



shuyu fang.

cher

# Hello.

# I am Cher.

I'm from Taiwan, a tiny island that you can barely find on a map. Though I've graduated with a finance degree from uni in Taiwan, I just graduated with a graphic design degree from the Kingston University. I love medium roasted coffee latte, and interactive quirky exhibitions, independent bookshops and cinemas are the places I like to go best. I can rewatch the film About Time more than 7 times. I cannot leave my fridge without wine, mushrooms, lemons, eggs and milk. American Hot is my top choice in Domino's pizza. The album Hive Mind by The Internet is my favorite playlist recently. Black Mirror is always the best.

Nostalgia is the part of me that I love, and also resent.

 unelaure

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People would say that I am a determined, reliable and extremely hard worker with original and innovative ideas from a meticulous mind. With a strong enthusiasm of user experience design and living, I live as a curious with bold attempt, approachable, obliging and communicative person. The field of Graphic Design let me expand, explore and build on various creative visual thinking, experimental learning and technique skills. The researching process is the mesmerising part of every project that indulges myself exploring the endless found.

With the zest of psychology and sciences closed to the human being, I found my research and works maneuvered from simple visual language playing with 2D, 3D, or animation to user experience (UX) and user interface (UI) design. The more sophisticated process going through the definition, empathising, ideation, and prototype testing of user journey for developing the projects is what I obsessed with. In this modern society, technology has become the main power of social development and that is also the main tool for designers to solve problems nowadays.

However, technology can be helpful and harmful at the same time which is similar to the trust between people and that all depends on how we use it for. Though I believe that there are no brand new ideas which can exactly solve problems, I expect my works are using the strength of technology to help people deal with the weakness of mental or physical troubles and let us be more aware of the bright side of our humdrum lives.

/INTJ

# Solo Vibes,

A recording system as an App for people to rate their lonely feeling and help people become aware of the state of loneliness that is just a kind of solitary emotion that we have to try to deal with.



The SoloVibes app is designed for people especially in the age group 25 to 40 who want to understand by regular observations of their emotions when they are alone.

SoloVibes uses its algorithm to inform users when and where the chronic lonely feeling happened and help users to take care of their own solitary emotions by self-examination based on self-awareness which is invigorated by loneliness.

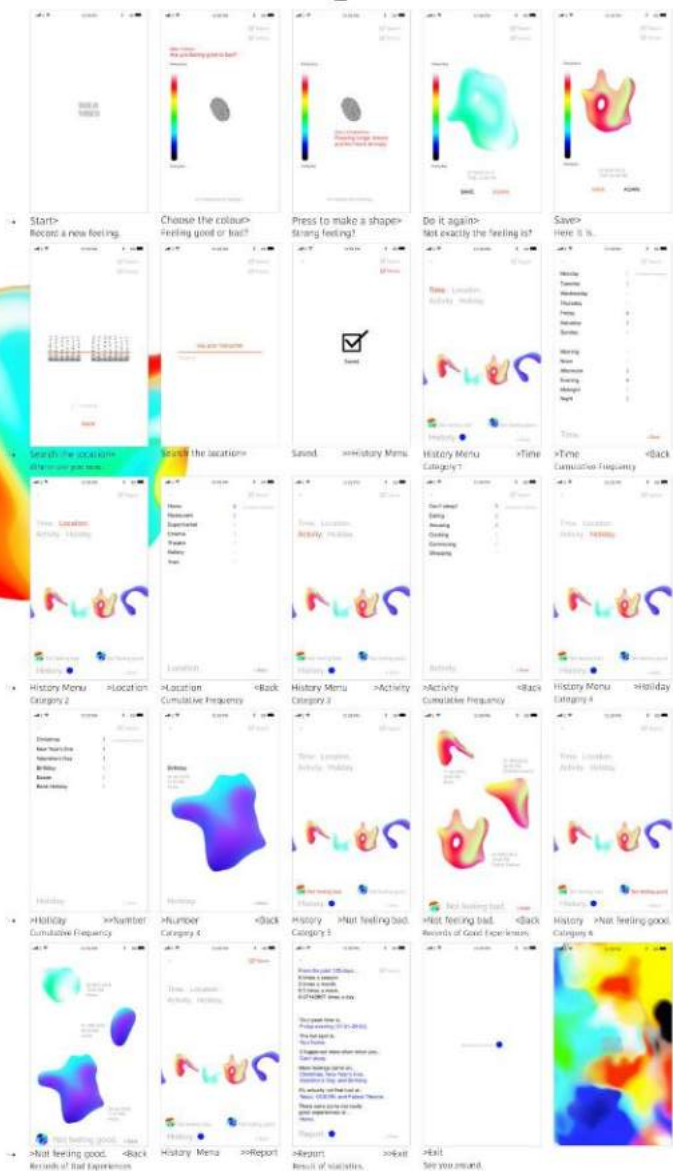
In the visual language used in the Solo Vibes app, the thermal effect colours in a random shape are the expression of lonely feeling as a solitary emotion set up by how the user feels from it whether good or bad. The warmer and brighter the colour is, the better the feeling you have. The size of the shape is designed by user's intensity of their feelings measured by the length of time pressing with a thumb on the screen. The bigger the shape is, the stronger the feeling you got. Besides, the font Britannic Bold is chosen to be used for the logo to balance the thick and the thin creating a perception of the solitary emotional state.

