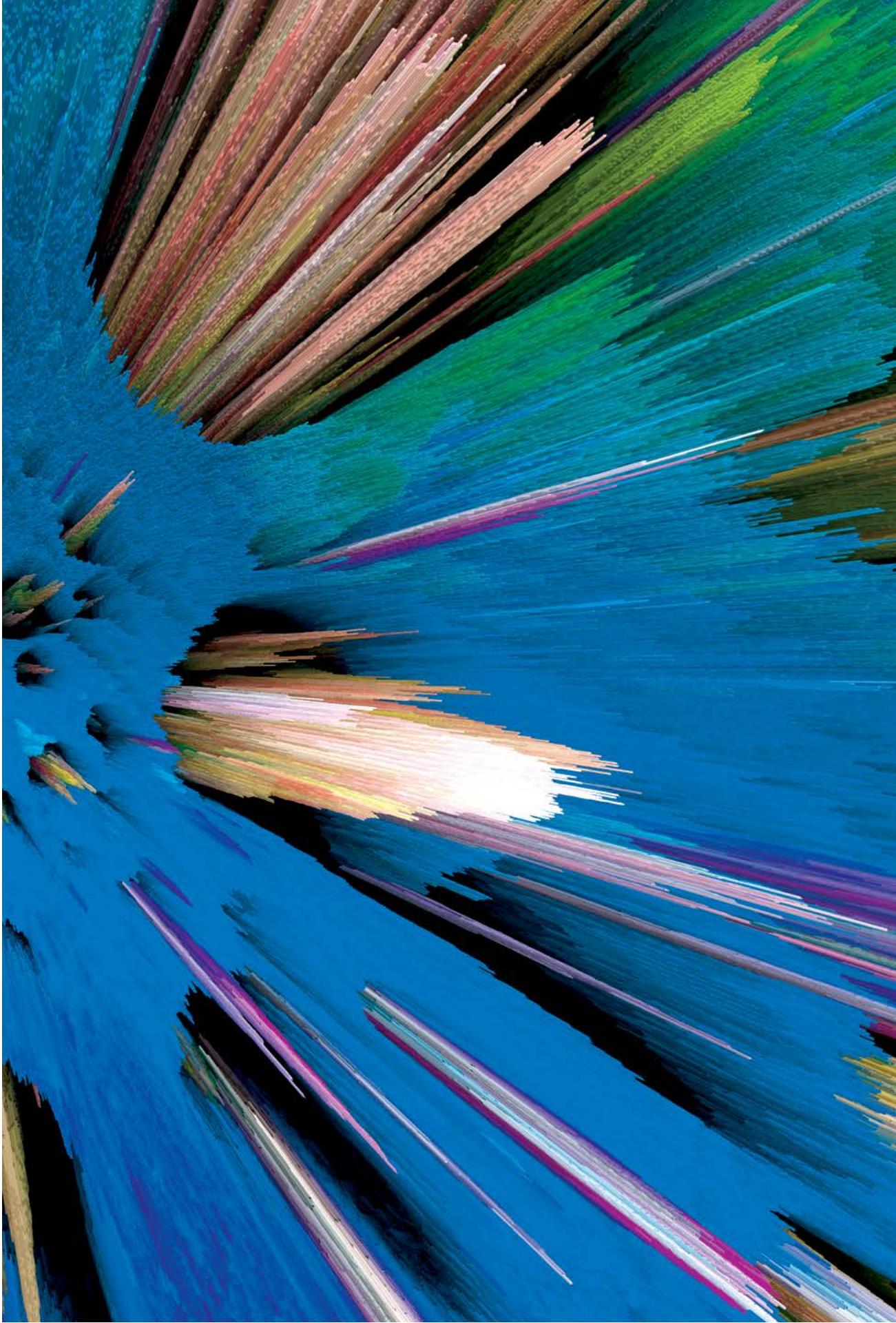


Fantastic Planet

{ HANKAI YAN }
SELECTED WORKS
2014–2019



Welcome to my fantastic planet. This dimension has its own laws. Principal and Structure: these construct a practical basis for designer thinking. Perception and Inspiration: these capture the poetic moments in my life. I write with an open heart, drawing from the imagination. That's what has made me a designer.

奔向 梦幻魔界 RUSH INTO MY ENDLESS MIRAGE

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Halo Effect

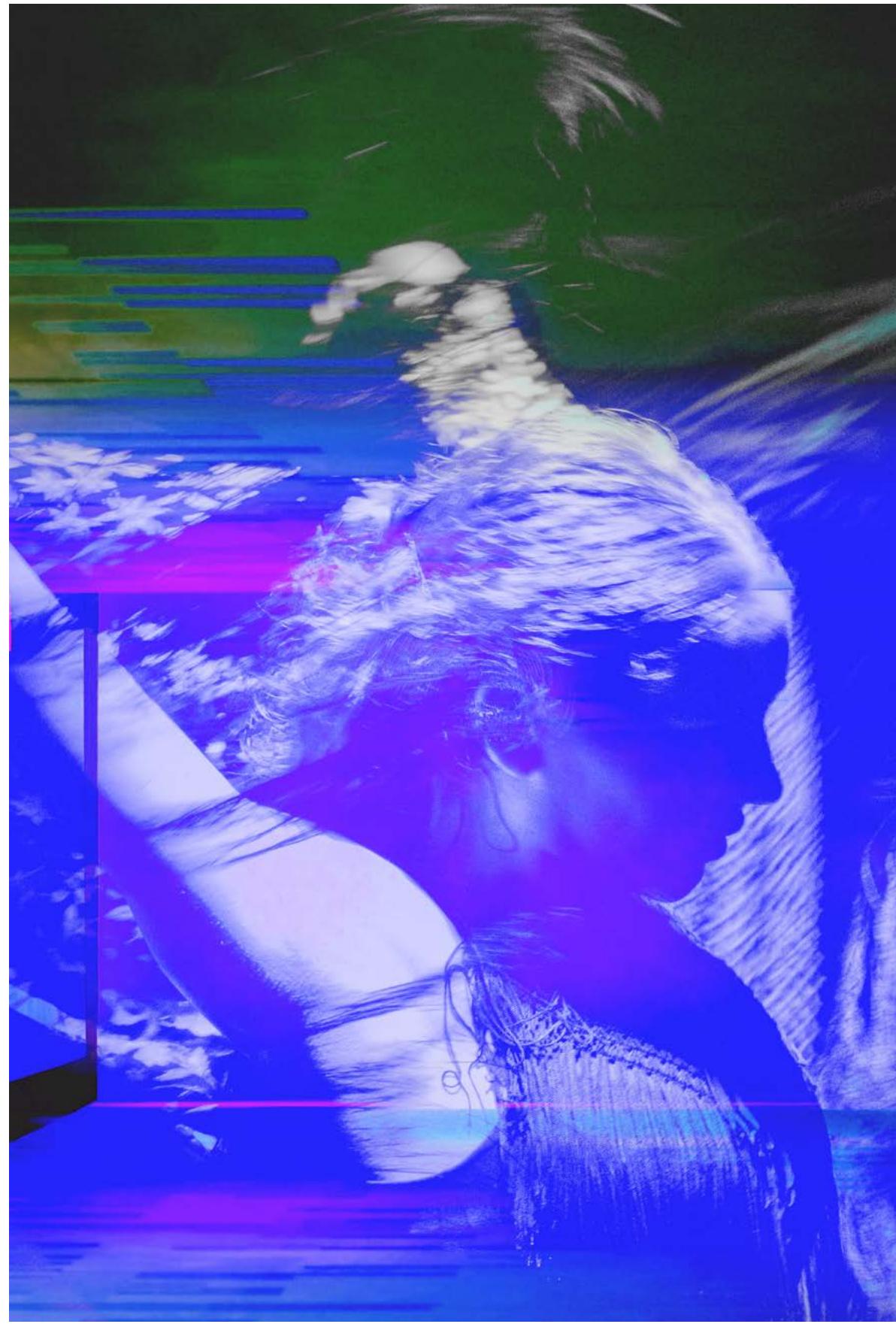
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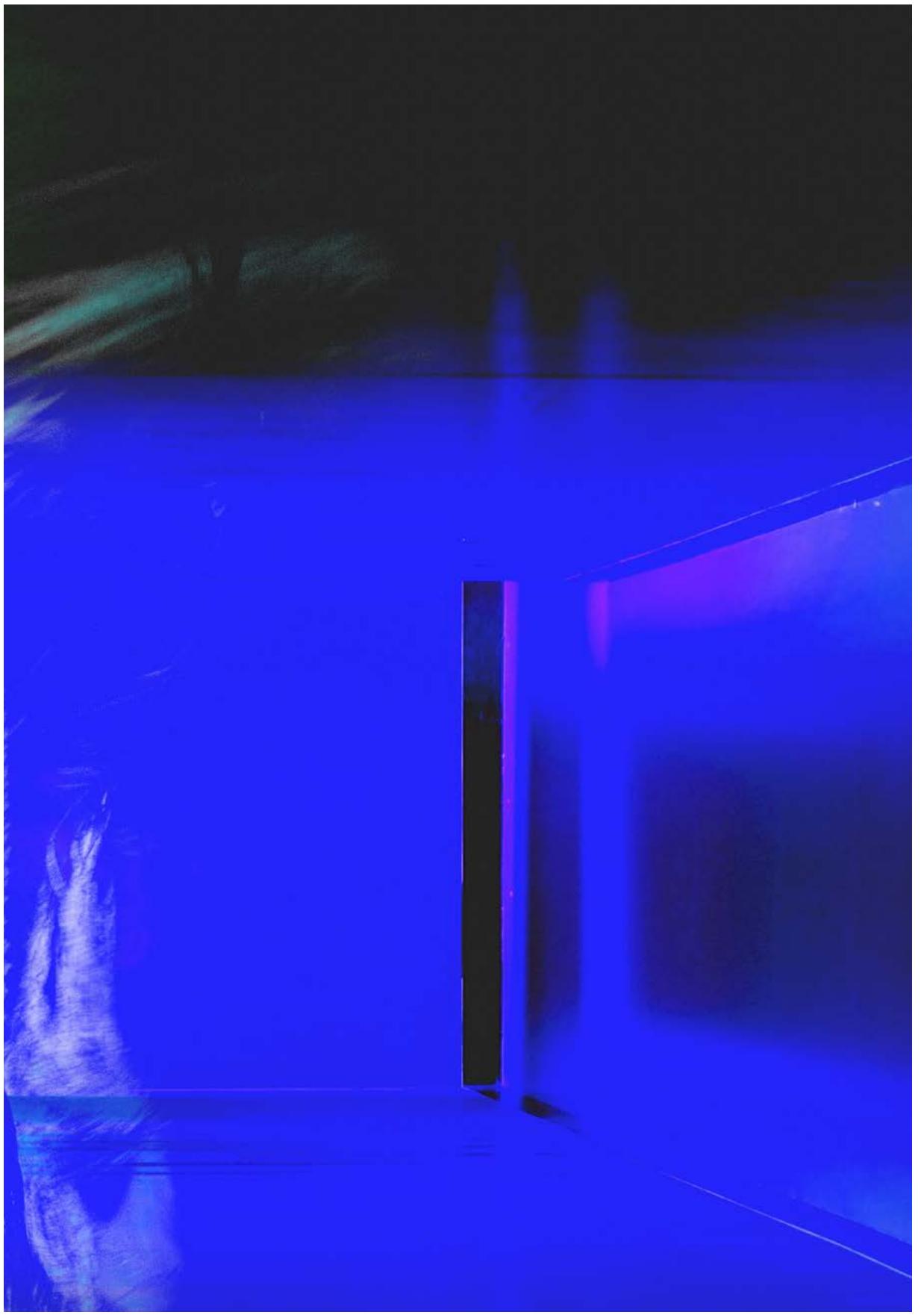
Gorgeous Invasion

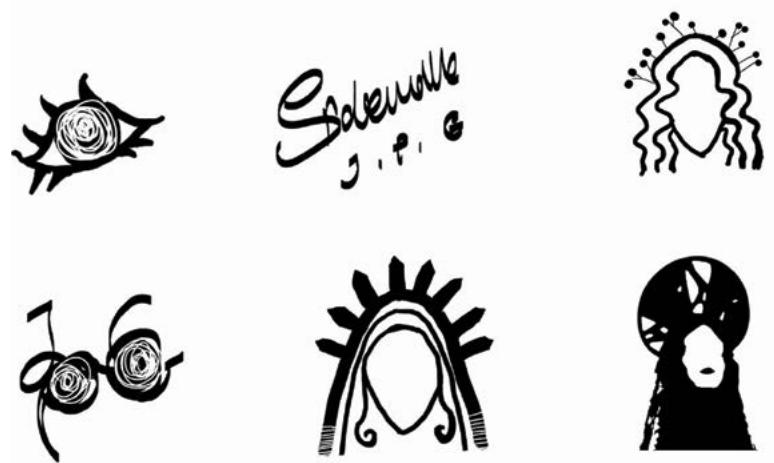


{ PROJECT NAME }
Sidewalk:
Jean Paul Gaultier

{ OBJECTIVE }
Design an app for a future exhibition. The background story behind Jean Paul Gaultier is everything: pain, struggle, shame... He is a fashion legend and international icon.

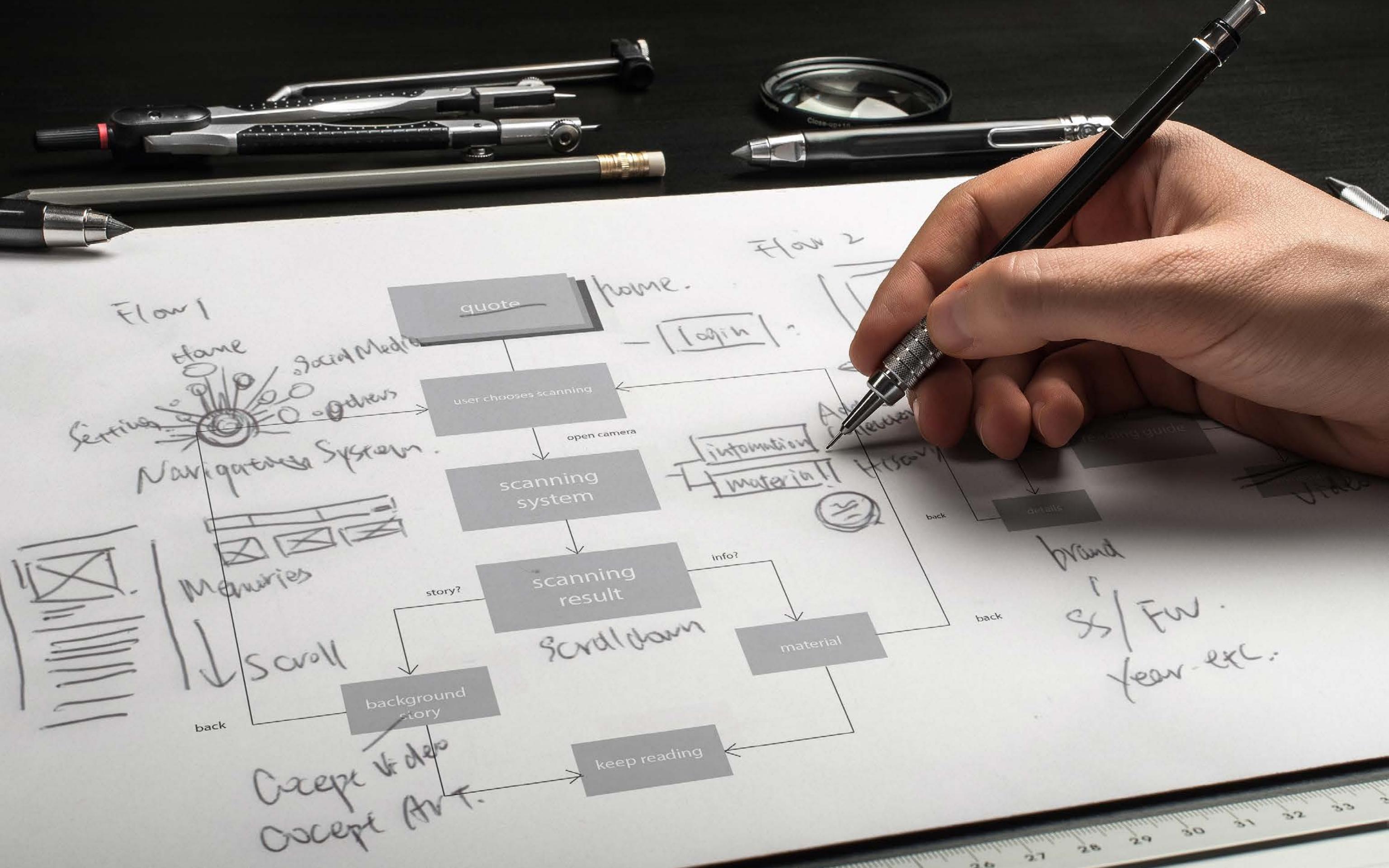
{ APPROACH }
I want to design the app like an editorial magazine with futuristic functions. The app itself takes users through an emotional journey; it is not only about a gorgeous look, it is about attitude and feeling. Designers are pioneers who change the world.





