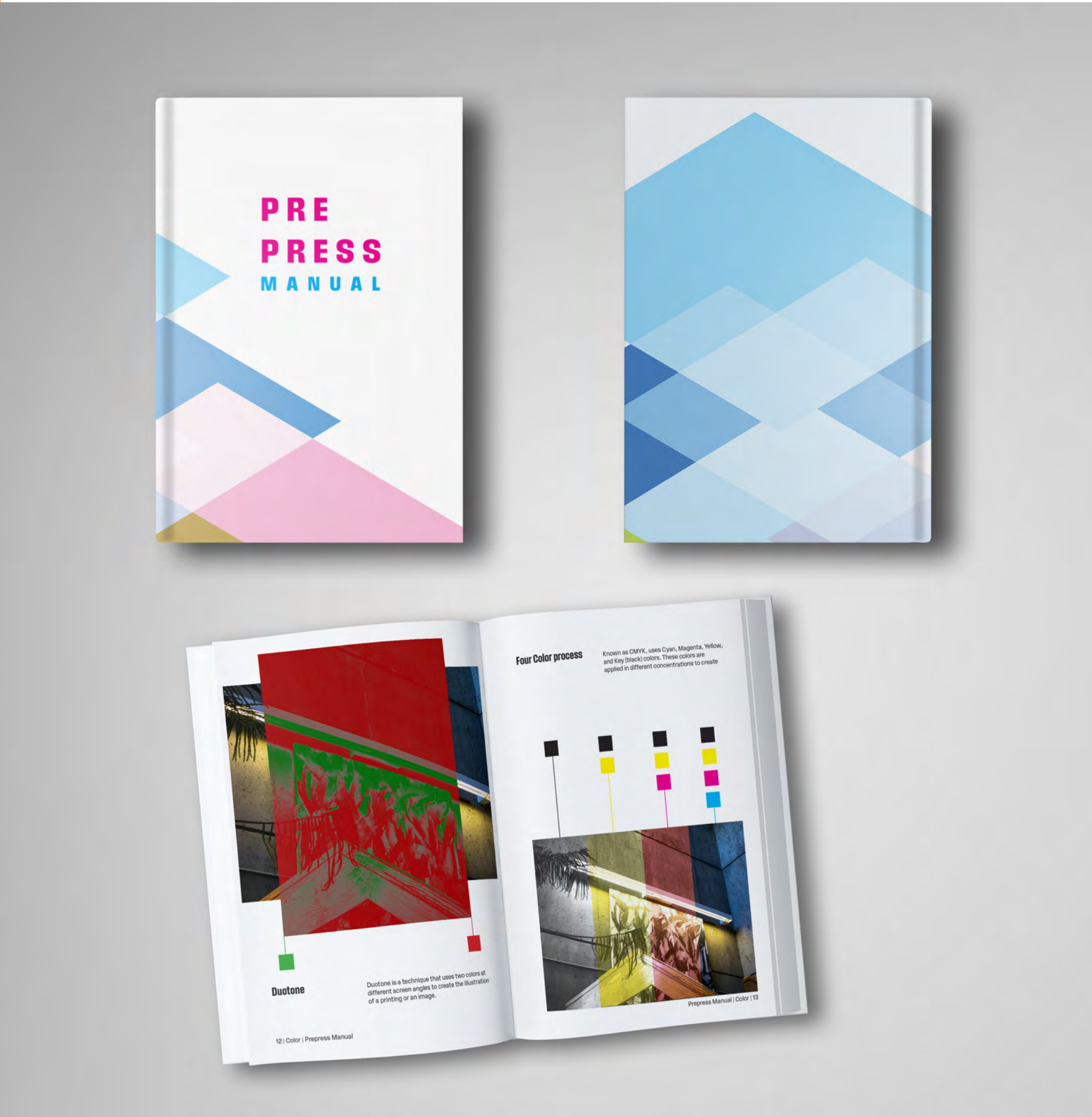


HAN
HUYNH

GRAPHIC DESIGNER



Prepress Manual Book, 2024, Archival Inkjet Print, 6x9 inches

The "Prepress Manual Book" explains color, prepress, printing, finishing, and binding in an easy-to-understand way. It was created using InDesign, printed out, and then bound into a book. It uses pictures and simple descriptions to help readers learn and enjoy the content.



Varnishing

Varnishing is giving a protective and glossy coating to printed materials, for better protection and adding a shiny finish to the product.



Foiling

Foiling is the process of applying a metallic or pigmented film to surfaces, to create shiny or reflective accents on materials.



Embossing

Embossing is a technique that presses a design or pattern on paper or other materials, creating a raised, three-dimensional effect.



Die Cutting

Die cutting is a method of cutting or shaping paper and other materials for decorative purposes.



Folding Dummy

Folding dummy is a method of folding paper to visualize the layout before printing.



Page creep

Page creep is when the inner pages of a book slightly stick out because of the folded sheets.



Signatures

Signature are pages printed together on one sheet, helping to assemble books in the right order.

Perfect bound

Perfect bound is a bookbinding method where pages are glued together along the spine, creating a clean and squared-off edge.



Saddle Stitch

Saddle stitching is a simple way of stapling folded sheets along the spine to make booklets

Additive Color

Adding red, yellow, and blue inks together creates white.



Subtractive Color

Inks subtract brightness from white, and combining them creates black ink.

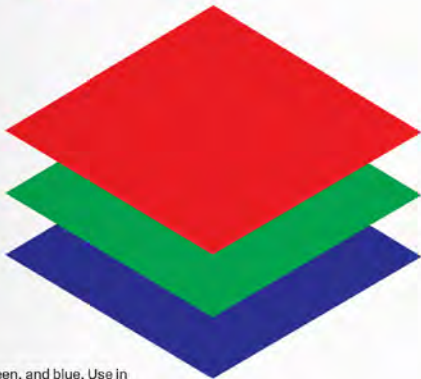
CMYK

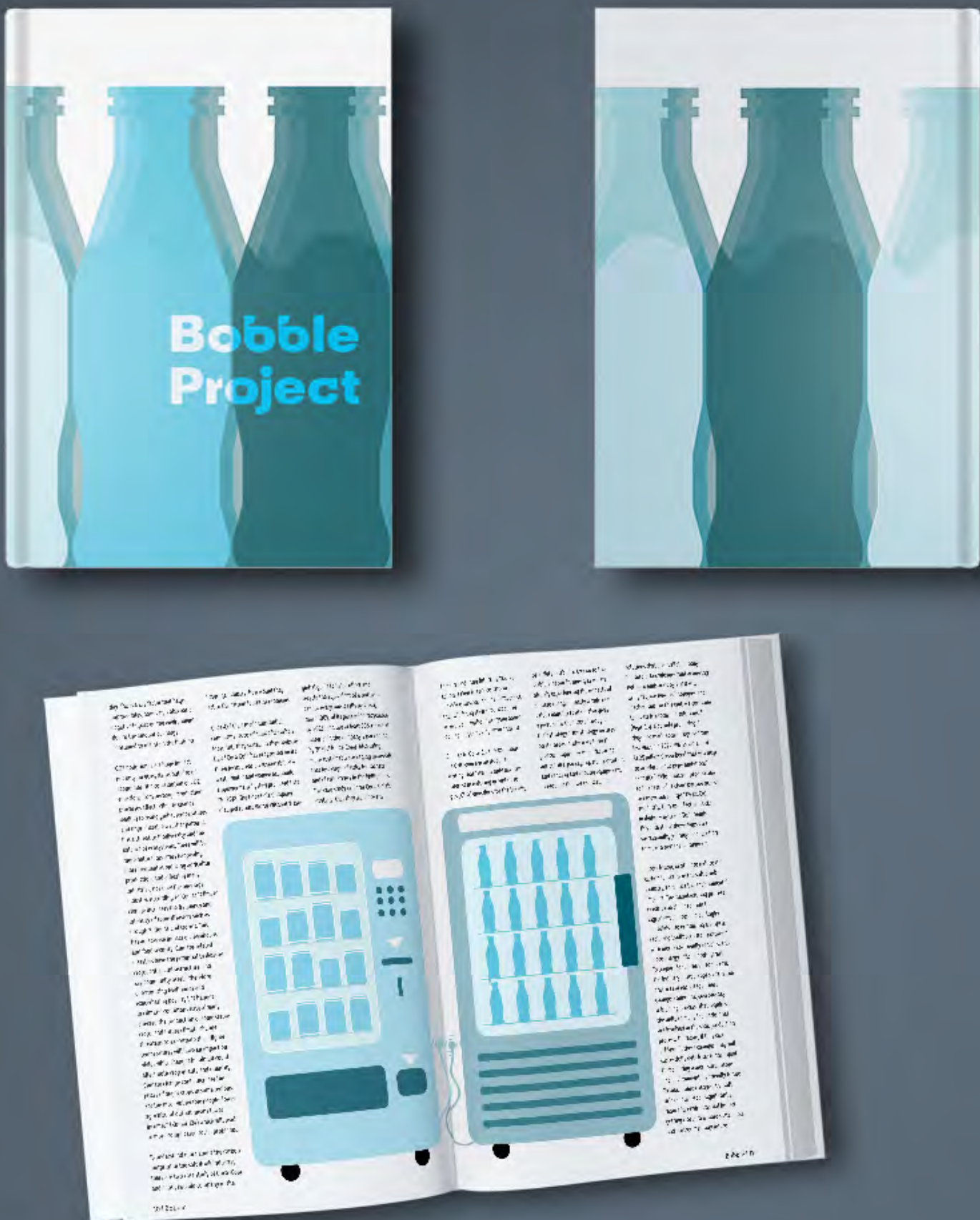
Stand for cyan, magenta, yellow and black . Use in 4 color printing process



RGB

Stand for red, green, and blue. Use in additive color mixing.





Bobble, 2024, Archival Inkjet Print, 6x9 inches

Bobble serves as a senior project documenting the process of creating a soda brand with a focus on reducing carbon footprint in soda production. The project, represented by the brand name “Bobble,” presents a compilation of research papers investigating the carbon footprint within the soda industry. It delves into design research, brand positioning, and the overall design process involved in establishing a soda brand. This encompasses soda can label and packaging design, as well as logo design, offering a comprehensive insight into the brand’s development journey.