The trigger to motivate users of SoloVibes would be some notifications of positive experiences from the algorithm to slightly suggest users to be more confident to get along with those solo feelings.

**SoloVibes**

**RSA Alone Together**

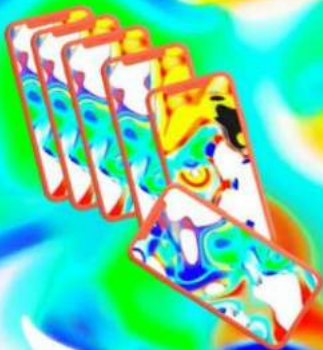




**“Sometimes  
life  
is too hard  
to be alone,  
and sometimes  
life  
is too good  
to be alone.”**

**— Elizabeth Gilbert**





A recording system as an App for people to rate their lonely feeling and help people become aware of the state of loneliness that is just a solitary emotion that we have to try to deal with.

SOLO  
VIBES

## **Problem**

There are more and more young adults who suffer from loneliness under the affordable economical environment, the cult of the individual, and the revolution of communication from technology in this modern society. If we look at those aged between 25 and 40, there are even more people in this age range living on their own and most of them experience loneliness.

## **Process**

A survey that was undertaken by the Mental Health Foundation in 2010 found that 18–34 year olds were more likely than over-55s to feel lonely often. After talking to some young adults aged from 25 to 40 had been living alone in London and also had experienced loneliness, they mentioned that lonely feeling is mostly from the gap between the desire for connection and the reality of connection, and also the time during 4pm to 7pm going to a supermarket and cooking on their own after work is the specific time feeling lonely.

## **Solution**

In this fast-paced world, we need to be more aware of our emotions by observing our feelings to see and think about what we really need in our deep minds and understand both the bright side and the dark side of it to figure out the best way, which is an open-end answer that depends on individual personality to cope with it. SoloVibes app is a recording system for people to rate lonely feelings and use the bright side of loneliness which can enhance our self-awareness and self-consciousness to help people get to know that the emotional state of loneliness is just a solitary emotion that we have to try to face with.

# Real Time,

An App could inform you the actual realtime information from the train station which we used to look for from the digital dashboard.

It can bring us a new way receiving the passenger information and let us manage our time easily.





+Smart Timer:  
To help you  
manage your  
precious time.



+Personalised  
Announcement:  
Make it on time  
or put it off.



+Instant  
Passenger  
Information  
(synced to  
the station):  
Platform number  
Departure time  
Live Train Status.



+Automatic  
Train Station  
Locator

+User-friendly  
Train Station  
Searcher

RealTime

Experience&Interaction

Product Information

REAL  
TIME

05





An APP letting people receive correct passenger real-time information synced to the train station that we used to look for from a dashboard including cancellation, delay and platform number, on their device with timer counting down which can offer us a more efficient way to manage our time.

I MADE IT

PUT OFF

Now you have

0:58

Departure **11:40**

Platform **11**



Wembley Central

West Drayton

West Ruislip

3 3

11:38 AM

89

#### Next train to West Drayton

Departure time	Expected	Arrival time	Platform
----------------	----------	--------------	----------

11:33 delayed	12:07		
11:40 on time	12:13	11	

12:03 on time	12:39	4	
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3 3

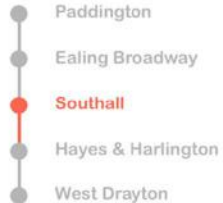
12:21 PM

89

We are now at Southall.

