created Ba Jin's prose "Be a Soldier" in the form of book design. There were a lot of imageries with a strong sense of tableau in the prose. I wanted to present them through a book, yet simply using paper could not express my idea very well. I needed a more expressive method with a stronger visual impact. Therefore, I tried to use some unconventional materials, such as iron sheet metal, wire mesh, bandages and the like. Text messages with these materials were presented in a more interesting form of organization. Such attempt made me realize how to integrate the form into the content in book design.

● Nov,2013

● *Inside Pages Details*

● *Explore the posibility of material in book design*

Other Projects

Mini Projects

2.Evolution

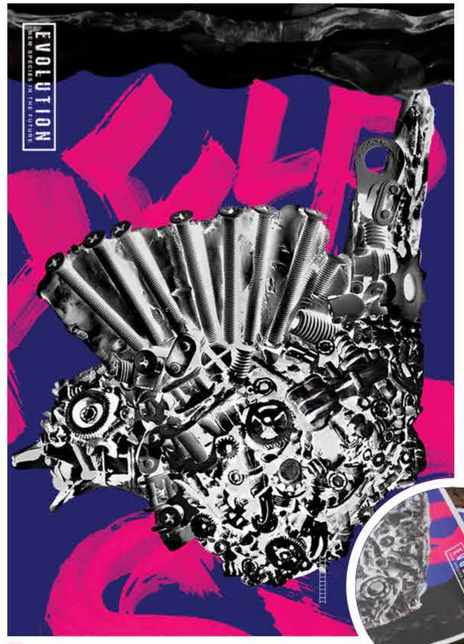
Poster Design / Sculpture

Victims of industrial pollution are not only human beings. Industrial sewage and exhaust emissions also have brought great disaster to other creatures on earth. Biological evolution is great influenced by environmental factors. If industrial pollution cannot be curbed, biological evolution will face a huge crisis.

In this series of posters, I completed this series of of sculptures with the professional help of my friends and made it the important element in the posters. I used the exaggerated expression and made up fish and birds in panic roaring with gear parts industrial society, with black color representing contaminated sky and sea. Eventually the poster is presented with tragic colors and a strong visual impact, revealing the enormous harm of industrial pollution to the ecological environment and biological evolution.

● Nov,2013

■ EVOLVED NEW SPECIES IN THE FUTURE
We need pure water to survive.



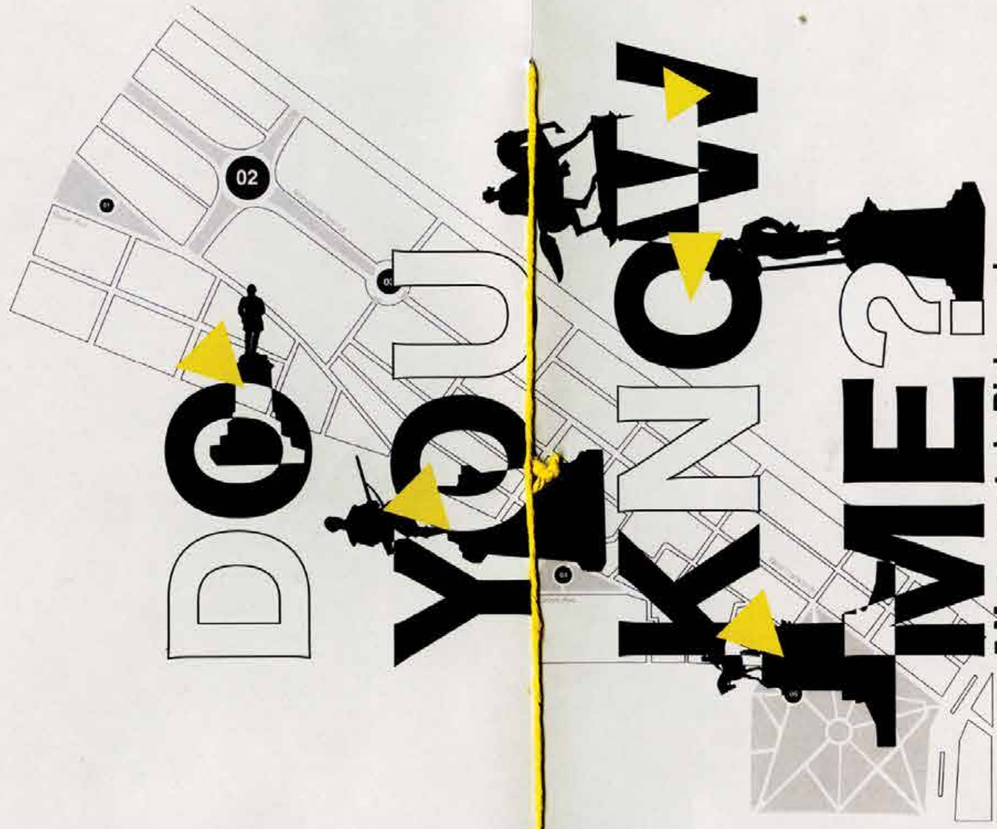
■ EVOLVED NEW SPECIES IN THE FUTURE
We need fresh air to survive.