Carbon Dioxide Pollution
in Soft Drinks Industry

"Carbon dioxide is a natural and harmless greenhouse gas. However, adding more and more CO2 to the atmosphere could cause global warming. Carbonated drinks contain CO2 to make them fizzy and extend their shelf life. Nevertheless, there is a significant amount of carbonated drinks being consumed around the world every day, which will have a huge impact on the environment."

Research Paper

Soda is a popular choice of drink consumed globally. Soda could easily purchase anywhere, like supermarkets, school, hospital, even drug stores such as Walgreen, CVS. Basically, any place selling water will also sell soda. However, soda has a significant impact on the environment that 230 million tons of carbon dioxide released annually into our atmosphere. The beverage industry alone contributes 3.8% to the global carbon dioxide emissions. Yet, the soft drink production extends beyond its immediate industry, connecting with energy use and transportation, two significant industries responsible for a substantial 53% of the overall greenhouse gas emissions worldwide. Therefore, the soft drink industry contributes more to the carbon footprint than commonly recognized.

As we know, carbon dioxide, also known as CO2, is a natural component of Earth's atmosphere. It is produced through natural and human activities, such as respiration of plant, animal, human, the combustion for fire or energy, and industrial processes. All of this seems normal, but with the growth of the economy, the industrial industry has been producing nonstop carbon emissions into the air. That is the main factor that leads to a rise in global temperatures, also known as global warming.

With the widespread consumption of these carbonated beverages globally is contributing significantly to environmental impact. The use and generation of carbon dioxide in the production of carbonated drinks, given the substantial size of the carbonated soft drink

market, over 410 billion dollars in 2023, as reported by ScienceDirect. Furthermore, Statista highlights that the average annual soft drink consumption per person ranged around 38.87 gallons from 2010 to 2018, with the United States holding the highest soft drink consumption rate in the world. This number of consumptions is raising people awareness of the production and distribution of carbonated beverages.

One of the most important processes is carbonation. In this process, carbon dioxide is added with water it creates a bubbly texture create a unique mouthfeel that can simultaneously tickle the tongue and produce sensations of sourness and a burn. This sensation adds to the drink, making it more appealing and enjoyable for

customers, especially when thirsty. The refreshing feeling it provides a better drinking experience. This element make soda unique and abroad to a larger range of customer.

From the research, ScienceDirect's data indicates that a typical carbonated soft drink contains approximately 3-4 volumes (6-8 g/L) of CO2, providing a quantitative understanding of the scale of CO2 integration in each beverage. Furthermore, the disclosure that one can of Coca-Cola (330ml) equates to 0.17kg CO2e, as presented in the same study, exemplifies the amount of carbon footprint associated with a single beverage.

Ingredient sourcing and processing is another process that make impact to the environment. Amlesyo et

al.'s (2012) life cycle assessment of carbonated soft drinks, published in Springer, provides a comprehensive view of the ecological consequences associated with the ingredients used in these beverages. Particularly, sweeteners like high-fructose corn syrup, a common component in soft drinks, contribute to emissions during cultivation and processing. The carbon footprint of corn, a primary source for sweeteners, is reported at 0.27kg CO2 per pound of produce. Highlight the environmental cost associated with this key ingredient. Additionally, the data shows that a footprint of 1.1kg CO2 per kg at the factory for high-fructose corn syrup. From the example above, Coca-Cola's emission is 0.17kg CO2e, compare to corn syrup's emission is 1.1kg CO2, corn syrup production produce way more CO2 compared to carbonation process.

This information showing that other industry contributing to the beverage making has higher carbon emission that damaging the environment.

The next step is packaging. Common materials such as plastic, glass, aluminum, and carton are used in the packaging of these beverages, each with its own set of environmental impacts. According to the International Energy Agency, the container and flat-glass industries emit over 60 megatons of CO2 per year. In particular, single-use glass bottles exhibit the highest carbon footprint compared to other packaging types. The carbon footprint of a 12oz glass bottle is over six times higher than that of a 16oz aluminum can, as reported by Ball Corporation. Furthermore, individual packaging materials contribute significantly to

Interaction

Targeting

Goal:	Interaction:
To create a soft drink product line that provide a good quality and same experience, but decrease the carbon footprint in the production process.Communicating the environmental impact through product choices.	By selling the product in all the platforms. Choosing a specific color for the product design. The soda will be contain in a different material form, carton box.
	Objective:
	Packaging design (carton box, can), website, poster to introduce the product to buyers, logo, advertisement (video) , photography, cup , business cards, toe bag.

BRANDING AND IDENTITY

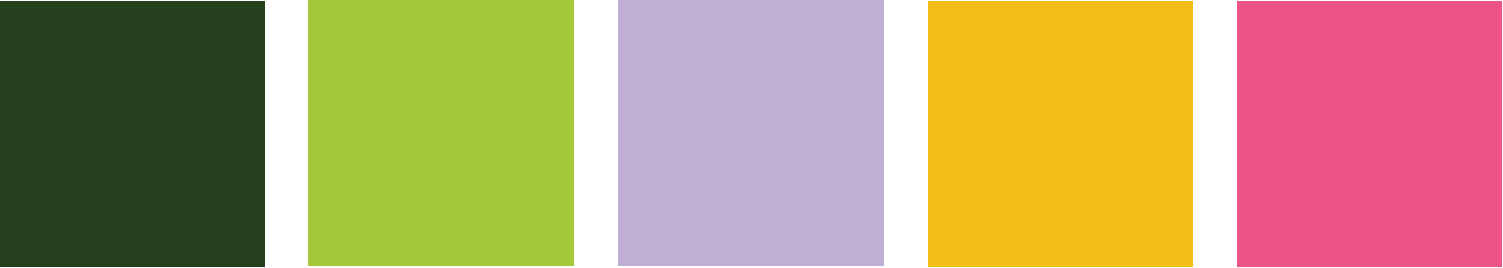
Bobble Project



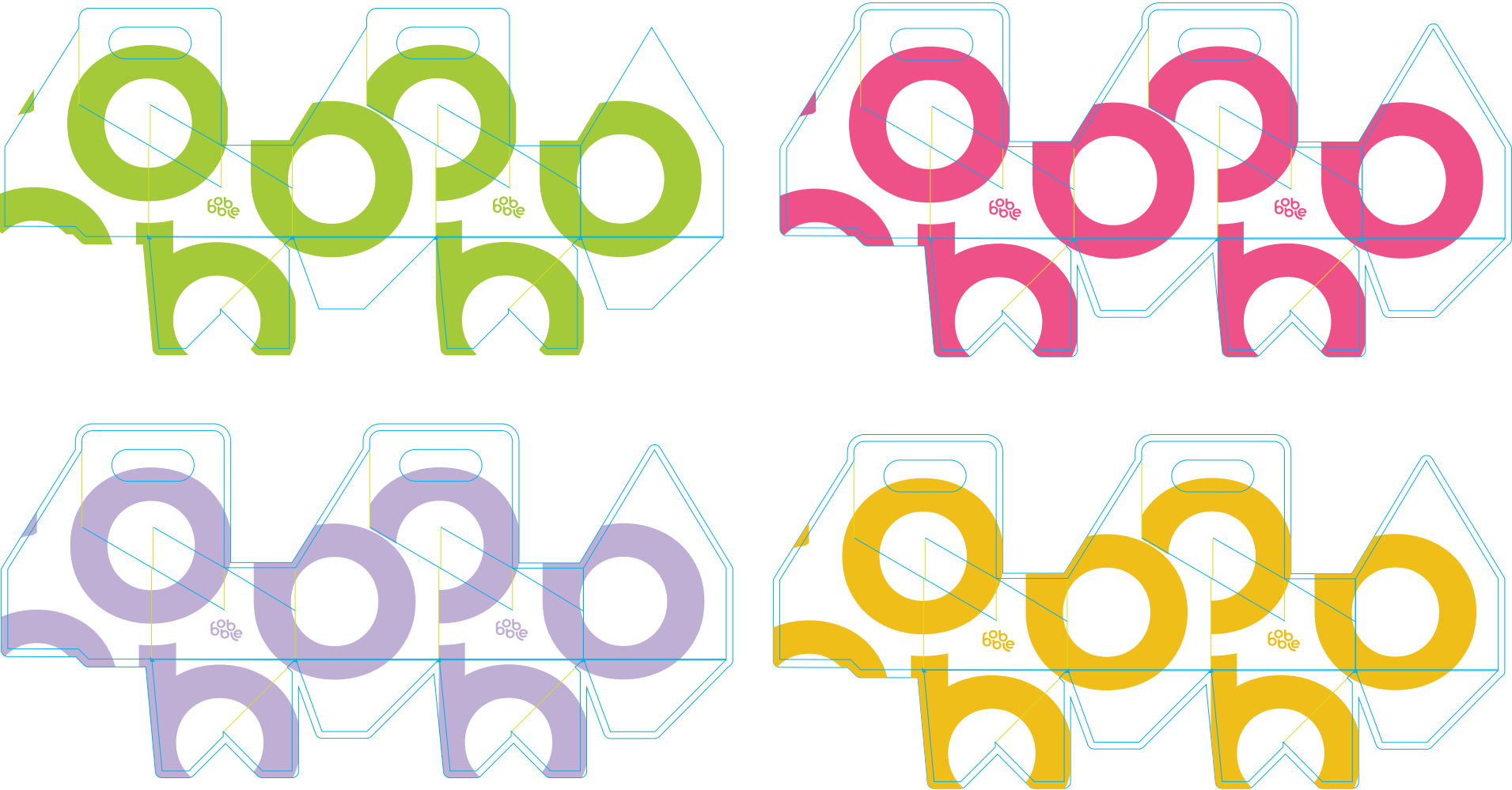
LOGO



BUSINESS CARD



COLOR



PACKAGING

MOCK UP



6obbble

At 6obbble, we're committed to reducing our carbon footprint and protecting the environment for future generations.

Product Description: Refreshing soda with a hint of Grape.

Serving Instructions: Best served chilled.

Packaging Details: Recyclable Aluminum Can.

Carbon Footprint Information: 25% Lower Carbon Emissions Than Industry Average.