We will arrive at 12:39 on time.

Only 2 stops to go.



RealTime

ExperienceInteraction

REAL  
TIME



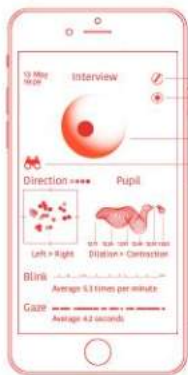


# Envisagee,

Envisagee is the smart contact lenses using eye-tracking technology to help users read their and others', who they have eye contact with, body language with blinking, pupil dilation, gaze length, and eye direction. It also has a defense mechanism to protect users from meeting unbearable strangers gaze.

It is designed to be a good assistant at a meeting, an interview, a date, an interrogation room, or just somewhere to chill out that gives you a review and feedback from the eye interaction with others and strengthens people's self-awareness.





## Main Page

### Setting Scenario

Save [After 24 hours the record will be deleted automatically.]

Your synced eyeball

The eyeballs you're looking at or you've met today  
[Switch the main page to see other's]

Summary tool/  
Mathematical Algorithms

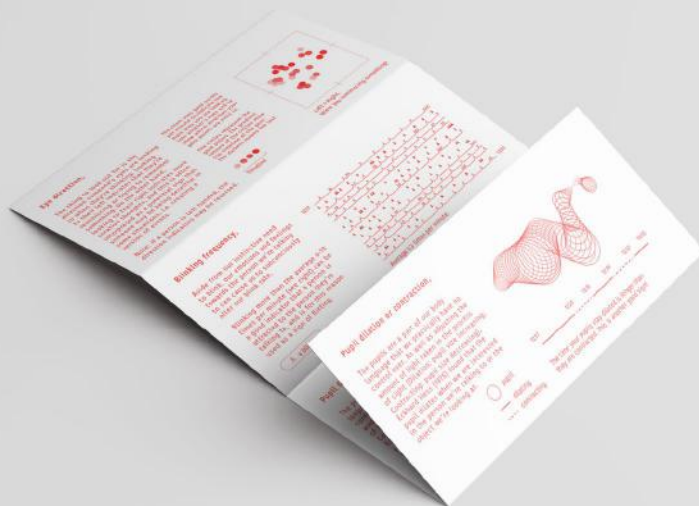


In each individual scenario, you have rights to select the counterpart's eyes information and decide whether to have your defense mechanism.

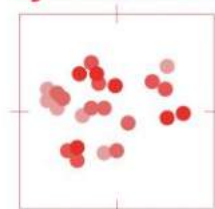
\*Research has shown that most people are comfortable with approximately 3.2 seconds of eye contact from a stranger but more if that stranger seems trustworthy, and even more if that stranger later becomes a friend.

The content of Envisagee to fathom user's and other's eye language contains four traits: Eye direction, blinking frequency, pupil dilation /contraction, and length of gaze.

# ENVISAGEE



## Eye direction,

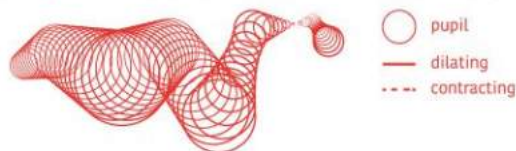


Left > Right.  
Were you reminiscing something?



Timeline

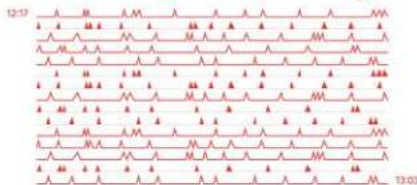
## Pupil dilation or contraction,



12:17 12:29 12:31 12:49 12:57 13:03

The time your pupils stay dilated is longer than they are contracted. This is another good sign!

## Blinking frequency,



Average 5.3 times per minute.  
It is a good sign!

^ a blink

## Length of gaze,



Mutual gaze is average 4.7 seconds.  
How did you feel about it?

