



reddot winner 2020



香港印藝學會
GRAPHIC ARTS ASSOCIATION
OF HONG KONG



Technological and Higher Education
Institute of Hong Kong

Faculty of Design
and Environment

GOOD DESIGN BRINGS STORY TO LIFE

良好的設計帶來有故事的生活

ALEX
KING
2021

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Thei Technological and Higher Education
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Member of VTC Group
VTC 職專院
Faculty of Design
and Environment

THE DESIGN EXECUTION AND COLLABORATION

RESEARCH. PRINTS.
PRODUCTS



- A01 Journal de Chic
- A02 OneHeroInOneCity
- A03 Pokermate Deluxe
- A04 Rainbow

THE PROJECTS

A01

JOURNAL DE CHIC

The Beginning

Travel

Culture

Art



A01 JOURNAL DE CHIC

The Beginning

History

Story



A01

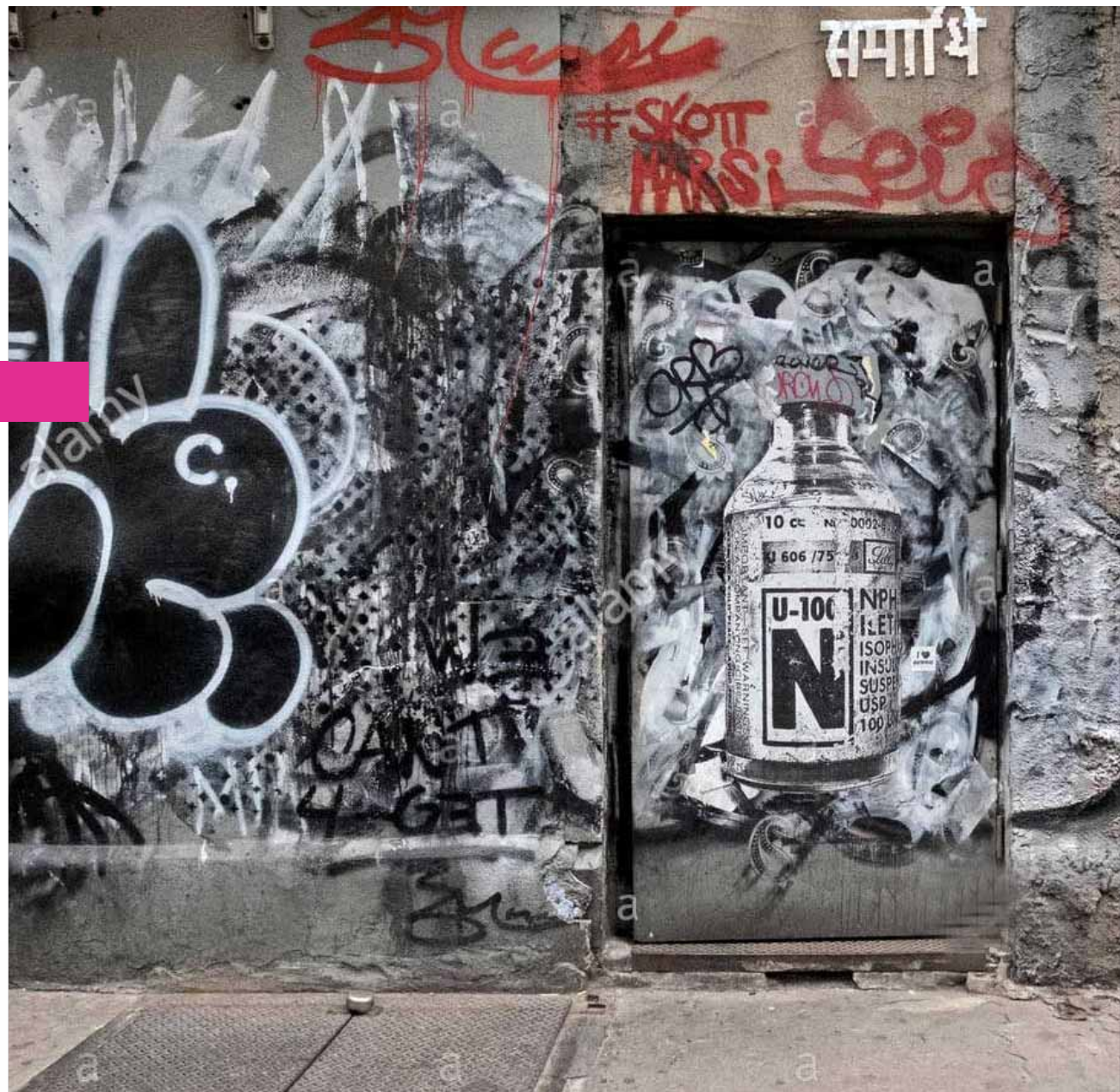
JOURNAL DE CHIC

The Beginning

Graffiti

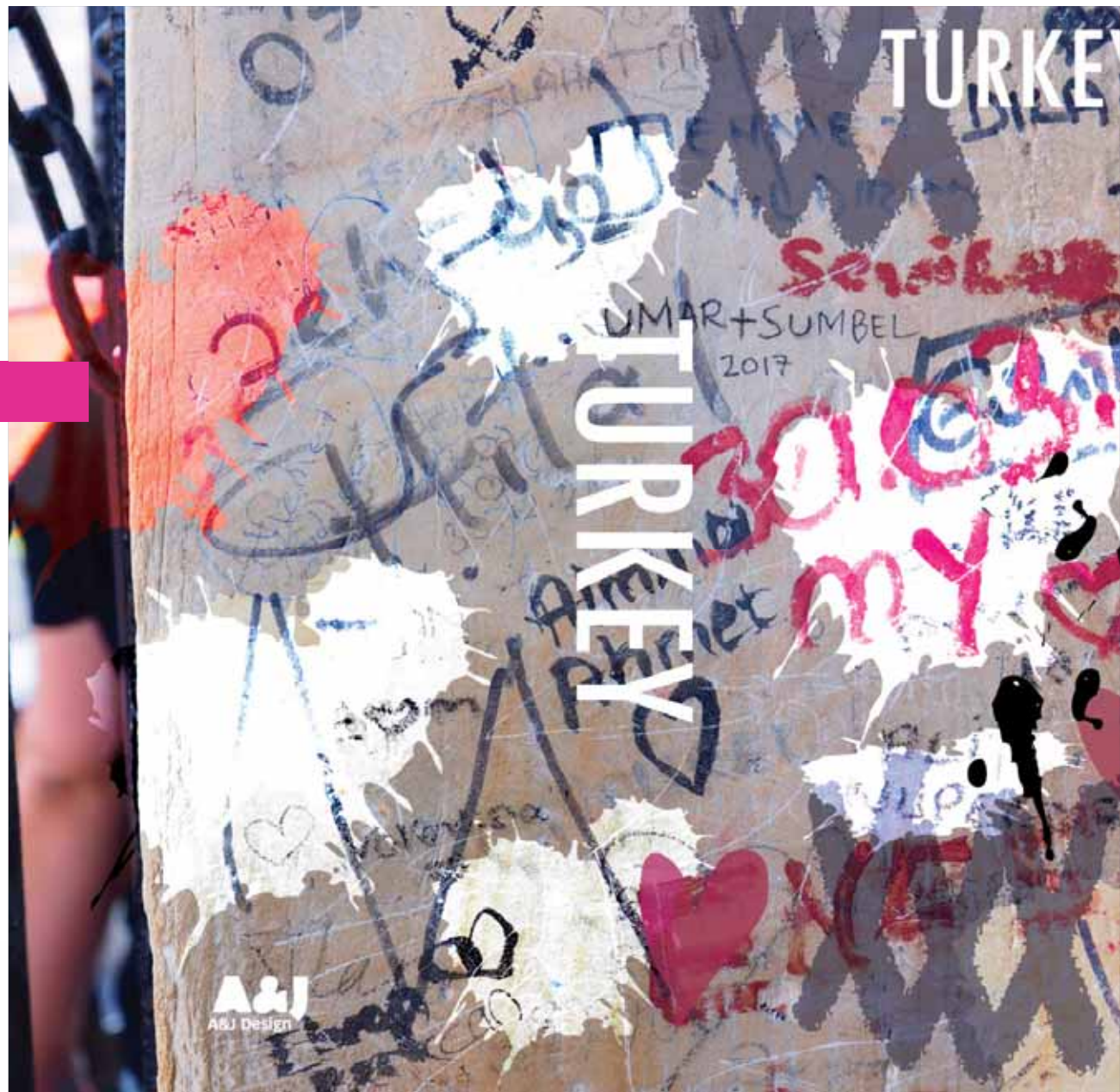
