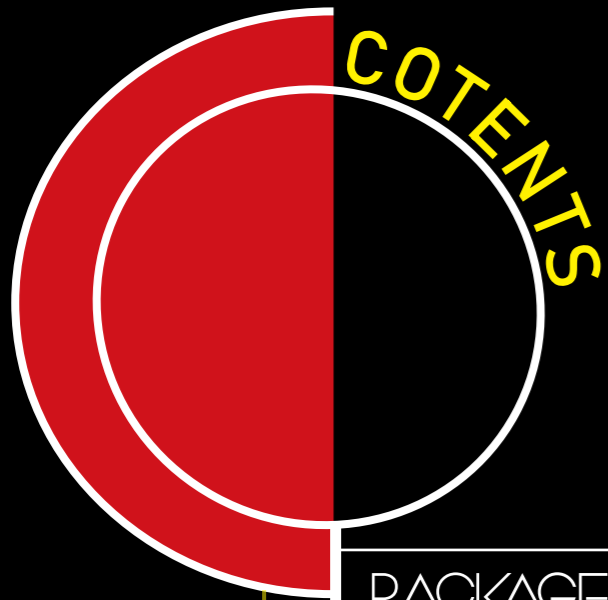


# PORTFOLIO

ZIFAN CAI

central  
washington university  
Graphic design

2016 - 2020



PACKAGE DESIGN

BODY SPRAY

BOOK DESIGN

STATIONARY SYSTEM

BRAND DESIGN

ILLUSTRATION



## ABOUT ME

I come from China. Because of the influence of my parent, I chose graphic design as my undergraduate major. I prefer illustration design and LOGO design. I also like to express my design concepts with lines and geometric shapes.

# PACKAGE DESIGN

## Energy Bar

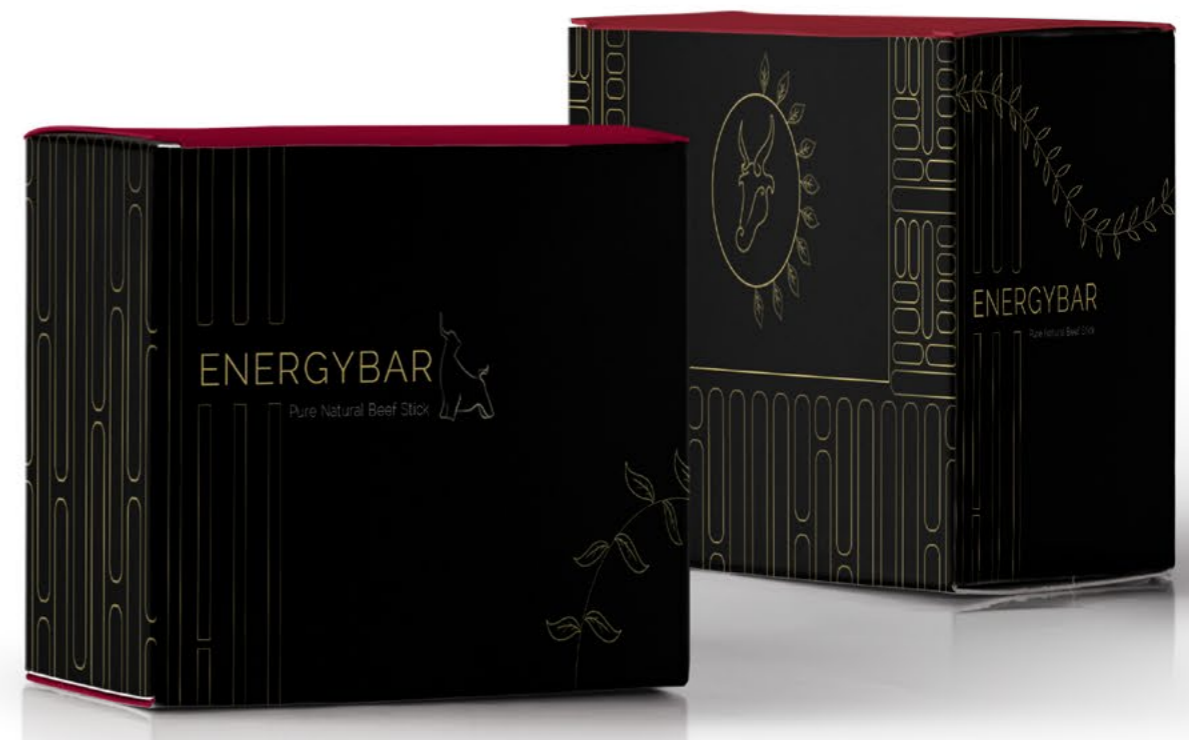
Beef stick packaging design. Use a large number of lines and geometric figures to express design concepts. At the same time, use a symbolic logo to modify the font.