GDES 611

Graduate Workshop
Project #01

DO YOU KNOW ME?

5 Monuments in Richmond



05
First Regiment of
Virginia Infantry

04
General
Williams Carter Wickham

03
General
J.E.B. Stuart

02
Richmond
Howitzers

01
General
Robert E. Lee

© 2016 JunyunChen

Data + Narrative = ?

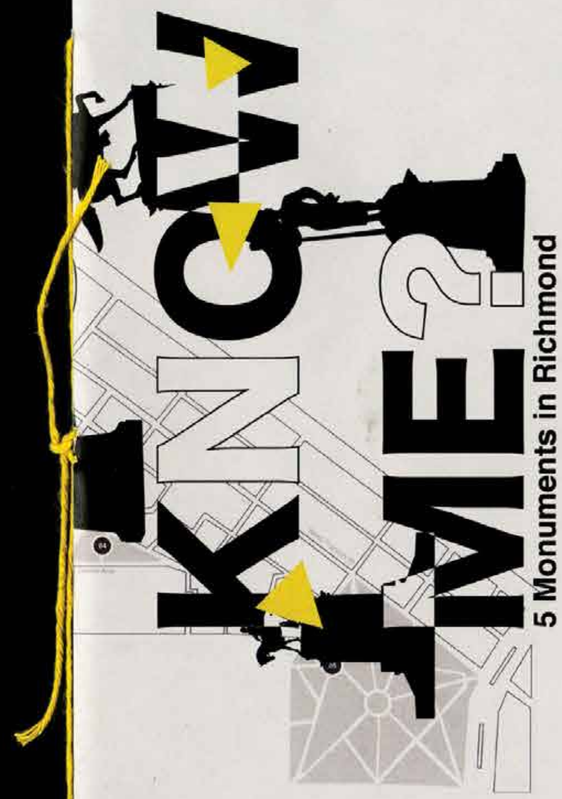
#01 Do You Know Me?

GDES 611

Graduate Workshop
Project #01

KNOW ME?