Recyclable

Carbon-Neutral

9 123456 789101

LOW CARBON EMISSIONS - SUSTAINABLY SOURCED

6obbble

Grape

16 FL OZ

Nutrition Facts	
Serving size	1
Amount Per Serving	
Calories	0
Total Fat 0g	% Daily Value*
Saturated Fat 0g	0%
Trans Fat 0g	0%
Sodium 25mg	1%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	0%
Includes 0g Added Sugars	0%
Protein 0g	0%

Not a significant source of probiotics, vitamin D, calcium, iron, and potassium.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories is used to create general nutrition advice.

Ingredients: Filtered Water, Cane Sugar, Natural Grape Flavor, Citric Acid, Natural Color (from Beet Juice).

Visit www.bubble.com or call 618-425-6789 for more information.

QR code

6obbble

At 6obbble, we're committed to reducing our carbon footprint and protecting the environment for future generations.

Product Description: Refreshing soda with a hint of Apple.

Serving Instructions: Best served chilled.

Packaging Details: Recyclable Aluminum Can.

Carbon Footprint Information: 25% Lower Carbon Emissions Than Industry Average.

Recyclable

Carbon-Neutral

9 123456 789101

LOW CARBON EMISSIONS - SUSTAINABLY SOURCED

6obbble

Apple

16 FL OZ

Nutrition Facts	
Serving size	1
Amount Per Serving	
Calories	0
Total Fat 0g	% Daily Value*
Saturated Fat 0g	0%
Trans Fat 0g	0%
Sodium 25mg	1%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	0%
Includes 0g Added Sugars	0%
Protein 0g	0%

Not a significant source of probiotics, vitamin D, calcium, iron, and potassium.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories is used to create general nutrition advice.

Ingredients: Filtered Water, Cane Sugar, Natural Apple Flavor, Citric Acid, Natural Color (from Beet Juice).

Visit www.bubble.com or call 618-425-6789 for more information.

QR code

6obbble

At 6obbble, we're committed to reducing our carbon footprint and protecting the environment for future generations.

Product Description: Refreshing soda with a hint of Orange.

Serving Instructions: Best served chilled.

Packaging Details: Recyclable Aluminum Can.

Carbon Footprint Information: 25% Lower Carbon Emissions Than Industry Average.

Recyclable

Carbon-Neutral

9 123456 789101

LOW CARBON EMISSIONS - SUSTAINABLY SOURCED

6obbble

Orange

16 FL OZ

Nutrition Facts	
Serving size	1
Amount Per Serving	
Calories	0
Total Fat 0g	% Daily Value*
Saturated Fat 0g	0%
Trans Fat 0g	0%
Sodium 25mg	1%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	0%
Includes 0g Added Sugars	0%
Protein 0g	0%

Not a significant source of probiotics, vitamin D, calcium, iron, and potassium.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories is used to create general nutrition advice.

Ingredients: Filtered Water, Cane Sugar, Natural Orange Flavor, Citric Acid, Natural Color (from Beet Juice).

Visit www.bubble.com or call 618-425-6789 for more information.

QR code

6obbble

At 6obbble, we're committed to reducing our carbon footprint and protecting the environment for future generations.

Product Description: Refreshing soda with a hint of Strawberry.

Serving Instructions: Best served chilled.

Packaging Details: Recyclable Aluminum Can.

Carbon Footprint Information: 25% Lower Carbon Emissions Than Industry Average.

Recyclable

Carbon-Neutral

9 123456 789101

LOW CARBON EMISSIONS - SUSTAINABLY SOURCED

6obbble

Strawberry

16 FL OZ

Nutrition Facts	
Serving size	1
Amount Per Serving	
Calories	0
Total Fat 0g	% Daily Value*
Saturated Fat 0g	0%
Trans Fat 0g	0%
Sodium 25mg	1%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	0%
Includes 0g Added Sugars	0%
Protein 0g	0%

Not a significant source of probiotics, vitamin D, calcium, iron, and potassium.

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories is used to create general nutrition advice.

Ingredients: Filtered Water, Cane Sugar, Natural Strawberry Flavor, Citric Acid, Natural Color (from Beet Juice).

Visit www.bubble.com or call 618-425-6789 for more information.

QR code

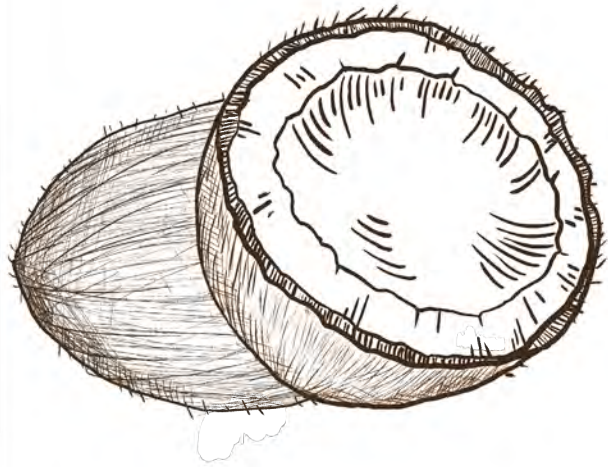
Socola Project

Socola is about a chocolate brand that offer four chocolate flavour, based on the idea of Vietnamese natural elements, water, fire, earth, and wood. The project includes logo design, illustrations, typography, packaging, and product development, all reflecting the essence of these elements.



Poiret One

Enimilic totas raturAtem doluptatur, ident autat qui blaccus, serferi suntem facerchil modis sunt recatendes volupta tumquo tem. Itatinte ne venia alis ni as quatur aliquid qui ut molupta quo es aut fugia consed maximos porumNus excese pratis explatem iuntisRatus aut aspit audi quae doluptiis eiur ad qui qui volor seque voluptates cum, se qui aut aut et porion con



Poppins

Enimilic totas raturAtem doluptatur, ident autat qui blaccus, serferi suntem facerchil modis sunt recatendes volupta tumquo tem. Itatinte ne venia alis ni as quatur aliquid qui ut molupta quo es aut fugia consed maximos porumNus excese pratis explatem iuntisRatus aut aspit audi quae doluptiis eiur ad qui qui