Street Art

Young adult



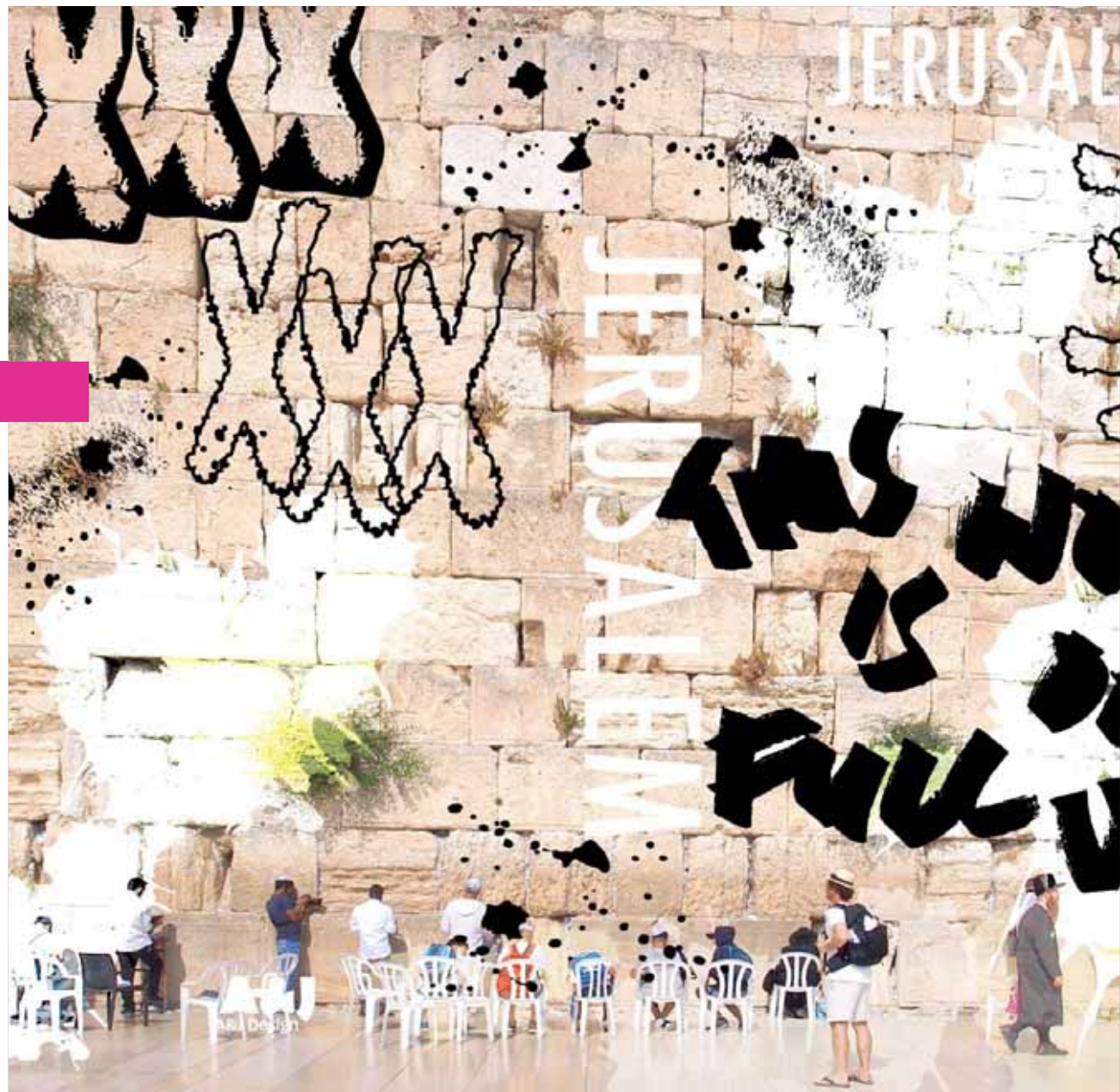
A01 JOURNAL DE CHIC

The Beginning
Turkey



A01 JOURNAL DE CHIC

The Beginning
Jerusalem



A01 JOURNAL DE CHIC

The Beginning
Bangkok



A01 JOURNAL DE CHIC

The Beginning
St. Petersburg



A01 JOURNAL DE CHIC

World Map

“X-X-X” implies those cities visited we put a cross symbol on the world map



A01 JOURNAL DE CHIC

Digital layout and presentation



A01

JOURNAL DE

CHIC

A combination of special effect and design



A01 JOURNAL DE CHIC

Input longitude and latitude printed on strap to explore suggested mysterious scene.

An alternative way to explore life experience and promote active living.



A01 JOURNAL DE CHIC Collection

A series of twelve travel journals depicting six major cities, in terms of living culture, object of desires, religions, needs and wants, love and hope.



