

AMY PAN

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PROJECT 01 >

MEMO: MEMORY SHARING



A Traveling Journal. I chose to redesign the digital camera as a sustainable and fun product with a miniscule carbon footprint; I call this camera, the Memo. The book starts out with photos printed on transparent film. When the reader flips through the pages, they can see different images overlapping each other and discover brand new images being born before their very eyes. Also, the packing isn't disposable; it can be used repeatedly, further strengthening the concepts behind the R3 project (Rethink, Reimagine and Reuse.)

PROJECT 02 >

AURAL



Sound. Sound is invisible and intangible. This book is a visual account of the noises that surround my daily life. I took notes and tried to experience the tempo of the sounds as time passed by. I also made notes of my surroundings accompanied with pictures in order to give a more complete auditory experience.

PROJECT 03 >

SPEAK WHAT YOU EAT



Novelty Candy. Everyone loves to eat candy and most people are interested in exploring other cultures and learning new languages. Candy is a novelty in itself, and if blended with culture, the end product is something that will capture the imagination of the consumers. I formatted this invention book as a brochure and packed it in a plastic wrapper similar to popular candy brands. I developed an assortment of flavors and even a limited edition series in order to satisfy true connoisseurs.

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PROJECT 04 >

BUILD GREEN



Build Green. This publication's focus is in objects and spaces that are eco-friendly, multi-purpose, modular, and/or interactive. The philosophy of the magazine is that a good design balances substance with style and that form and function are intertwined in design. Style and substance are not mutually exclusive, and Build Green is here to prove it.

PROJECT 05 >

DRIVE 'TIL SUNRISE



Road Trip. The project is a compilation of communication materials used during the promoting and facilitating of the film festival; all of which are representative of some the broader theme that has been woven into the movies of Gus Van Sant. The film festival is a melding of the poetic and humanistic themes present in Van Sant's films, which I turned into a collection of festival pieces that are not only approachable, but also celebrate our never ending quest to answer the questions of life.

PROJECT 06 >

BIGELOW



Tea Break. Bigelow's new branding strategy will focus not only on the appealing and satisfying taste of tea, but also on its relaxing and therapeutic effects. "The tea break," is a necessary part of today's healthy lifestyle. My objective is to move the Bigelow brand away from the traditional "homecoming" comfort image and transform it into an integral part of our daily lives.

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PROJECT 07 >

DETAILS



Details. The whole packaging of this CD is minimalistic black and white in order to fit with the band's style of electronic music. The lyrics of the album are printed on transparent film in order to focus the viewer's attention on the details. Once the sleeve is removed, the viewer is left with two CD's that resemble a turntable and lyric sheets. When the lyric sheets are stacked up, the album's title, "Details," is revealed.

PROJECT 08 >

MIU MIU LIGHT BULBS



Precocious. miu miu has always believed that fashion is a way to express one's individuality. I made a brochure to promote what would normally be an ordinary product, the light bulb. By stepping back from normal light bulbs, the miu miu light bulb creates an exciting and dramatic lighting experience which will help illuminate the transformative moments in life.

PROJECT 09 >

HELVETICA NEUE BOX



Helvetica Neue type study. The type boxes are meant to promote Helvetica Neue through the understanding of the perfect balance between letter, space, and setting in classical and experimental examples. I typeset using traditional methods and also experimented by using different weights and adjusting the spacing to show all the possibilities available.