MOCK UP



PACKAGING

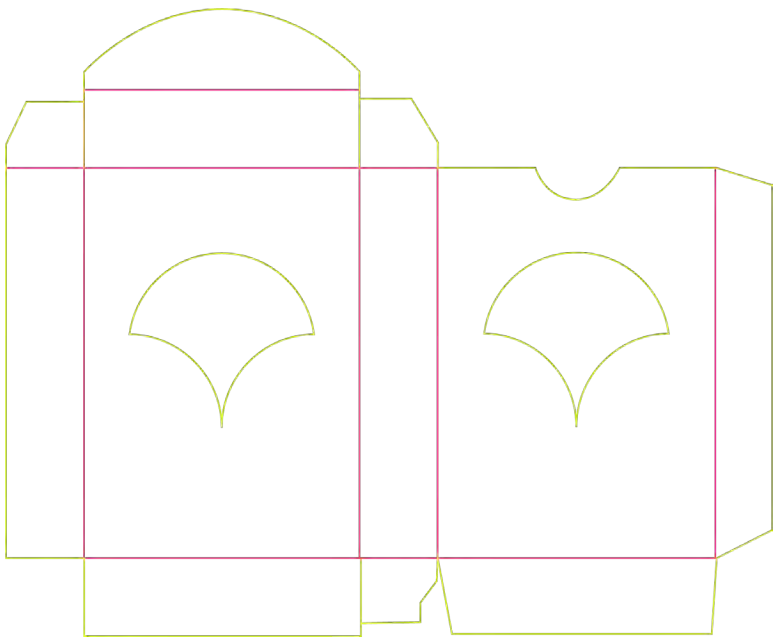


PACKAGING DESIGN

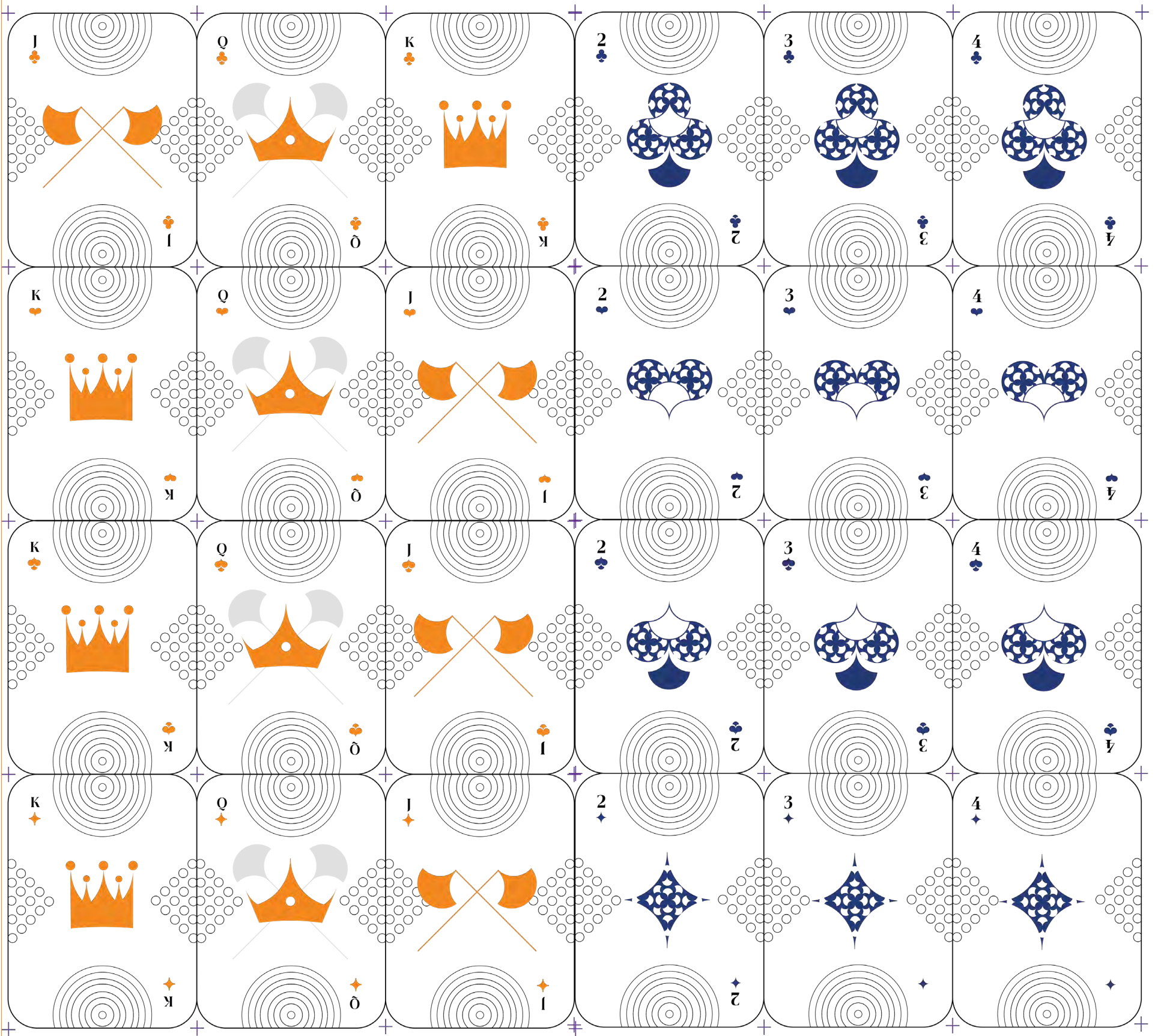
PACKAGING



DIE LINE



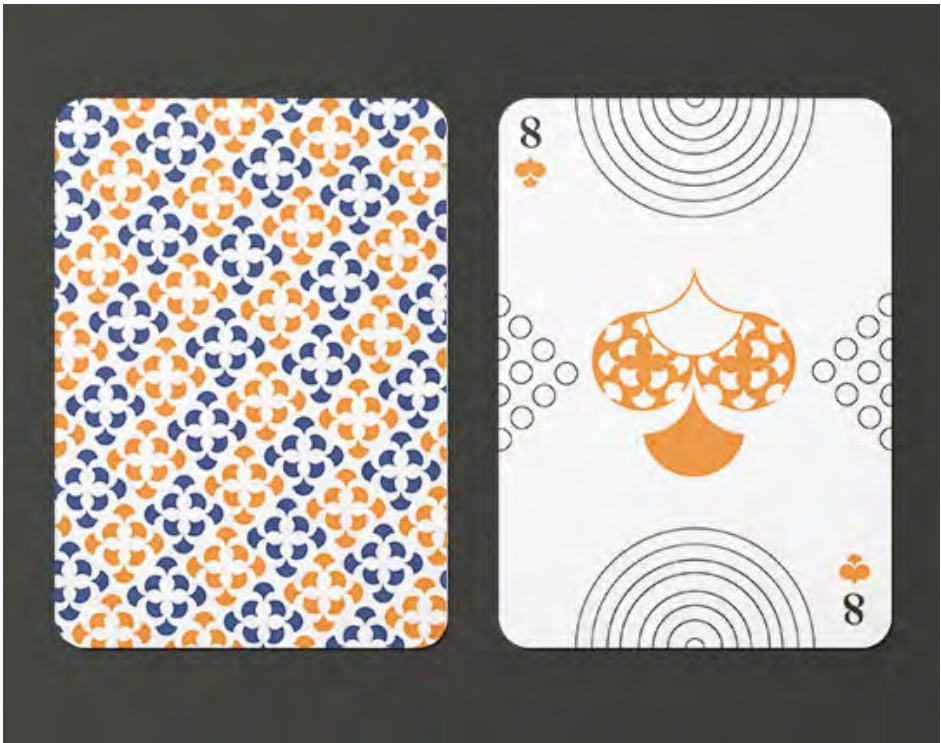
CARD DESIGN



Retro Card, 2024.

Retro Card Deck features a captivating retro-themed playing card set with illustrations crafted from geometric shapes. The design process focuses on creating visually intriguing patterns, while also encompassing product and packaging design for a complete and stylish experience.

MOCK UP



ShoeFairy Project

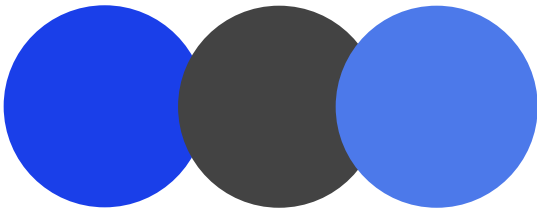
Shoefairy is a leading shoe cleaning brand known for its customized services. The brand features a type logo, vibrant colors, and mock up imagery. The website, built with HTML, CSS, and Ajax, offers seamless navigation by loading different data files on the same page.

BRAND IDENTITY AND AUDIENCE

Company Name and Logo:

ShoeFairy

Color:



Promise on:

- Excellent work
- Affordable price
- User-friendly interface
- Customer support
- Availability

Company believes in:

- Quality
- Trust
- Safety
- Communacation
- Respect

Typeface:

Quicksand

We are here to love, care for, and protect your shoes.

Shoefairy was founded in 2019. Our mission is to ‘bring your shoe back to life.’ A shoe is not just something to wear; it’s a friend and an object that carries beautiful memories and experiences, accompanying you on life’s journey.

Description:

Learn about ShoeFairy.
By clicking “About” in the nav bar.
Learn about different locations that stores located,
By clicking “Location” in the nav bar..
Learn about our product line,
By clicking “Product” in the nav bar..
Learn about our services for each shoe type,
By clicking “Service” in the nav bar.
Then choose your type of shoe for more information.
Finally, service detail will show.

INTERFACE CONCEPT
AND
DESIGN

Phone

ShoeFairy

AboutLocationProductService

SERVICES



Sneaker



Leather Shoe



Boots

\$40

Signature treatment

Signature treatment

This service offers a comprehensive deep cleaning, working from the inside out to effectively eliminate unwanted dust and dirt. Utilizing our specially formulated cleaning solutions designed for all types of shoes. This process restore your footwear to its original

Desktop

ShoeFairy

AboutLocationProductService

LOCATION



Troy, NY



Cobleskill, NY



Latham, NY

ShoeFairy

AboutLocationProductService

PRODUCTS



Wax Polish



Shoe Shield



Cleaning Solution

We have developed our own product line, including wax polish, shoe shield, and cleaning solutions designed to effectively work on various materials while delivering optimal cleaning results, removing all dirt and unwanted stains.

We don't just sell cleaning services; we offer care kits under our brand. These kits are versatile, aiding customers in any situation and occasion, restoring their footwear to a clean and refreshed state. Our products are unique and exclusively available on our website.

ShoeFairy

AboutLocationProductService

ABOUT US

"Bring your shoe back to life."

ShoeFairy was founded in 2019.

Our mission is to 'bring your shoe back to life.' A shoe is not just something to wear; it's a friend and an object that carries beautiful memories and experiences, accompanying you on life's journey.

We are here to love, care for, and protect your shoes.



ShoeFairy

AboutLocationProductService

SERVICES



Sneaker



Leather Shoe



Boots

\$40

Signature treatment

\$70

Special treatment

\$60

Sole Protection

\$30

Order Removal

Signature treatment

This service offers a comprehensive deep cleaning, working from the inside out to effectively eliminate unwanted dust and dirt. Utilizing our specially formulated cleaning solutions designed for all types of shoes. This process restore your footwear to its original pristine condition, reviving both its appearance and feel.

Ducklibs Game

Ducklibs is a fun word game, similar to Madlibs. Players fill in different types of words like nouns, verbs, and adverbs to create surprise stories. The website is made with HTML, CSS, jQuery, and JavaScript. It's an interactive way to have fun and get creative with words!

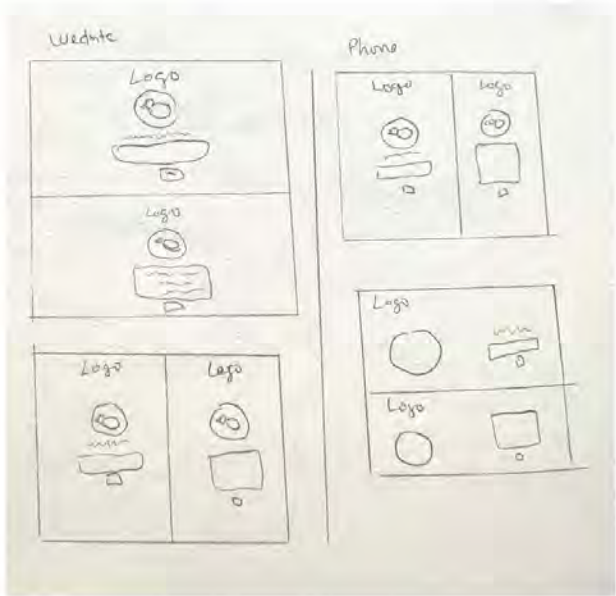
Target audience:

This game is designed for kids who love ducks and cartoons. It's meant to help expand their vocabulary, language skills, and imaginative abilities.