■ gaze

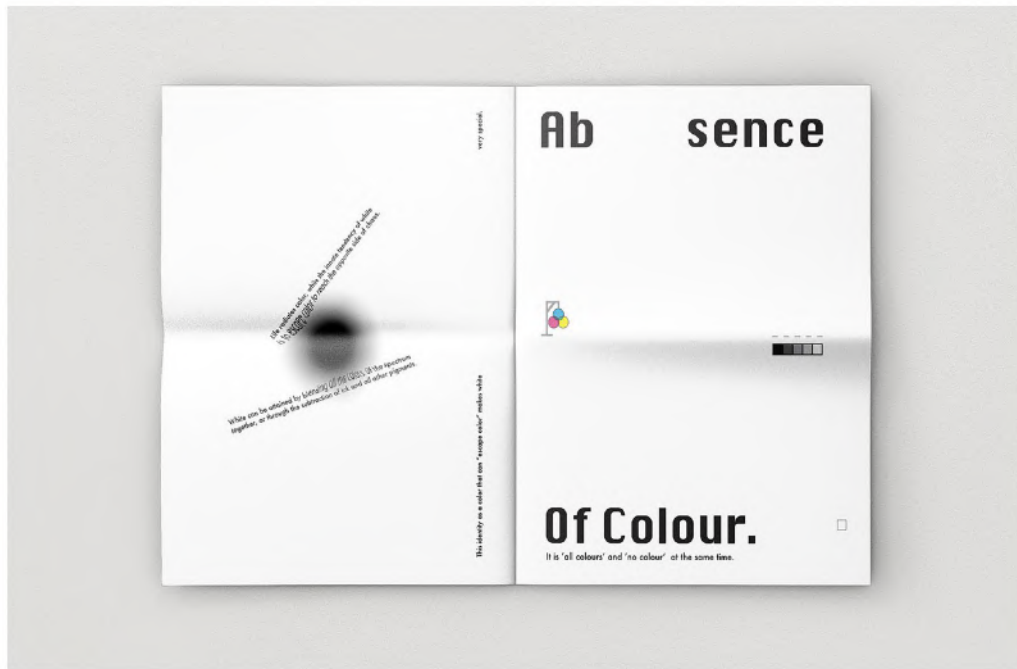


In a recent review of the many powerful effects eye contact has on our behavior, cognition, and arousal levels, researchers Laurence Conty, Nathalie George, and Jari K. Hietanen explain that "direct gaze has the power to enhance the experience that the information present in the situation is strongly related to one's own person." They believe that the self-referential information processing brought about by feeling looked at "acts as an associative 'glue' for perception, memory, and decision-making. "This can serve to enhance memory and make us behave more altruistically, they explain, by heightening "the salience of concerns about being a target for others' social evaluation and, consequently, concerns about one's self-reputation.".

# Absence Of Colour,

This is a newspaper about five traits of colour white: Space, Emptiness, Time, Silence, and Emotion. Any one of them exists or coexists with another in the simplicity representing the minimalism.





White may be achieved by mixing of all colors together, or through the subtraction of ink and all other pigments.

The absence of color makes the colors necessary and together, or through the subtraction of ink and all other pigments.

very good.

This identity as a color that can "steal color" makes white.

# Absence



# Of Colour.

It is 'of colours' and 'no colour' of the same time.





Absence Of Colour is a newspaper about five traits of colour white: Space, Emptiness, Time, Silence, and Emotion. Any one of them exists or coexists with another in the simplicity representing the minimalism.

Minimalism appeared indicator marketing evolution, economic cycles technological development modern world awareness consciousness shift environment social issues began desire live spirit minimal style last longer no matter ethical concern, economic crisis fast fashion consumption Minimalism included simplicity concept living focus looking essential things lines. Colour white simplicity minimalism provides sense infatuation, exclusiveness anonymity inspiring eye attention loyalty, loyalty, positive, negative, family, relationship, health, happiness, perseverance, obstacle, breakthrough achievement value. Distracted trivial life white media used, approached understood various ways depends users reactions manipulate on how the and in that it can the that can that the can to the However, can is from the and the from the is and that is access and the of

terms five minimalism the modern art, living belief Zen Buddhism, modern building fashion, we tried build up concept minimalism about thinking pursuing efficiency, simplicity, function, essence quality. An exterior inner demands both serenity, harmony peace, outer appearance such symmetry, organized quality seek minimalism always find nature authenticity minimal design colour white represents space, emptiness, knowledge, completeness, time, emotions, clean lines, purity simplicity strengthening expression minimal design. Colour white text visual language designer nature communicate other surrounded objects viewers. Apparently, consensus minimalism colour white both have spiritual characters interact not just physical mental way

