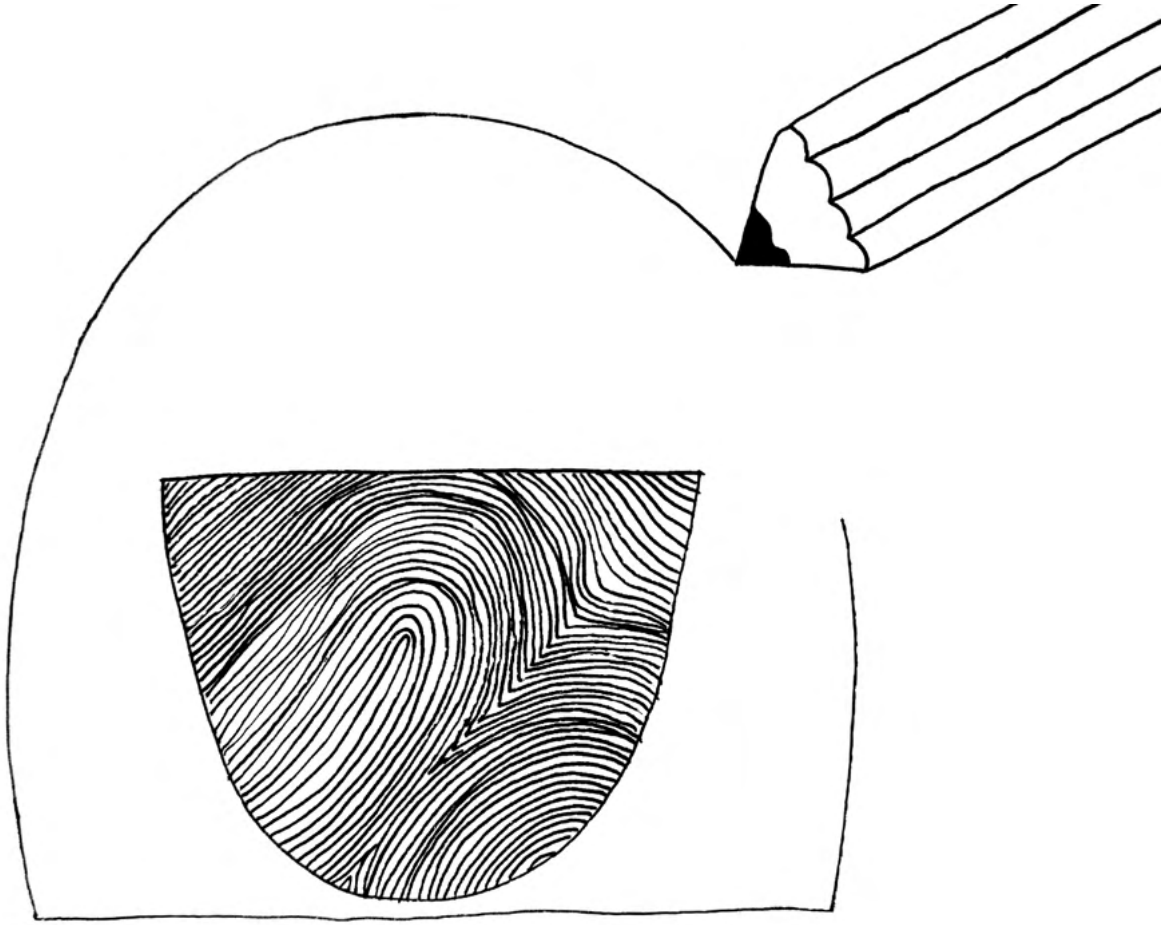

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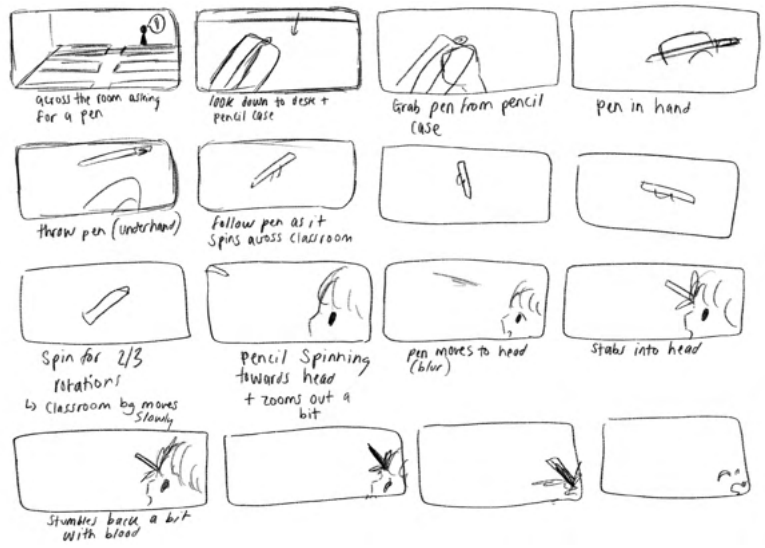
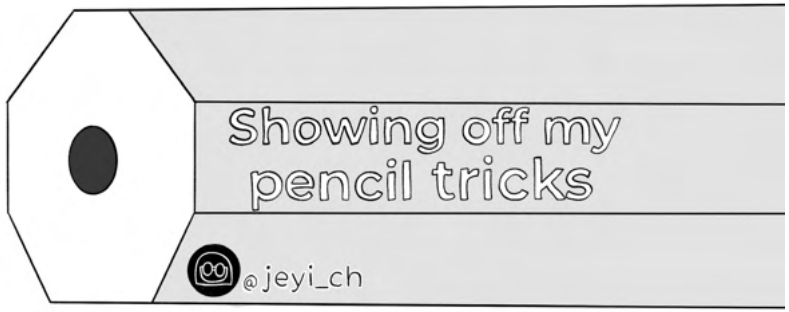
