

PORTFOLIO

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Tan Yong Kang

2019 - 2022

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Alvin Tan

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017 7070 788

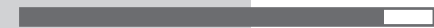
Education

2019-Present - Diploma in Multimedia Design
SUS Design Center

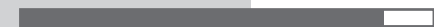
2011-2018 - Secondary and High school
A&O Center Of Excellence

Softwares

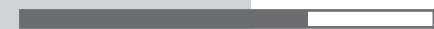
Photoshop



Illustrator



After Effects



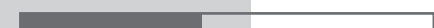
3DS Max



Premier Pro



Animate CC



About me



Graphic Design



Shift Ur Sense

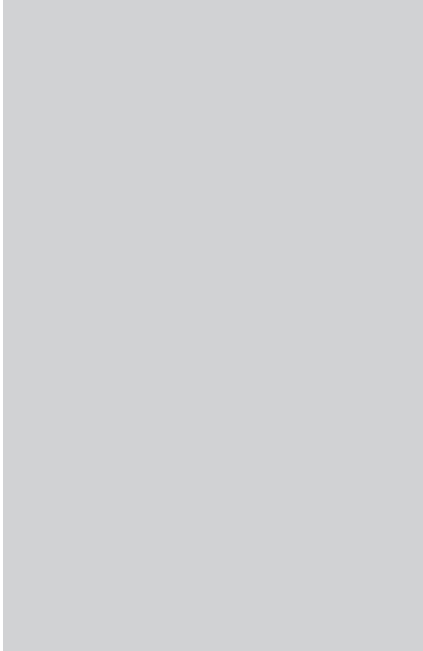
For the heads it represent us thinking about mind blowing ideas to express ourself or even attract individuals to join us.

For the arrow it represent improving ourself and senses (art, creative and others) to help us in the future when we faced new challenges.

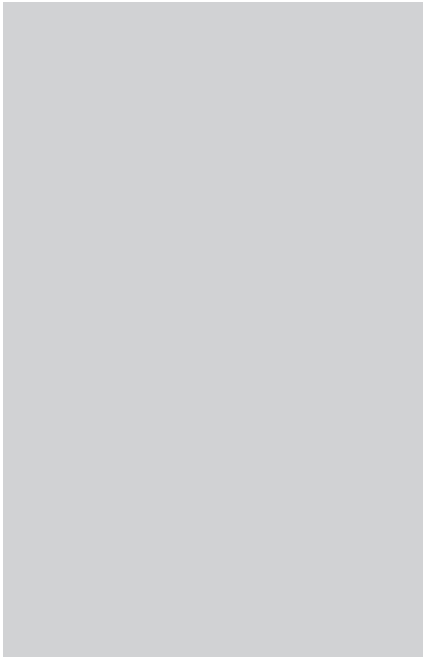
Shift Ur Sense

The women represents us trapping inside a box and being surrounded by flowers. While flowers represents creative ideas, we need to think outside the box and experience more things to improve our senses.



