

A cluster of yellow paint splatters of various sizes and shapes, centered behind the text.

**SUNNY JIN**  
PORTFOLIO



1

**BILLY BLUE**  
university projects

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19

**ART**  
personal expression

12

**FREELANCE**  
design works

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25

**CONNECT**  
with me



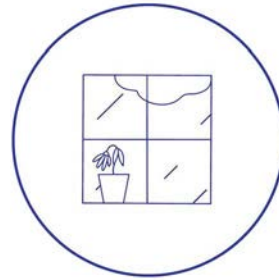


# BILLY BLUE

UNIVERSITY PROJECTS



Moonwake



Depression



Pot of Coffee



# Moonwake

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## Wayfinding - *High Distinction*

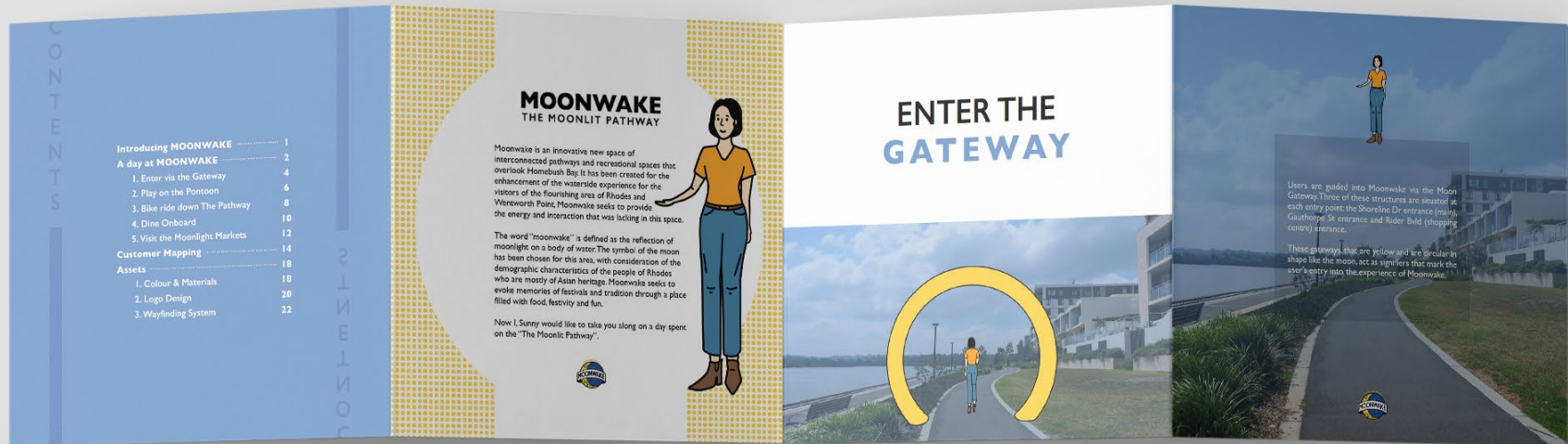
“Moonwake” was my chosen project name for the subject “Wayfinding”. It involved reimagining the function of the Rhodes Waterside area so that it may be revived as a cultural hub for the community.