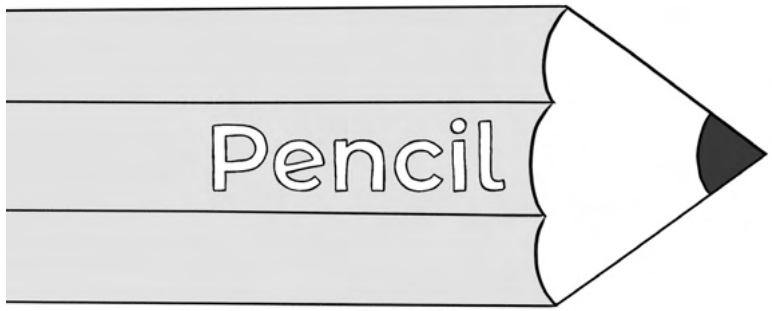
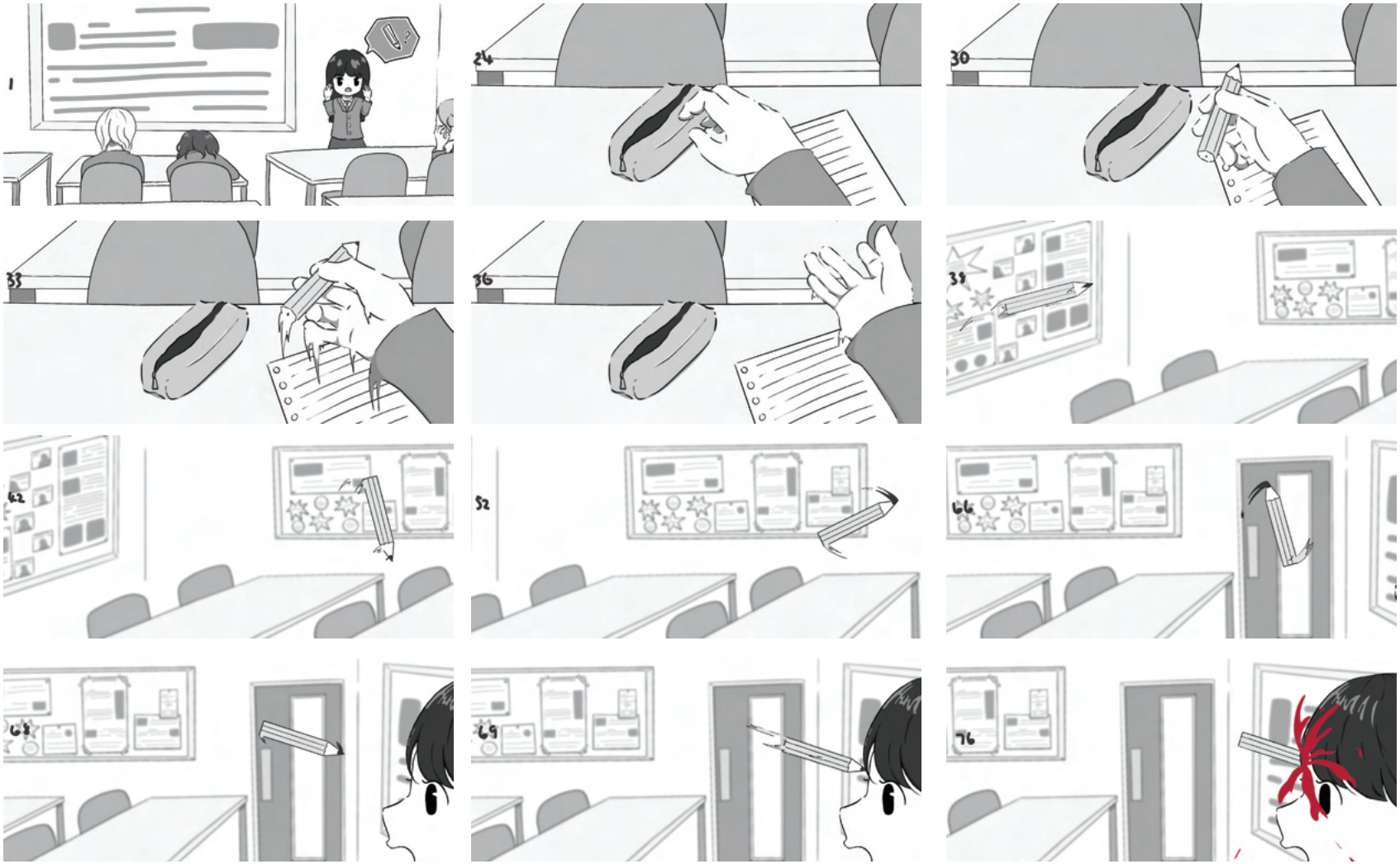




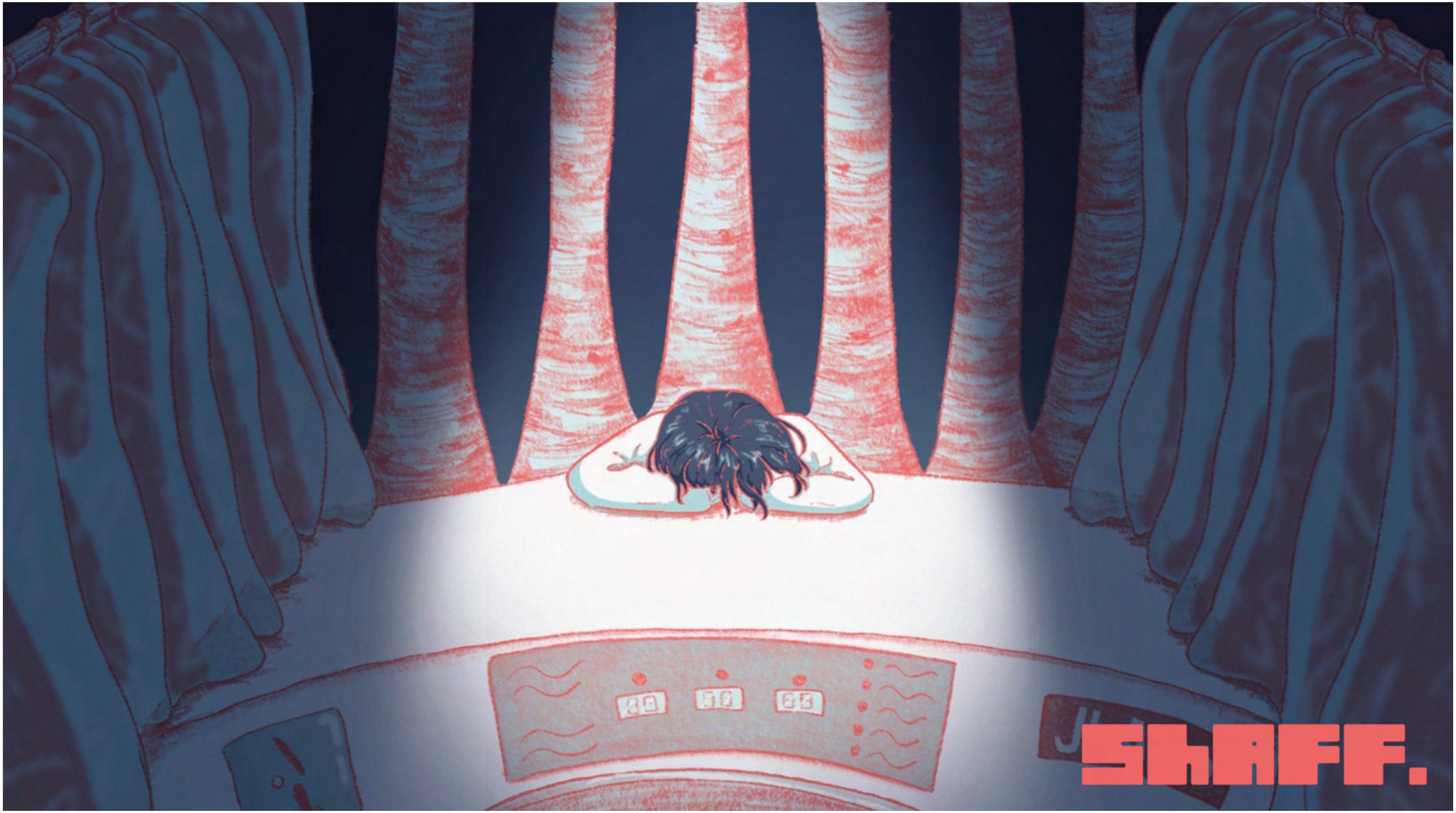


Flip Book- “Pencil”