## DESIGN CONCEPT

In order to match the overall style design, I added some symbolic illustrations. These illustrations can not only add a relatively vivid theme to the entire design but also serve as the brand's logo.

Interestingly, when I combined some illustration elements with geometric lines, I found a very special sense of harmony. This is the balance between curves and straight lines.



Large size packaging design. The main details are all concentrated on the cover, while integrating some styles and combining them reasonably.

# BODY SPRAY DESIGN



## DESIGN CONCEPT

The purpose of this project is to select a famous brand and then design a derivative product for it. I choose "Monster" as my brand. Monster's brand is characterized by sports, passion and extreme. That's why I want to use this brand as a body spray brand. Its purpose and style will be similar to "Energy Drink".

# SMALL BOTTLE DESIGN



DEMON SERIES

MONSTER SERIES

My design concept is adjusted according to the size of the packaging. The overall design style is a sign of illustration style and some continuous lines.

## MONSTER SERIES ICON

In order to increase the diversity of products. The choice of packaging style becomes very important. Customers want more choices. Therefore, I designed the "small bottle" series.



Both versions have different icon designs as elements that match the color style. The overall design style aims at "simple and clear".

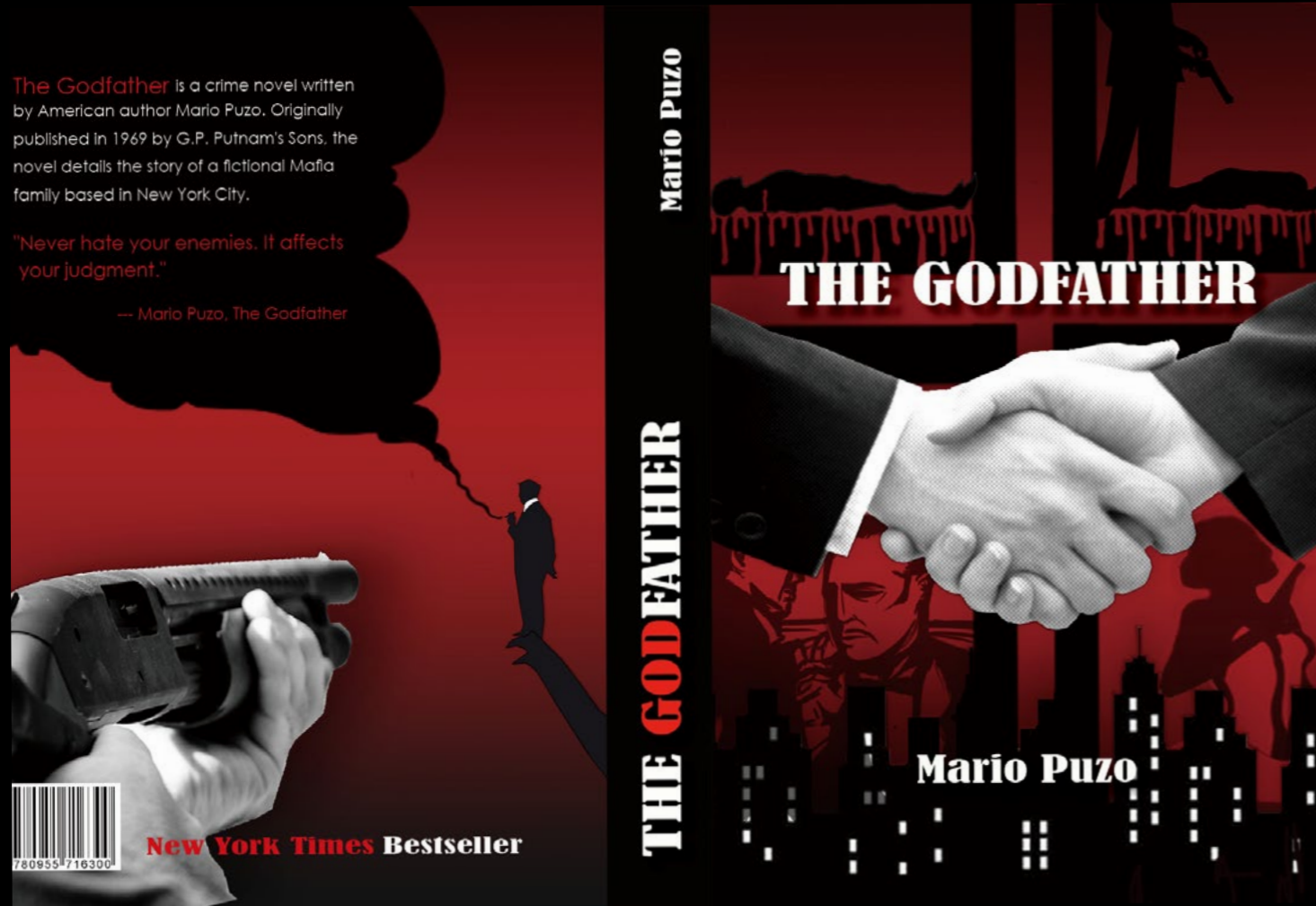
## DEMON SERIES ICON

# BOOK COVER DESIGN

The *Godfather* is a crime novel written by American author Mario Puzo. Originally published in 1969 by G.P. Putnam's Sons, the novel details the story of a fictional Mafia family based in New York City.

"Never hate your enemies. It affects your judgment."

— Mario Puzo, *The Godfather*



As one of the greatest novels in the world, "The Godfather" is also my favorite design theme. Therefore, I chose "Godfather" as my book cover design.

The godfather's movie left a deep impression on me. The trade and war between the mafia is also a "dramatic" portrayal of real society. When people show their friendliness, no one knows what their real thoughts are. Sometimes, when someone smiles at you, the danger will slowly approach. This is the main concept I designed.

# THE GOD FATHER

# 1969

BOOK COVER DESIGN - GOD FATHER NOVEL



I combine photos and illustrations. This can be used as my expression between "reality" and "dramatic scene". The lines as a background can separate different themes and allow the audience to see clearly the themes and elements I want to express.

The combination of black and red is my favorite way. Red also means "concentration, emphasis, bloody, red politics" and so on. These themes and the novel "The Godfather" have a wonderful sense of harmony.