Imagery:



Sketch ideas:



Logo



Typography:

Indie Flower

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Color:



#f39e37

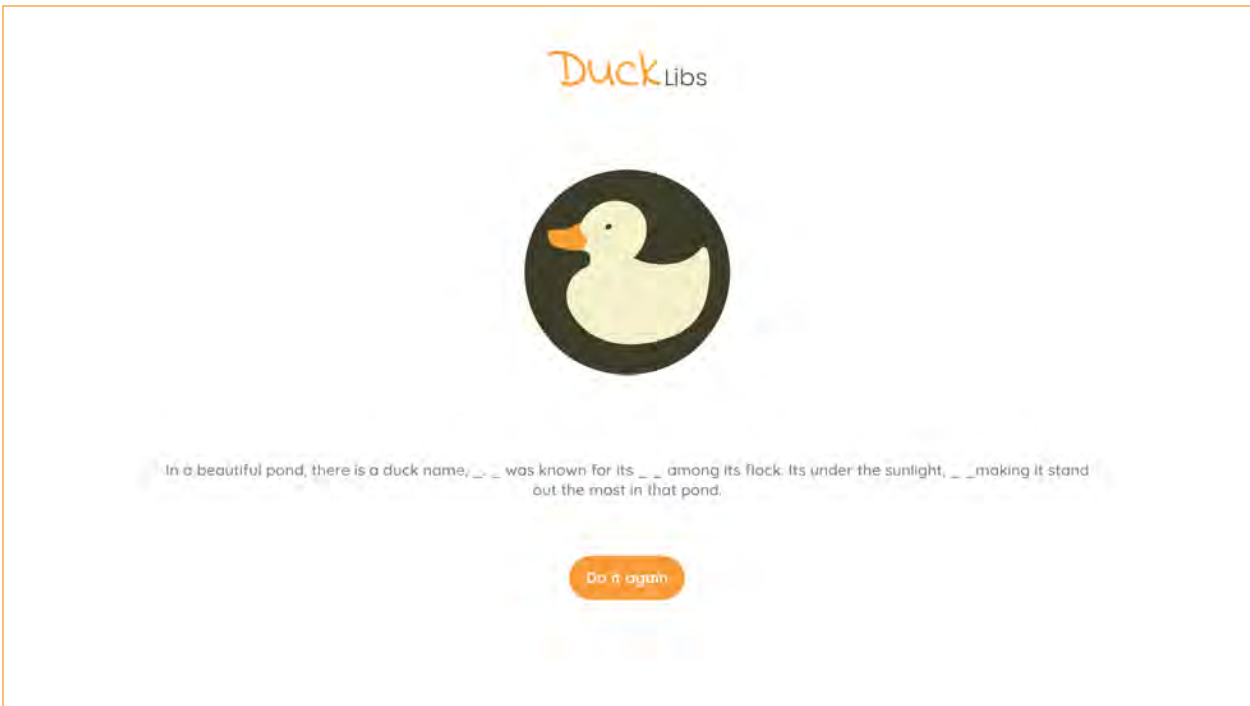
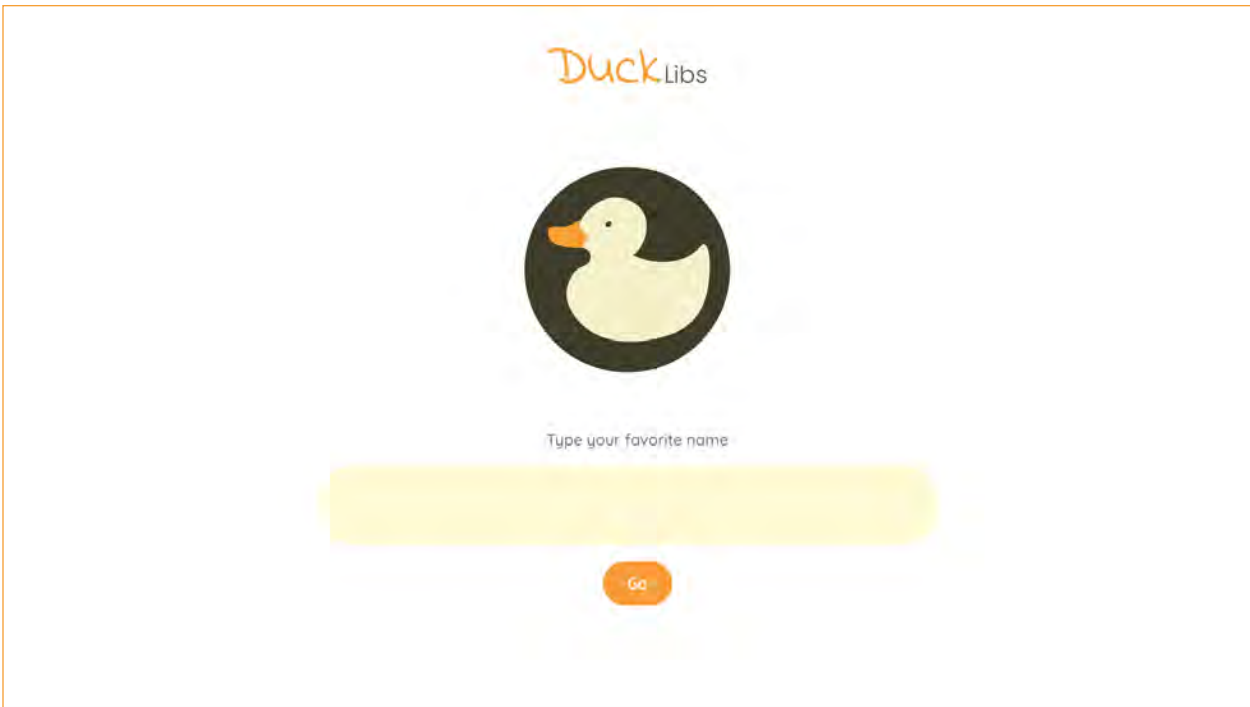


#3F3E2D

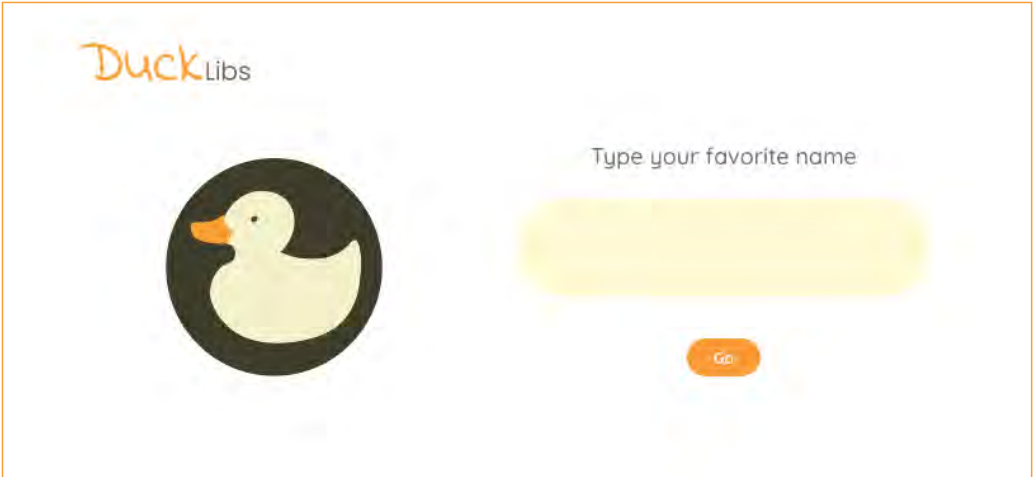
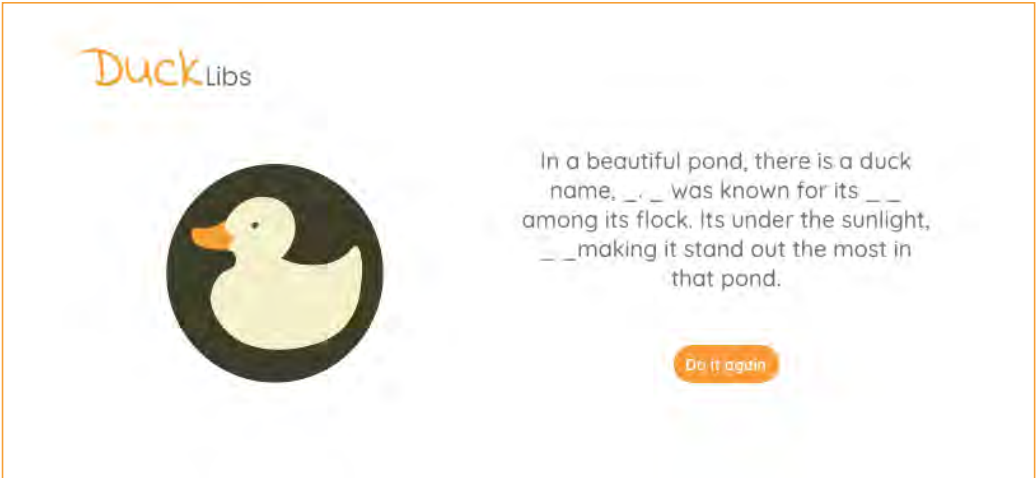
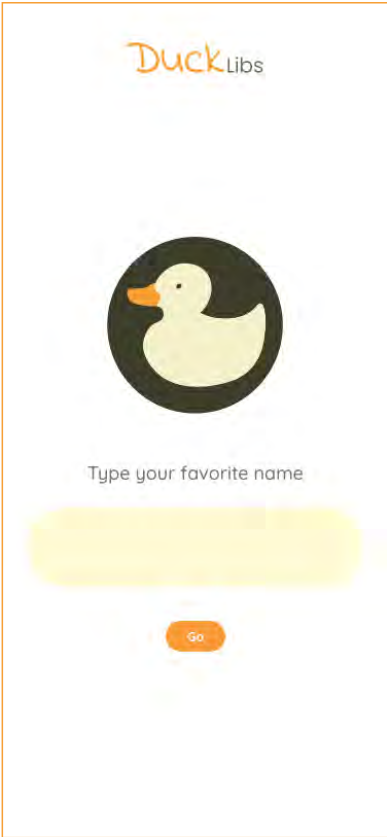


#F2EBC9

Desktop



Phone



Toyopolis

Company Name:
Toyopolis

Toyopolis believes in:
Fun
Passion
Creativity
Quality
Safety

Target Customer:
Toyopolist is created for everyone, featuring high quality design figures ideal for character collectors, art toys lovers, as well as enthusiasts of cartoons and comic book characters.

Promise on:
Accuracy
Efficiency
Privacy and Security
Availability
User Friendly Interface



Typeface :
Ingra **Ingra**

Description:
Look for new products by adding an option in the menu navigation bar.
Check out the choices by scrolling through cards, and hover the mouse over images, it will zoom in.
Find product information by clicking the arrow; the hidden information will display for the user.
Add products to the cart by using jQuery to update the quantity and calculate the total cost.
Proceed to checkout, which will lead the user to a different page, by linking the checkout button to #a.
Sign in to your account by creating a sign-in form.
Reach out to us by filling out the contact form.