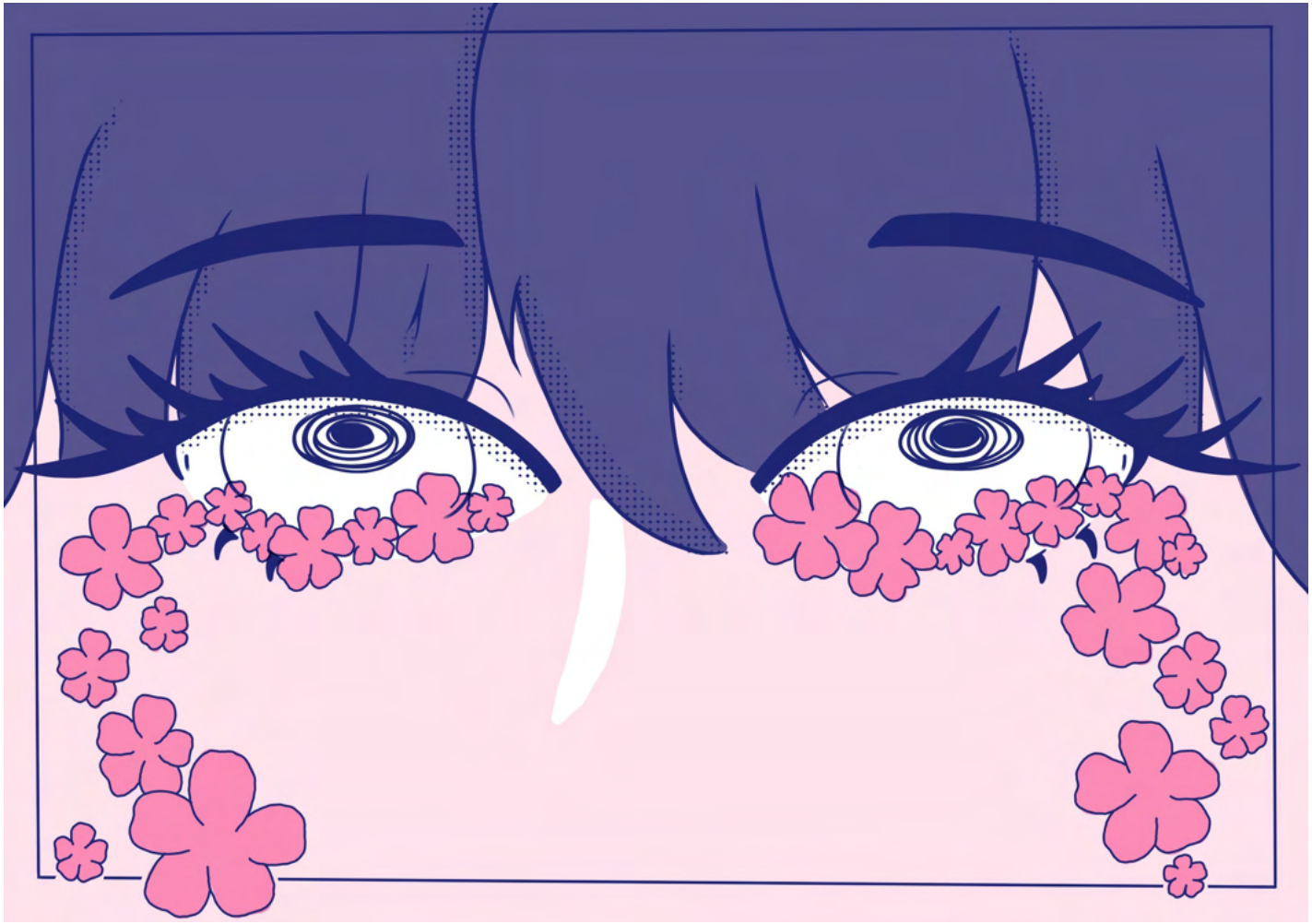


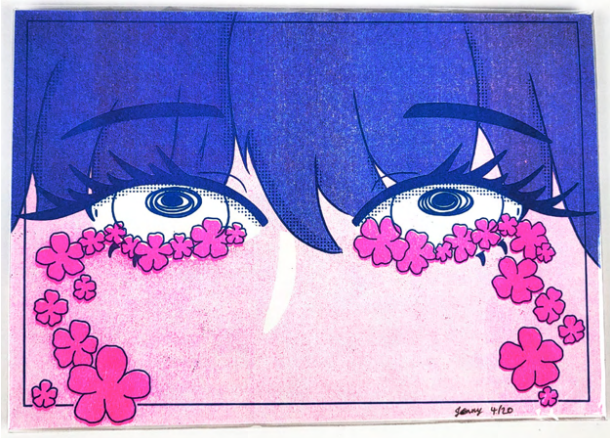
Scan to play video

Pencil Animation Frames



Sheffield Adventure Film Festival Poster
for the film - “Chinese Laundry”