Solemn







SIDE | WALK

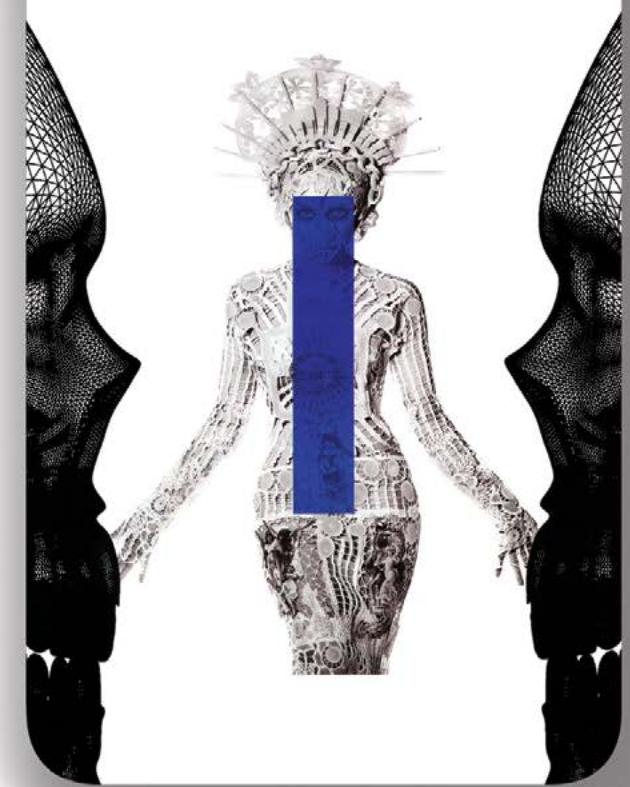
BY HANKAI YAN

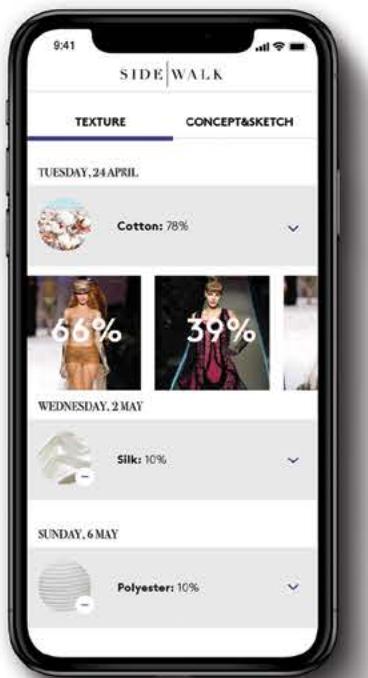
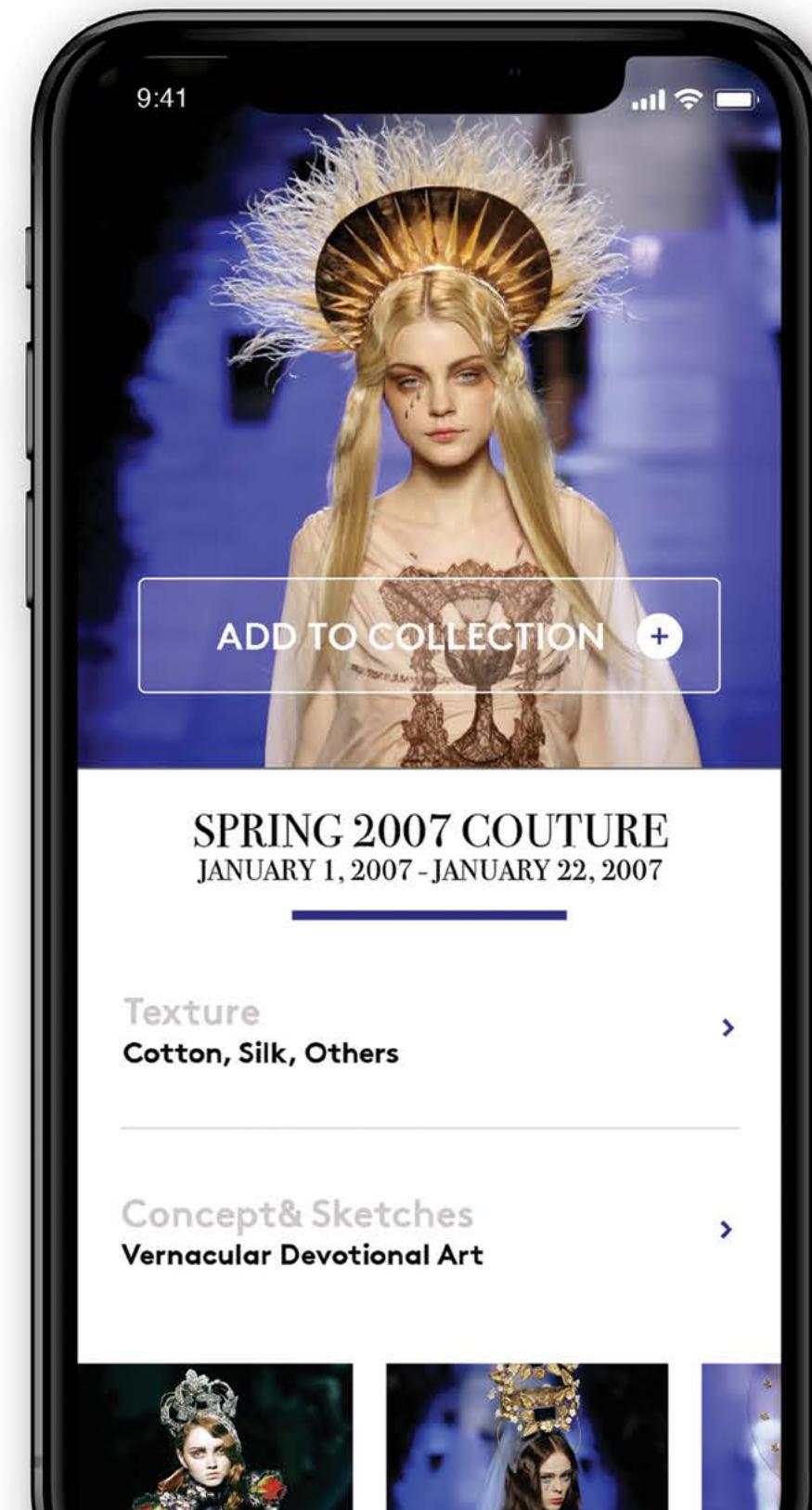
{ DESIGNER } HANKAI YAN

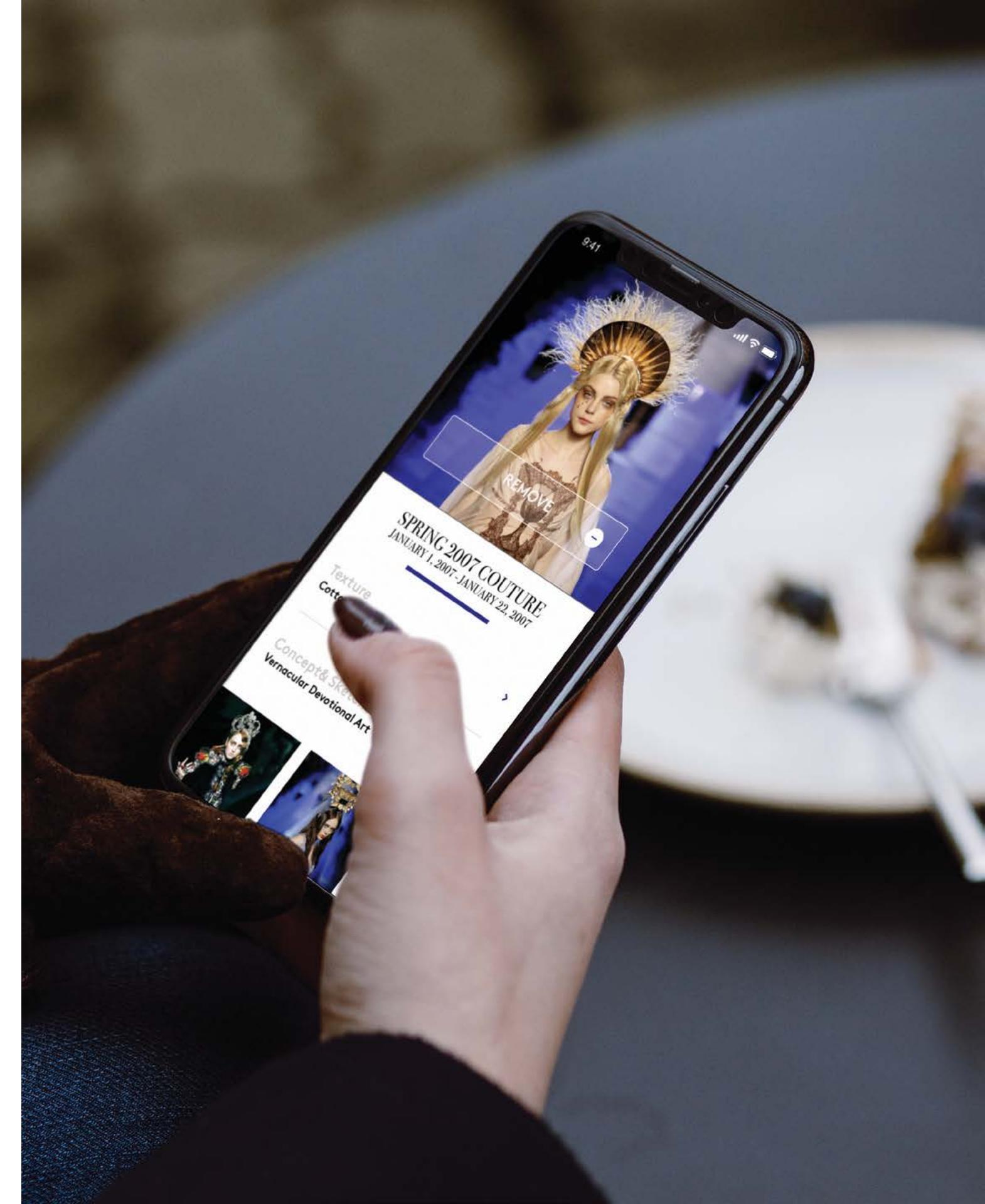
{ FANTASTIC PLANET }

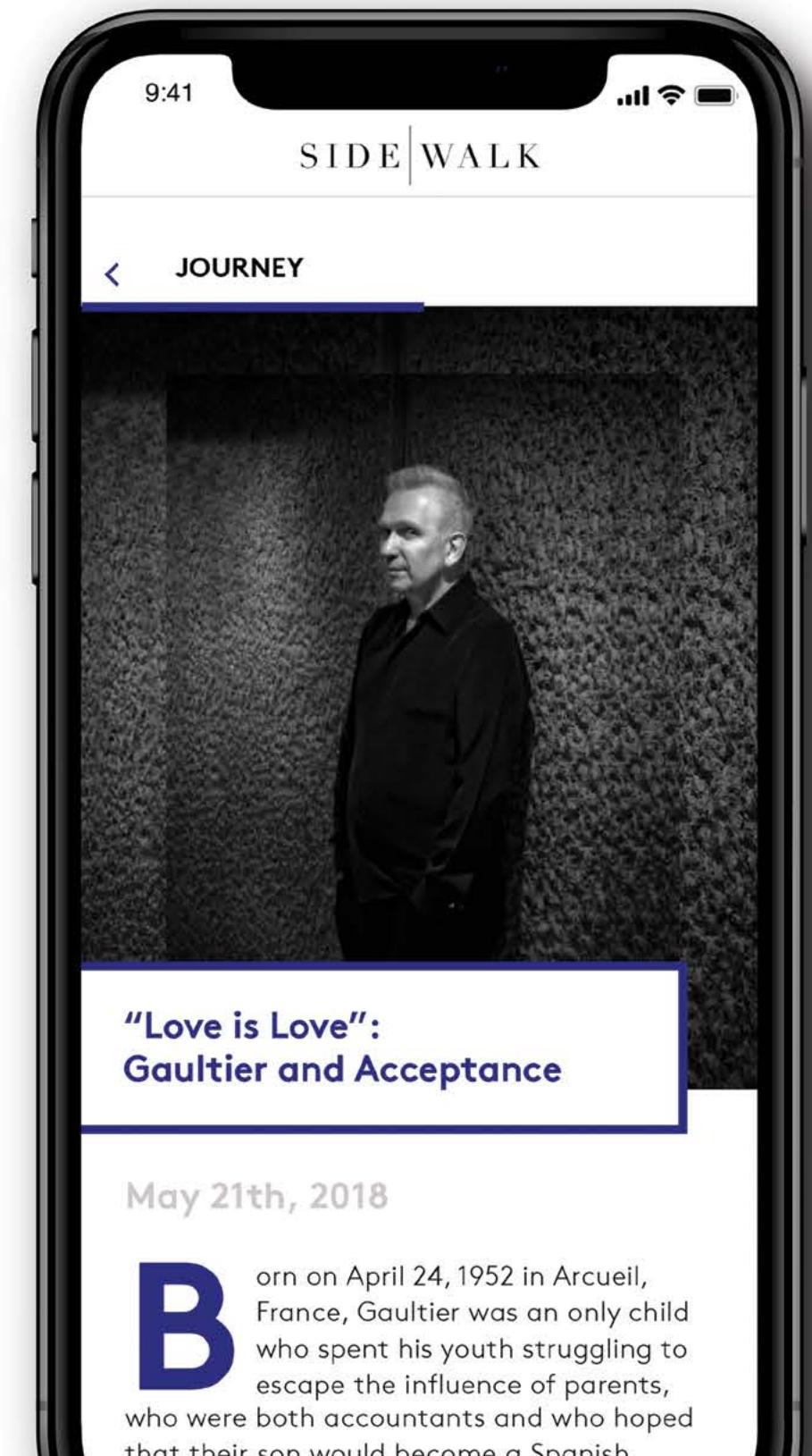
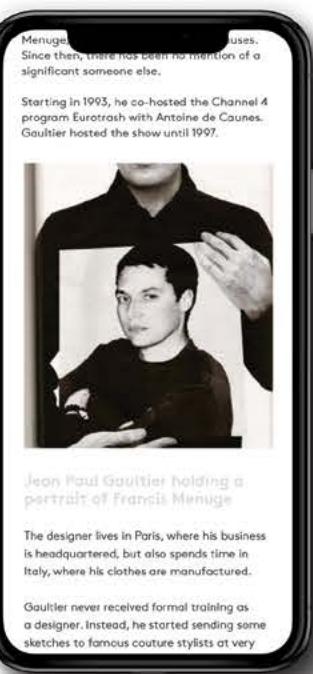
SIDE | WALK

The Fashion World of
Jean Paul Gaultier

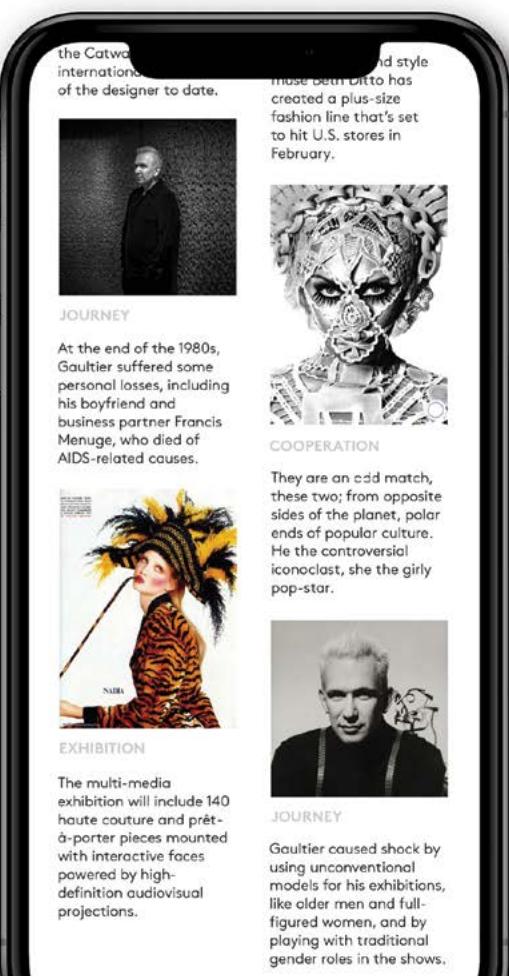
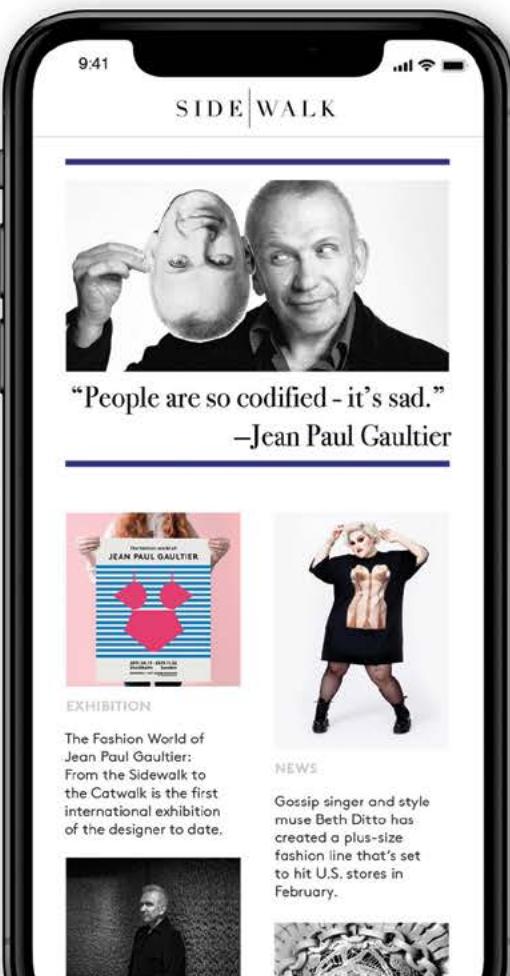