A01 JOURNAL DE CHIC

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Hong Kong Print Awards 2019 Champion



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A02 ONE HERO IN ONE CITY

Letterpress in Hong Kong

Pay tribute to people's major contribution in art, science, religion and society.

Selected heroes in different cities across different eras, including Florence, Marion, London, San Francisco and here in Hong Kong.



A02 ONE HERO IN ONE CITY

Hand printed by a local artisan.

Flow of ink on fine cotton paper as well as the pressure inserted will not be identical each time.

A sense of human touch



A02

ONE HERO IN ONE CITY

A black circle which is the memorial day of each hero.

People can show respect to our world's greatest heroes and get prepared for the day.



A02 ONE HERO IN ONE CITY

A strong visual impact to audience



A02 ONE HERO IN ONE CITY

Vincent Van Gogh @ Zundert, Germany



A02 ONE HERO IN ONE CITY

Marilyn Monroe



A03 POKERMATE DELUXE

Pokermate Deluxe is designed for people who enjoy card playing during pandemic – younger adults will stay at home for work and have more time to take care of their grandparents.



A03 POKERMATE DELUXE

A luxury poker set designed for all
underpinned by Universal Design
Principles



A03 POKERMATE DELUXE

Use less effort to shuffle.

Sans-serif fonts and graphics printed on upper left and lower right corners are enlarged so people could read them clearly even if in low sensory abilities.

Focus is now shifted to the amplified numbers.



A03 POKERMATE DELUXE

Simplified signature graphics on Jack, Queen, King, and Ace cards.