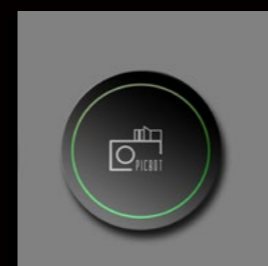
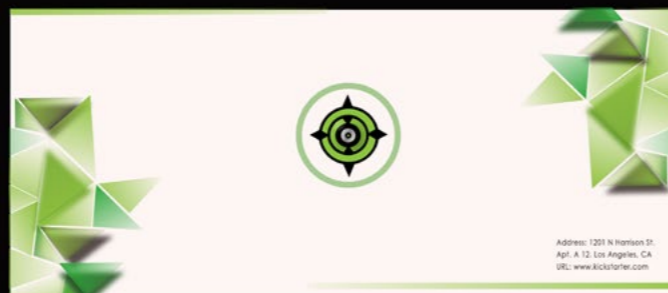
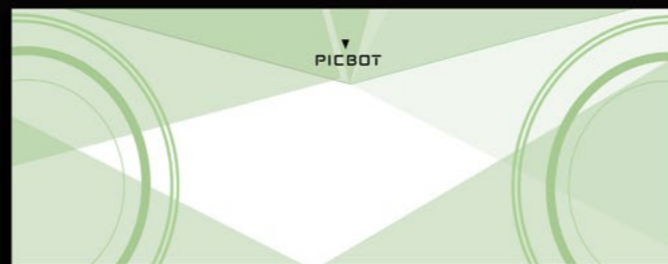
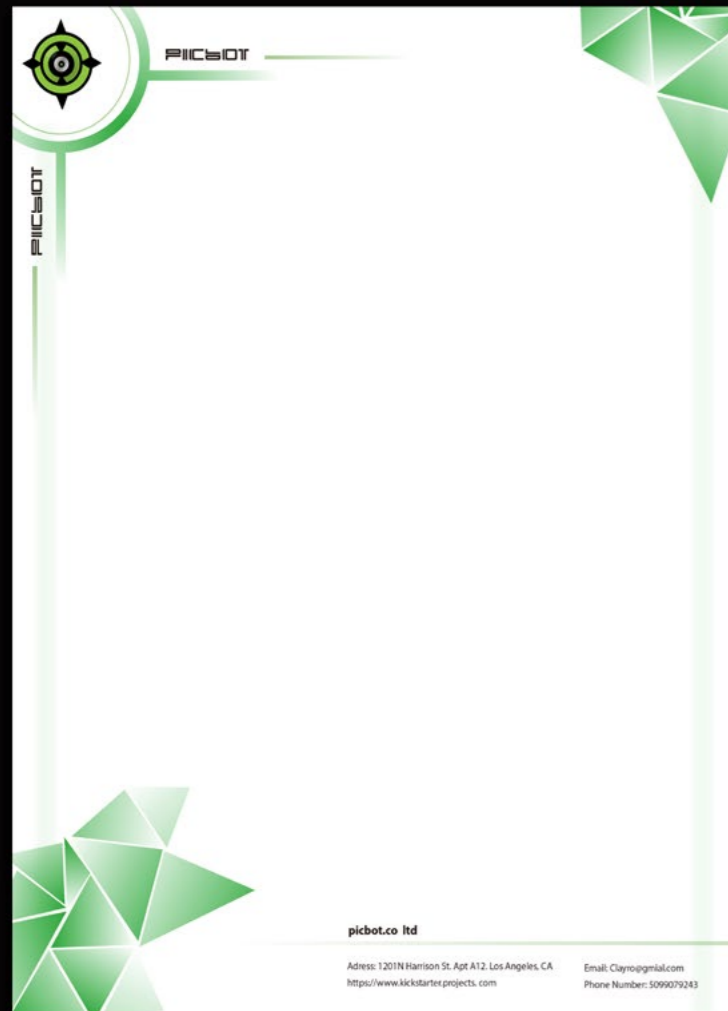
In the design of the back, I want to highlight a sense of space. The interaction between the illustration and the photo makes me very interesting. I make the whole picture look more in-depth through a simple distance relationship.

# 1975 | 1964

# STATIONARY SYSTEM

The goal of this project is to choose a brand and design its series of peripheral products and Stationary System. The brand I chose is "Picbot." The main product of this brand is a mobile app that helps people make videos.

In the logo design process, I want to connect this brand with "Target". Therefore, my design looks like a crosshair. In terms of overall color, I want this product to give customers a natural feeling. Green is a good choice.