Construct Illusion



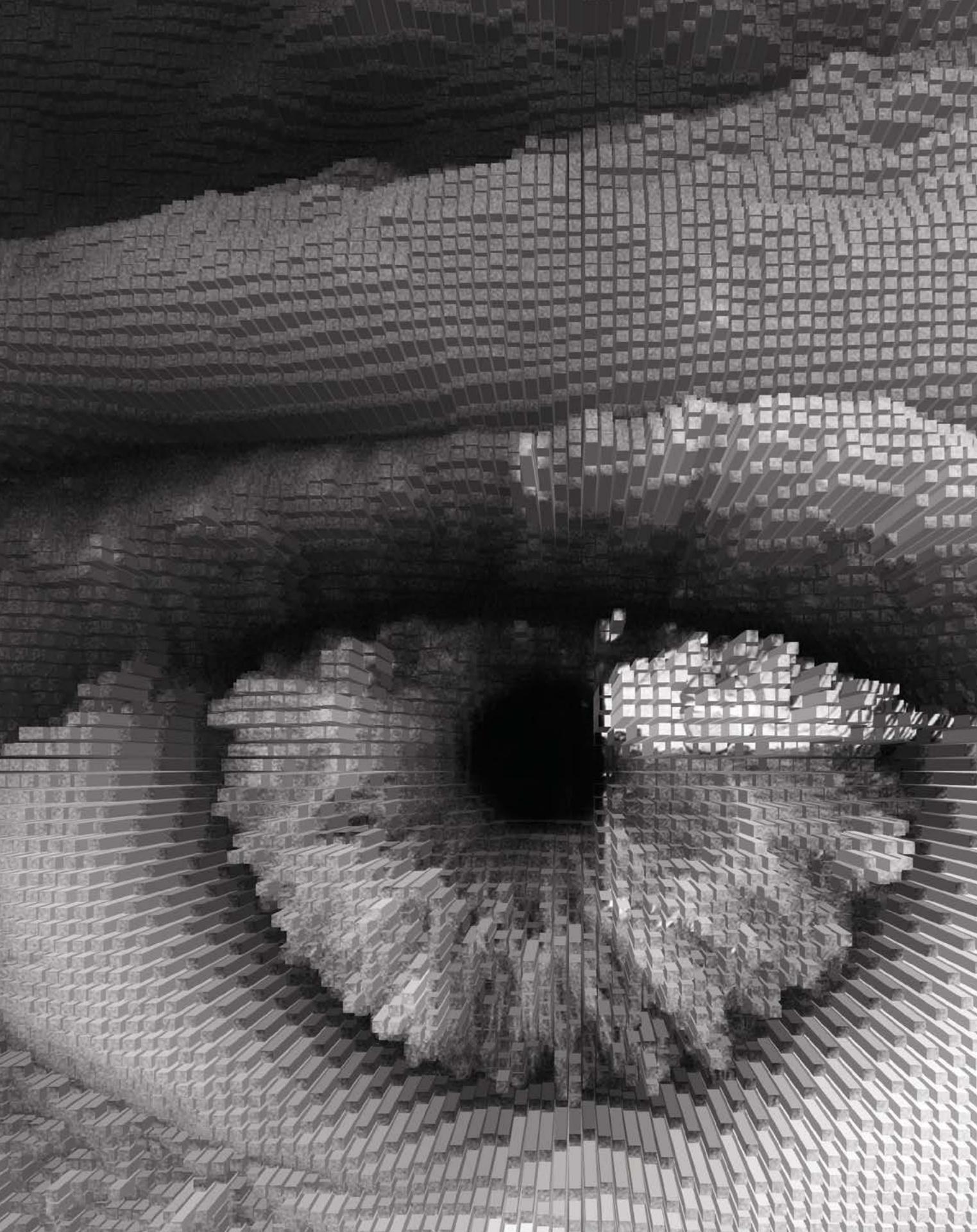
{ PROJECT NAME }
Invisible Pink
Unicorn

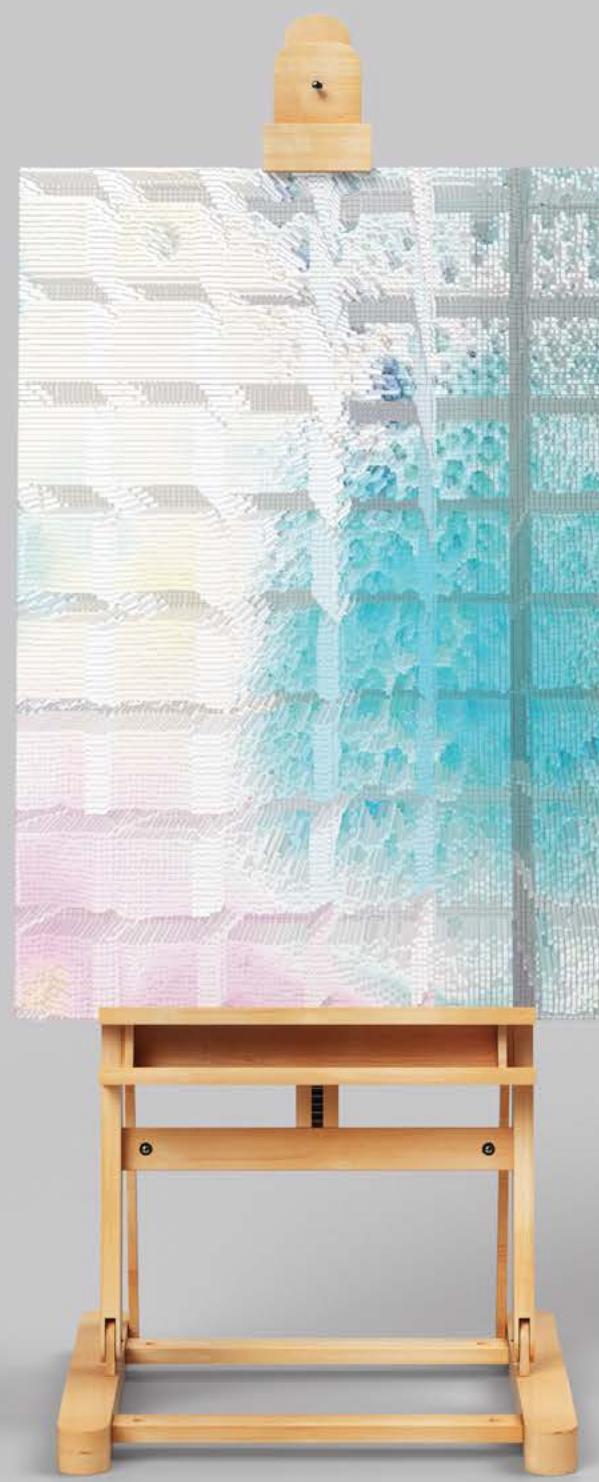
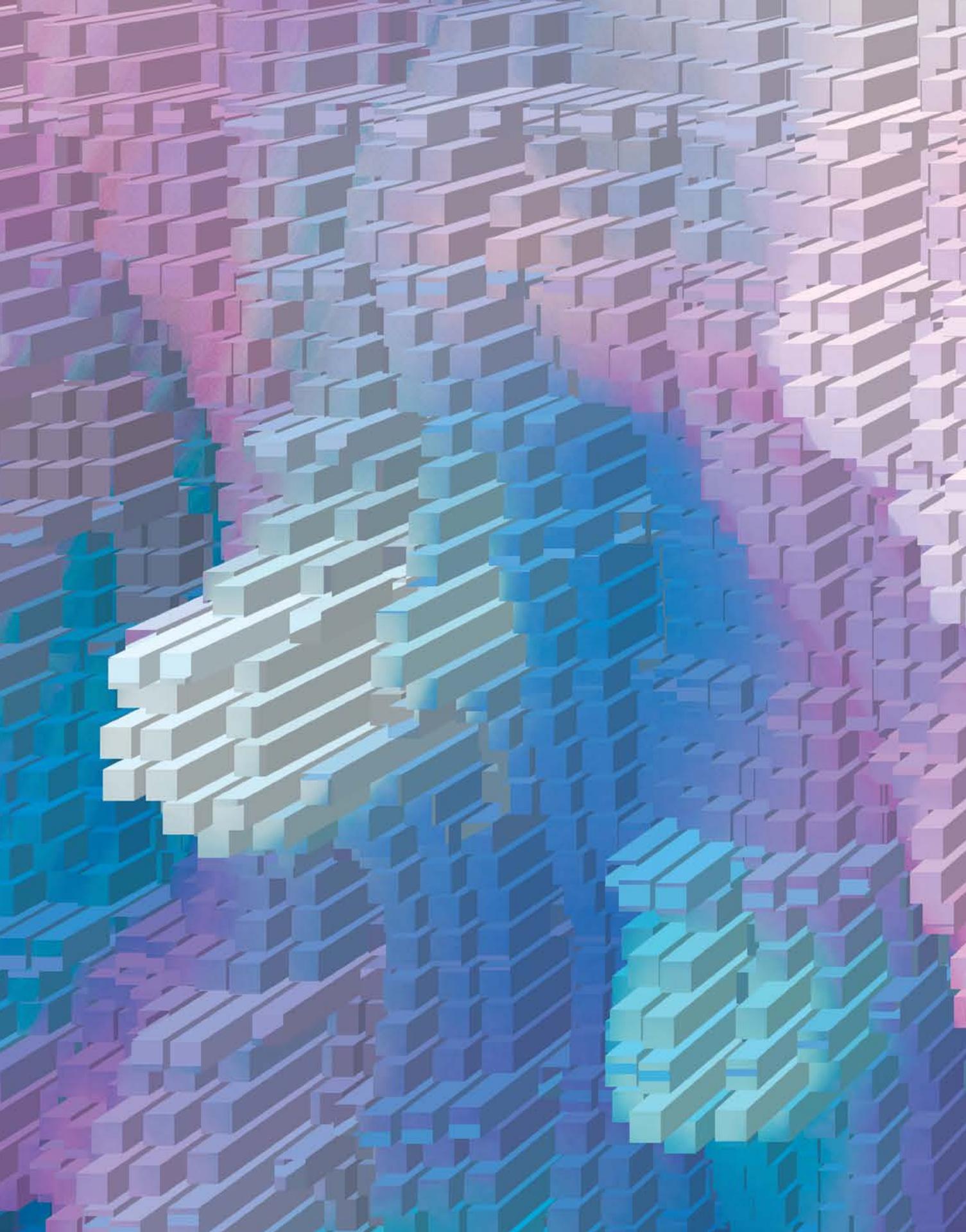
{ OBJECTIVE }
Identify a problem that can be solved through the design process. What effect has the internet had on modern atheism? It is a systematic record but also a complete history.

{ APPROACH }
The history of modern atheism is under-developed. I want to offer an interesting perspective to look at the evolution of atheistic rhetorical illustration, for example, their creatures of fantasy, such as the invisible pink unicorn.









ICORN:

INTERNET ERA: EVOLUTION OF SKEPTICISM
CHURCH OF THE INVISIBLE PINK UNICORN
MONSTER POPULARITY ON INTERNET

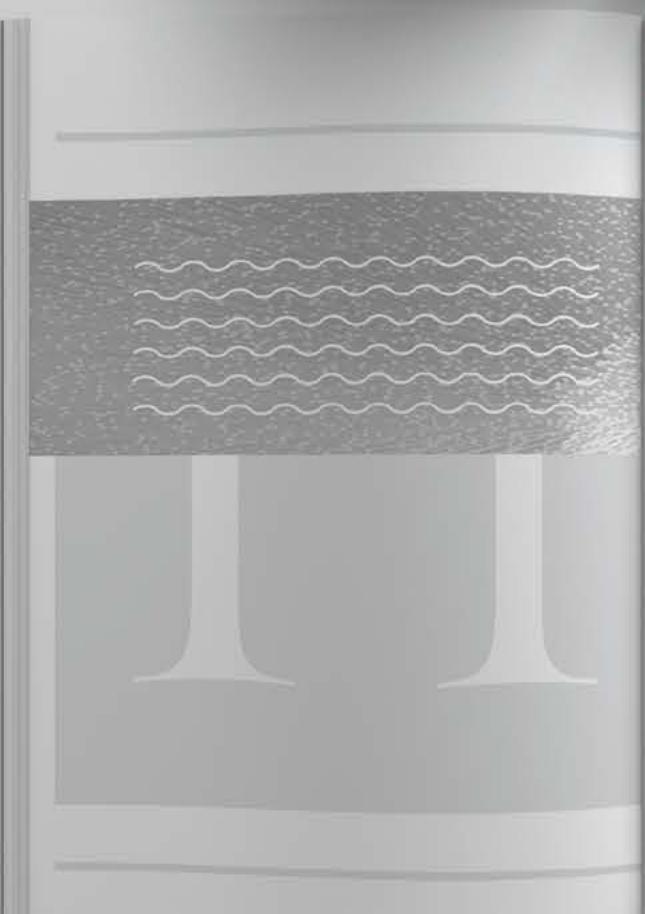
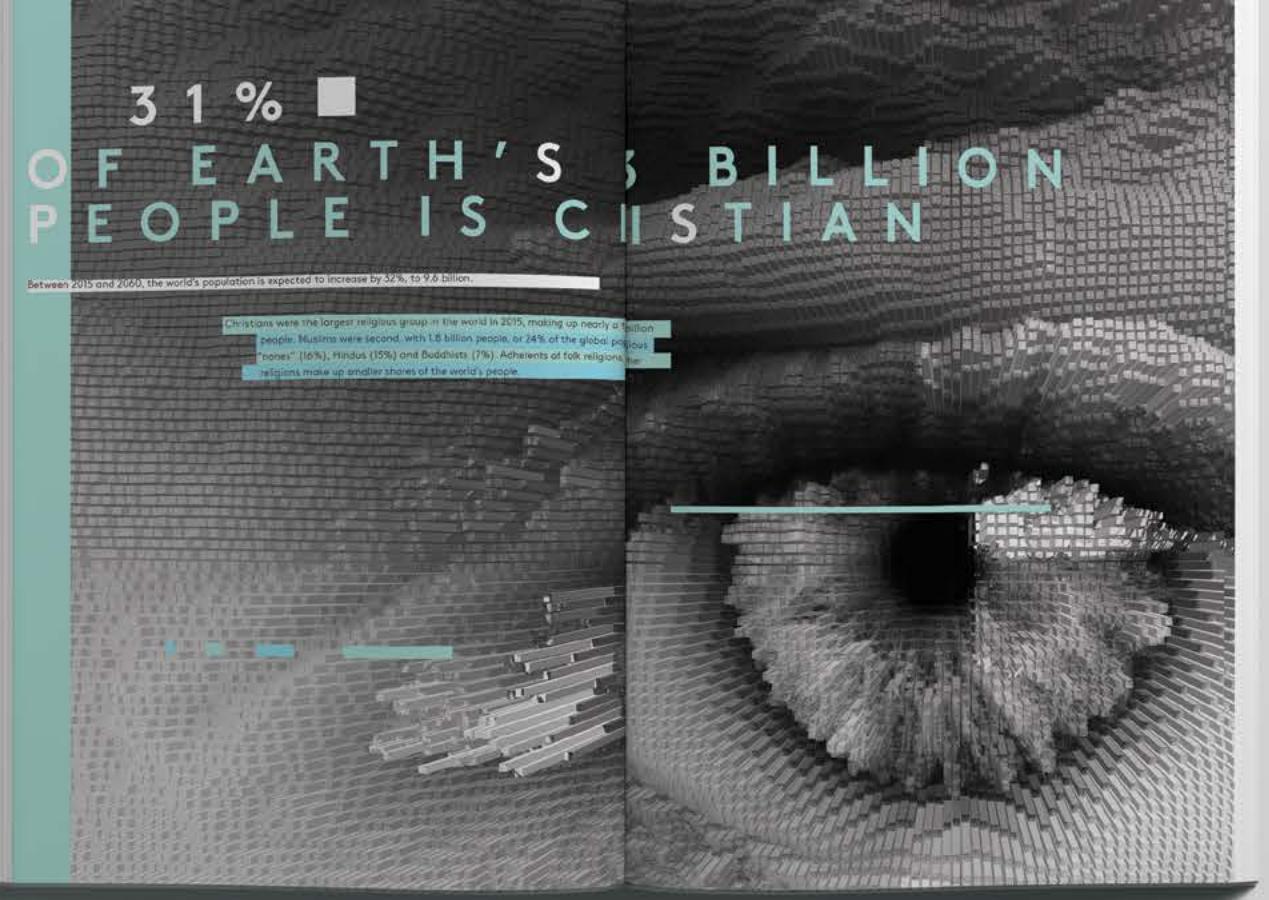
PINK