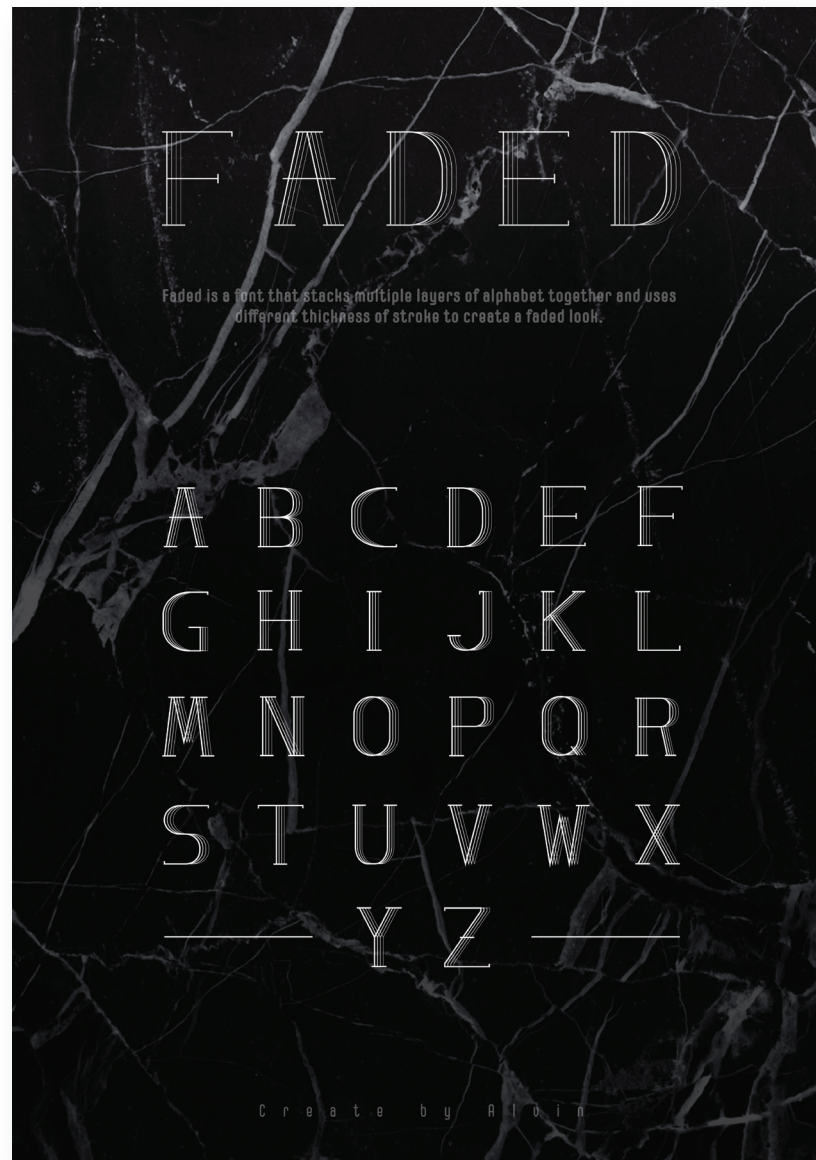


Typography



Faded Fonts

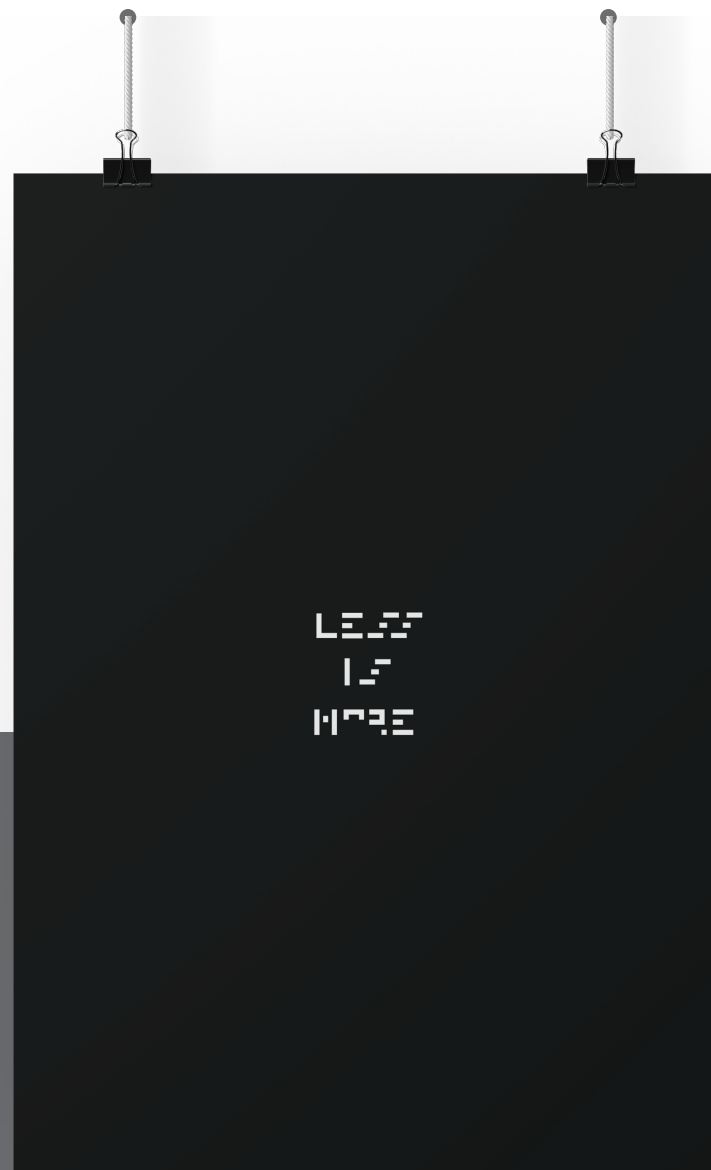
Faded is a font that stacks multiple layers of alphabet together and uses different thickness of stroke to create a faded design.