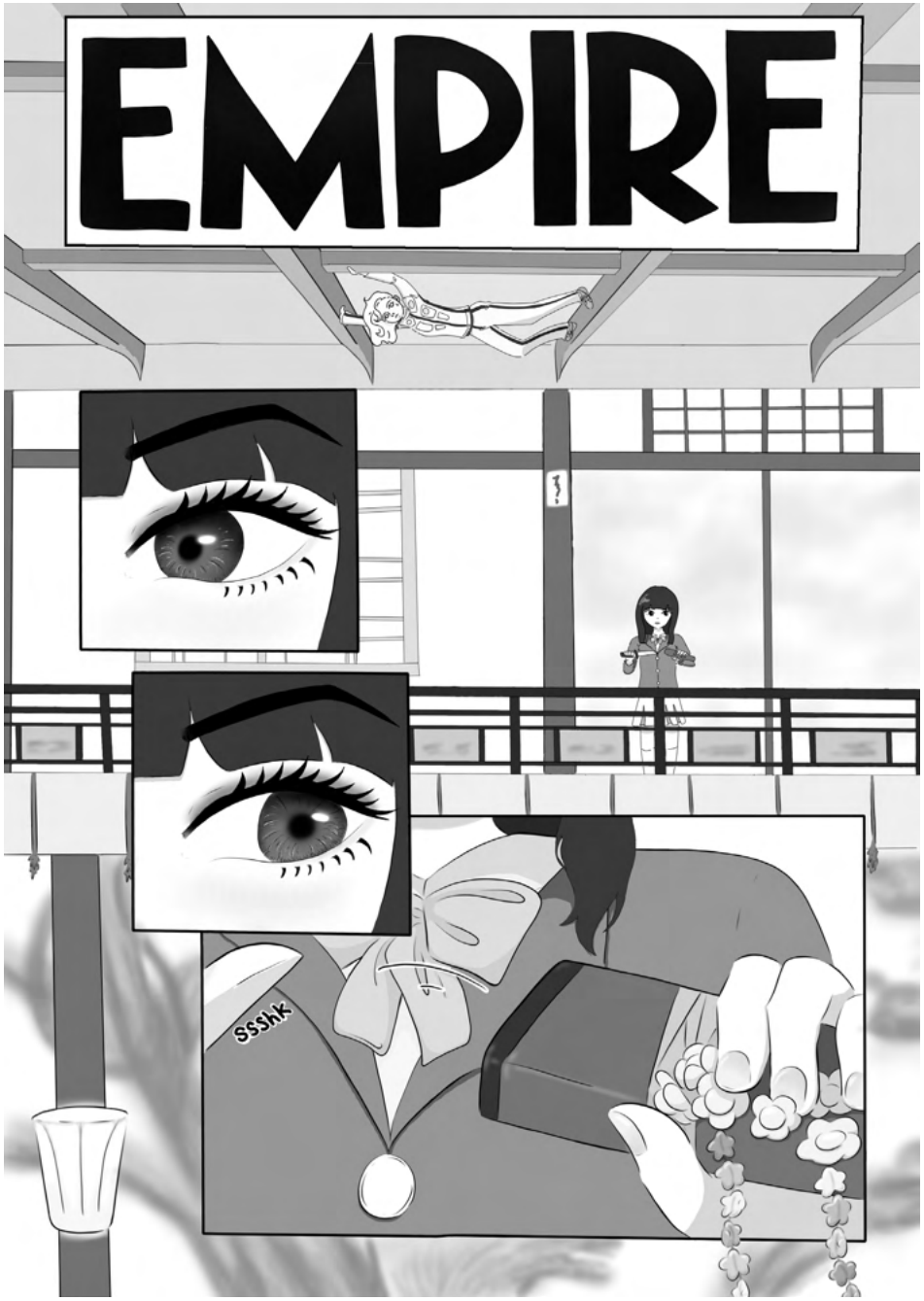




Riso print design for Sheffield Print Fair

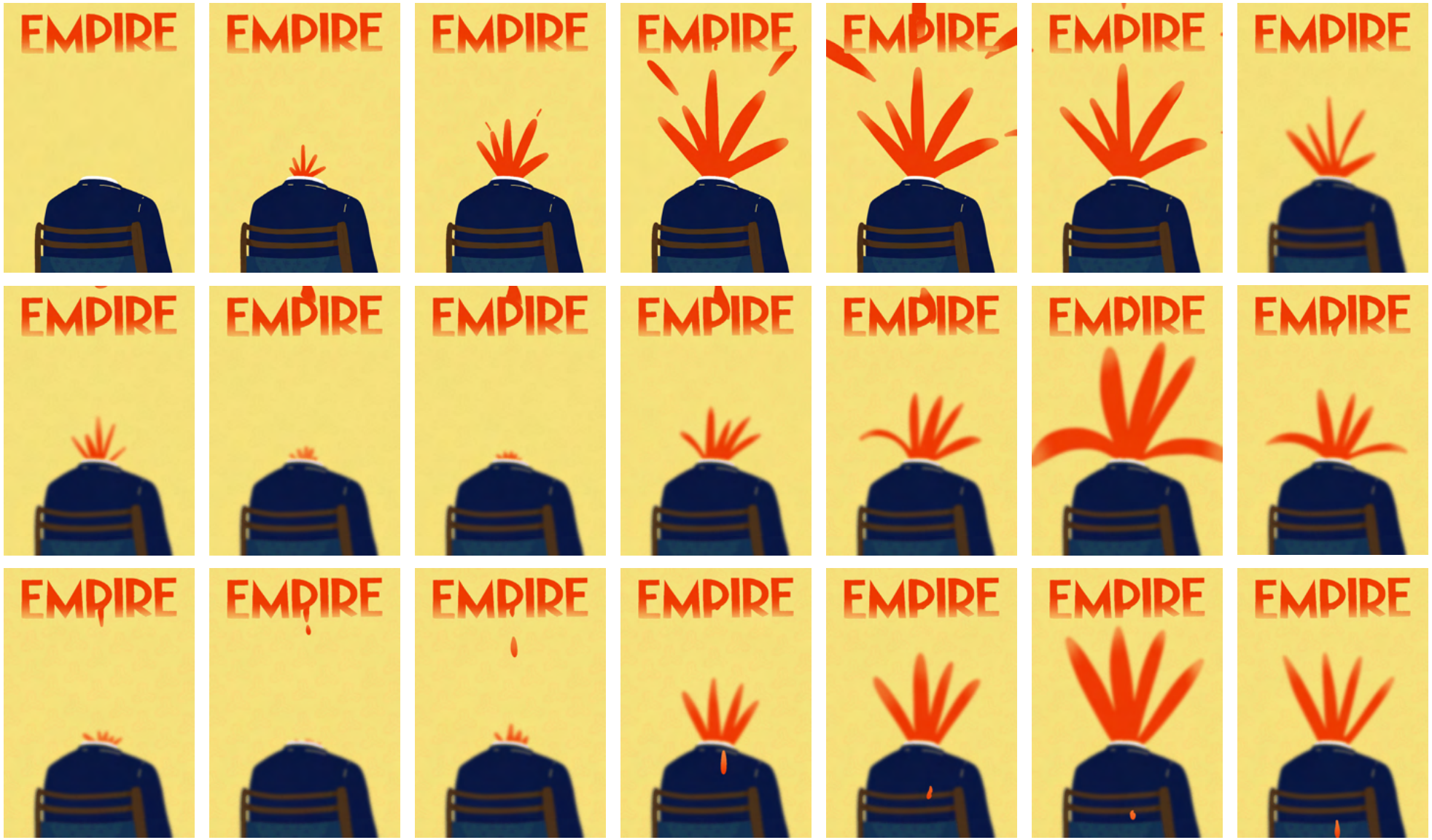
Based from the movie: Kill Bill Vol.01 during the fight scene with Gogo Yubari.