*Pre-Internet Era:
Evolution Of Skepticism*

R U S S E L L ' S

T E A P O T

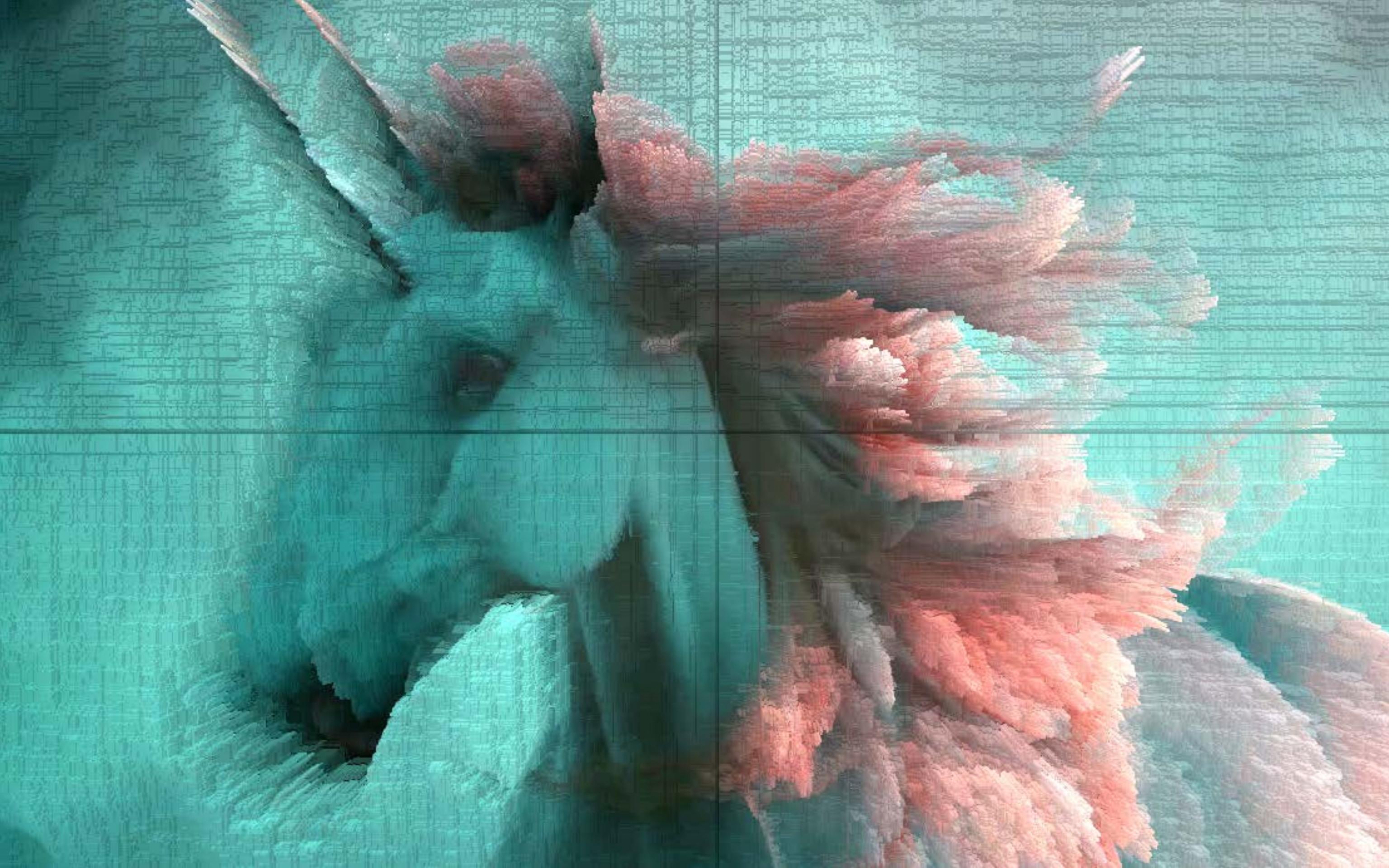


Christian
Birth 32%
Deaths 37%

Christian
Birth 35%
Deaths 31%

The
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supe
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Pink
and
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but

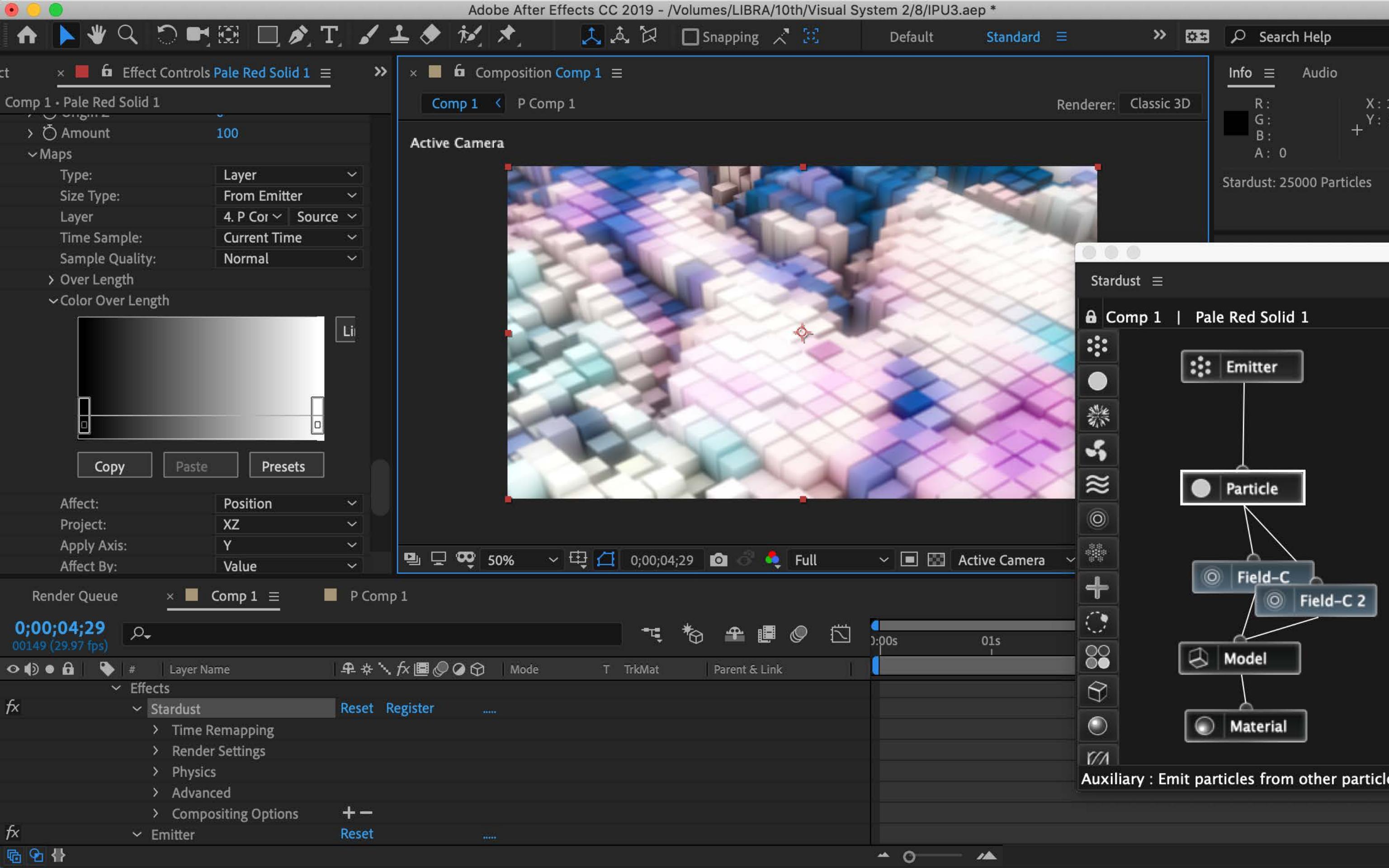




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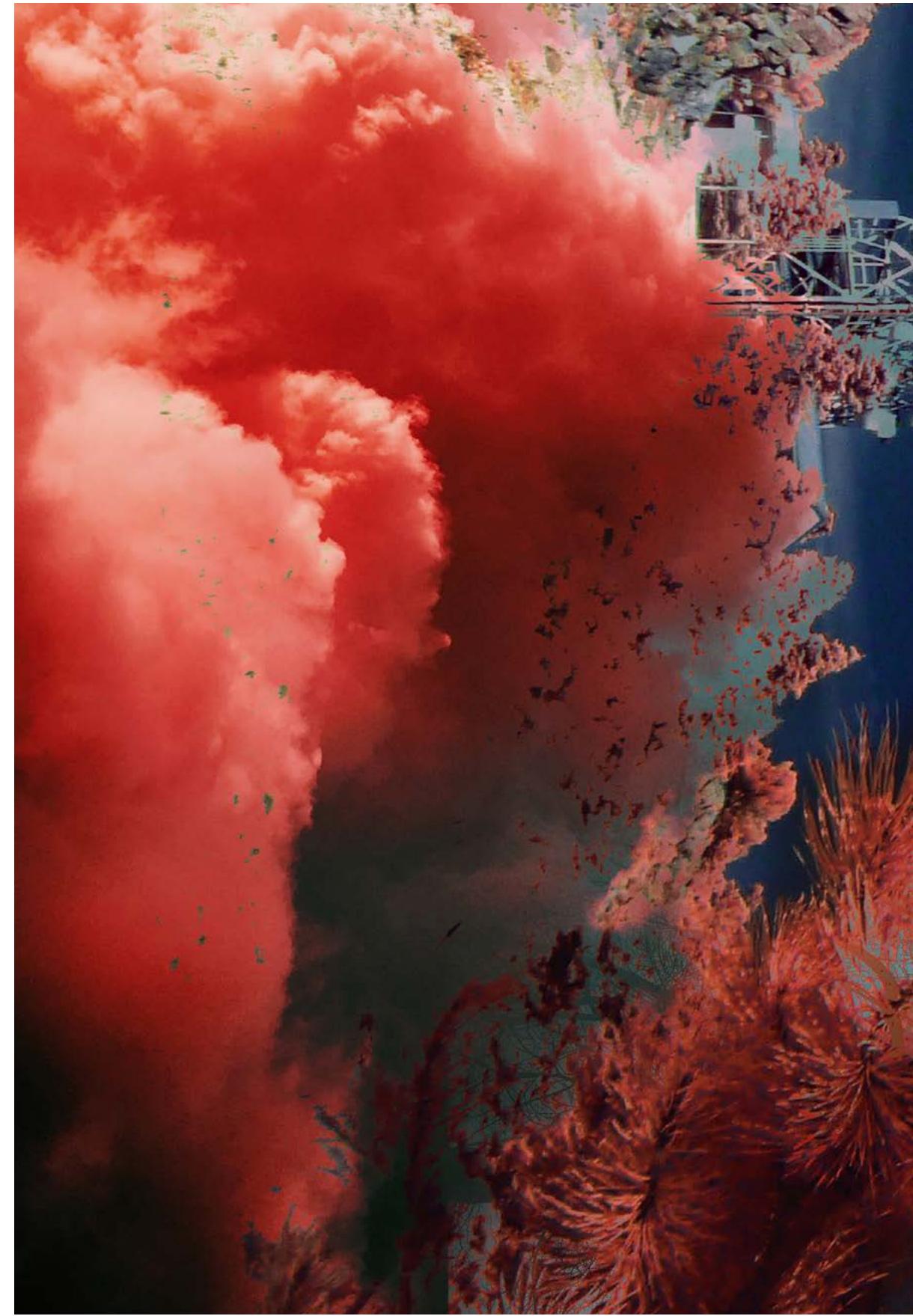








Invisible Passenger



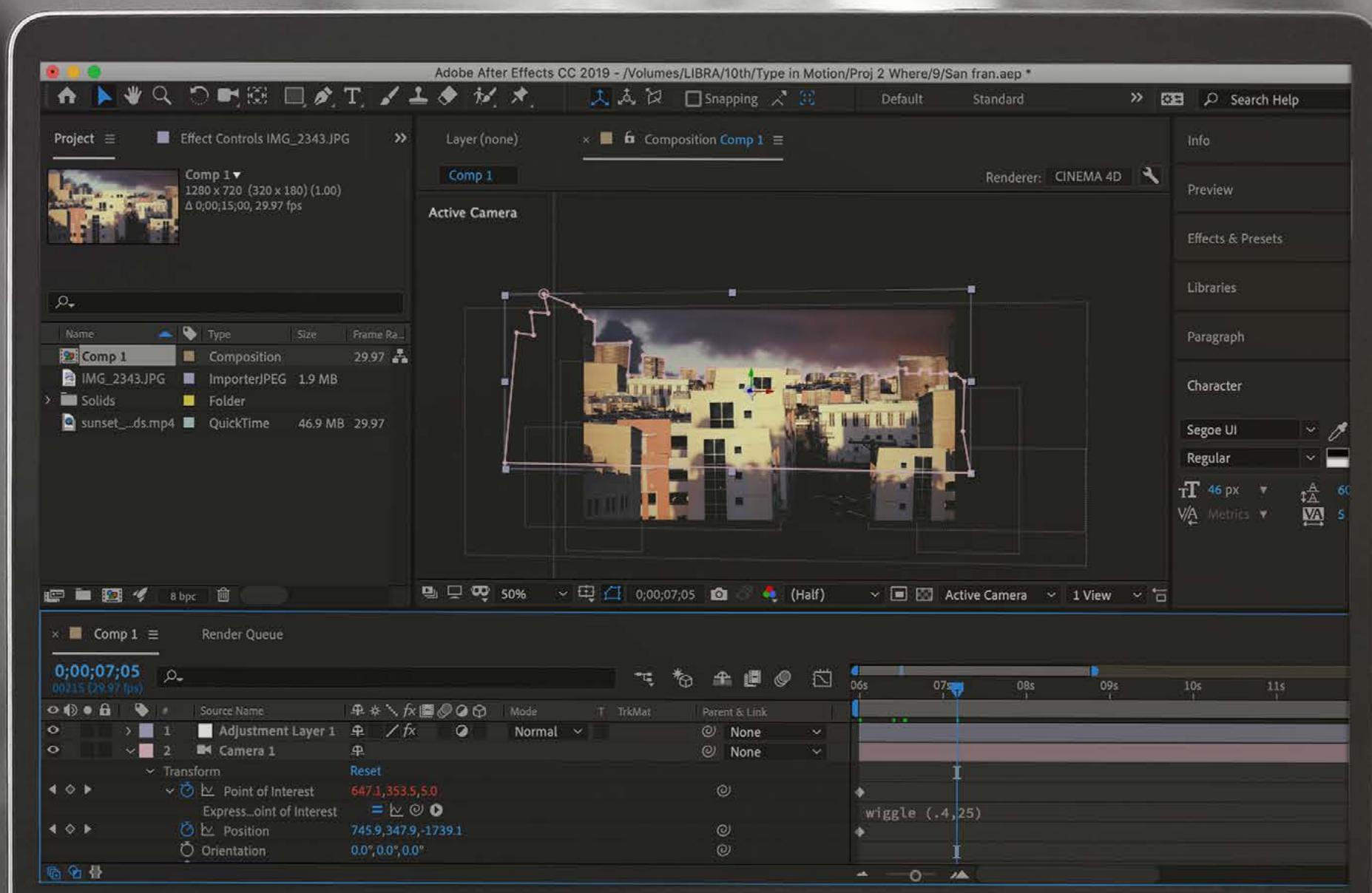
{ PROJECT NAME }
Discover:
Where Are You?

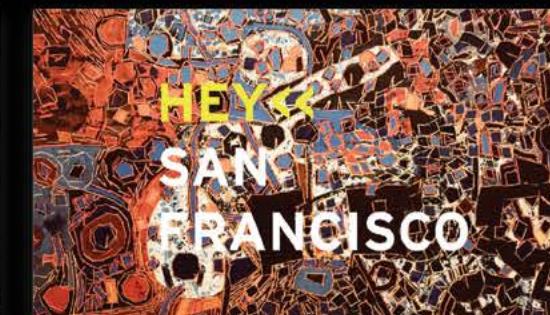
{ OBJECTIVE }
Combine images, sound, and type to create a short motion sequence that answers the question "Where are you?" Use original photography to chronicle the surrounding world.