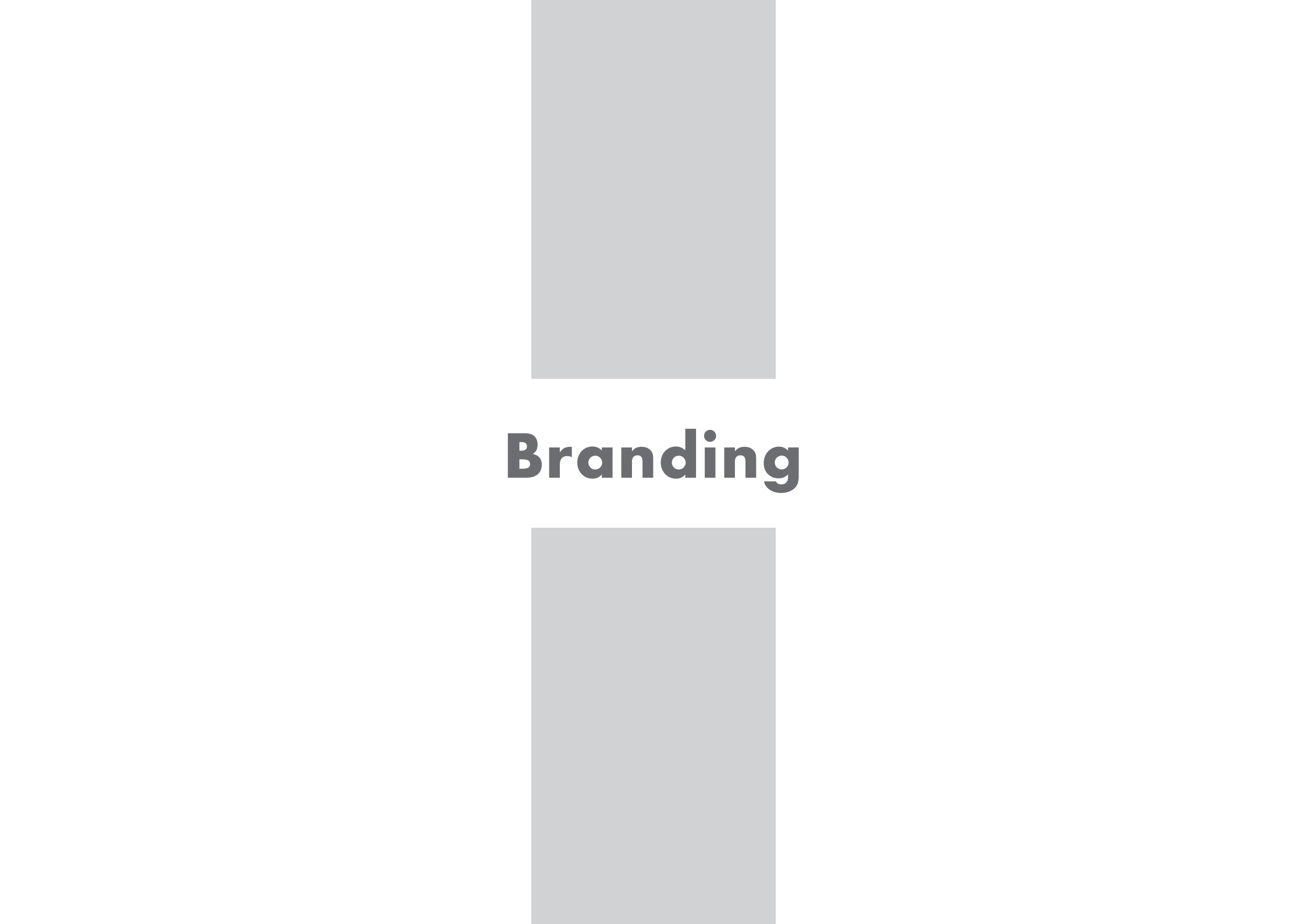


Lexicon

The rectangular shape is inspired by Lexicon large x-height thus using it as a design element. The reader is also guided by the line to read accordingly.







Branding

APHY

Acumin Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PHY

Art Two U is a hair salon that offers services like hairdressing, colour, treatment and more. Therefore, the logo have the element of hair, scissors and comb. The colour gold represents friendliness, charm and luxury which represent the corporate.

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ART TWO U

CORPORATE COLOR
CORPORATE COLOR SYSTEM

CORPORATE DESIGN ELEMENT

C : 33%
M : 65%
Y : 100%
K : 38%
#7A4B1B

C : 11%
M : 25%
Y : 69%
K : 1%
#E0B968

CORPORATE TYPOGRAPHY
FONT

Acumin Variable Concept

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CORPORATE PHILOSOPHY
BRAND PHILOSOPHY