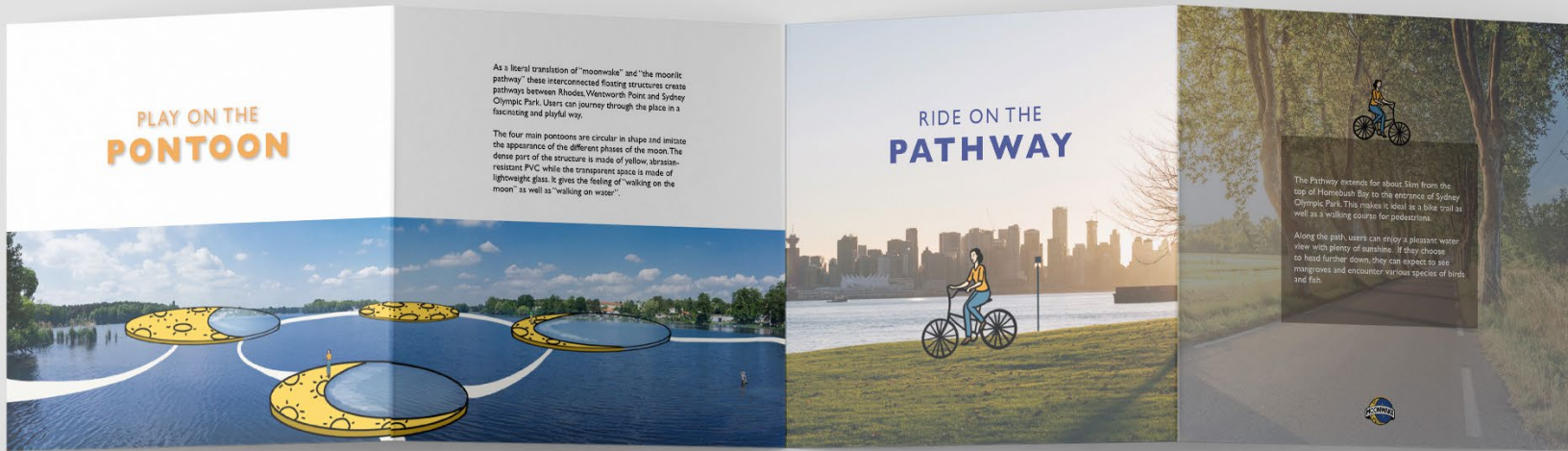
I aimed to implement coherency as well as playfulness into the branding, visual language system and wayfinding. I sought solutions that considered the stories and the demographics of the area in order to establish cultural and emotional connections with potential users.