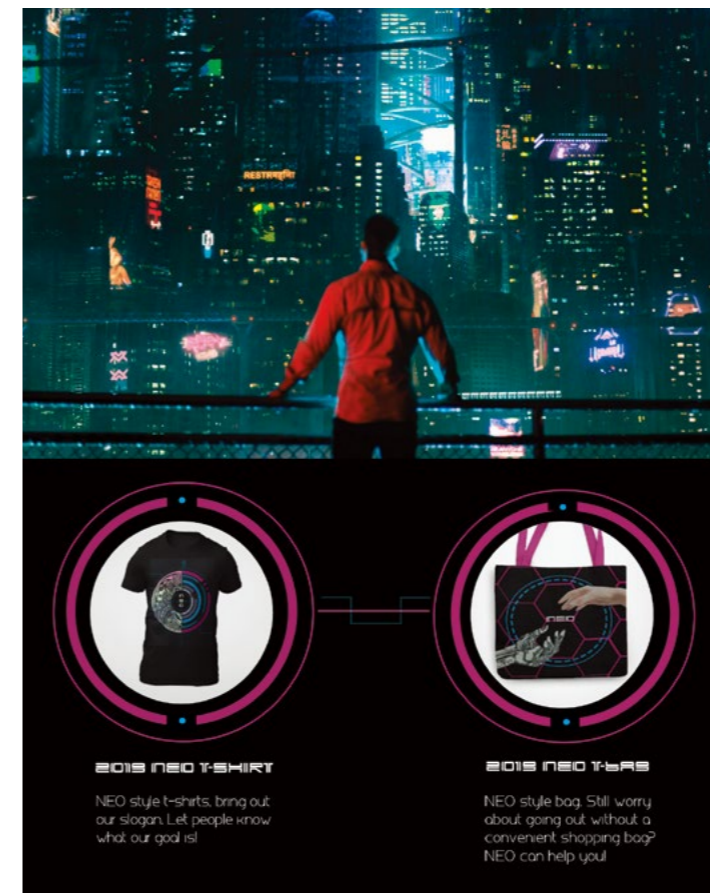
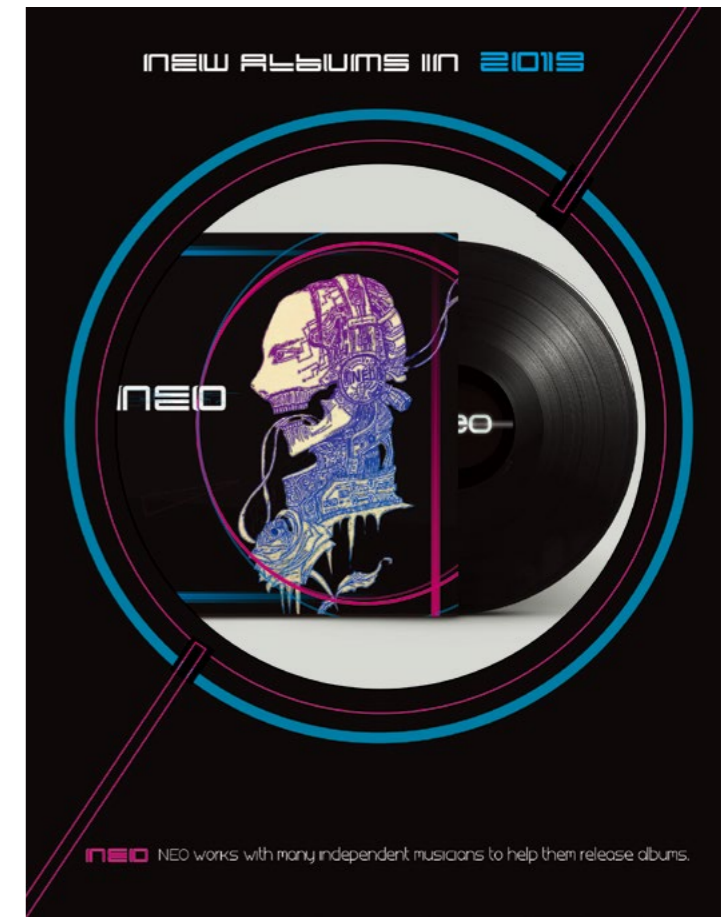