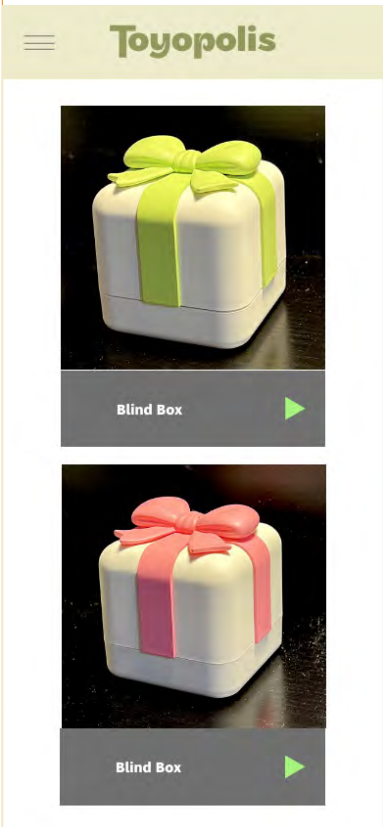
Toyopolish Project

Toyopolish is a web design project specializing in selling toy figures, with coding implemented in HTML and CSS, leveraging the Bootstrap framework. The website incorporates a user-friendly checkout feature, ensuring a seamless shopping experience for customers.

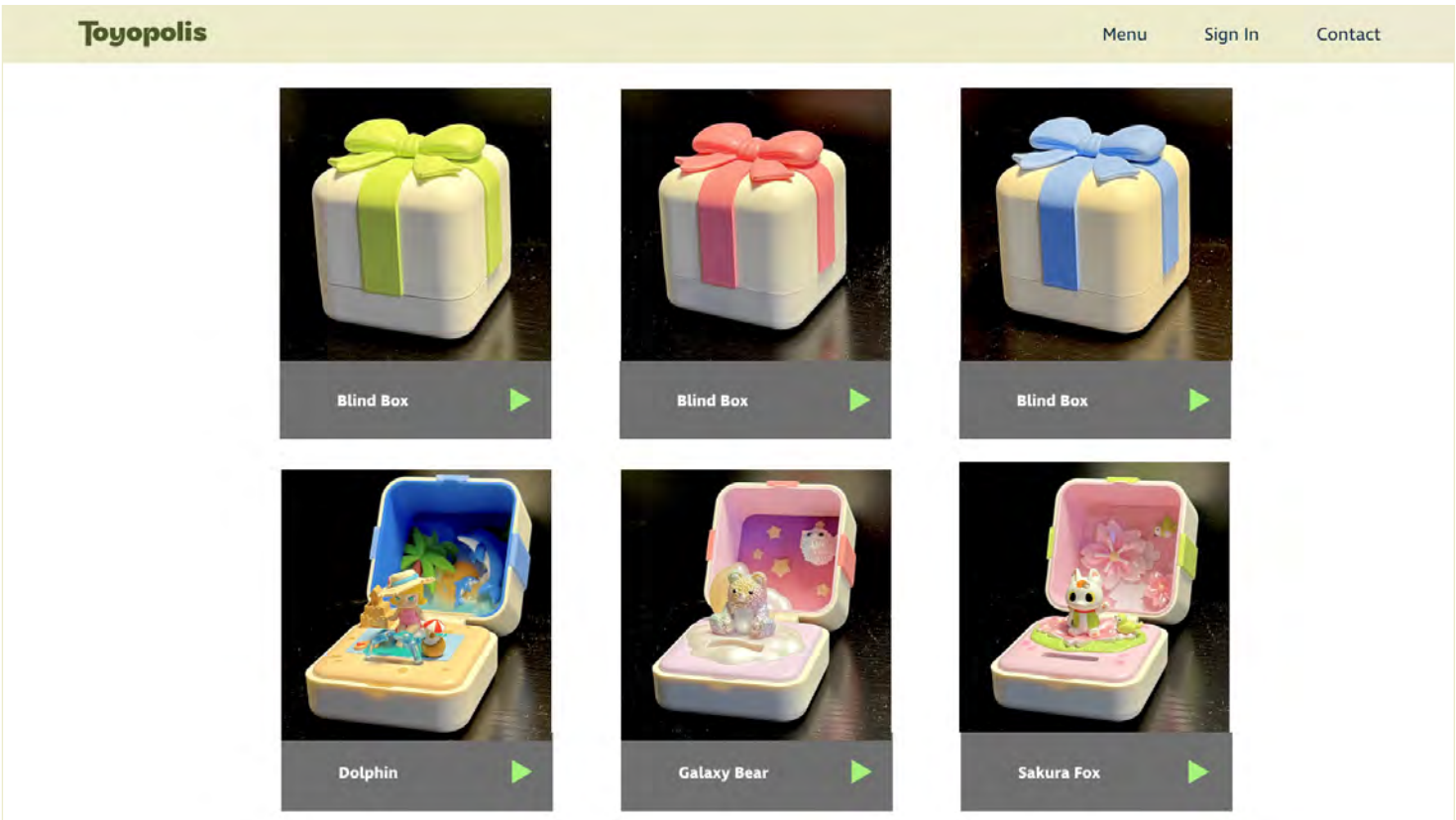
Logo

Toyopolis

Comp is created by Adobe XD



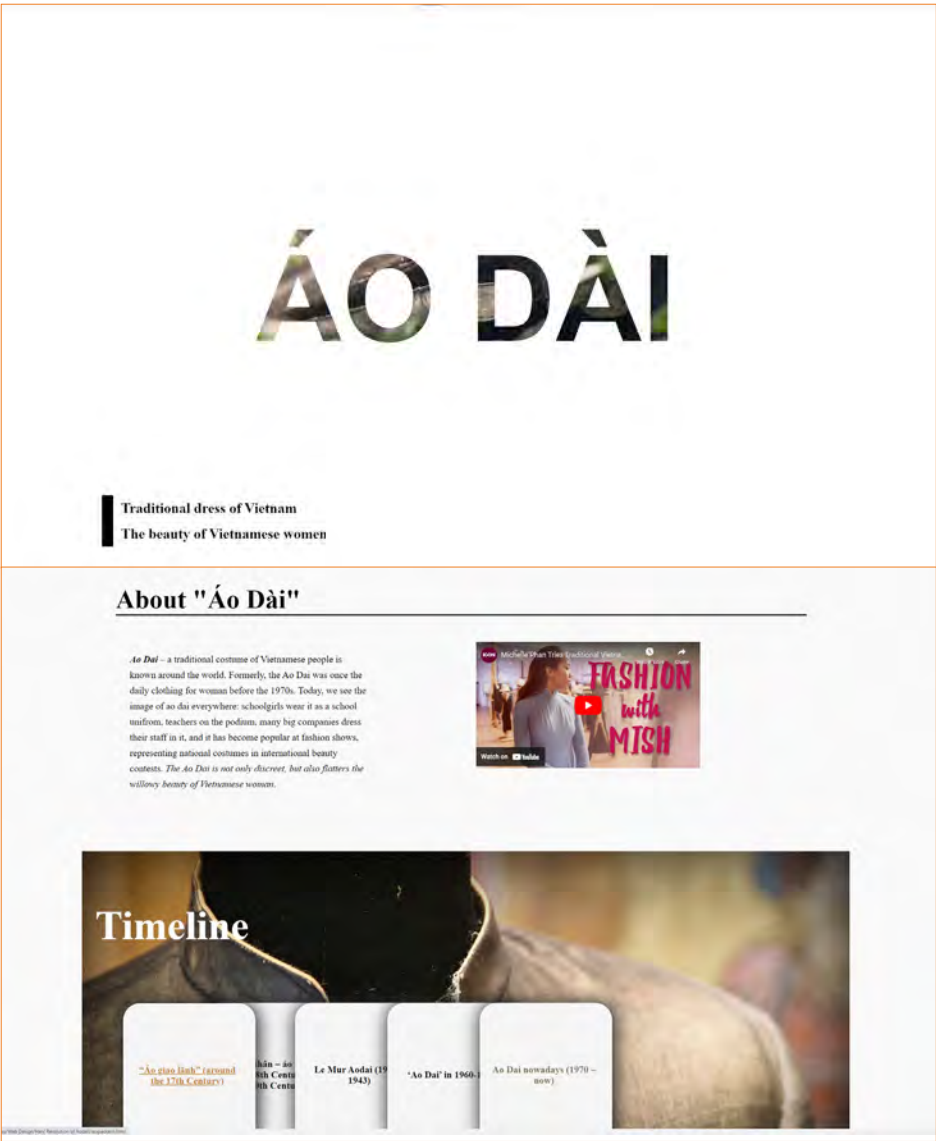
Phone



Desktop

Ao Dai Revolution, 2021, Archival Inkjet Print, 1600x2400 px.

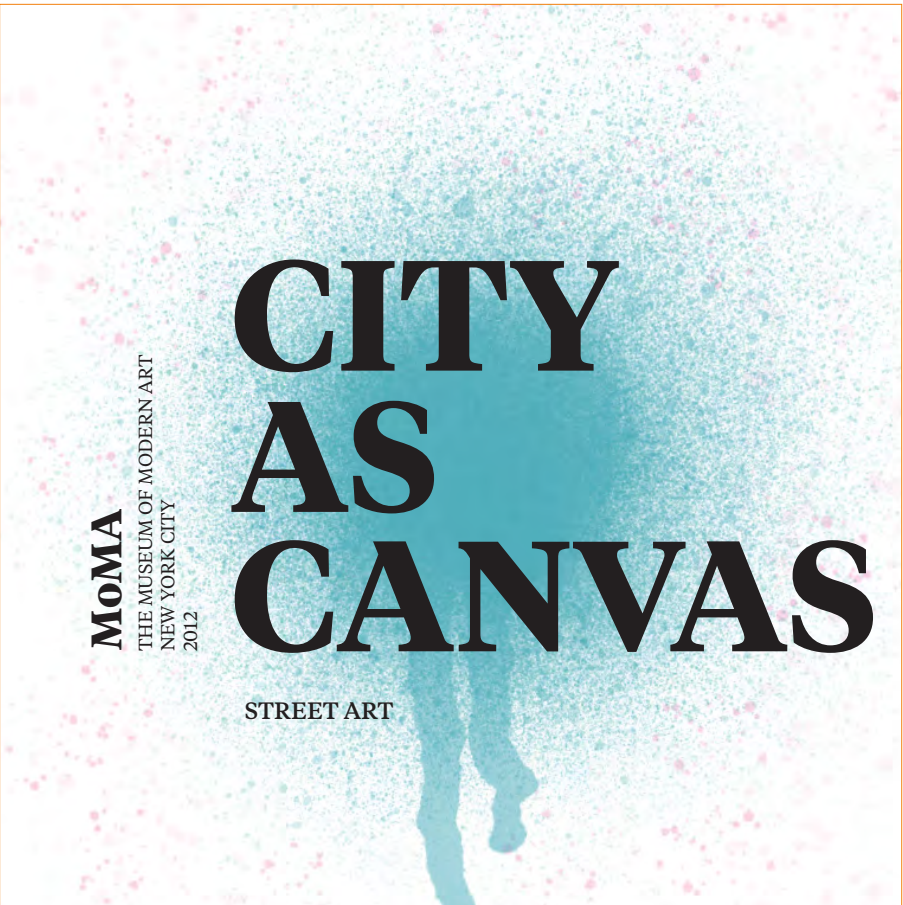
The Ao Dai Revolution website, built with HTML and CSS, offers insights into traditional Vietnamese clothing. It features flipping cards for navigation and includes multi-media elements like YouTube videos.