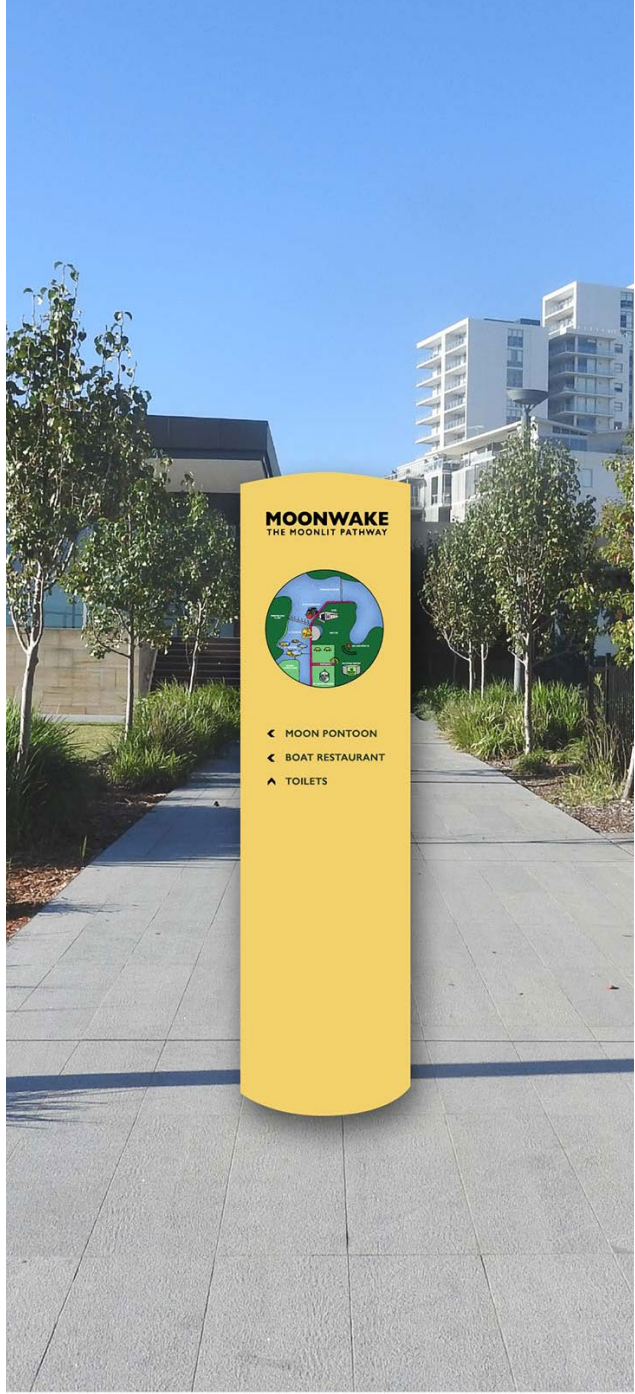


**MOONWAKE**  
THE MOONLIT PATHWAY













PATHWAY





# Depression

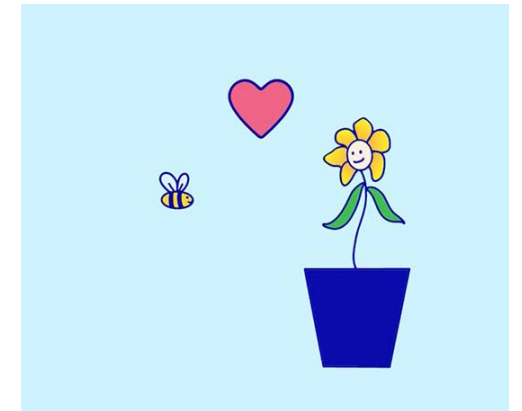
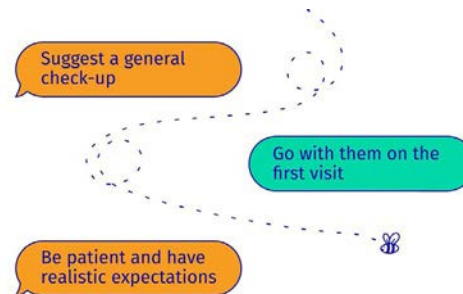
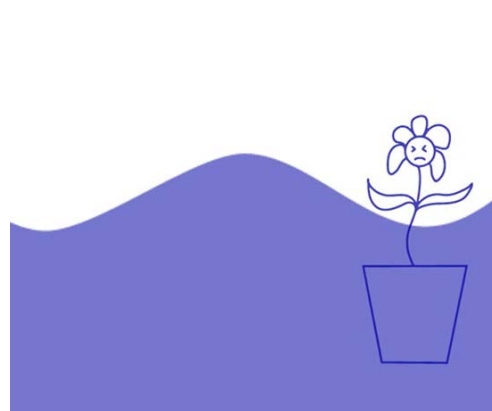
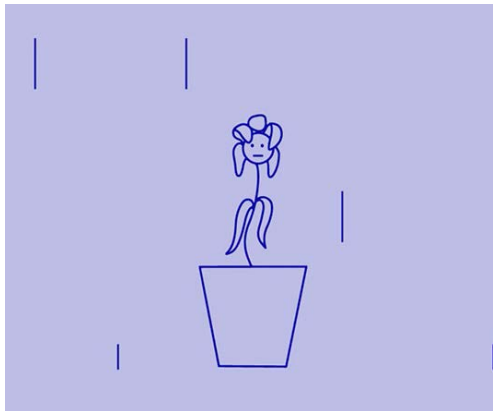
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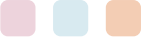
## Motion Graphics 1 - *High Distinction*

Created for the subject Motion Graphics 1, this infographic video was selected to be used to promote Torrens University (Billy Blue). It includes illustrations, 2D animation, sound effects and narration.

Using a flower to represent a person experiencing depression, I explored the obstacles that prevent one from seeking professional help and ways how a friend may be of help in their time of trouble.