EMPIRE

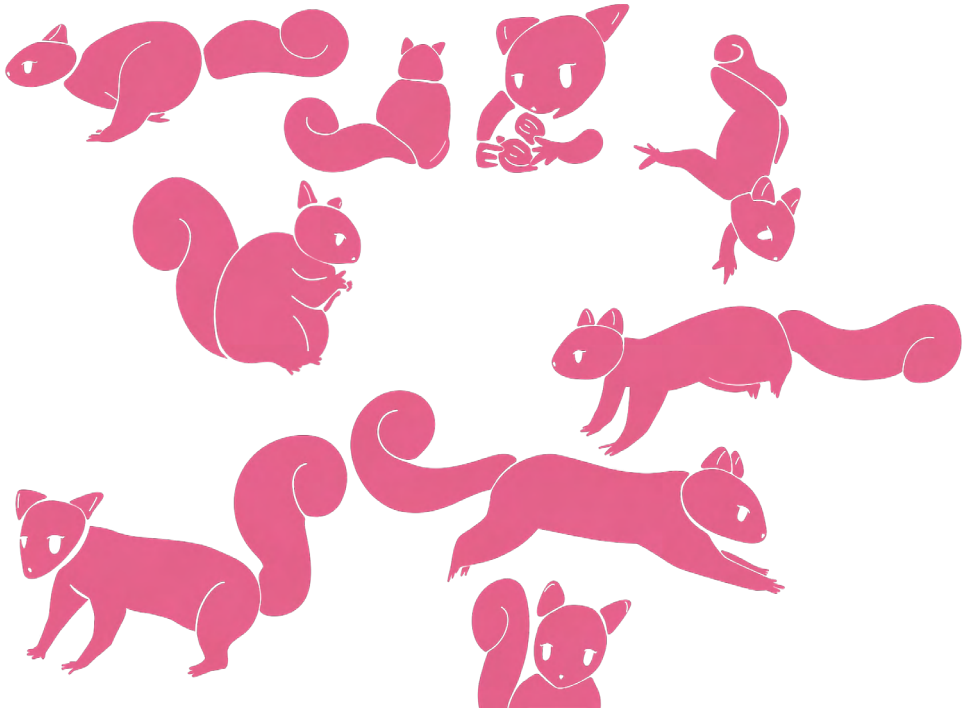


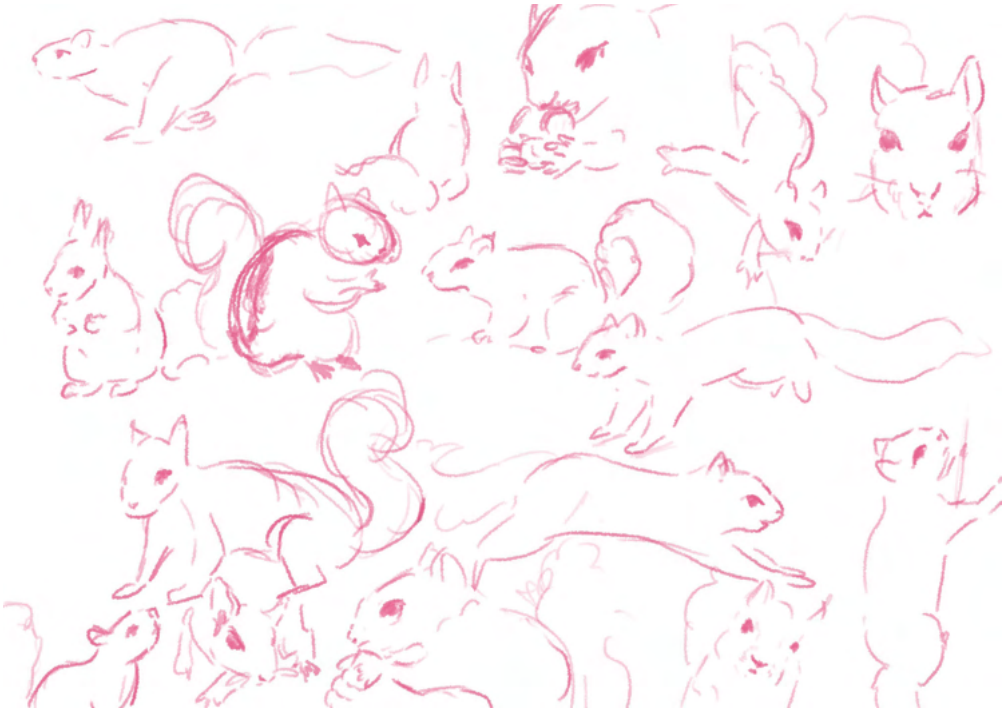
Empire Project: Kill Bill Vol.01

Alternative Empire cover design



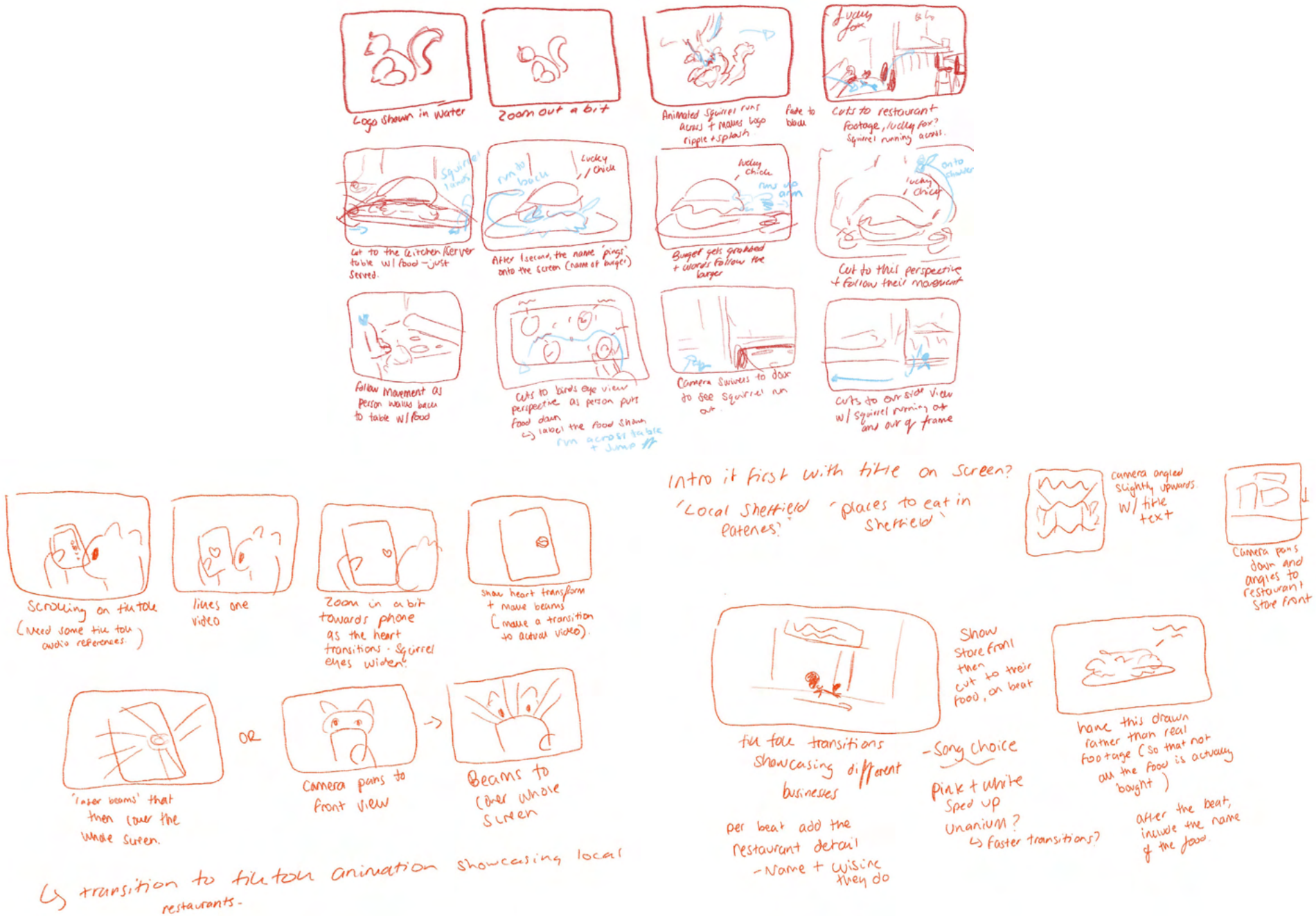
Gif animation frames