Studio Ghibli's Film, 2021, Archival Inkjet Print, 1600x2400 px

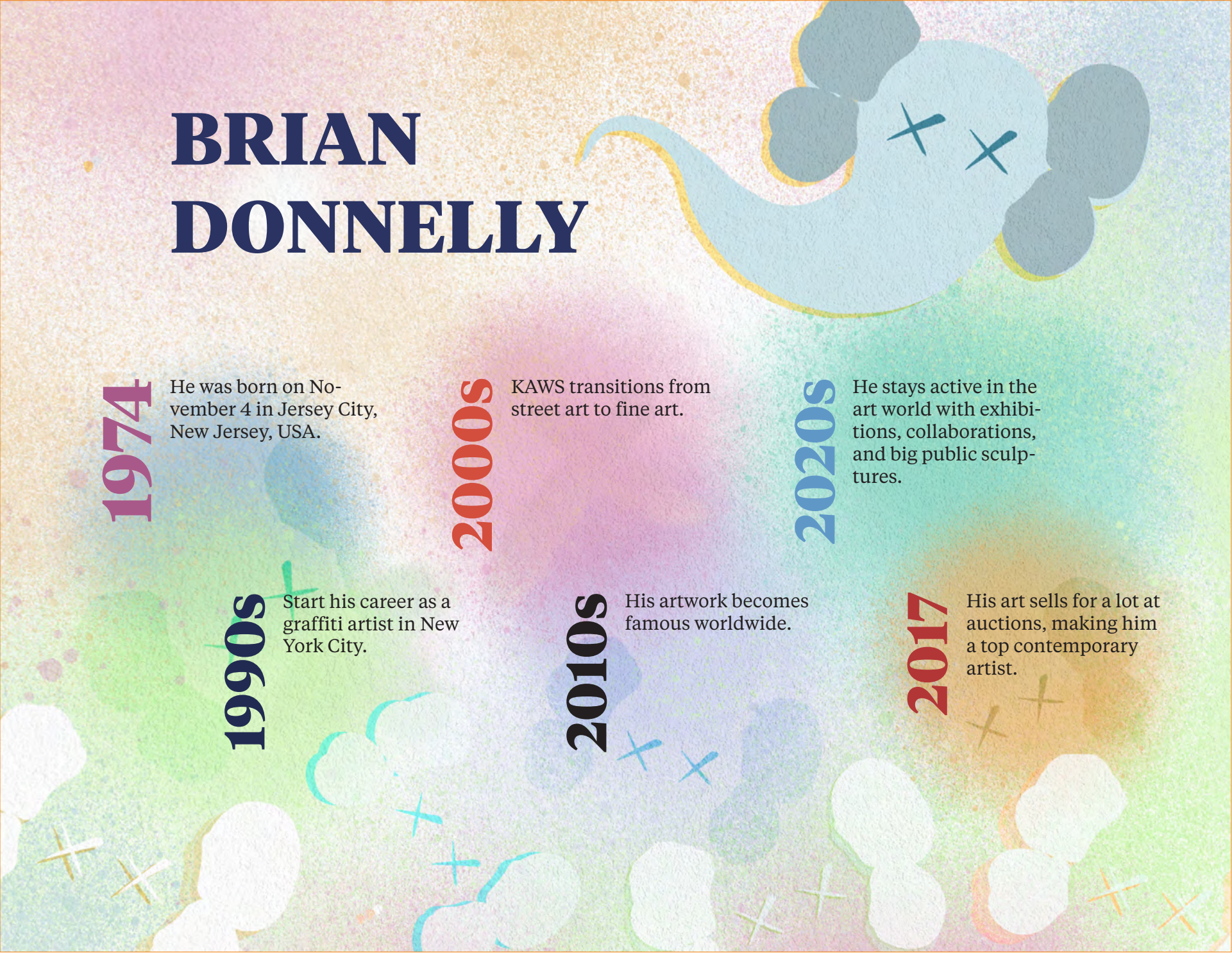
The Studio Ghibli Film website, built with HTML and CSS, features interactive hover functions. Users can navigate through images and experience dynamic changes upon hover, creating an engaging exploration of Studio Ghibli.





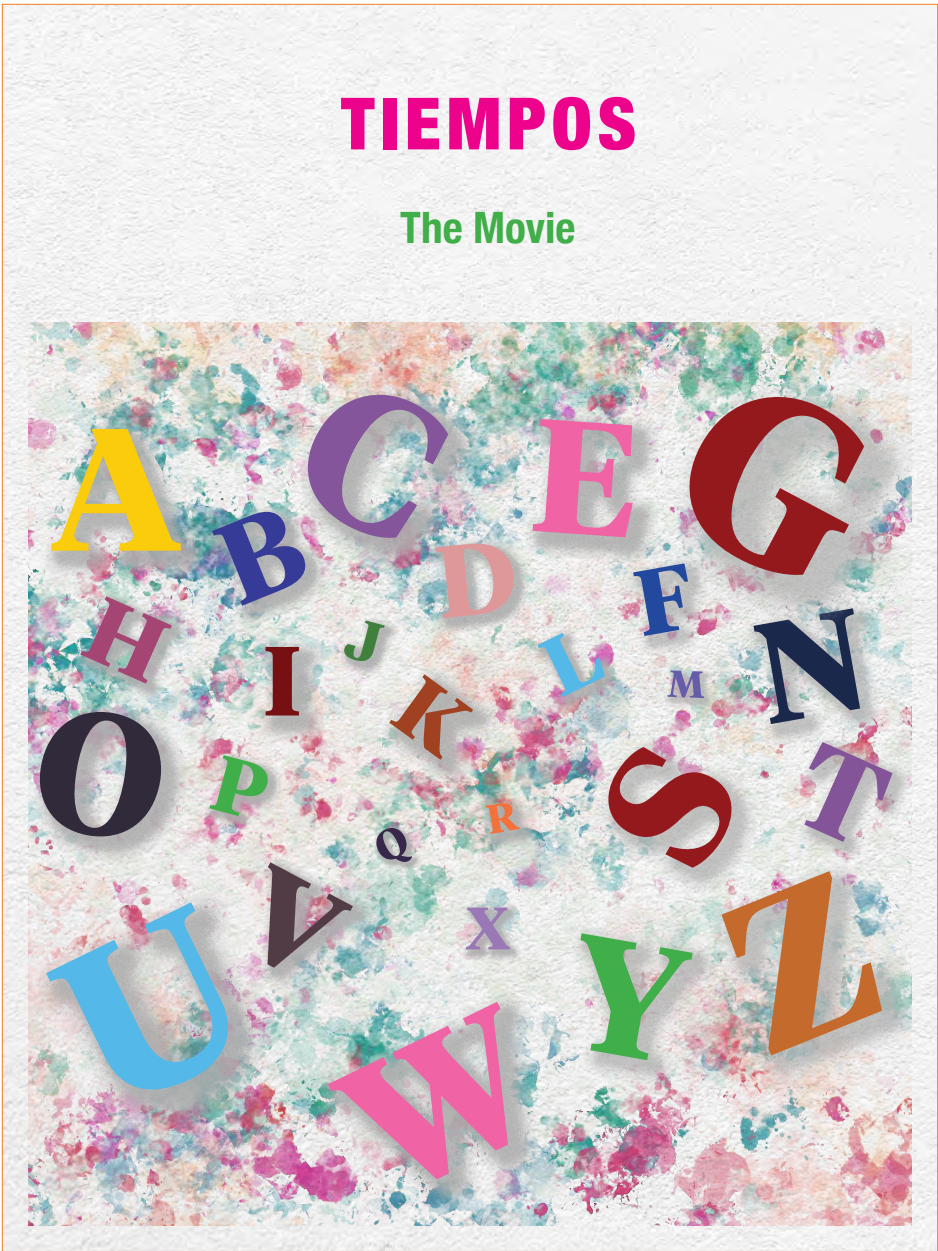
City as canvas, 2023, Archival Inkjet Print, 9x9 inches

The “City as Canvas” catalog cover embodies the spirit of the 2012 exhibit at The Museum of Modern Art in New York City. Inspired by street art culture, it features dynamic spray paint techniques reminiscent of graffiti. Colorful colors and abstract shapes capture the urban energy and creativity of the city streets, making for a bold and compelling design.



Brain Donnelly’s Timeline, 2023, Archival Inkjet Print, 24x18 inches

Brain Donnelly’s Timeline” is a colorful project made with Adobe InDesign. It uses words and drawings to show KAWS’s graffiti career. The Tiempos font and KAWS-like characters make it look like his work. Bright colors make it lively, just like KAWS’s art.