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ELINES

CORPORATE STATIONERY
TYPES OF STATIONARY ITEMS

CORPORATE ELEMENTS
DESIGN ELEMENT

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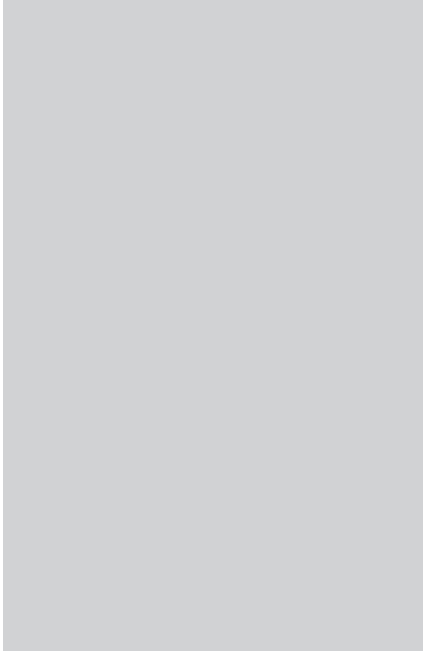
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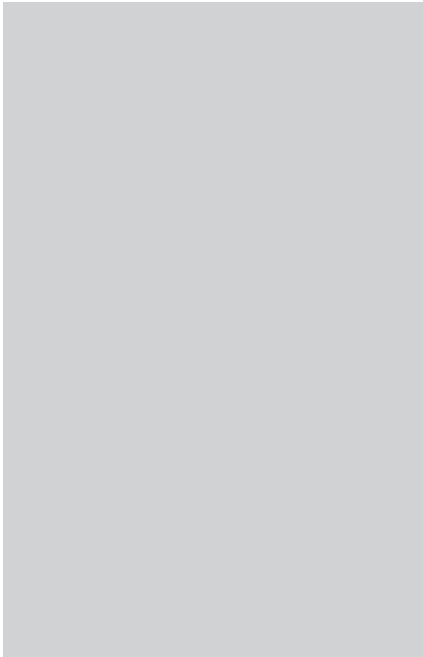
Art Two U Rebranding

Filtrec Rebranding





Photography



Food



Photography

Product



Photography

Product

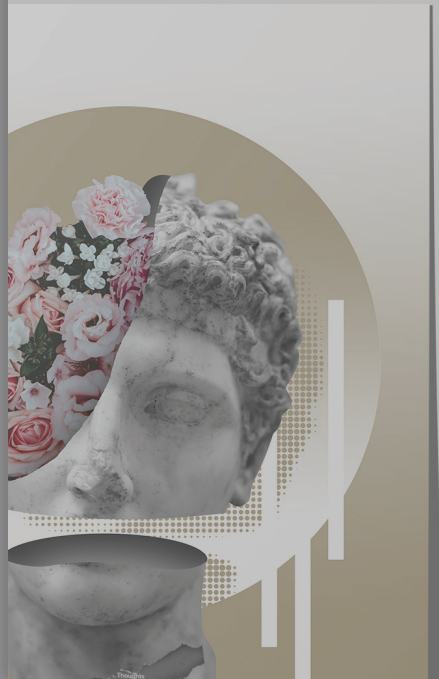
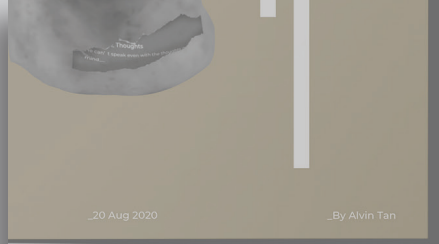


Photography





Final Project



exp_

is a brand that encourage individuals to express themselves. The logo is simple to let others have their own opinions towards the brand. The underscore represents typing or filling information thus expressing their own ideas. As a designer we limits our idea in order to fulfill customer needs.

Lookbook

Lookbook

New Collection
2020

exp_



Look 01

Sport

T-shirt
Sport pant
Sport shoe

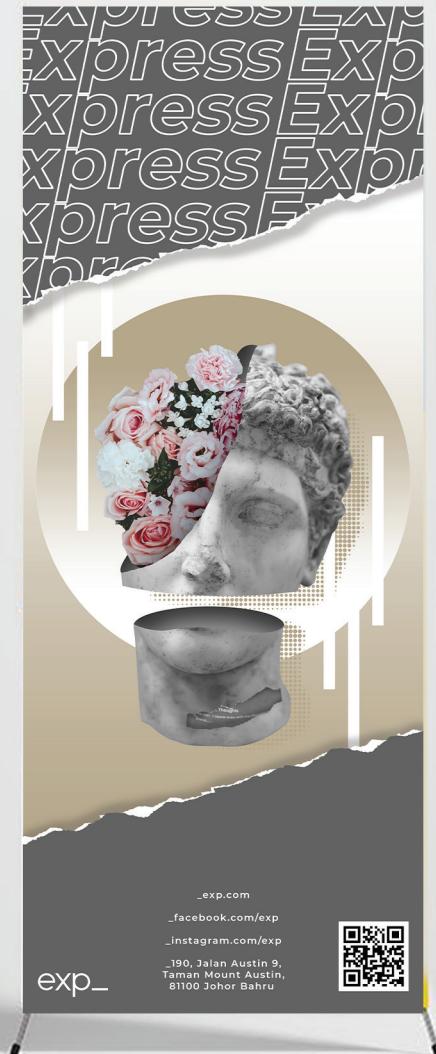


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11

Banner



3D Workshop