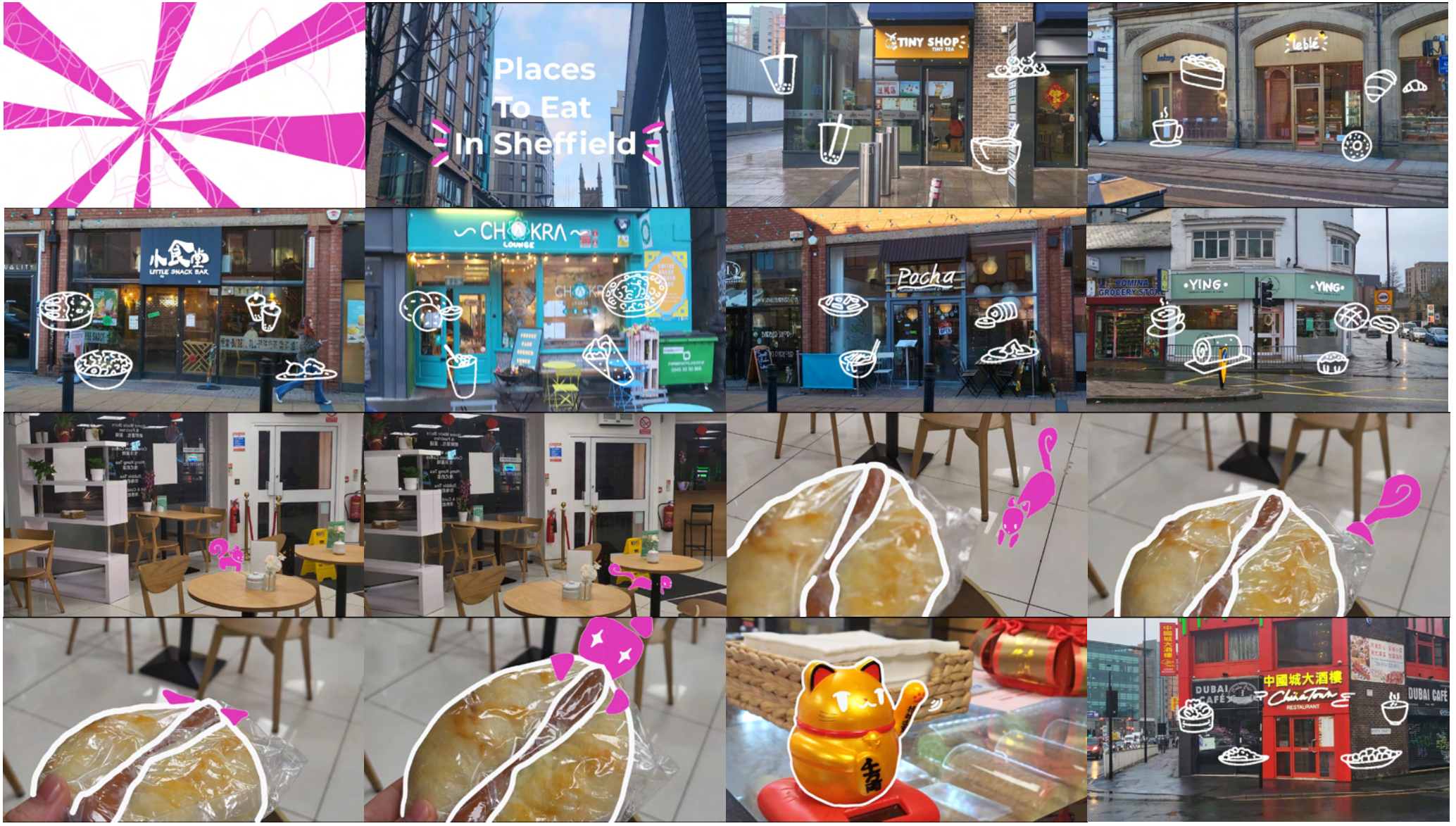


Social Squirrel

An enterprise group project where we developed a business model; we wanted to promote local businesses with the use of promotional packages for social media.