{ APPROACH }
My concept expresses how I feel about people getting lost in the digital world. Social media, television, it is all about the invisible network. We are like "Invisible Passengers." I hope people can once again connect with each other in the real world.











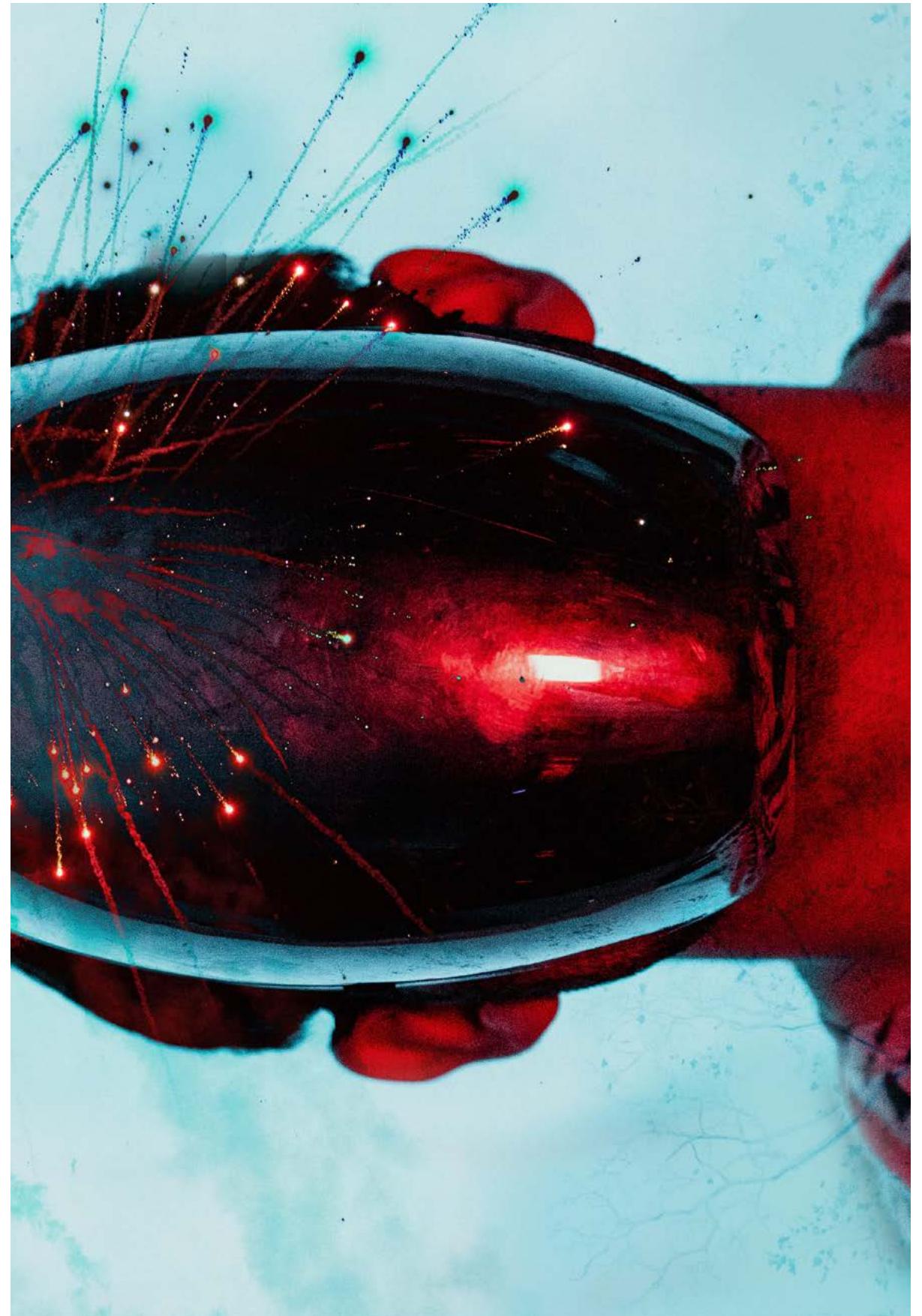
{ FANTASTIC PLANET } { DESIGNER } HANKAI YAN







Tokyo Fever

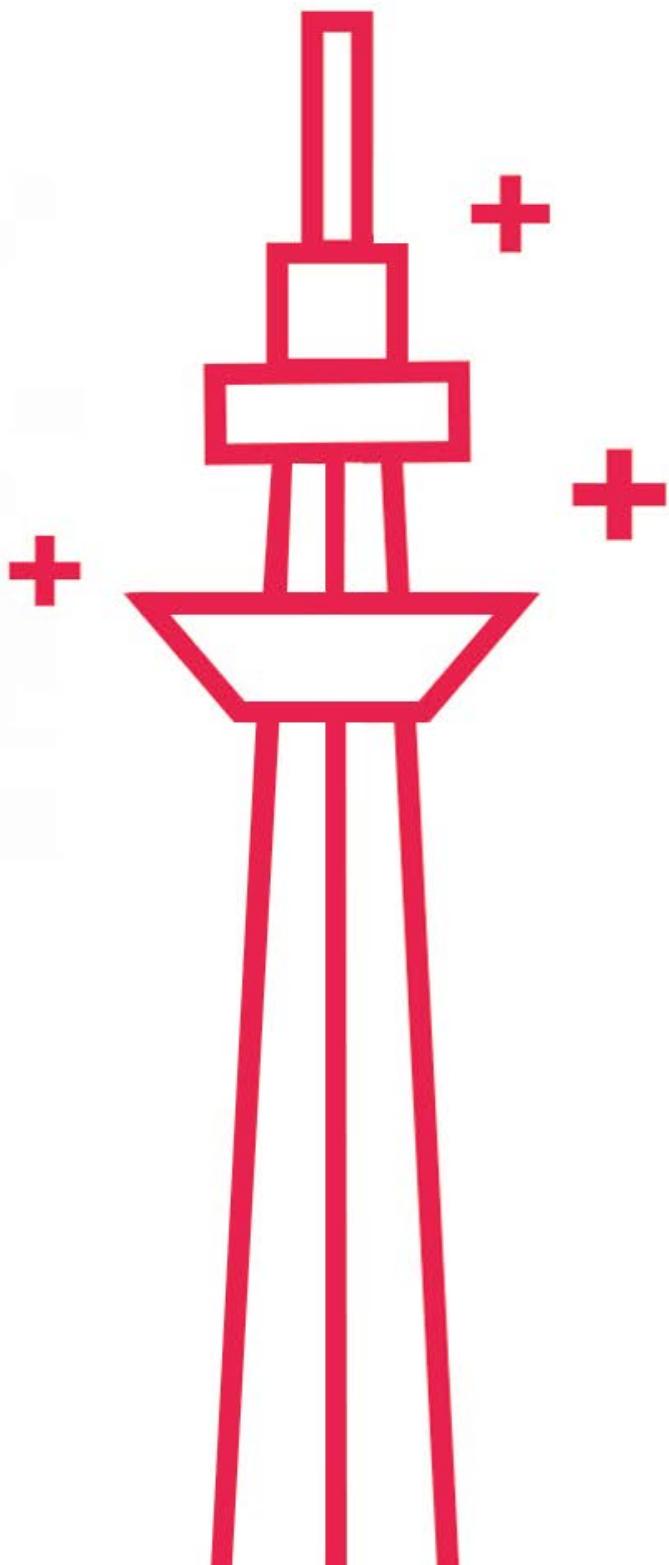


{ PROJECT NAME }
Spotlight Tokyo:
Asahi Beer

{ OBJECTIVE }
Asahi Breweries, Ltd. (アサヒビール株式会社) has a long history. Create a new label for Asahi Beer packaging system, including the front and back label and carrying case.

{ APPROACH }
I redesigned the visual system for limited edition packaging using a modern and minimalist style. The line art represents a landmark in Tokyo. This direction is aimed for new customers, building a connection to the younger generation.







Asahi, pronounced "Ah-Sah-Hi", means "Rising Sun" and is Japan's number one premium beer known for its clean, crisp and refreshing taste. It is brewed by an authentic Japanese recipe using only the finest natural ingredients.

Government warning (1) According to the surgeon general, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery and may cause health problems.



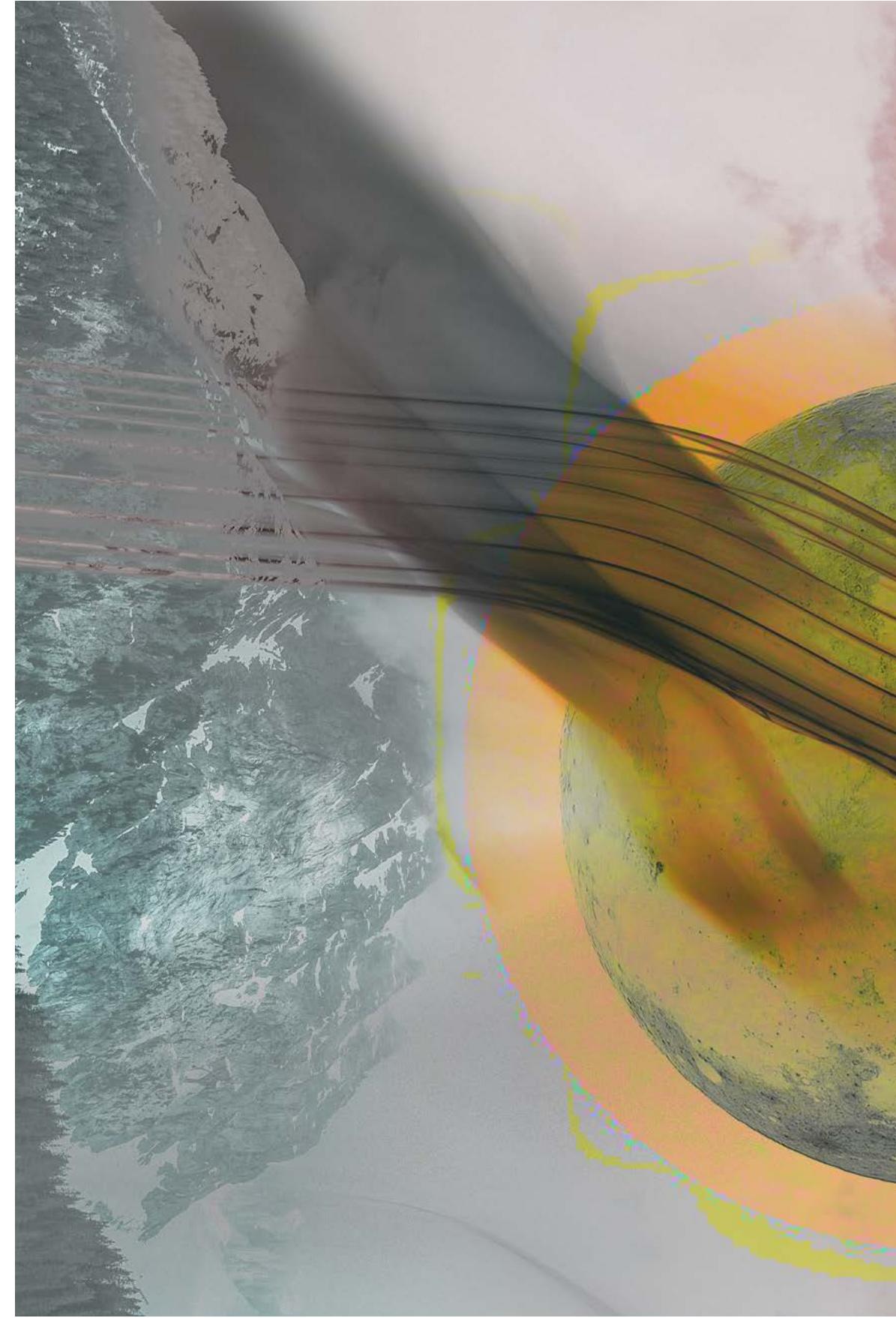
5%
ALC.
vol 355ml

ASAHI BREWERIES, LTD.
3-7-1 Kyobashi Chuo-Ku
Tokyo 104-8323 Japan
Telephone: (03) 5608-5112
Fax: (03) 5608-7111
<http://www.asahibeer.co.jp>