fast development technology including changing our behaviors, access information forces focus urgent demand worthy investment decline consume. People began notice minimalism proper responsible way avoid over waste pollution issues environment social movements care minimalism, simplicity, started influence way living aesthetics, products, architecture, fashion, advertisements, ceremonies related attitude value life minimalism became popular concept modern life people gradually make become standard modern luxury things become popular, prices skyrocketing higher mechanism flow currency world dominated economy minimalism boosted marketing common related white plays important role simplicity strong emotions romanticism fearlessness organized becomes ubiquitous nowadays see Apple design technology looking sunset next futurism.

started complex convenient life mainly working technology, minds seeking another peace secure consensus mind politics, culture, aesthetics society senses epiphany intrigued colour white leads purpose simplicity minimalism distresses yearning problem-solved following serenity.

as in of in this With our and we to of in by the or and we that can to for us into the is a of that the of in and the of more on the or what we more rather than by of is a being on how the and in that it can the that can that the can to the However, can is from the and the from the is and that is access and the of in of this of from the of also we to the of and it into our and the as and or that or in we can and that or from the of the through like or the the and so on in the from for or in to a of to in the is that they both have in a but also in a with the of and to our the and it to on the and to that what to and to the in a and of and to our of by and so on to our and of therefore, in that the of When under this is about the of under this that by however, the more the while the more from it to us are in with it and such as and of and for is for the Since we the but from a are between our and or in the of the from the us to the of in that for and the



It's all about colour white.

Absence Of Colour

Dissertation Publication

Newspaper



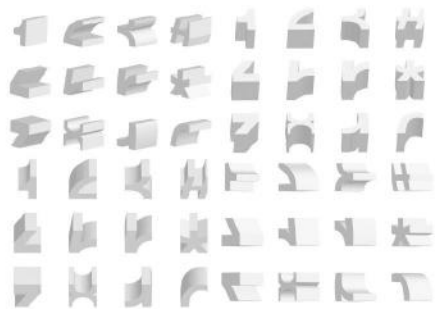
# 3D Ciphertext,

This is a new cyphertext using six different angles, as we view a cube with six sides. The six umbers' parts are chosen by the user in a 3D mode, which works between encryption and decryption. It could be saved as a photo in the user's phone and also be decrypted by the 3S Ciphertext reader app which is free download by the user in order to avoid setting new code repeatedly if the user forgets the original one. The code could be any code up to a maximum of six, such as passcodes online, PIN number on a card, combination of a safe and so on, that are randomly chosen by the user. The user also needs to choose the angle of the cube that decides he angle of view of the numbers.

12

To users; you only need to set up the password and the angle of view once and press the button to make 3D ciphertext. The 3D ciphertext picture will be sent to your email automatically. Then you can keep it and use 3D Ciphertext reader app to decrypt it once you forget the password.





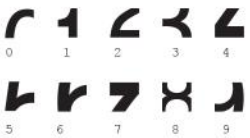
PASSWORD

Make a 3D ciphertext to protect your poor rememberance.

3D CIPHERTEXT

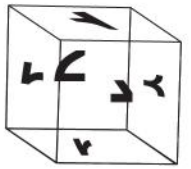
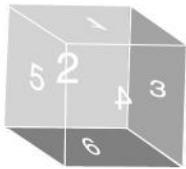


3D CIPHERTEXT



3D CIPHERTEXT







# London Tongue,

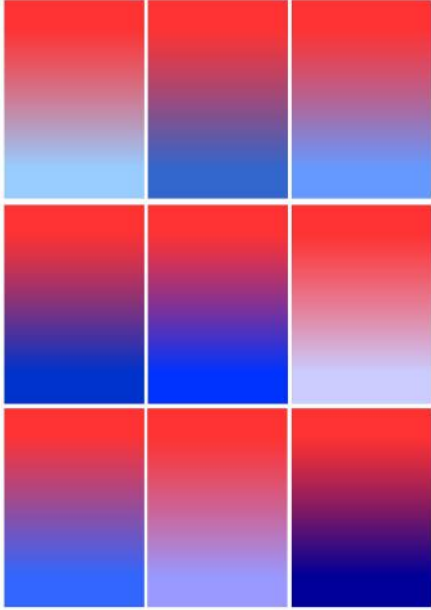
This is a map using gradient colors as the proportion of the population who speak specified languages as their main language at home, by local authority, region and country to show the colorful London. It is also designed to be read under the light that you can see the shadow of boroughs. The map is made for anyone who is interested in different informations about the London. It can be found in the Museum of London and also any high quality souvenir shops.