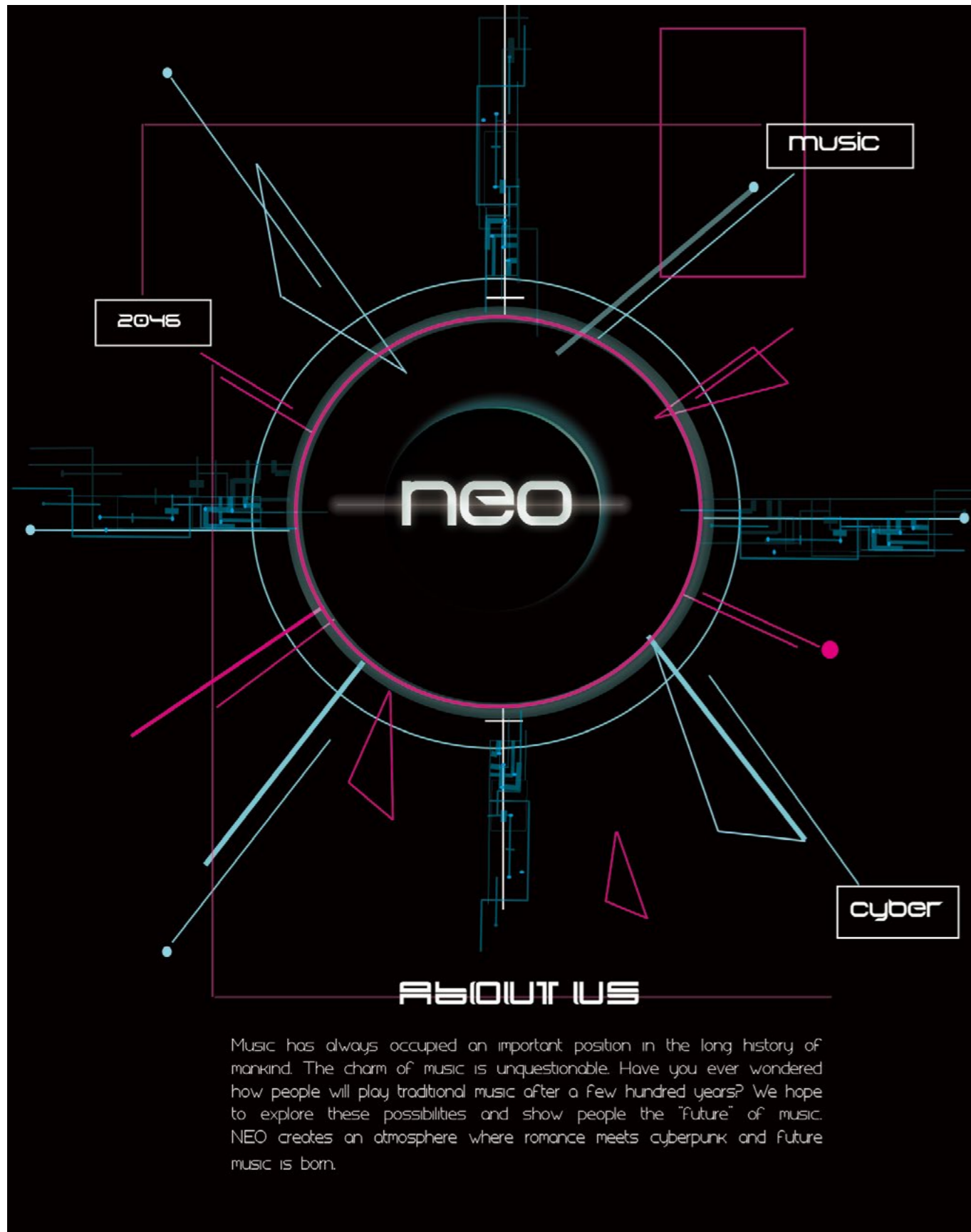