<https://www.youtube.com/watch?v=Gv8VmAOE1ow>





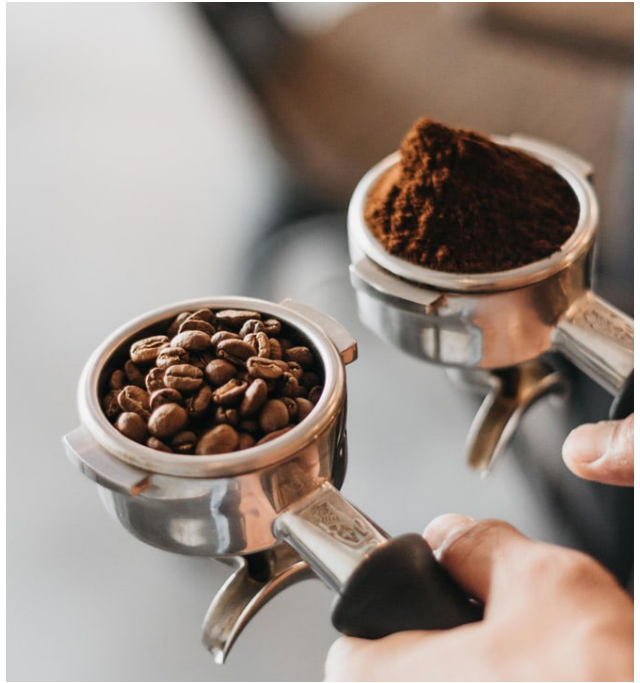
# Pot of Coffee

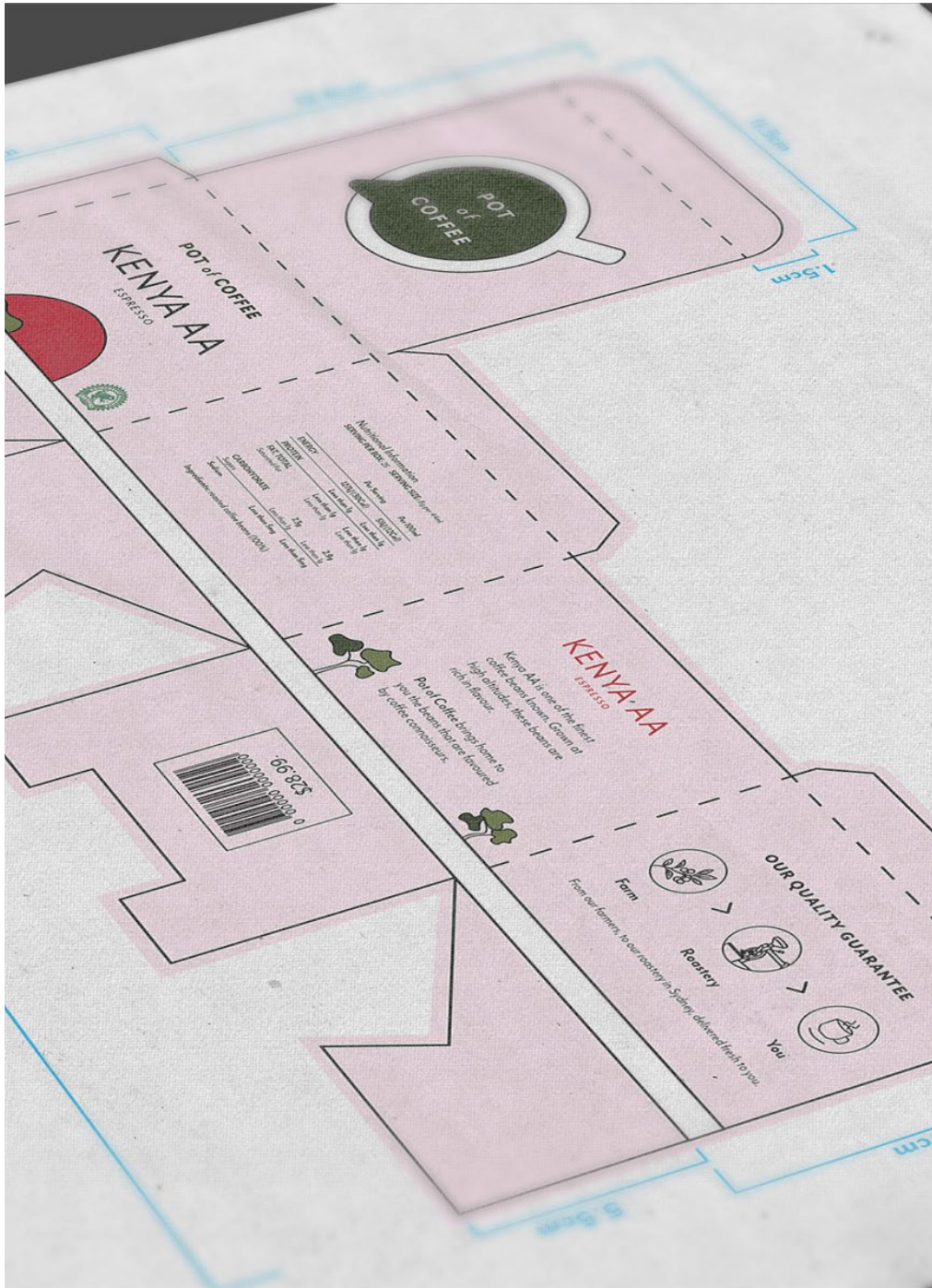
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## Packaging and Branding