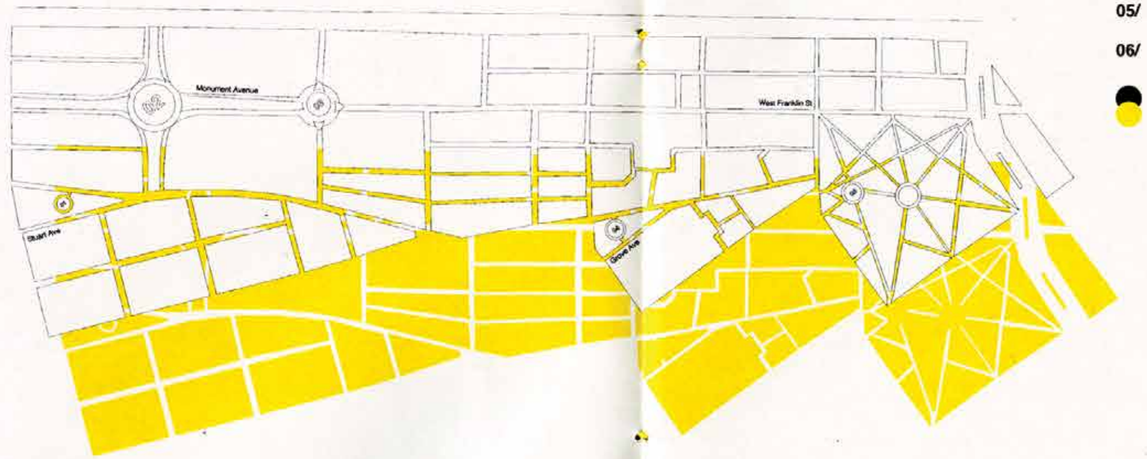
5 Monuments in Richmond



03
General
J.E.B. Stuart

02
Richmond
Howitzers

01
General
Robert E. Lee



GDES 611

Graduate Workshop
Project #01

content

01/ Background

02/ Physical Data

03/ Perceptional Data

04/ Environmental Data

05/ Final Present

06/ Reflection

01 / BACKGROUND

When first time I arrived in Richmond, I just found a large number of monument statues in this city. I am interested in these amazing sculptures and I am also curious about the relationship and connection between the statues and its audiences in the city.

As a new arrival in richmond, I want to start my journey of monuments for my first project...

In my mind, monument is something in memory of those historical hero. Human use different tools to create the shape of all kinds of natural materials(bronze, granite, limestone...) and change them to the statues of those famous deceased heroes. In some way, erecting monument can be regard as a kind of ritual behaviour that give those dead heroes another new life. In this way, those deceased heros are able to live and exist in our world permanently, meanwhile, our alive people have the opportunity to get the better understanding of the history behind those heroes.

However, the long history period has witnessed the change of function of monument. They just become a part of decoration facilities in our city. Everyday we pass by these statues in street, parks, school...but we are so busy that we always ignore the exist of those monuments. No one cares about their names and stories.

In first part, I collected the physical data from statues itself through the internet resource. These data contain about the location, dead year, dedication year, height, facing direction...

Internet Resources:

https://rotj.wordpress.com/statues-monuments/

01
Richmond Howitzers
Grove Ave at Park Ave

1.Year of Death: 1865
2.Dedication Year: 1892
3.Height: 8 Foot
4.Facing Direction: 101'E

02
General Williams Carter Wickham
N laurel St

1.Year of Death: 1888
2.Dedication Year: 1891
3.Height: 7 Foot
4.Facing Direction: 318'NW

03
General J.E.B. Stuart
Monument Ave

1.Year of Death: 1864
2.Dedication Year: 1907
3.Height: 15 Foot
4.Facing Direction: 118'SE

04
First Regiment of Virginia Infantry
Park & Stuart Ave

1.Year of Death: 1754
2.Dedication Year: 1930
3.Height: 15 Foot
4.Facing Direction: 132'SE

05
General Robert E. Lee
Monument Ave

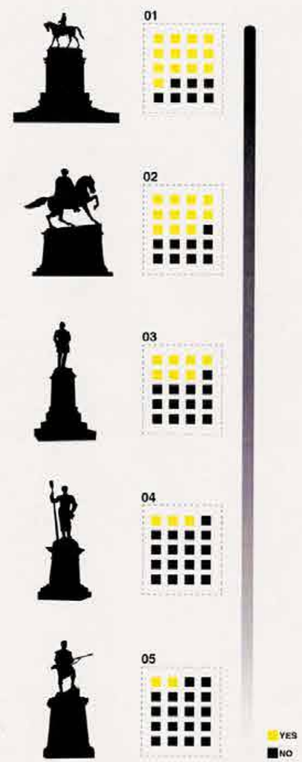
1.Year of Death: 1870
2.Dedication Year: 1890
3.Height: 21 Foot
4.Facing Direction: 232'SW

DO YOU KNOW ME ?