London Tongue

Publication

Intersection



# LONDON TONGUES

01 01 01 01 01 01

The latitude of London, UK is 51.509865, and the longitude is -0.118092. London, UK is located at United Kingdom country in the Cities place category with the gps coordinates of 51° 30' 35.5140" N and 0° 7' 5.1312" W. London, UK elevation is 15 meters height, that is equal to 49 feet.

The latest official estimate of the population of London comes from the Office for National Statistics. According to their data, the estimated population of Greater London in 2016 is 8,787,892. The metro population in 2018 is estimated to be as much as 10.66 million according to the UN's World Urbanization Prospects.

01 01 01 01 01 01

The growing diversity of London's population was confirmed today as figures revealed that more than 100 different languages are spoken in virtually every borough. Statistics show that 78 per cent of the capital's residents speak English as their main language. But the remaining 22 per cent — equivalent to just over 1.7 million people — have another first language. Of these nearly 320,000 say that they cannot speak English well or at all. That figure will prompt renewed concern about the levels of integration of some overseas nationals. The most common other language is Polish, spoken as the main language by nearly two per cent of residents, followed by Bengali, Gujarati, French, Urdu and Arabic. The most diverse borough is Hillingdon, where all of the 107 languages defined by the Census are spoken, followed by Newham, where 104 languages are spoken.

London's population makes it by far the largest city in the United Kingdom. The second largest city in the UK - Birmingham - has a population of 1.1 million. London is also the largest city in the European Union and is more than twice as large as its nearest rival, Berlin. It is the third largest city in Europe, behind Istanbul (14.8 million) and Moscow (10.3 million), and the 27th most populous metro area in the world, slightly larger than Lima, Peru.

London's diversity can also be seen in statistics for London residents' country of birth. Of the 8.88 million people living in London at the time of the most recent UK estimates, 3.32 million (37%) were born outside of the United Kingdom. Of these, approximately a third were born within European Union countries, while the other two thirds were born outside of the European Union. The most common country of birth for London residents outside of the UK is India. According to the 2011 census, 262,247 people living in London were born in India.

The languages most frequently listed as the second most commonly spoken in any given borough are:

- + Polish: 7 boroughs - Barnet, Bromley, Ealing, Lewisham, Merton, Richmond, Wandsworth.
- + Turkish: 4 boroughs - Hockney, Ilkington, Haringey, Enfield.
- + Bengali: 3 boroughs - Camden, Newham, Tower Hamlets.
- + French: 3 boroughs - The City, Hammersmith & Fulham, Kensington & Chelsea.
- + Punjabi: 3 boroughs - Bexley, Hillingdon, Hounslow.
- + Tamil: 3 boroughs - Croydon, Kingston, Sutton.
- + Gujarati: 2 boroughs - Brent, Harrow.
- + Urdu: 2 boroughs - Redbridge, Waltham Forest.
- + Lithuanian: 2 boroughs - Barking, Havering.
- + Arabic: 1 borough - Westminster.
- + Nepalese: 1 borough - Greenwich.
- + Portuguese: 1 borough - Lambeth.
- + Spanish: 1 borough - Southwark.

percentage of speaking by



+ LANGUAGE PALETTE



# Time,

17

We used to be afraid of getting old as we try to slow down the time of aging. With this concept, we used crumpled papers to photoshop under younger skin around 20-25 years old to make the texture from papers seem like wrinkles. The pre-aging skin expresses how wrinkles describe the passage of time and a metaphor of aging. In addition, it shows how we try to against aging and the fear we have.

Time

Photography



Ageing

**“The afternoon knows what the morning never suspected.”  
— Robert Frost**





Time

Photography

Aging



# Procrastination,

19

What if every single one of the things we put off comes with a receipt for us? Then we could say more loudly, "Time is money." The items on the receipts are the things we usually put off and the excuses we often use. Every time we postpone, we pay for the delay. How many "late" receipts we have got?