The brief required building an innovative packaging solution for a chosen product category; I chose coffee beans. I found that beans sold in supermarkets were all packaged in bags that easily lost freshness and were generally dark in colour.

So, I decided to package coffee beans in airtight jars to keep them fresh and built a new brand that would appeal to a young coffee-drinkers with the use of vibrant colours as well as illustrations that would make it easy to distinguish bean origins.







*The Origin Changes  
Everything*



POT of COFFEE



*We're Committed to  
Sustainability*



POT of COFFEE



*The Origin C  
Everyth*



POT of COFFEE

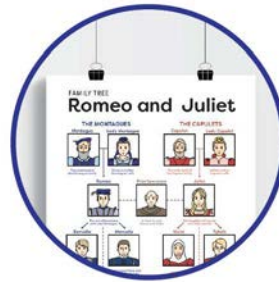


# FREELANCE

DESIGN WORKS



Jbrewers



Romeo & Juliet



Le Saint Golf





# Jbrewers Cafe

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## Branding & Signage

I had the opportunity to create the visual branding for a new cafe; Jbrewers. In accordance with the client's request, I aimed to create a minimal but bold look with the use of an uncomplicated typeface and a black and white colour palette.

My work including the logo, menu, signage and illustrations, were created to be harmonious with the industrial look of the interior: pipes, hanging lights and factory style windows.





# Romeo & Juliet

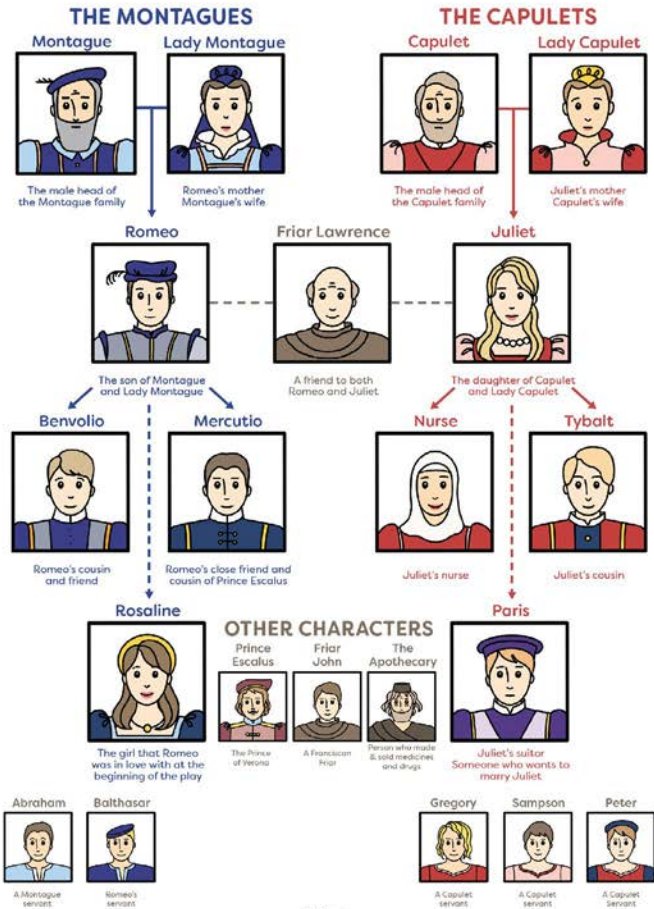
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## Character Map