In second part, I want to know public's perception of these monument. I collected the perceptional data through the Yes-No questionaries in the spot near these monuments. The results show that the statues of Lee and Stuarts gain more attention and perception from the public. (about half of the participant people know their name) Others, however, facing a embarrassed situation. Only a few people know their name or the history behind the se monuments.

Questionnaire

Results



01

Proportion

Number

- Pedestrian:44
- Car:16
- Bike:9
- Dog:3

02

- Pedestrian:95
- Car:83
- Bike:17
- Dog:1
- Skateboard:1

03

- Car:113
- Pedestrian:11
- Bike:3
- Dog:1
- Motorcycle:2

04

- Car:23
- Pedestrian:13
- Bike:8
- Dog:3
- Skateboard:1

05

- Car:113
- Pedestrian:15
- Bike:3
- Dog:3
- Motorcycle:2

I am wondering what kind of aspects cause this dramatic perceptional difference among these five different monuments. So I use my camera to record the surrounding environment of each monument. and collect data which about the sound, public activity, surrounding space.

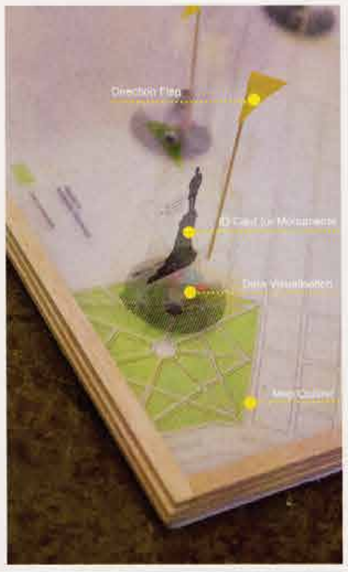
Data Visualisation

×

Map Design

Size: 18in *24in
Material: Transparent film, foam core, wood stick
Print: Inject print
Time: Sep 2016

After the research, I found that the reasons contribute to the indifferent attitude toward monuments are comprehensive. So the final present of this project is a multiple layer map design. In this map, collected data was classified into three part: physical data, perceptional data and environmental data. I made the ID card for each five monuments in order to present the basic information and the perception from the public. The environmental data is prensented on the overlaped transparent film.



AUDIENCE & DESIGN

Sep 22. 2016

During the critique yesterday, I found an interesting topic about the relationship between audiences and design.

In one situation, audiences are part of designer's work. Like Cassandra's project, she invited many participants, gaining feedback information data from the public audiences through an interactive black board and social media. This remind me of my statues project. In the process of collecting data of public's perception, I also used the questionnaire board. But it seems that we met the same problem that we, as designers, sometimes ignore the uncontrollable variations of the audiences during the research process. Like the age, gender, background and other aspects. We focused more on the research form and presentation of result data, but we did not take enough time to consider how to organise a research reasonably. I think that a good research should be convincing, manipulating in a rigours system. Participant audience as one of an important part in this system should be well considered instead of being treated like dispensable decoration in design process.

I know you now...

#01 Do You Know Me?

Data + Narrative = ?