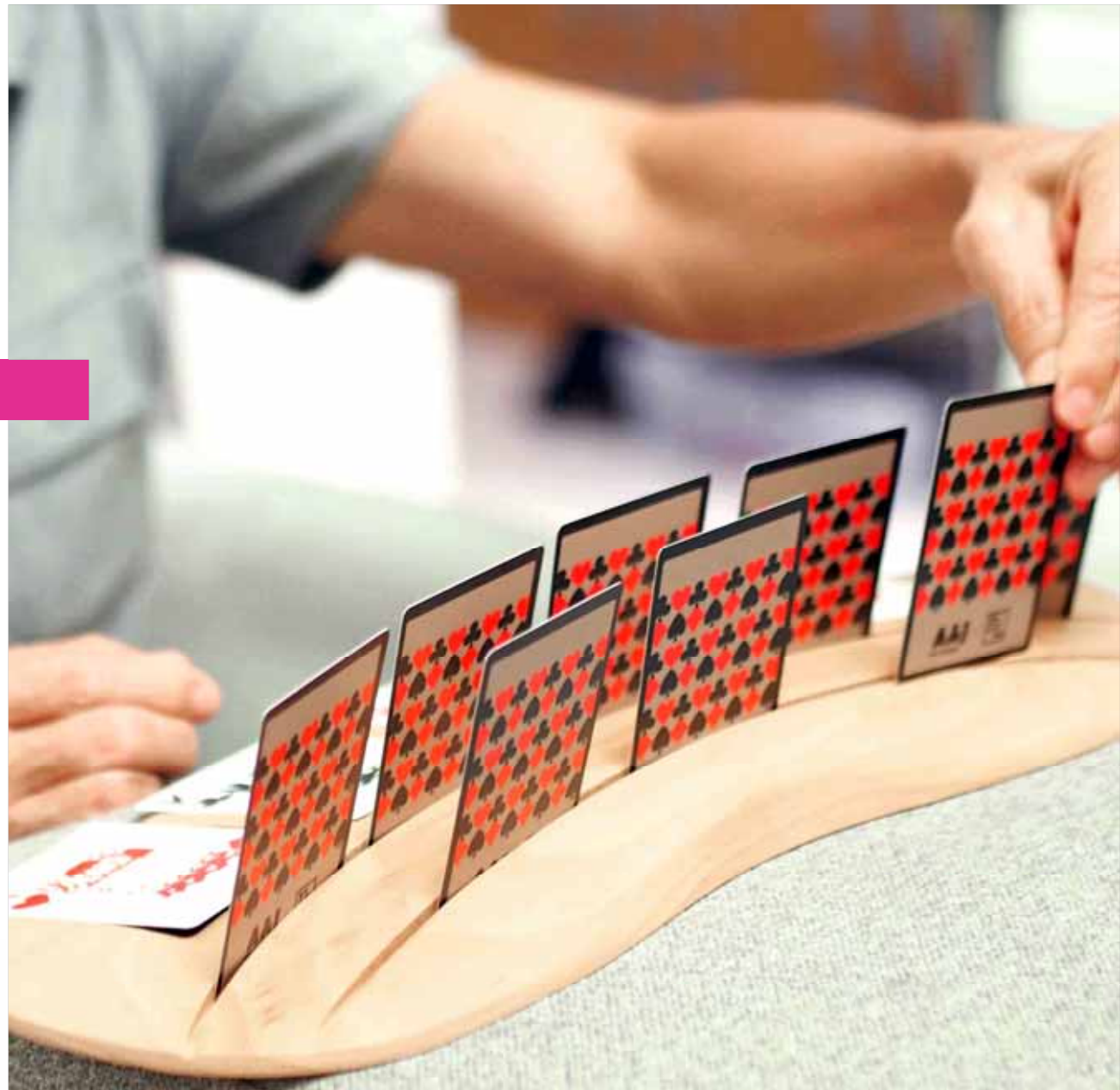
Black border printed on the other side offers an enhanced visual impact while playing.



A03 POKERMATE DELUXE

Organic shape of the wooden poker stand builds an emotional attachment with the players.

Each player can fill in the slot preferred with the cards on hand.



A03 POKERMATE DELUXE

Inclined design offers a sense of privacy without exposing to others.

Best design for players who enjoy playing Big Two, Chinese Poker and Matching Games with all family members.



A04 RAINBOW

You can wear RAINBOW for party but never see things through colored lens.

Many creativities might be banned because of one's status of Lesbian, gay, bisexual, transgender (LGBT).



A04 RAINBOW

RED for life

ORANGE for healing

YELLOW for sunlight

Green for nature

Indigo for Serenity

Violet for Spirit



A04 RAINBOW

Make use of 3d printing to build metallic decorative pins on frame offering the best appearance and quality while eliminating chemicals.

Diagonal pattern of the patchwork – a new aesthetic quality and craftsmanship.



A04 RAINBOW

The unmatched pattern represents the current situation of acceptance of LGBT.

Be Inclusive!

Be Curious!

SILMO
BANGKOK

MIOF
MOSCOW INTERNATIONAL
OPTICAL FAIR





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