Storyboarding ideas

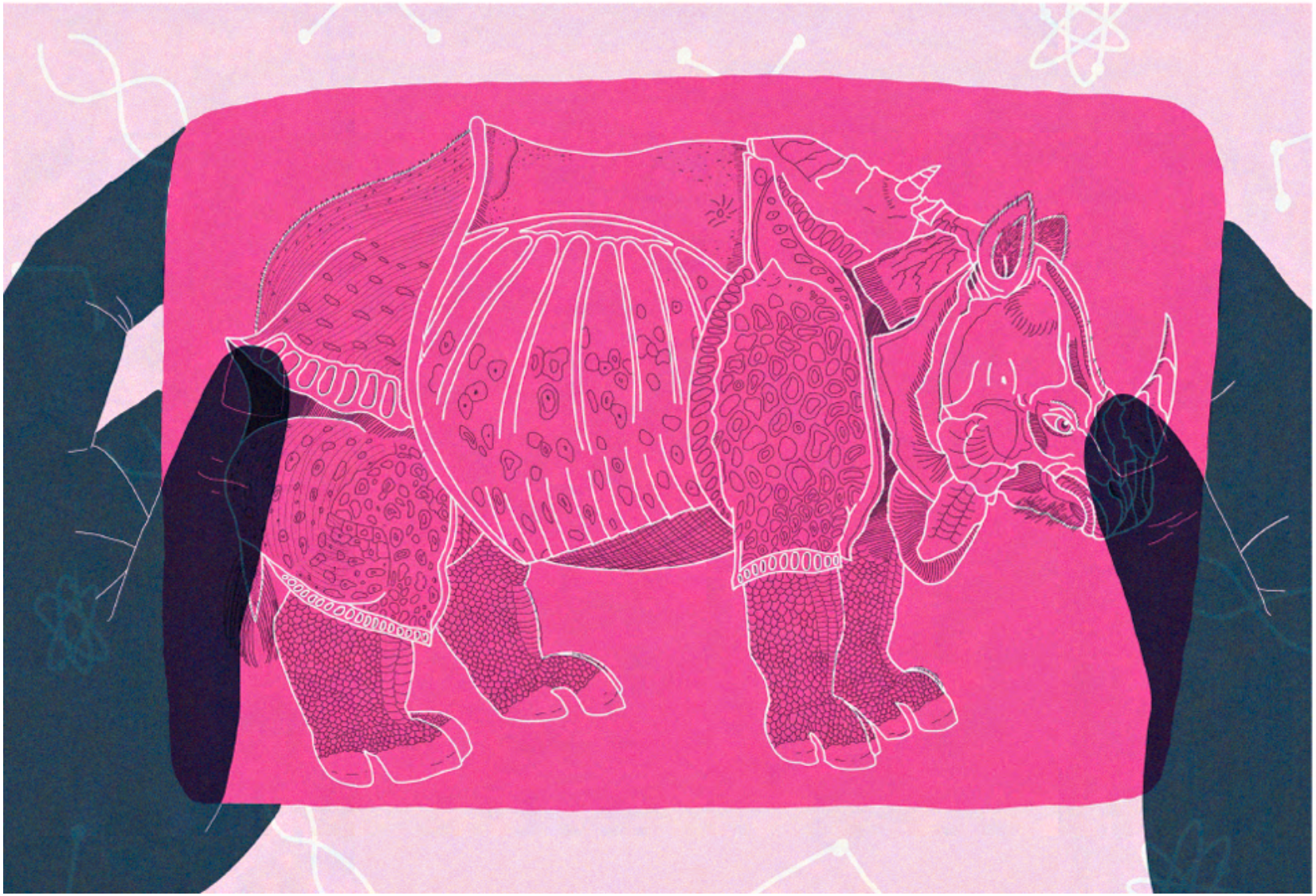


60 second promotional video showcasing local Sheffield restaurants

The Rennaissance, Enlightment & Industrial Production

After the development of the Gutenberg printing press, information and knowledge became more accessible as well as the documentation of ideologies and beliefs. Albrecht Durer's 'Rhinoceros' is a drawing, based on the description of an Indian Rhinoceros, that was then mass-produced and sold for cheap to allow the print to reach a wider audience. This reinforced the imagery of a rhinoceros with armour-like skin and was referenced in art and textbooks years later. During the Renaissance period, perspective emerged from the interest in science and art, which allowed painters to gain a higher sense of realism. 'Arnolfini Portrait' by Jan Van Eyck is a famous wedding painting that has been analysed by many. David Hockney theorised that the use of a convex mirror projected the scene onto a flat surface which allowed Van Eyck to achieve accuracy; "if the convex side was silvered and employed as a mirror, it is likely that the concave side could as well have been used to project the image." (Dotson, 2020)

The Enlightenment era was a movement that questioned authority, freedom and faith. As scientific academies largely dominated this time period, the development of scientific journals allowed information to be passed onto the public. Encyclopédie, published in 1777, consisted of mathematicians and scientists knowledge questioned ideologies that went against the church. More people became interested in philosophy and so the establishment of coffee houses allowed discussions by scholars as it was cheap for customers to purchase a coffee and listen to numerous scientific subjects.



But it was Dürer's woodcut which won out. Within a short space of time, it had eclipsed both Penni's doodle and Burgkmair's more accurate version – and would go on to shape how people viewed rhinoceroses for almost 300 years. Indeed, so total was its dominance that it was still the most recognisable picture of a pachyderm until well into the 20th century. (Lee, 2020)

Illustration Lecture Program

Illustrations in response to the lectures and questions about art history and how that has influenced us in present day.

Character design: Nya-be

Promotional mascot character for Besea.n to provide more awareness to East and South East Asians.

Hello
my name is:
NYA-BE

I'm a South Korean cat!

Let's start here
South Korea
Gyeongbokgung Palace
I've decided to traverse the lands back to England (where I was born)

Now I'm here!
Japan
I OBTAINED... RANDOSERU!
A Japanese-style bag, commonly used by children

I made it here!
India
These are Jhumka earrings which translates to bell or bowl due to it's traditional shape
I put them in my hair!

OUTFIT ACQUIRED!

