李岳作品集

The Work Collection of LI Yue



This collection is like a box of chocolates.
You never know what you're gonna watch next.



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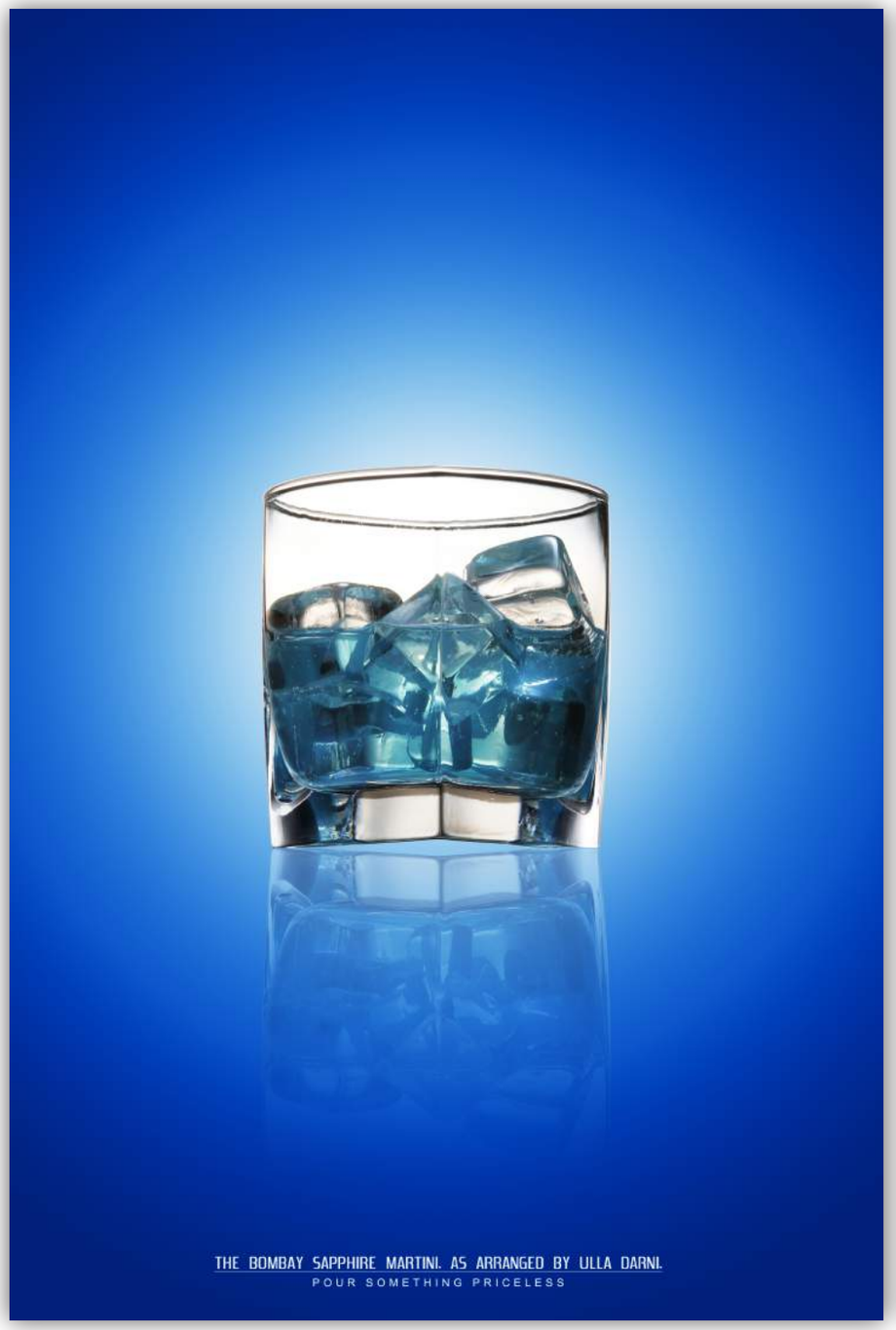
Part 1
Advertising Photograpy



Bombay Sapphire

Year: 2011
Medium: Poster
Dimensions: 2
Description: This series of work is shooted and produced by my group members and me to express the nobility and luxury of Bombay Sapphire, a brand of gin in England.