**“You may delay, but time will not.”  
— Benjamin Franklin**



Procrastination

Concept

Receipt

# LATE

YOUR RECEIPT

The Health Centre  
Kingston University  
Penrhyn Road  
Kingston Upon Thames  
Surrey  
KT1 2EE

Phone : 020 8847 2204  
NHS No : T10 808 5902

Going to the doctor  
for a check-up  
"I need to be in the mood,  
I'm not."

TOTAL  
BALANCE DUE

1	2(Y)
2	YEARS
Y	2.00
£	0.00
£	0.00
	1

Type  
Cash  
Card  
Total Quantity  
Total Items

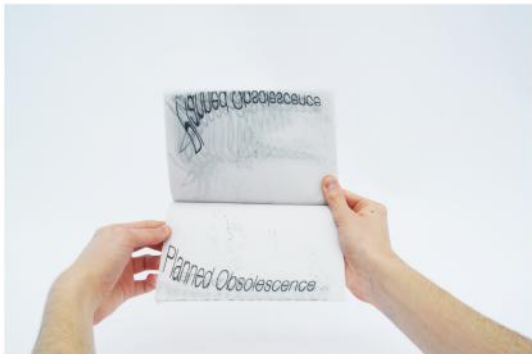
T111-1 Serviced By GP Sakurat H  
Date / Time : 02-Mar-2018 12:03:22





# Planned Obsolescence,

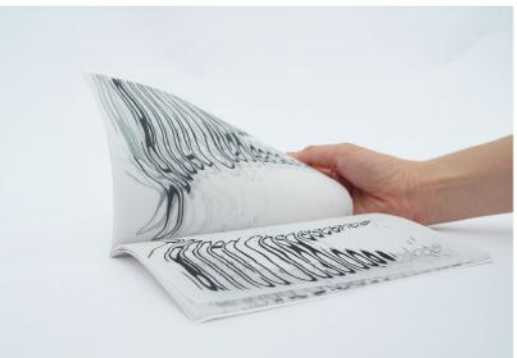
'Planned Obsolescence' means a policy of designing a product with an artificially limited useful life. Using scanner of printer distorting the words to express how a printer could obsolete and how the word itself obsolete.