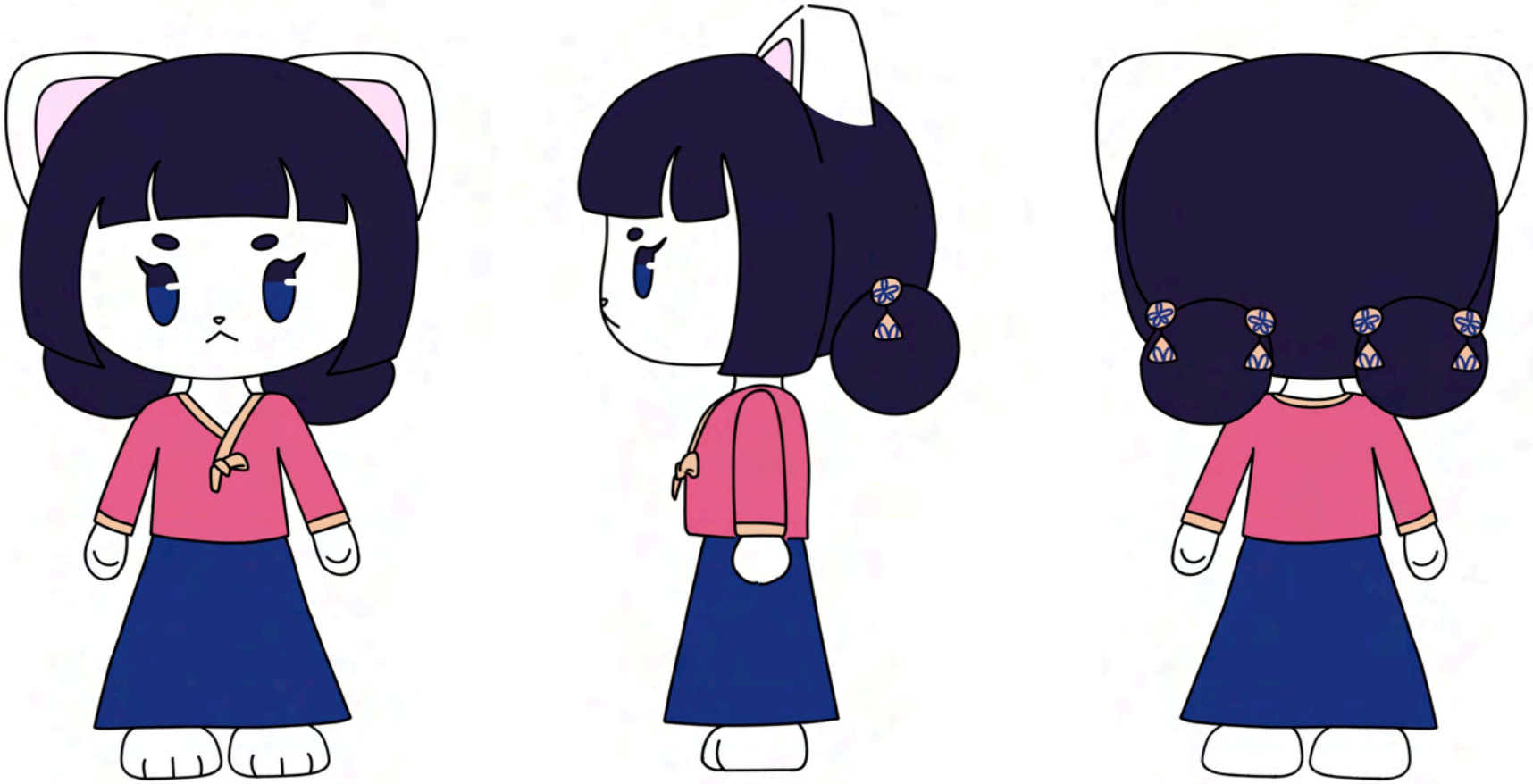
Back to Britain
HEY!
It's now time for me to share my knowledge about Asian culture to everyone in Britain!

I'm advocating for East and South East Asian representation in British Media

I represent the organisation:
besea.n
British East South East Asian Network

for more information head to besean.co.uk to find out what we do

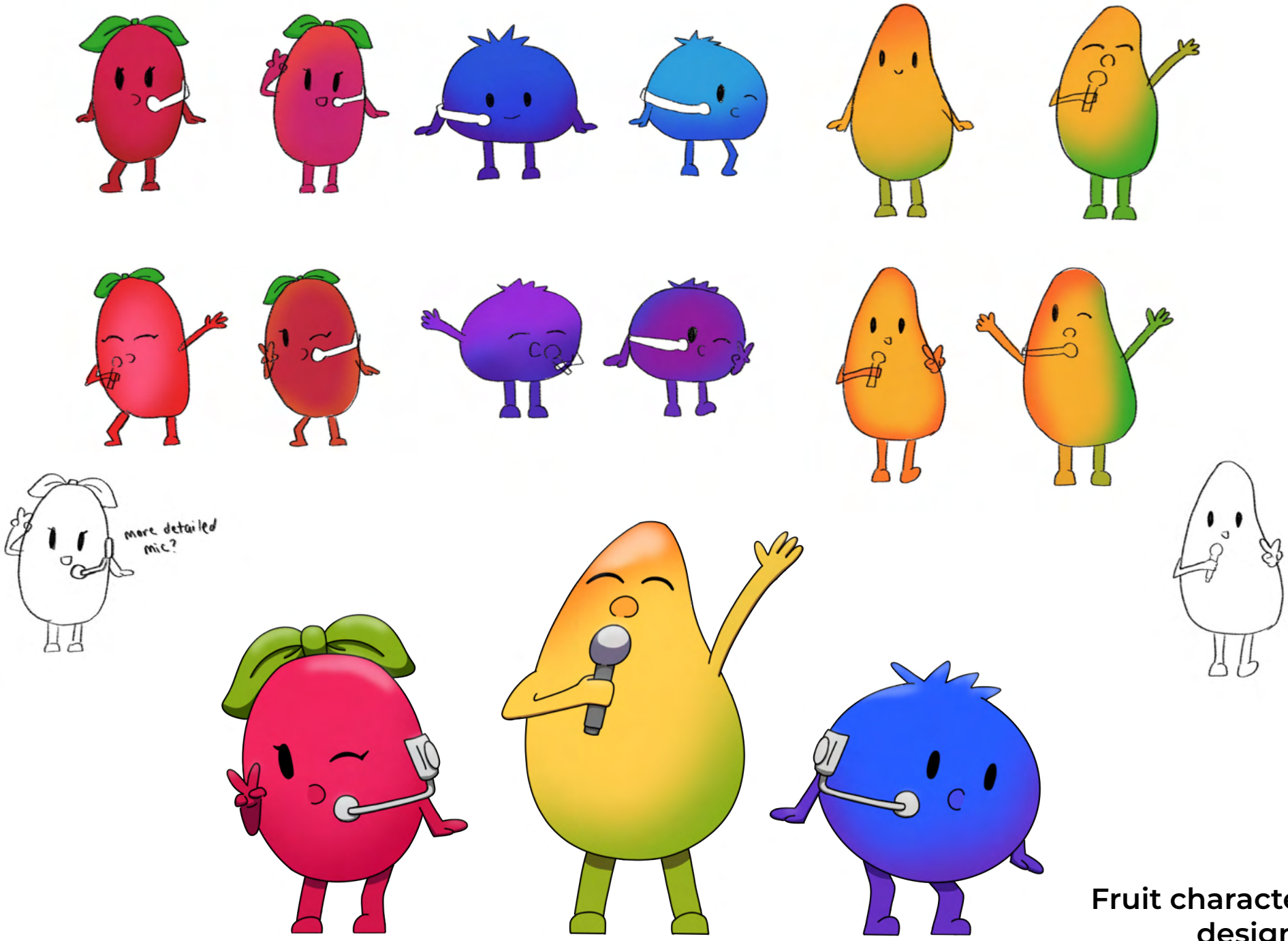
@jeyi_ch



Updated character design

In preparation for my animated sticker set project. I simplified her slightly for legibility when viewed on a small screen as well as for an easier animation process.

Animated sticker set stills



Fruit character designs

Alternative beer can design: “Fruit sticker Debut”

A different design I wanted to try out in relation to my fruit characters

Triple Point Brewery: Final beer can design "Fruit Debut"

Inspired by the flavours of the drink (Passionfruit, Mango, Blueberry)

“Fruit Debut” Mock up and Beer Pump Clip layout