Wine Glass



The most difficult part of shooting bottles or cups is how to use the combination of lights to present the perfect aspect of the product.

Goblet



The most difficult part for post-processing is selecting perfect parts of every photo to be combined as a whole perfect one.

2

Part 2
Package Design

Mai Yi You 麦艺优









1 | 2 | 3
4

Figure 1: The large-size package of *Mai Yi You*
Figure 2: The inner package of *Mai Yi You*
Figure 3: The small-size package of *Mai Yi You*
Figure 4: The logo of *Mai Yi You*
Year: 2012
Dimensions: 2
Description: Mai Yi You is a brand of nutrition supplement which is extracted and purified from wheat.



The simple but elegant style of the business card and hand bag preserves the unity of the tea brand.



The style of the inner package of Qianqiu tea fit the quality of tea very well.



The Mid-Autumn Festival is the best time for releasing tea ads. Different kinds of posters represent different kinds of tea.



Every element of the logo of Qianqiu tea looks like a fresh tea leaf.

Qian Qiu Tea

Year: 2012
Dimensions: 2
Description: The package design for Qian Qiu Tea includes handbages, inner package, business card and posters for Mid-Autumn Festival. Detailed description can be found below each picture.







Xian Mai Qing

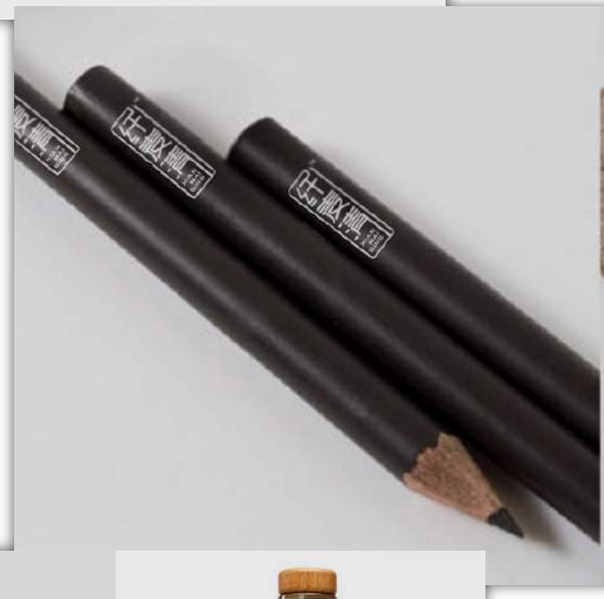
Year: 2012

Dimensions: 2

Description: Xian Mai Qing is a brand of wheat wine. Wheat wine is the essence of wheat as well as the reflection of traditional technology of China. The combination of the logo and the traditional signet of China can express purity of wheat wine. The transformation of logo makes the variety of tastes easily to be distinguished.