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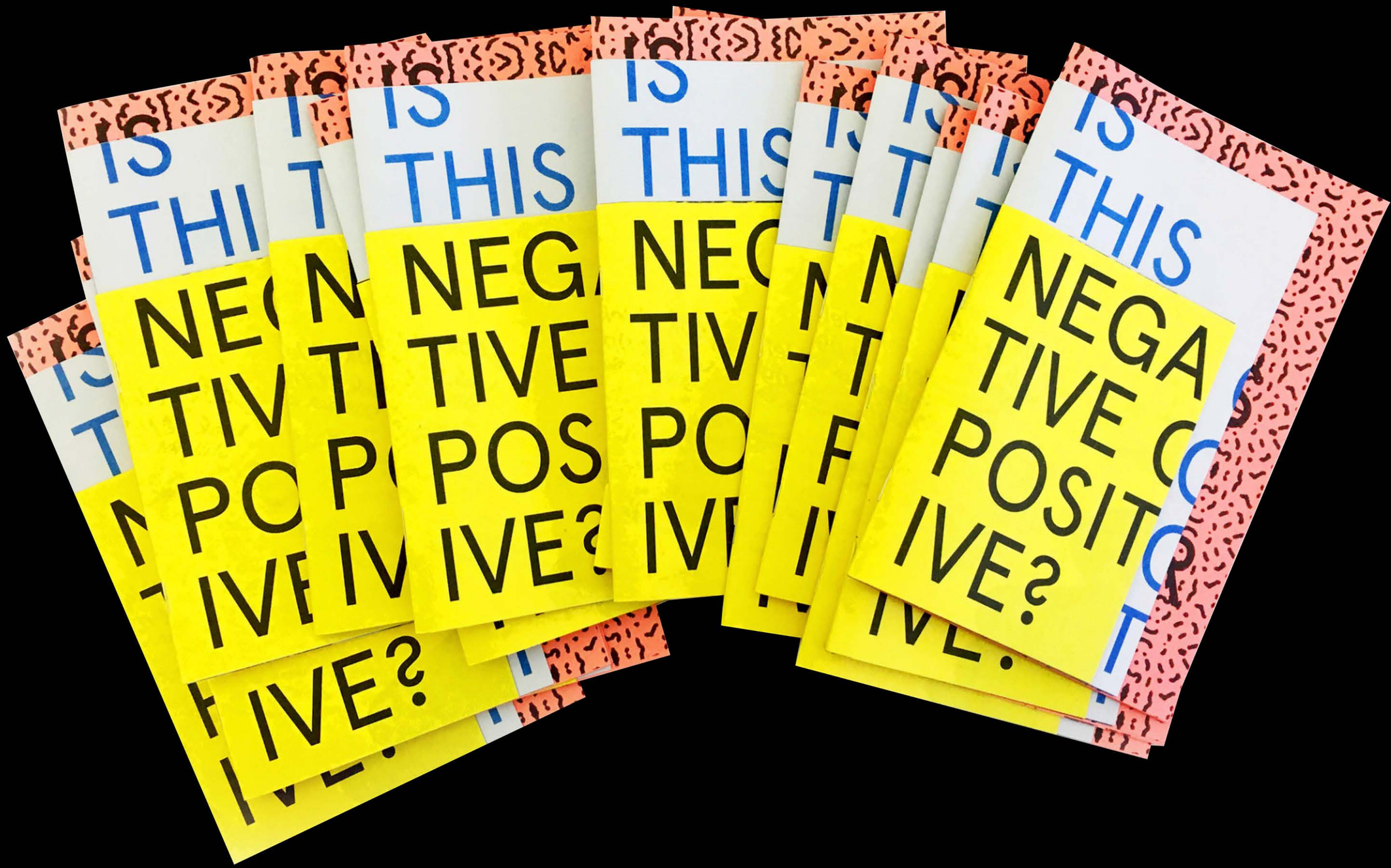
05
First Regiment of
Virginia Infantry

04
General
Williams Carter Wickham


IS
THIS
NEGATIVE
POSITIVE?

IS THIS NEGATIVE CONTROL?
IS THIS NEGATIVE CONTROL?
IS THIS CHAOS OR CONTROL?
IS THIS NEGATIVE CONTROL?