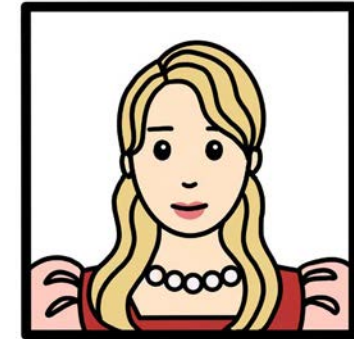
This is a Romeo & Juliet Character map that I created at the request of a highschool teacher who required a strong visual aid to assist students in learning this classic literary text.

These characters were illustrated with a good understanding of their personality, then catergorised by colour and heirarchy according to their role in the play.

# FAMILY TREE Romeo and Juliet



## Juliet



The daughter of Capulet and Lady Capulet

## Romeo



The son of Montague and Lady Montague



# Le Saint Golf

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## Branding Design

I developed the branding for a golf education school called: Le Saint Golf. The client requested a logo that would suit the feeling of 'sophistication' that the name embodied.

This was established with the illustrated eagle, a symbol of strength which was paired with an elegant serif typeface. Colours of neutral beige and darker brown were used for the feeling of calm and sincerity. The brand style was applied to business cards and posters.





# ART

CREATIVE EXPRESSION



Music



Food



Self-Expression



# Art

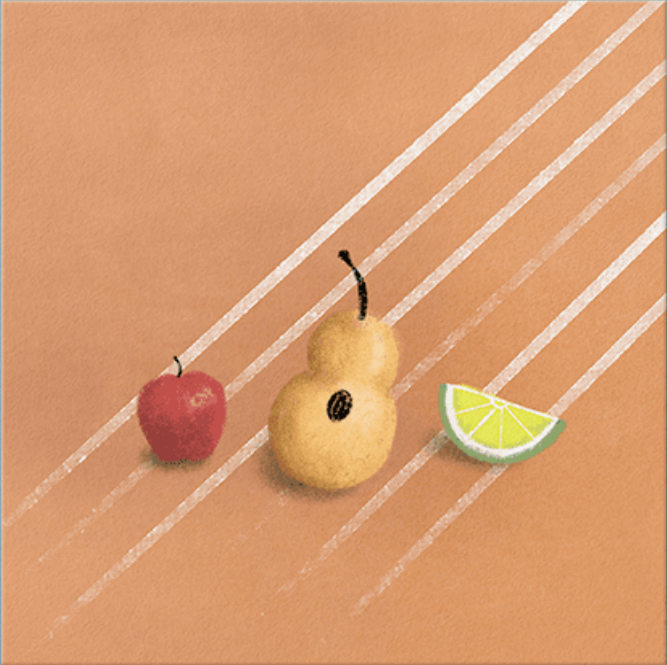
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## Creative Expression

Art has always been a channel for me to express my thoughts, interests and emotions. Some artworks have been inspired by my love for music and food while others have been developed in self-reflection.

My choice of mediums include: digital pastel, pencil and pen and digital watercolour.







FENDER  
AMERICAN ACOUSTASONIC TELECASTER







22.

Nothing like what I imagined. My once lofty dreams of the future become more faint and dirt-trodden as the days go by. Confidence drops and sinks while anxiety lurks in every shadow ready to swallow me whole.

An uncertain future increases the fear. Circumstance tells me to grow up, face your fears or else become a useless burden to those around you. But fear crawls up and tightens around my neck. It poisons the mind. 'You can't do it. You're not good enough. No one wants to use you. You are worthless'.

I am left immobile and defenceless.  
Easy prey to the darkness.





# CONNECT

WITH ME