1
2
3

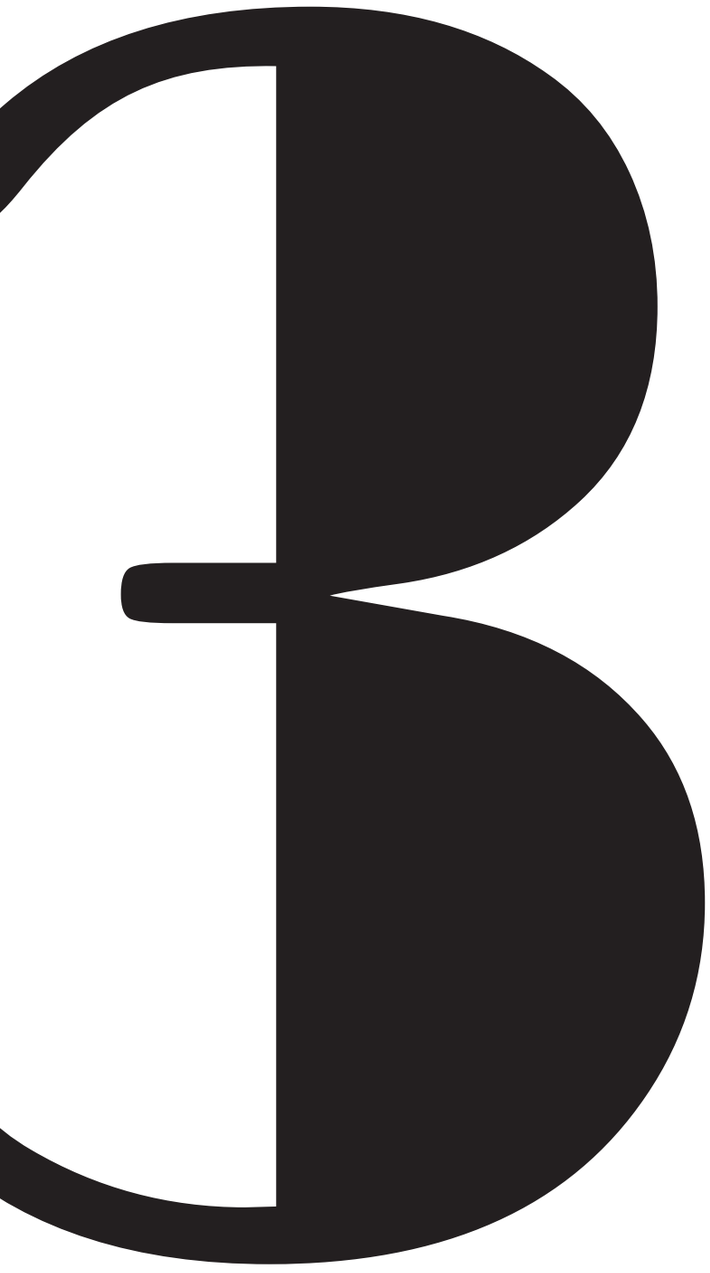
Figure 1 : The docket of *Xian Mai Qing*
Figure 2 : The pencil and label of hand bag of *Xian Mai Qing*
Figure 3 : The description booklet of *Xian Mai Qiang*
Year: 2012
Dimensions: 2
Description: The second part of work contains the design of docket, pencil, handbag, and booklet for Xian Mai Qing. The style is the same with bottle and label design in the first part.

经典眼镜
Classical Optician



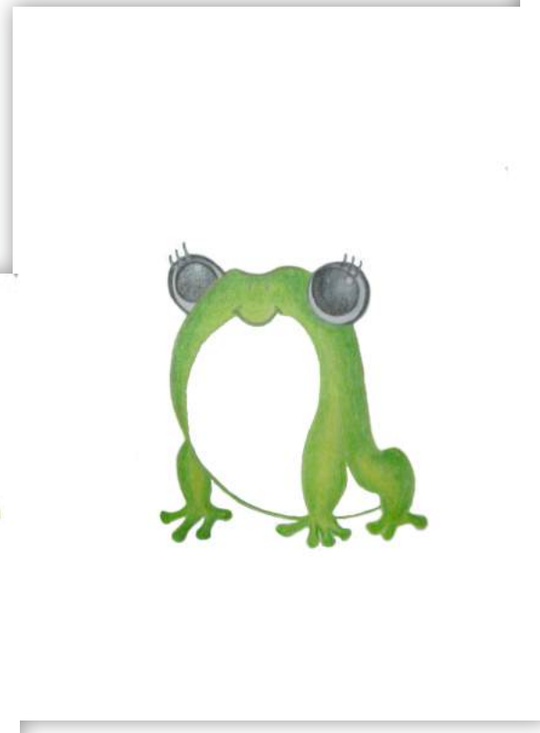


Figure 1 : The label of *Classical Optician*
Figure 2 : The logo of *Classical Optician*
Figure 3 : The booklets and hand bags of *Classical Optician*
Year: 2012
Dimensions: 2
Description: The whole set of design for Classical Optician company includes booklets and handbags with logo on it. The idea is to make use of an old man's figure to represent "classical".