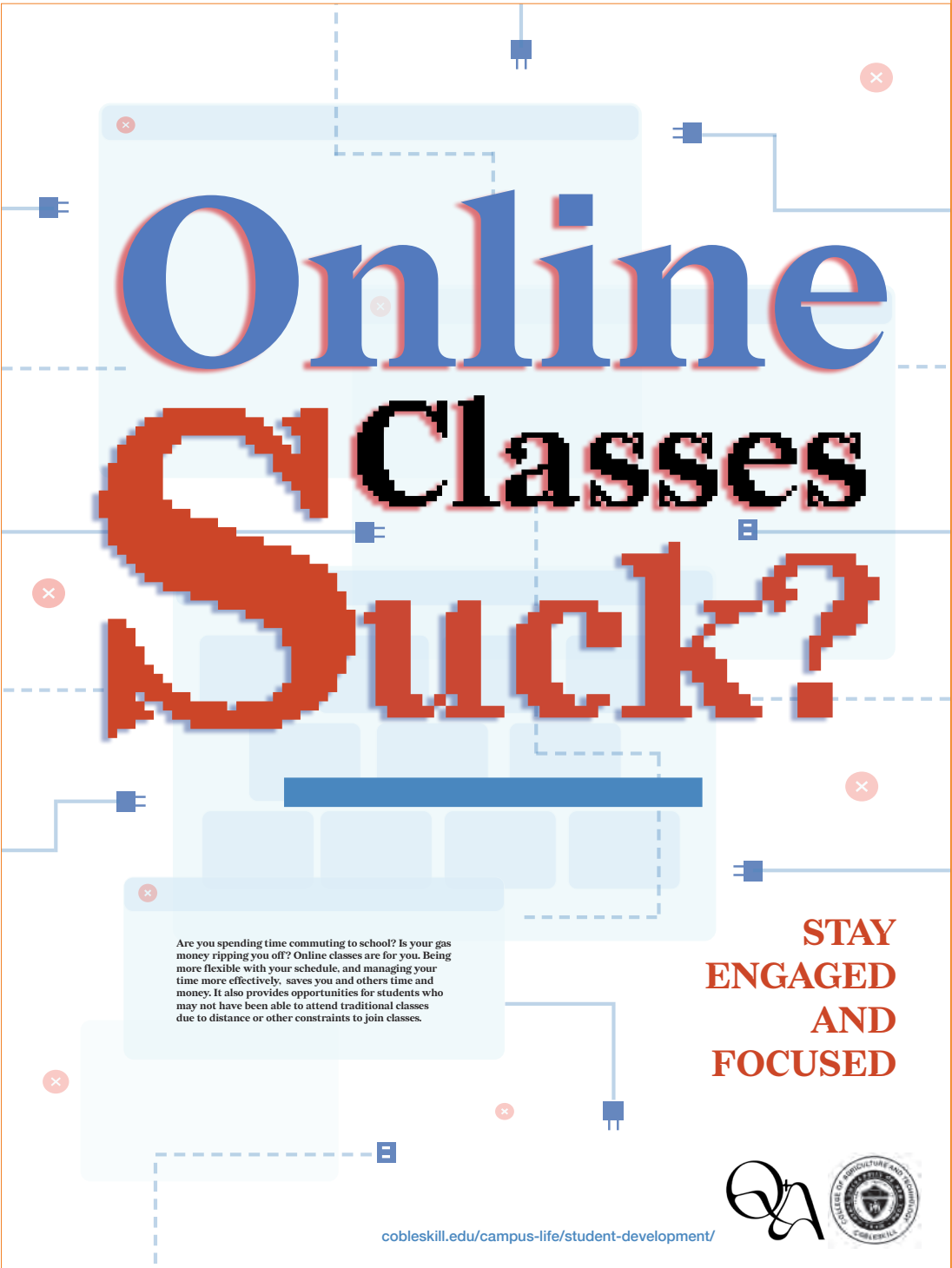


The Movie, 2023, Archival Inkjet Print, 18x24 inches

Crafted in Adobe InDesign, “The Movie” poster celebrates street art with a series of Tiempos typeface letters from ‘a’ to ‘z’. The background features colorful spray paint strokes reminiscent of urban graffiti, overlaid with textured wall effects for an authentic street vibe. The varied sizes and placements of letters add depth and dimension to the design, showcasing the versatility of the Tiempos typeface in a dynamic and visually appealing composition.

Online Class, 2023, Archival Inkjet Print, 18x24 inches

This online class poster is a creative display of typography and design elements, showcasing the Q and A logo crafted by using type. The Redaction typeface sets the tone for the poster, conveying a sense of professionalism and clarity. To achieve a pixelated effect, various type families are skillfully combined, adding visual interest and depth to the text. The background, created in Illustrator, features a mix of shapes and colors to represent tabs, closing symbols, and plug-in outlets, evoking the online learning atmosphere. Together, these elements form a cohesive and engaging poster that captures the essence of virtual education.

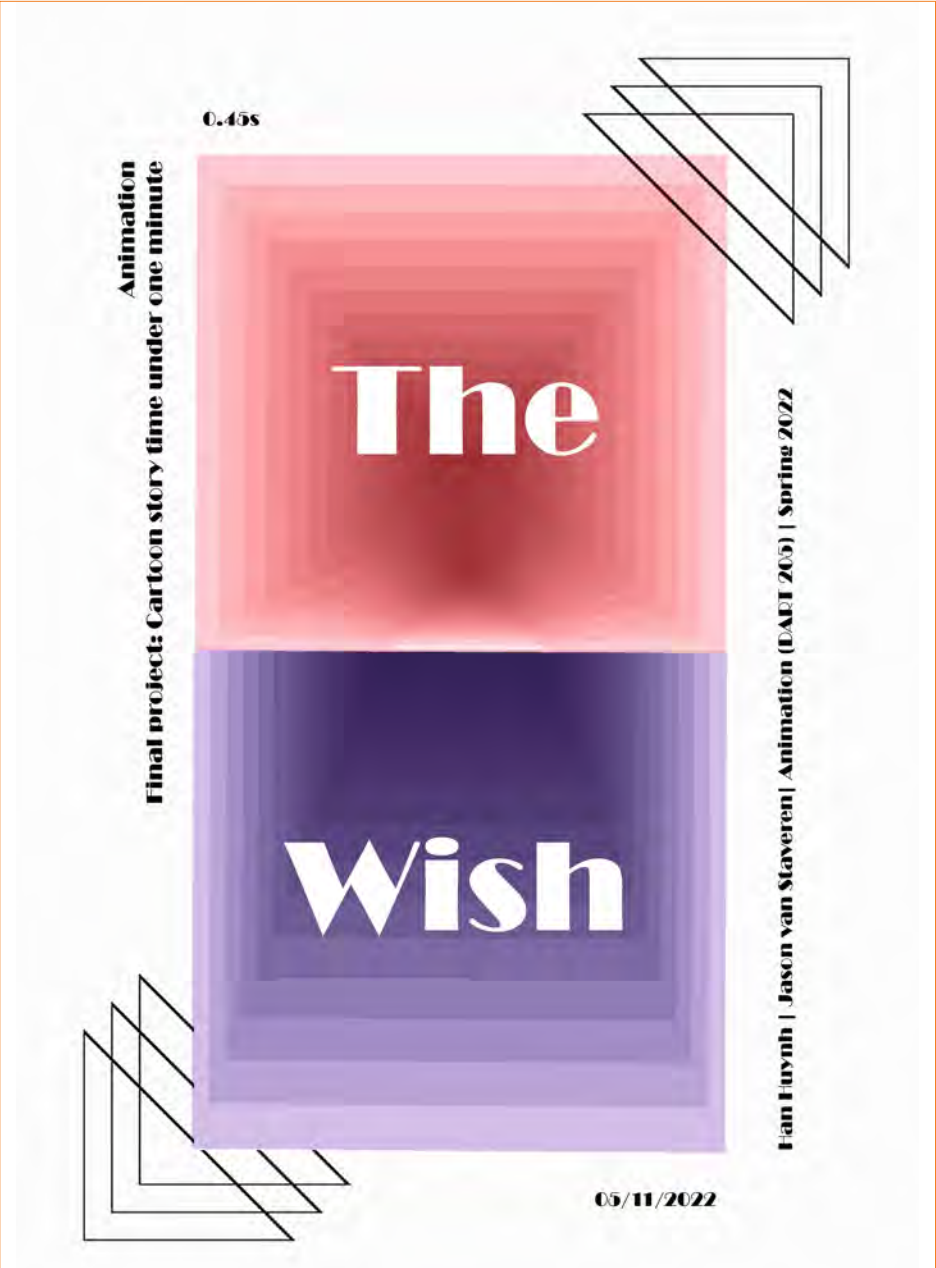


Are you spending time commuting to school? Is your gas money ripping you off? Online classes are for you. Being more flexible with your schedule, and managing your time more effectively, saves you and others time and money. It also provides opportunities for students who may not have been able to attend traditional classes due to distance or other constraints to join classes.

STAY
ENGAGED
AND
FOCUSED

Third Collection, 2022, Archival Inkjet Print, 24x18 inches

“Third” presents a unique collection of three posters that seamlessly blend type design with interactive elements. Each poster features dynamic visuals created through a combination of typography and interactive design, offering viewers an immersive experience. The background objects are meticulously coded using Processing, incorporating 3D shapes and intricate movements to enhance the overall aesthetic. Through this innovative approach, “Third” pushes the boundaries of traditional poster design, inviting audiences to engage with the artwork in new and exciting ways.



Blue, 2021, Archival Inkjet Print, 13x19 inches

Blue is one of the four art pieces in the “Lost Images” project. The subject used was from the randomly found images, it was created by using brushwork, masking and overlaying over the original image to create a surreal scene inside a working bank under water.



Nocturnal, 2021, Archival Inkjet Print, 13x19 inches

Nocturnal is one of the four art pieces in the “Lost Images” project. The subject used was from the randomly found images, it was created by using brushwork and masking over the original image to create a surreal scene.

Gloaming, 2021, Archival Inkjet Print, 13x19 inches

Gloaming is one of the four art pieces in the “Lost Images” project. The subject was from the randomly found images. This art piece was created by making a new brush, with a cloud shape and smoky texture, drawing over the original image to create a gloaming surreal scene.



Rocket , 2021, Archival Inkjet Print, 13x19 inches

Rocket is one of the four art pieces in the “Lost Images” project. The subject was from the randomly found images. This piece was created in Photoshop using overlay, brush tools, and color correction techniques to achieve a comic book-inspired aesthetic for the artwork.



Strange Marocanh, 2022, Archival Inkjet Print, 19x13 inches

“Strange Marocanh” is a captivating digital artwork made in Photoshop. It features intricate patterns, created with different brushes. The background textures add depth and mood to the piece. The name suggests mystery, inviting viewers to explore its unique world.

Vending Machine, 2022, Archival Inkjet Print, 19x13 inches

“Vending Machine” is a digital painting made in Photoshop. Using different brushes and color adjustments, it resembles a watercolor painting. The artwork has a calming vibe, inviting viewers to enjoy its serene atmosphere.