I chose to use a large number of geometric elements to enrich the design of the entire Stationary System. At the same time, I added a transparency effect and a shadow effect to the triangle, so as to create a layered distance between each geometric figure.

Peripheral products need more theme design. I designed a few simple icons as important elements. These elements can play a very good role in spreading.

# BRAND DESIGN

I designed the music brand design. I used some design elements that I like. For example, cyberpunk, illustration design, etc. I designed the CD cover and also involved some peripheral products.



# ILLUSTRATION



BYZANTINE STYLE TEXTURE

ORIGINAL PATTERN



The background image imitates the Byzantine style and changes its texture.. Let it present a kind of fresco feeling.



QUEEN'S COSTUME



HEADWEAR

Empress's crown. It combines the elements of the Chinese mythical monster "Zhi" qi".



PENDANT

FINGERSTALL

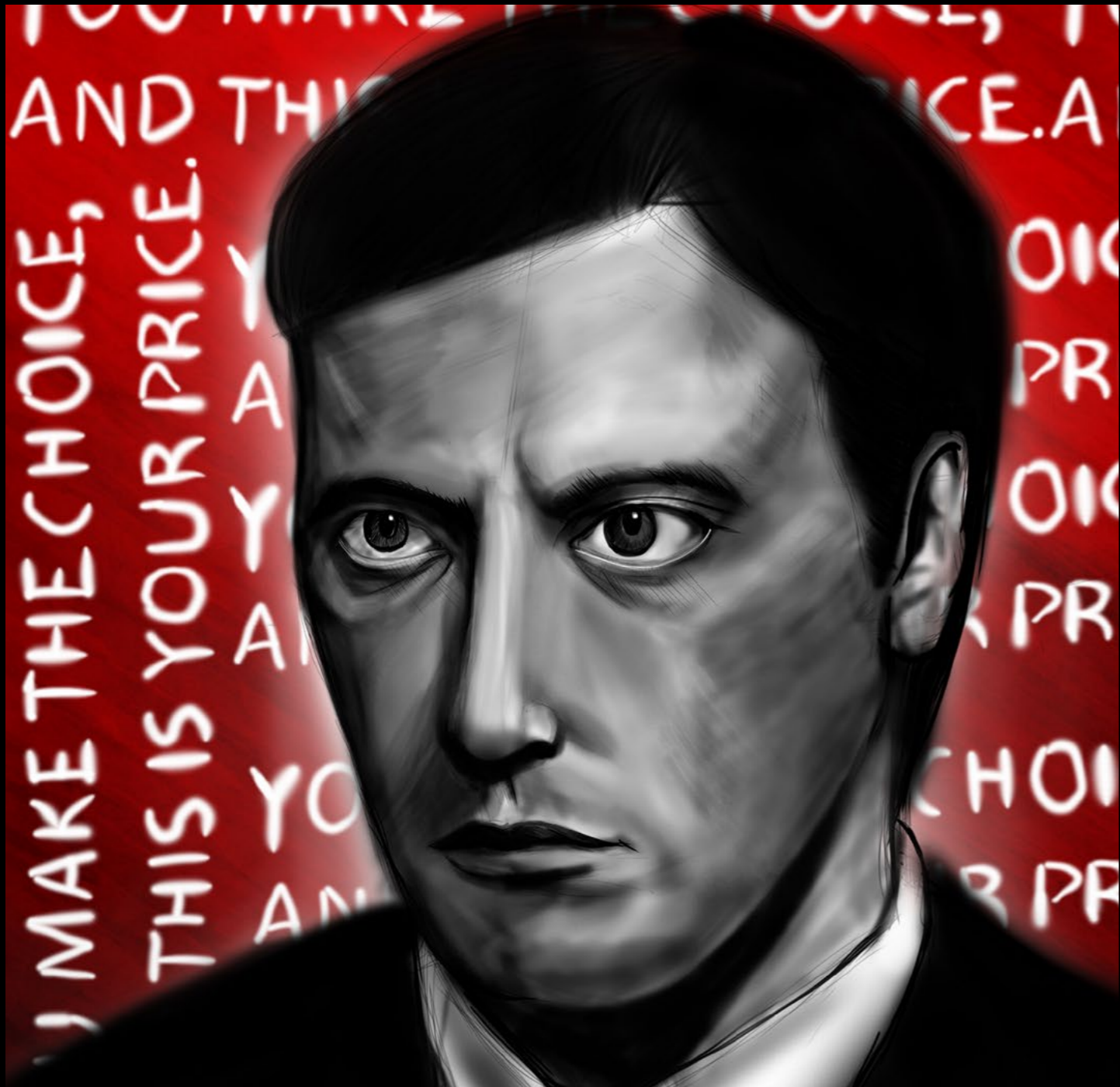
EARRINGS

Keep the same style the crown.



Design as background frame. Byzantine style motif. Glyph design in classical style.





THE  
GODFATHER  
AL PACINO



ANGRON

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