Part 3
Hand-drawn Works







3
2
1

Figure 1 : Mr. Frog Fashion.
Figure 2 : Miss. Frog Cute.
Figure 3 : Mr. Frog Politician.
Year: 2011
Dimensions: 2
Description: This series of work is intended to show three frogs with different personality. The difficulty for these works is that you could not use clothes or accessories to show different personalities but with the permission to use body language.

The poster designed for the 42nd Tokyo Motor Show

Year: 2012
Medium: Printed Poster
Dimensions: 2
Description: The 42nd Tokyo Motor Show is a show to display advanced conceptual cars. The idea of this poster is to make use of cartoon elements to show “conceptual car”.

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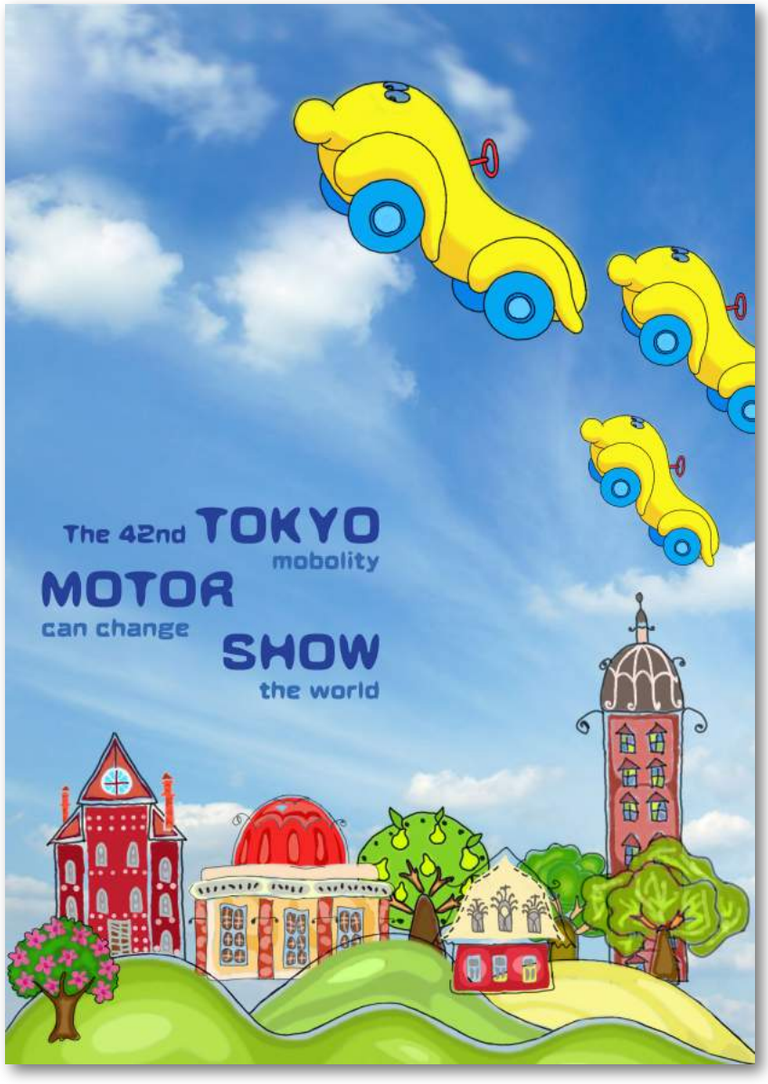
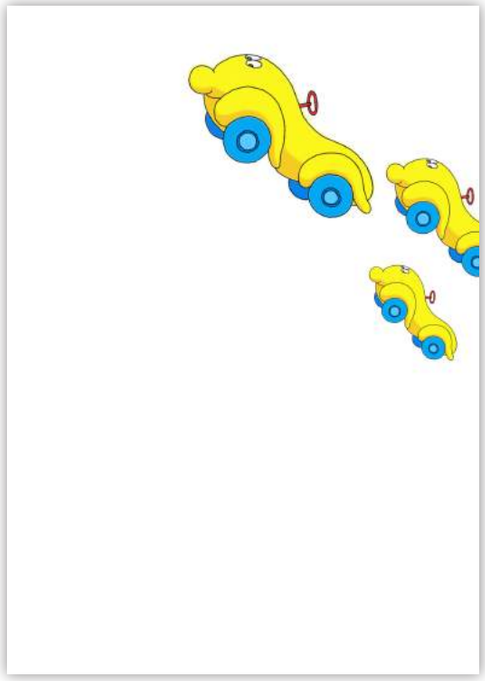
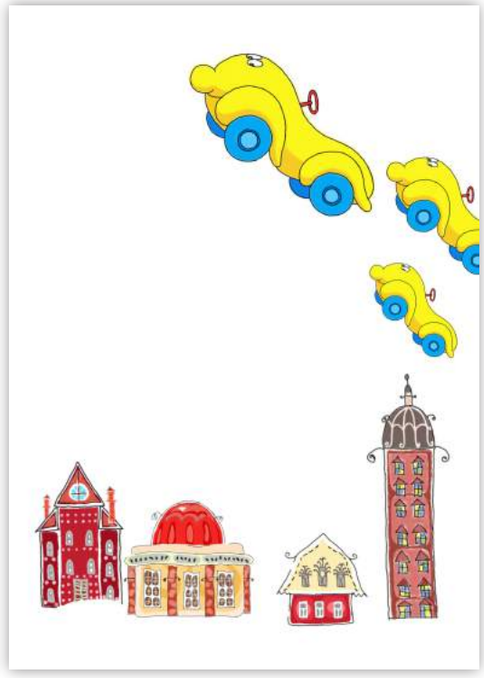
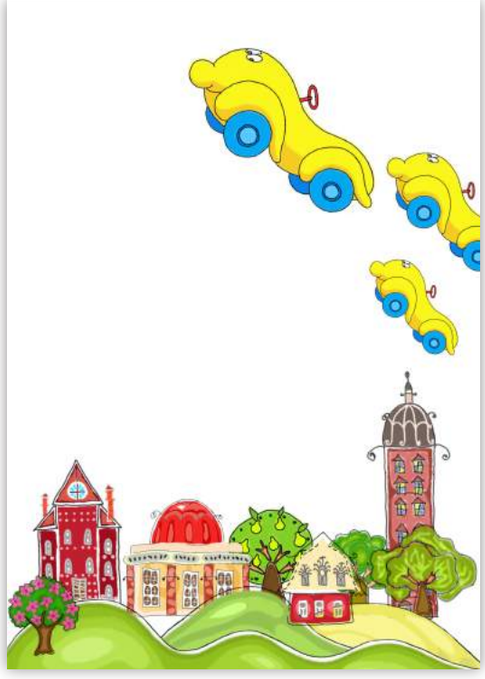
	3	4













The Crowded Zoo

Year: 2012 Medium: Magazine Dimensions: 2

Description: I painted the illustration for a child magazine and the aim of it is to show the harmony and prosperity in the zoo and the loveliness of animals.

人说百里不如一瑰

我说百闻不如一觅

I hope to meet you at the next stop of my life...