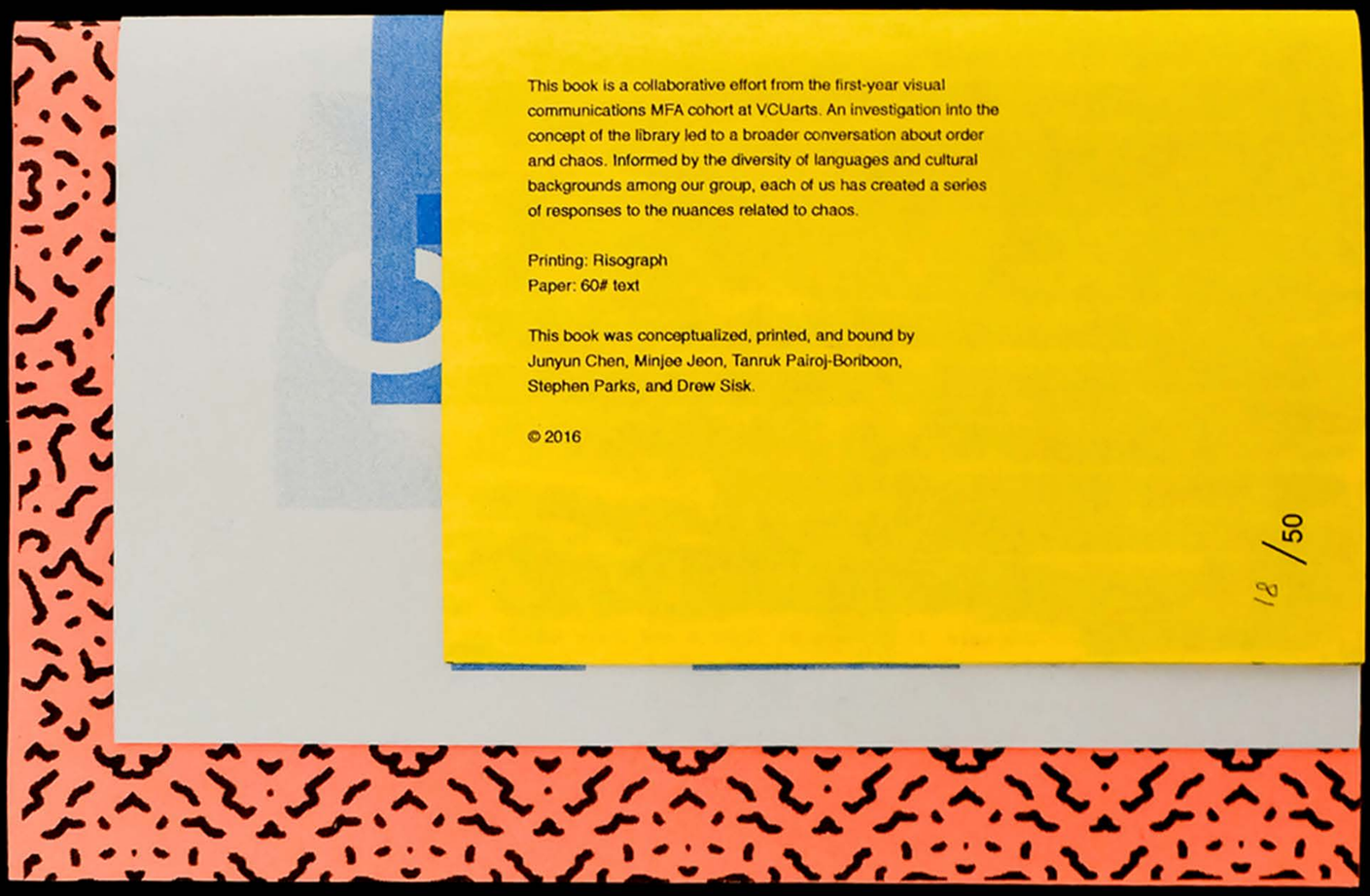
IS
THIS
NEGA
TIVE C
POSIT
IVE?

IS THIS
STATE
MIND O
PHYSIC
REALIT

混乱■
[hùn-
luàn]

{noun} (also: 素乱, 混沌, 混沌
(宇宙未形成前的情形), 无秩序)

混乱



This book is a collaborative effort from the first-year visual communications MFA cohort at VCUarts. An investigation into the concept of the library led to a broader conversation about order and chaos. Informed by the diversity of languages and cultural backgrounds among our group, each of us has created a series of responses to the nuances related to chaos.

Printing: Risograph
Paper: 60# text

This book was conceptualized, printed, and bound by Junyun Chen, Minjee Jeon, Tanruk Pairoj-Boriboon, Stephen Parks, and Drew Sisk.

© 2016

12 /50

Junyun Chen

Ongoing Website:
junyunc.com

VCUarts
MFA Graphic Design

Thank You :-)

Portfolio

2016-2017