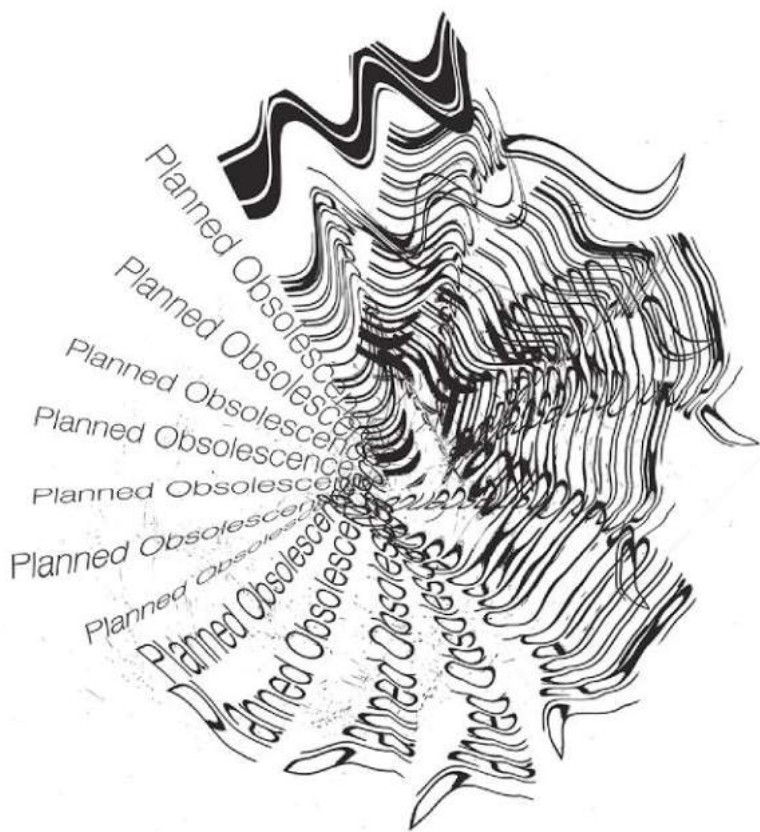


Planned Obsolescence

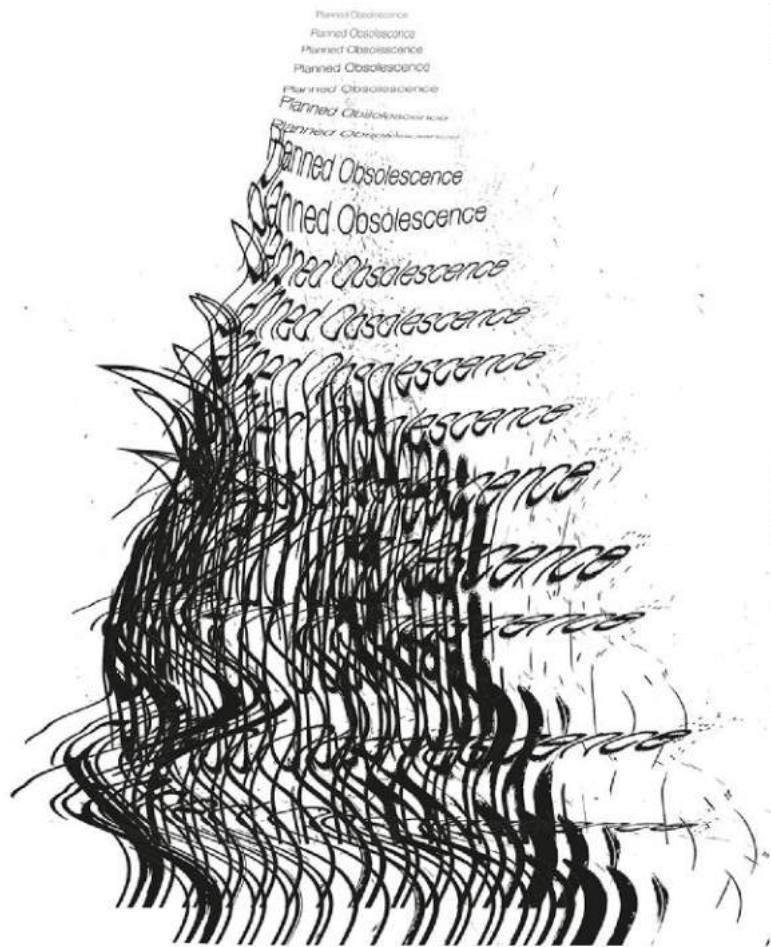
Typography

Flipbook





Planned Obsolescence



P l a n n e d O b s o l e s c e n c e



Things get broken  
at home  
like they were pushed  
by an invisible, deliberate smasher.  
It's not my hands  
or yours  
It wasn't the girls  
with their hard fingernails  
or the motion of the planet.  
It wasn't anything or anybody  
It wasn't the wind  
It wasn't the orange-colored  
noontime  
Or night over the earth  
It wasn't even the nose or the elbow  
Or the hips getting bigger  
or the ankle  
or the air.  
The plate broke, the lamp fell  
All the flower pots tumbled over  
one by one. That pot  
which overflowed with scarlet  
in the middle of October,  
it got tired from all the violets  
and another empty one  
rolled round and round and round  
all through winter  
until it was only the powder  
of a flowerpot,  
a broken memory, shining dust.

And that clock  
whose sound  
was  
the voice of our lives,  
the secret  
thread of our weeks,  
which released  
one by one, so many hours  
for honey and silence  
for so many births and jobs,  
that clock also  
fell  
and its delicate blue guts  
vibrated  
among the broken glass  
its wide heart  
unsprung.

Life goes on grinding up  
glass, wearing out clothes  
making fragments  
breaking down  
forms  
and what lasts through time  
is like an island on a ship in the sea,  
perishable  
surrounded by dangerous fragility  
by merciless waters and threats.

Let's put all our treasures together  
-- the clocks, plates, cups cracked by the cold --  
into a sack and carry them  
to the sea  
and let our possessions sink  
into one alarming breaker  
that sounds like a river.  
May whatever breaks  
be reconstructed by the sea  
with the long labor of its tides.  
So many useless things  
which nobody broke  
but which got broken anyway.

Ode To Broken Things  
-- by Pablo Neruda