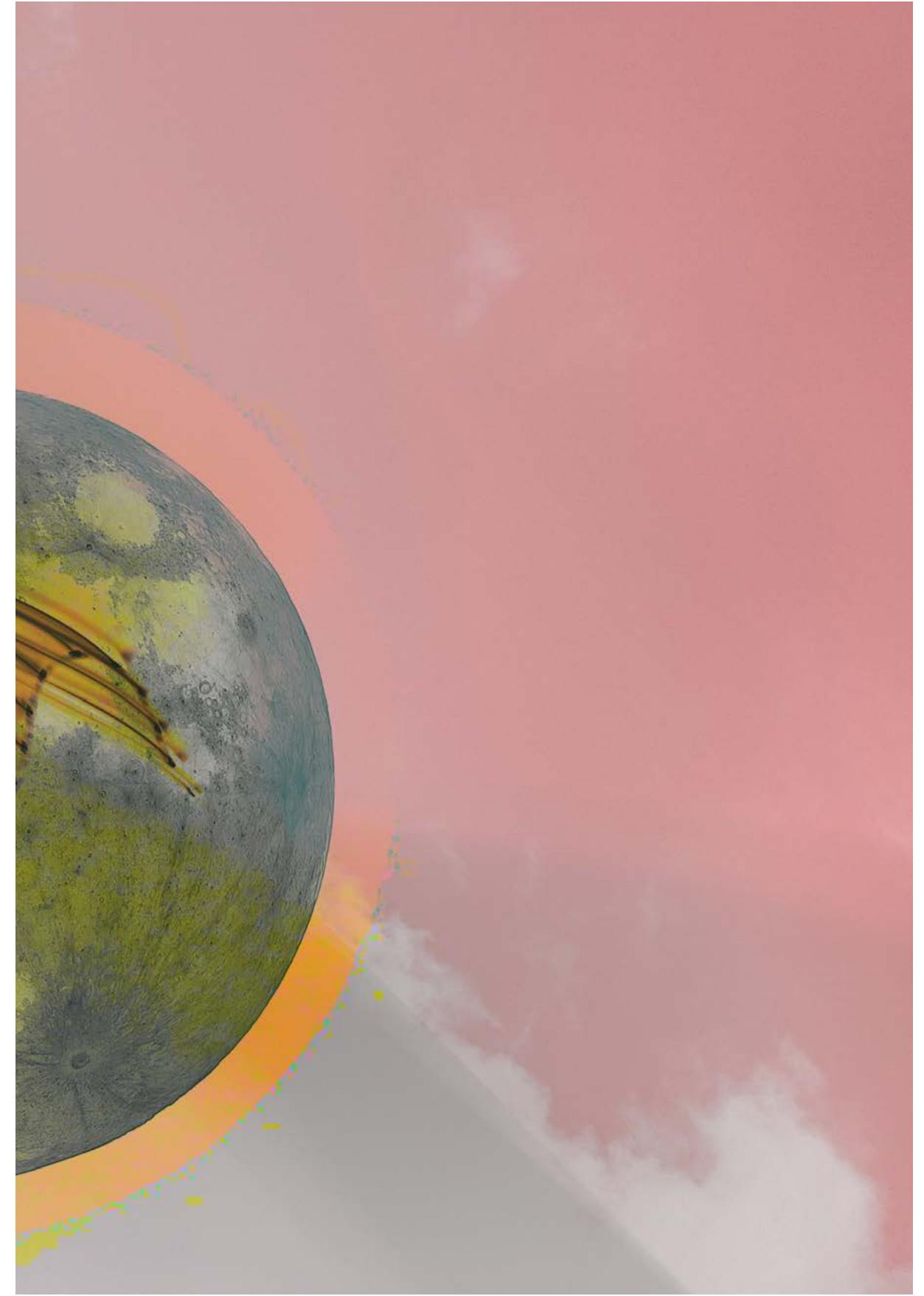
Spiritual Awakening

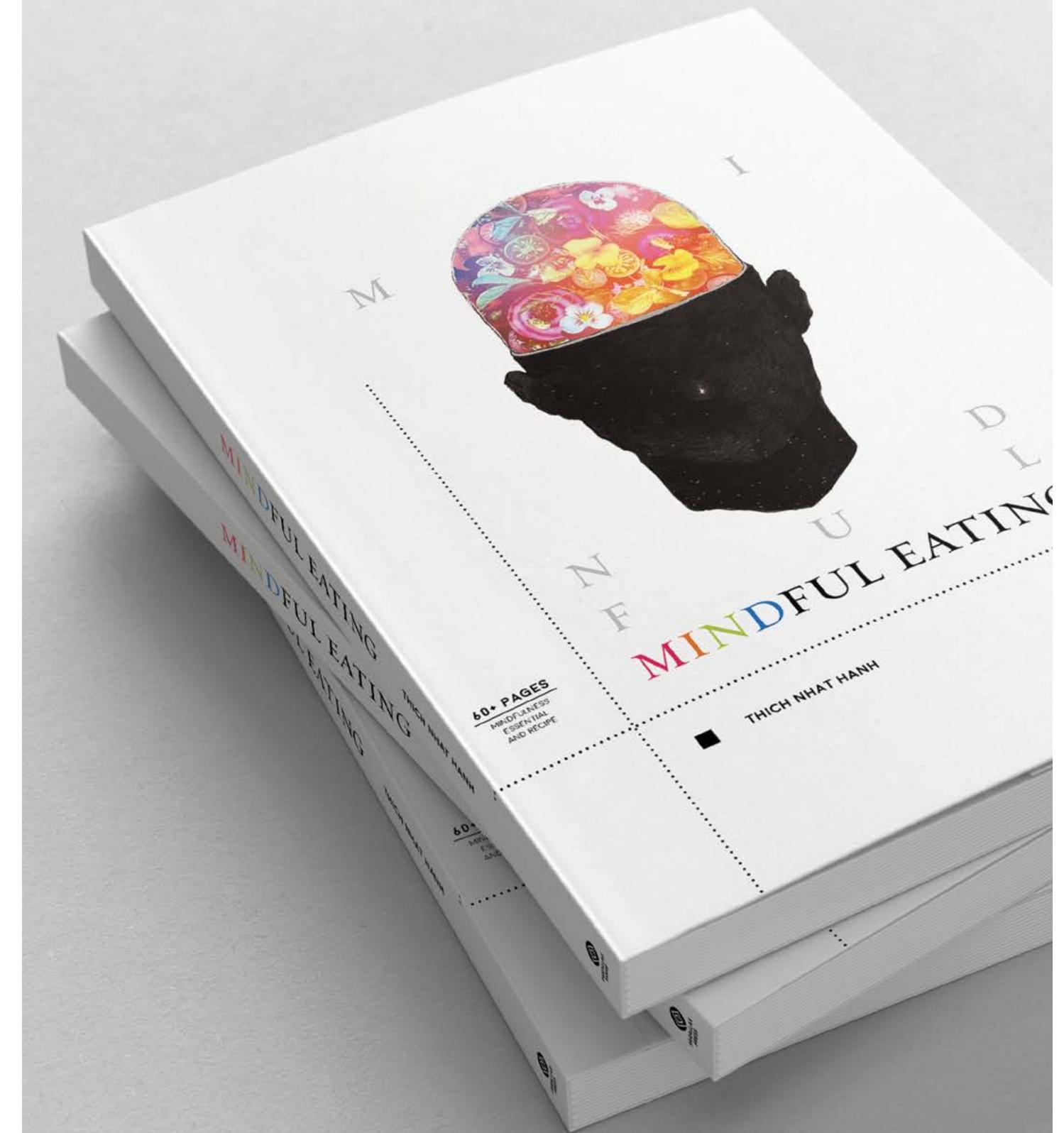


{ PROJECT NAME }
Mindful Eating:
Thich Nhat Hanh

{ OBJECTIVE }
Design a collectible edition conceptual cookbook. The modern diet is not just about the nutrition, it is about connecting the entire body and spirit to nature.

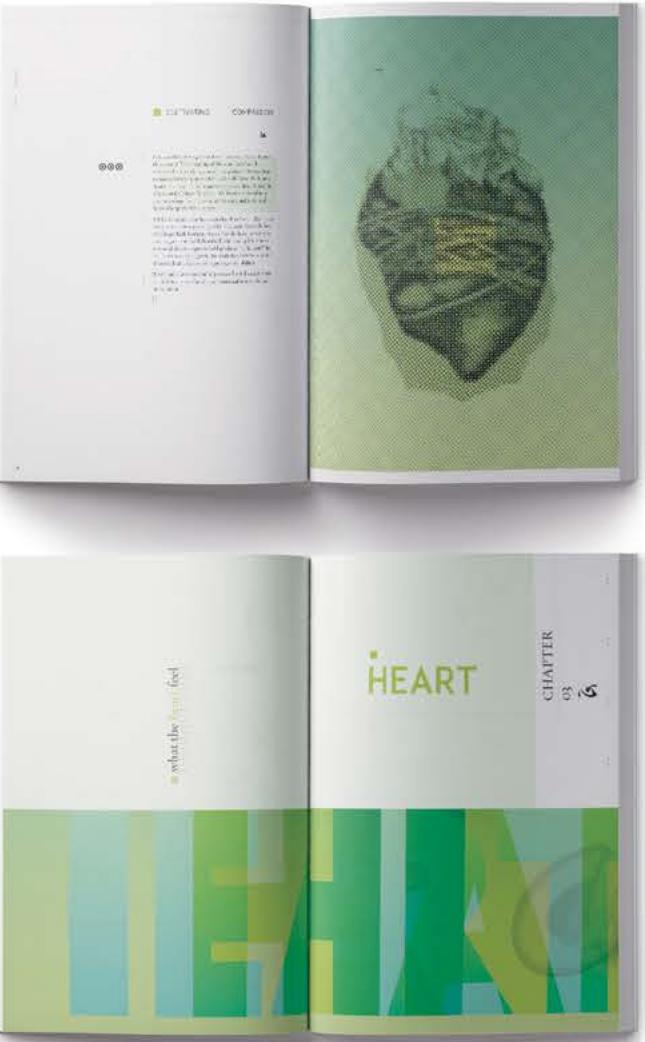
{ APPROACH }
Every part of the human body has its own needs. My primary objective is to introduce eating mindfully. It is like a poetic lifestyle. Therefore, I designed an art cookbook based on poetry and quotes from the Buddhist monk Thich Nhat Hanh.





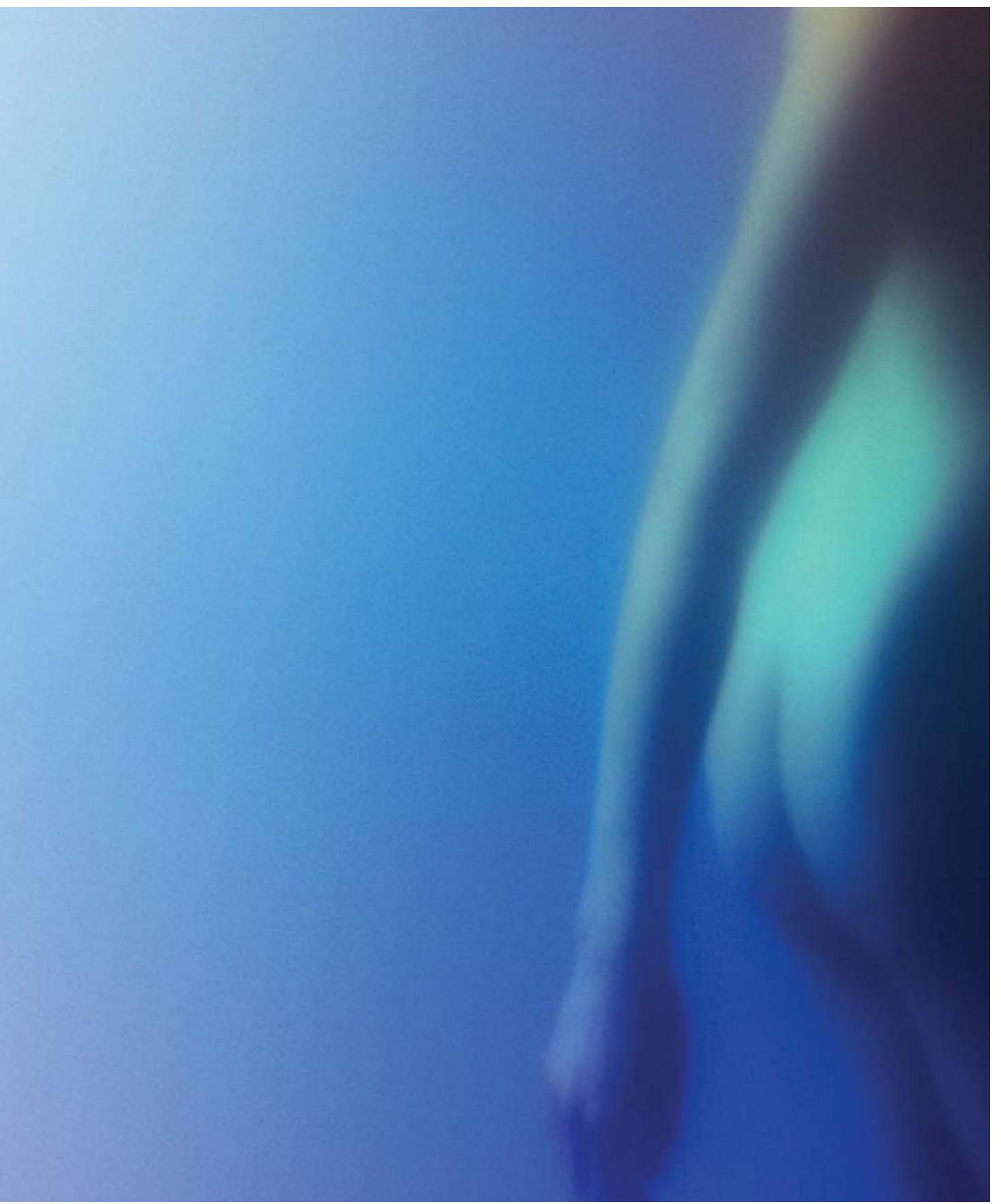




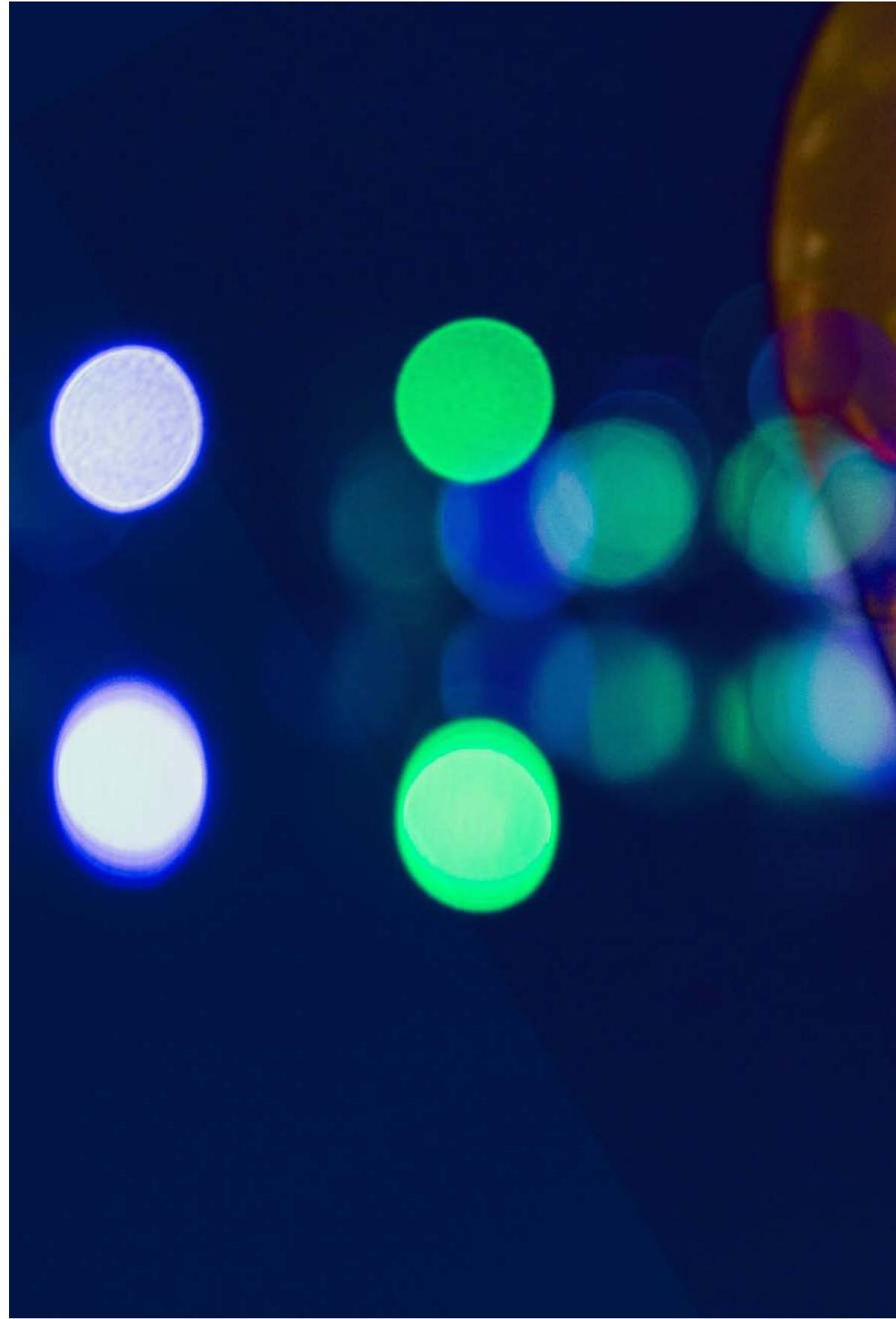








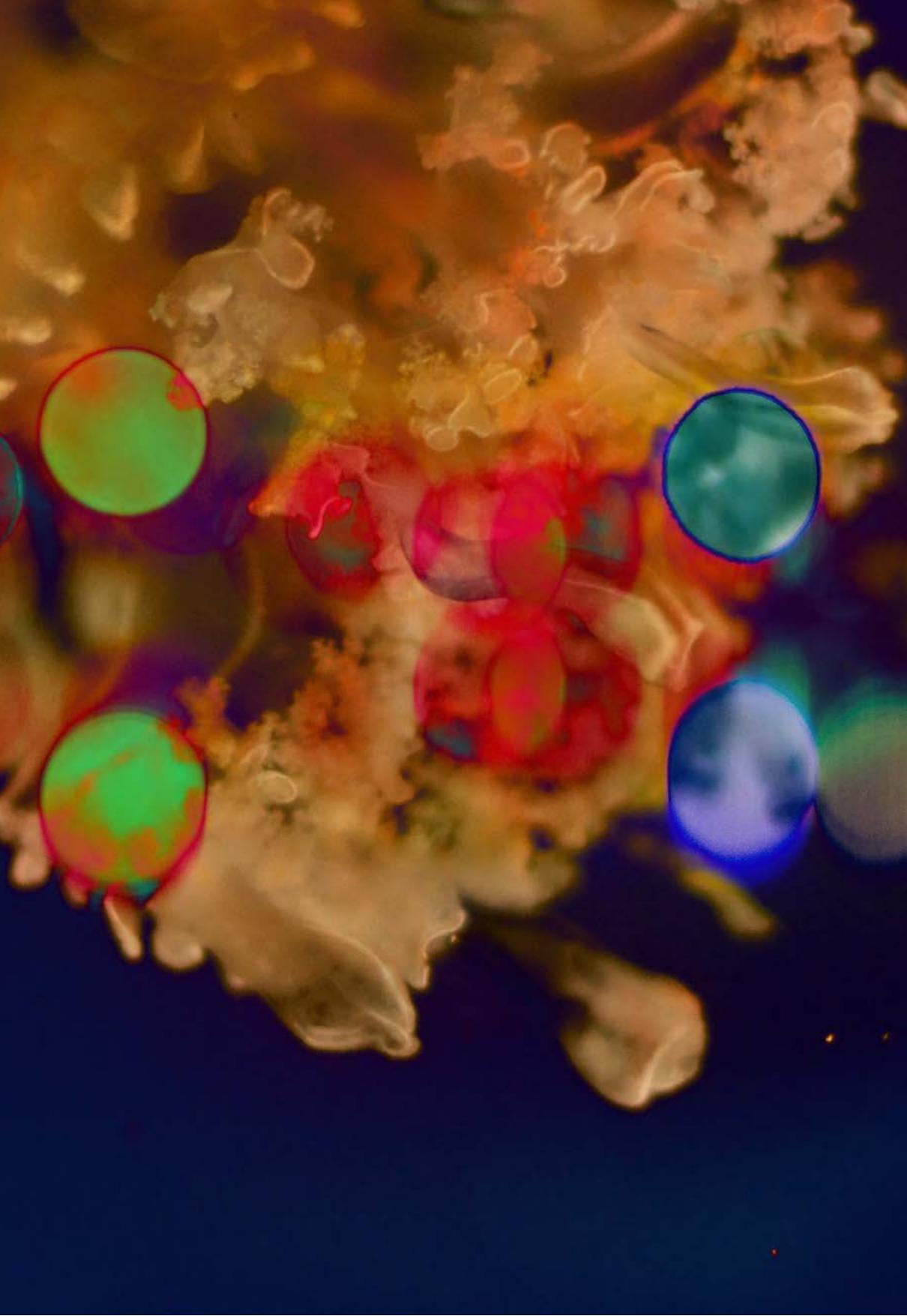
Reversed Time

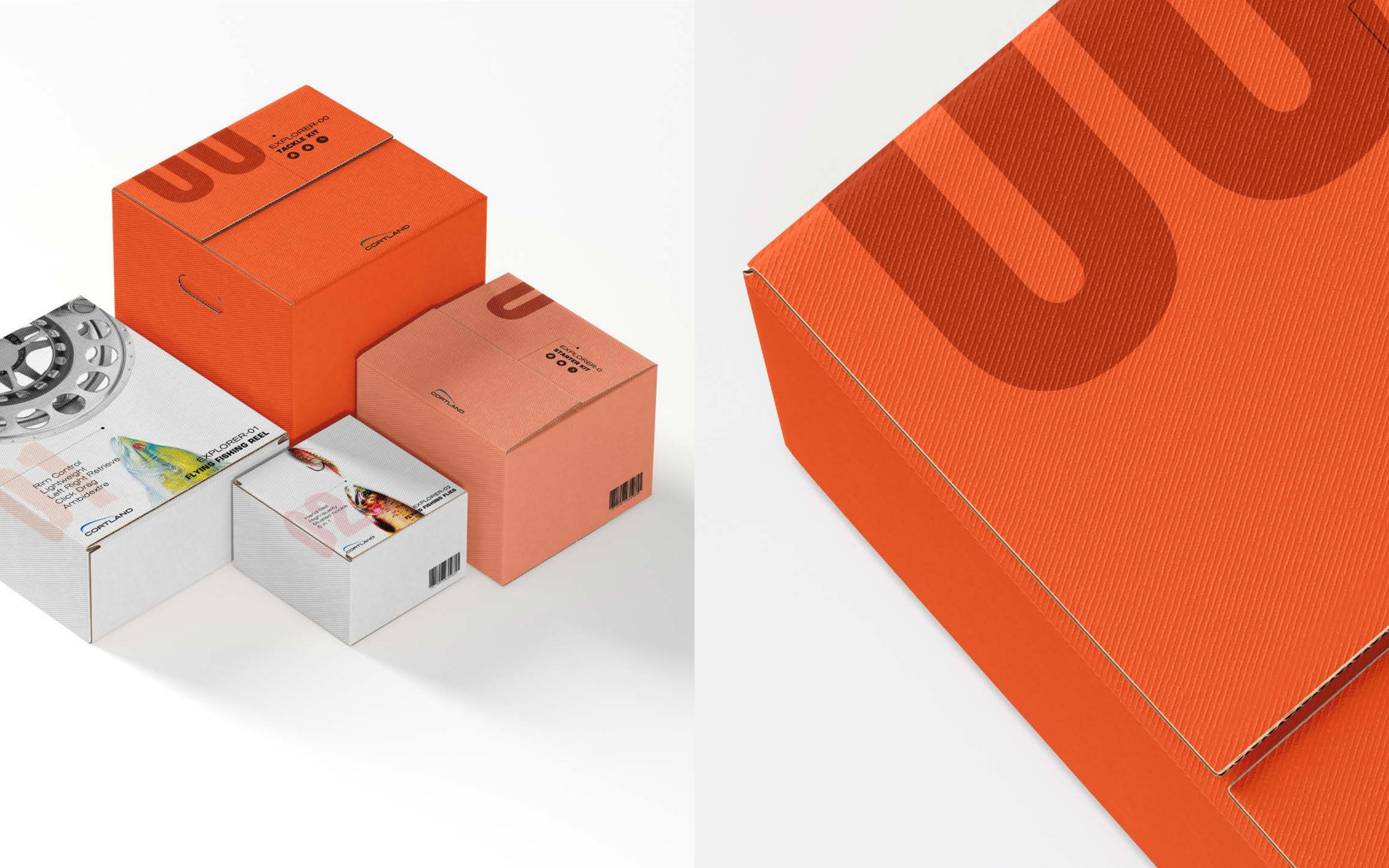


{ PROJECT NAME }
Cortland Line
Packaging&
Accessories

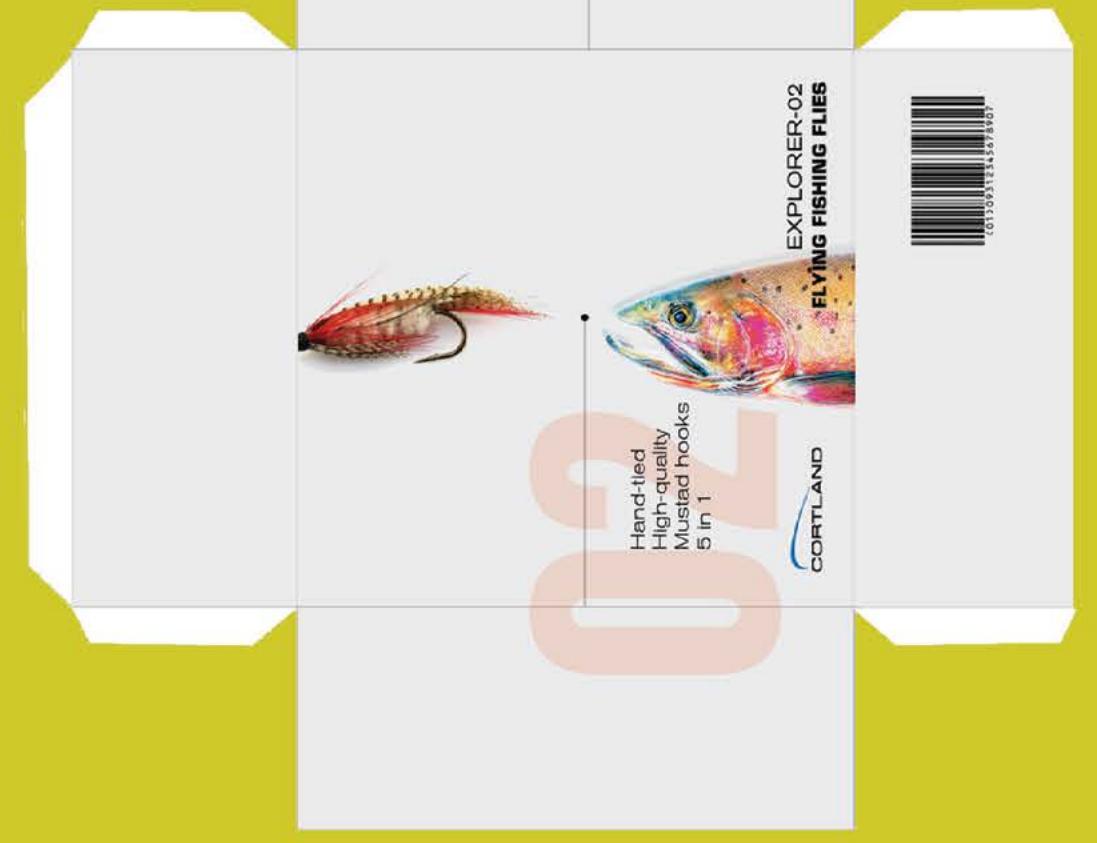
{ OBJECTIVE }
Design a new packaging system for Cortland Line, a world
leader in manufacturing fly fishing and braided line products,
including fishing reels, fishing lines, tackle boxes, etc.

{ APPROACH }
The art of fly fishing has been and always will be what drives me to develop a concept for this brand. The new sub-brand system has a bold image combination, targeted towards entry level young and middle-aged people with a passion to fish.











• Ultralow Str
• High Sensit
• Welded Loops

CONTACT L

3736 Kellogg
Cortland, NY
www.cortlan
1-800-847-6

EXPLORER-03 FLYING FISHING LINE

With over 100 years of passion,
we remain focused on developing
the most advanced fly fishing and
braided line products offered
today. All of our lines share the
latest in line technology.



Product Info for Cortland Line
CDM Pre-Spooled Fly Reel.



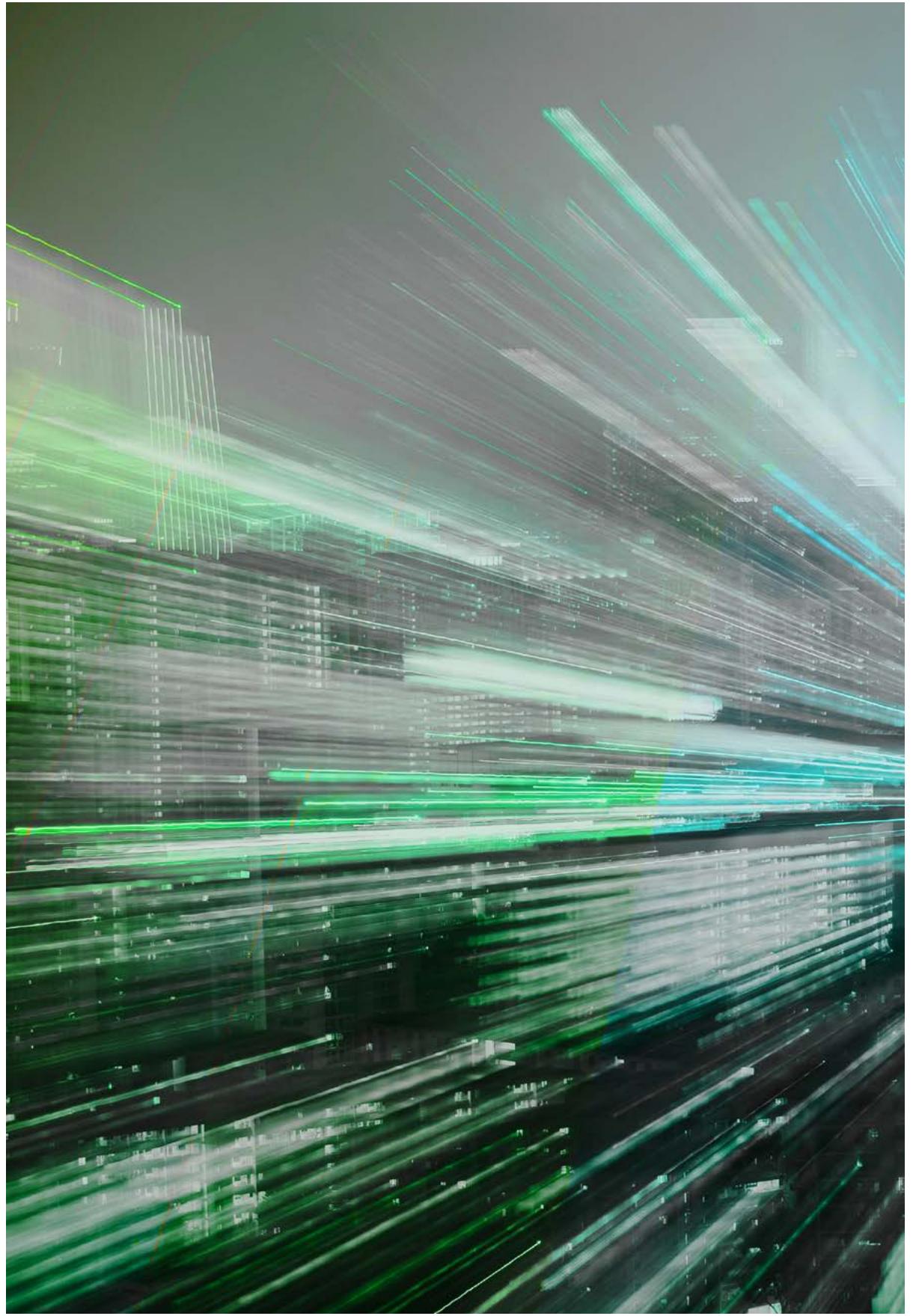
Fishing Lures by Cortland Line
feature a cast aluminum design.



Low stretch allows for enhanced
detection of takes.



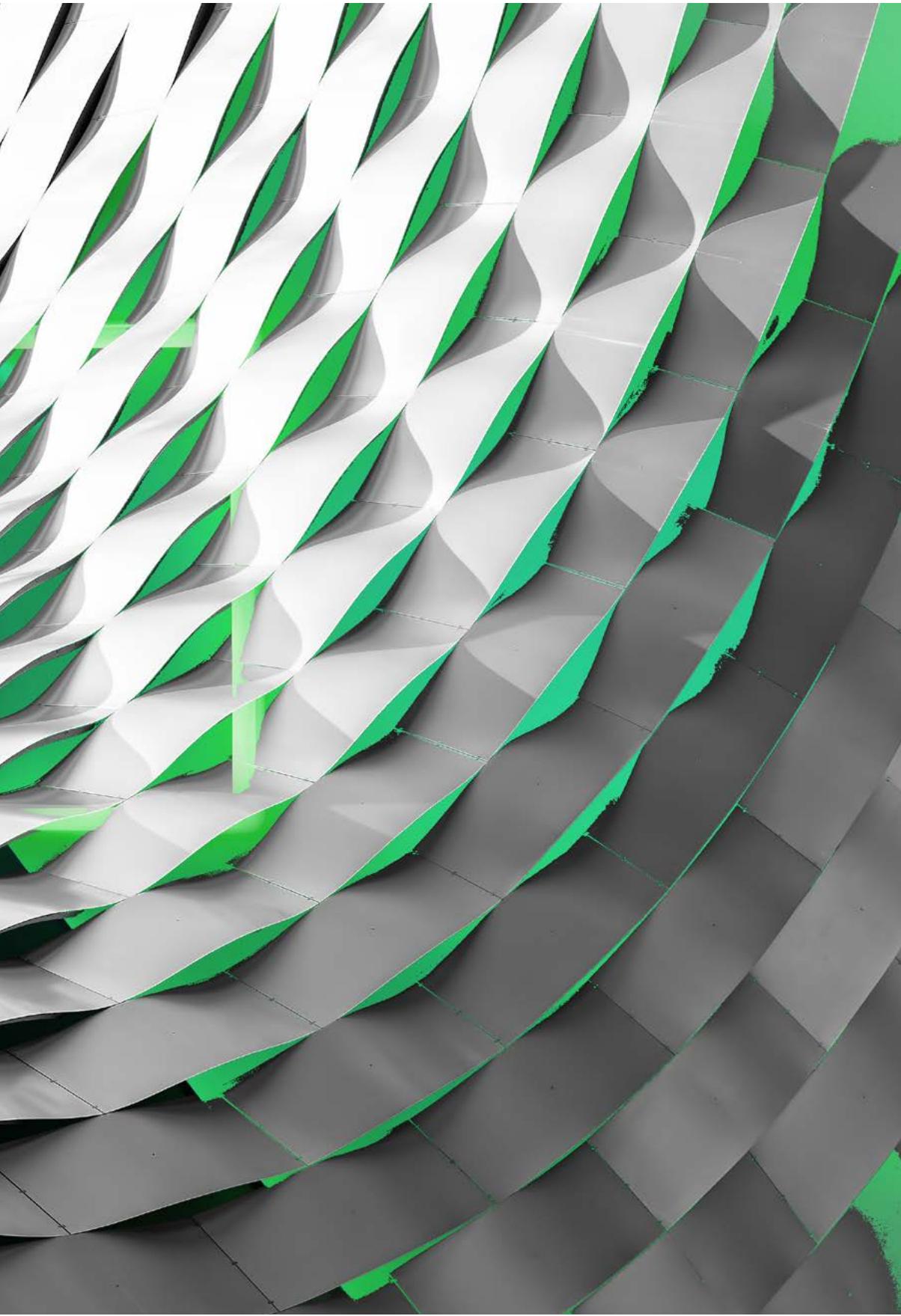
Halo Effect

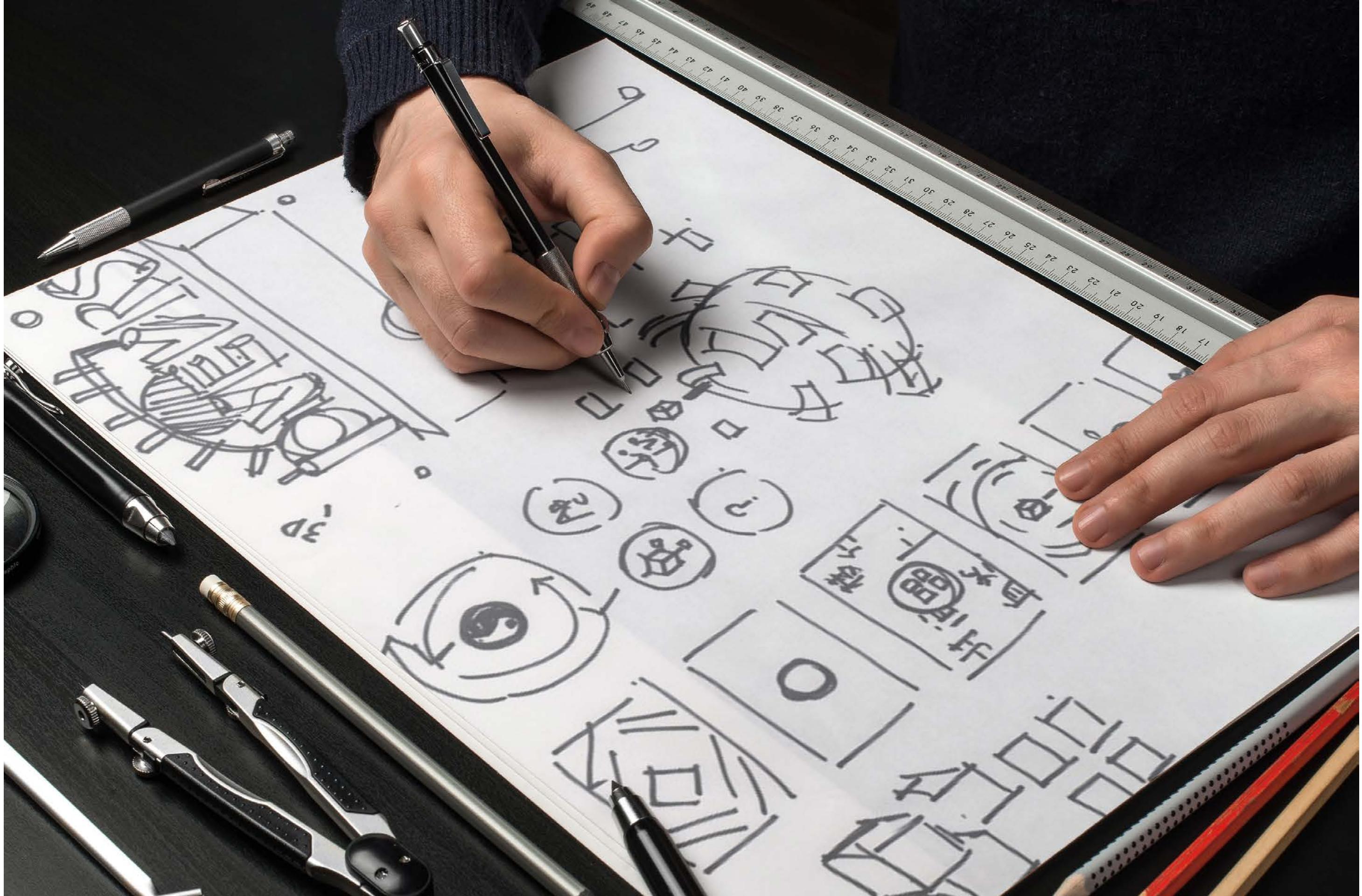


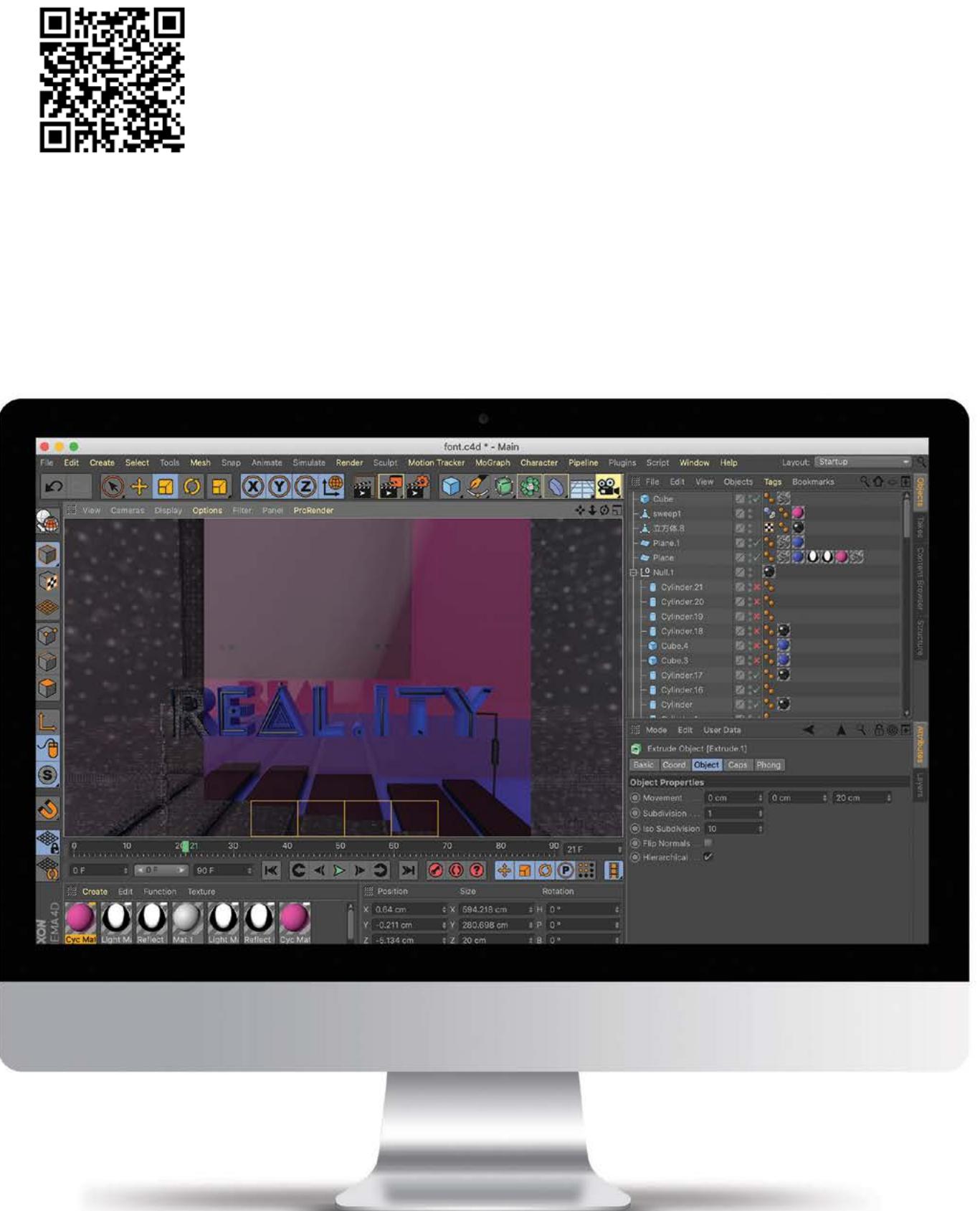
{ PROJECT NAME } Microsoft: Connection

{ OBJECTIVE } Create a short type-based animation that captures something positive about Microsoft. Try to find harmony in diversity and revive the brand.

{ APPROACH } My goal is to refresh the image of this company and show its rich diversity beyond the operating system market. People get connected from everywhere by Microsoft. Take a look at Microsoft from different perspectives.

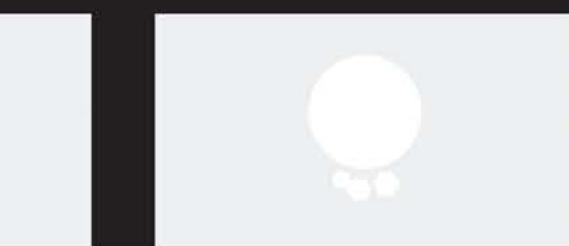




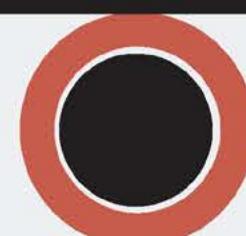
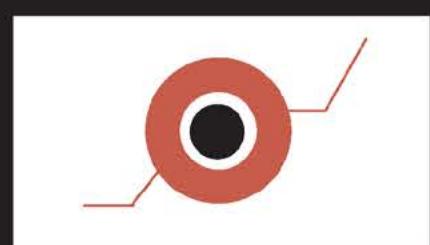
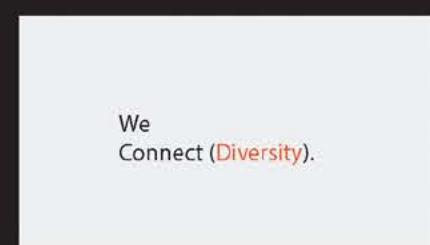


```
graph TD; Microsoft[Microsoft] -- "Global - Connection" --> Climate[Climate]; Microsoft -- "Value" --> Humanity[Humanity - Animal]; Microsoft -- "Value" --> Thought[Thought]; Microsoft -- "Innovative" --> Product1[Product]; Microsoft -- "Innovative" --> Ideas[Ideas]; Microsoft -- "Creative" --> Change[Change]; Microsoft -- "Product" --> Creative[Creative]; Microsoft -- "Diversification - Microsoft" --> Diversification[ ]; Microsoft -- "Multi-culture - Microsoft" --> MultiCulture[ ]; Microsoft -- "Modem" --> Modem[Modem]; Microsoft -- "Future" --> Future[Future]; Microsoft -- "City" --> City[City]; Microsoft -- "Culture - Movie" --> CultureMovie[Culture - Movie]; Microsoft -- "Music" --> Music[Music]; Microsoft -- "Sports" --> Sports[Sports]; Microsoft -- "Asia - China" --> AsiaChina[Asia - China]; Microsoft -- "Europe." --> Europe[Europe.]; Microsoft -- "Robot - Technology" --> RobotTech[Robot - Technology]; Microsoft -- "AI - VR" --> AI[AI - VR]; Microsoft -- "Robot - Technology" --> RobotTech[Robot - Technology];
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We Work As One



We
Connect (**Diversity**).



We
Connect (**Innovation**).



We are one of the largest research
organization in the world.

We
Connect (**Environment**).

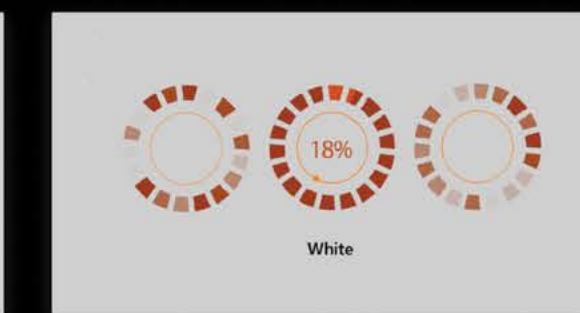
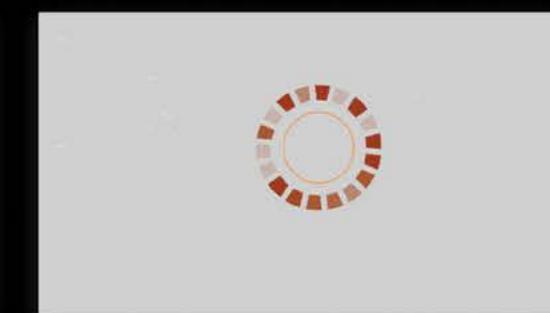
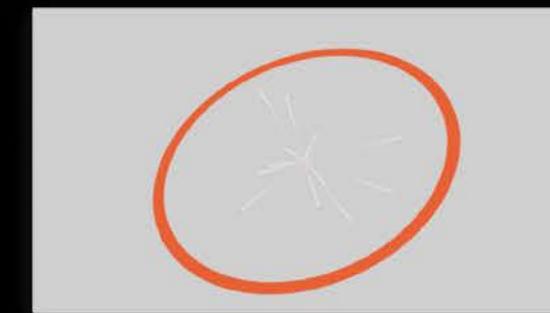


We lead the way in sustainability and use our technologies

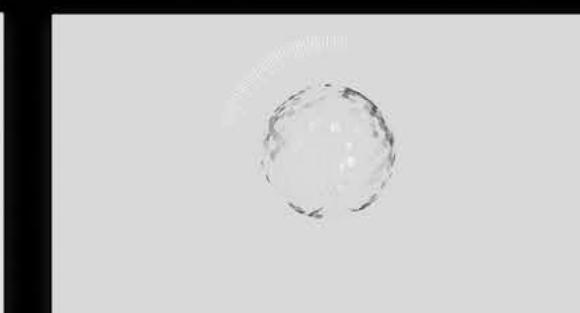
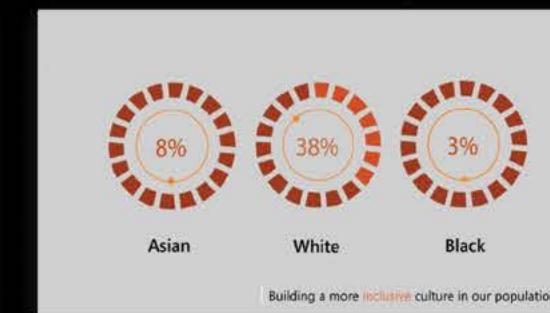
We
Connect (**Responsibility**).



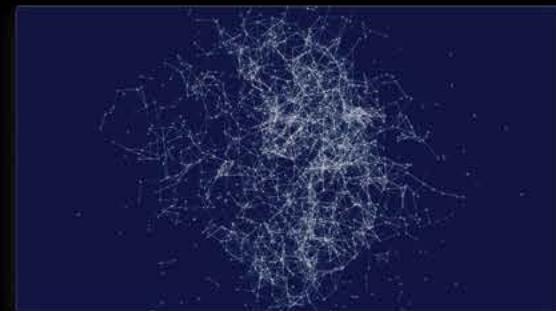




Building a more **inclusive** culture in our population

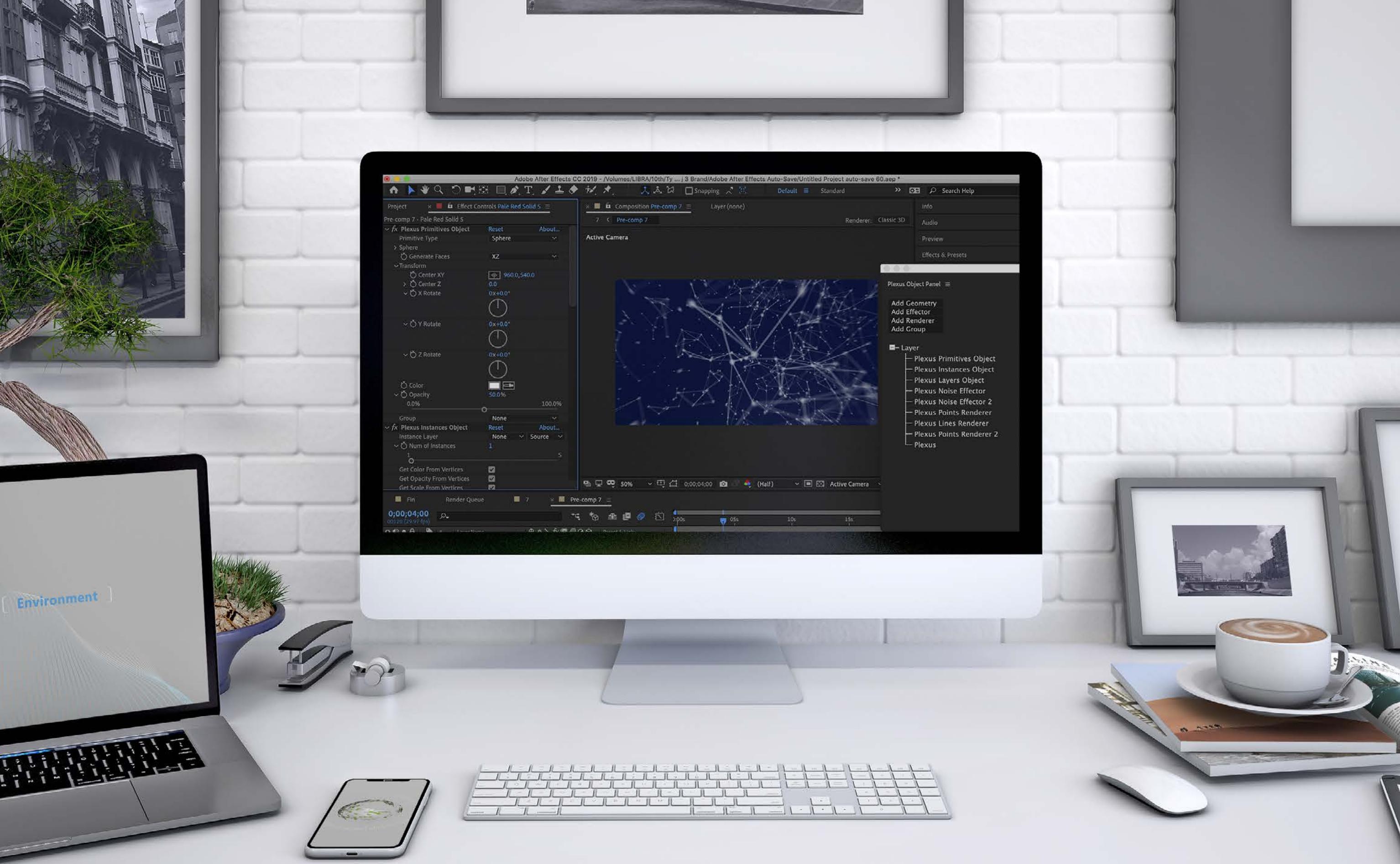


We
Connect | Environment



We
Connect | Responsibility







[Minimize the **impact** of our products.]

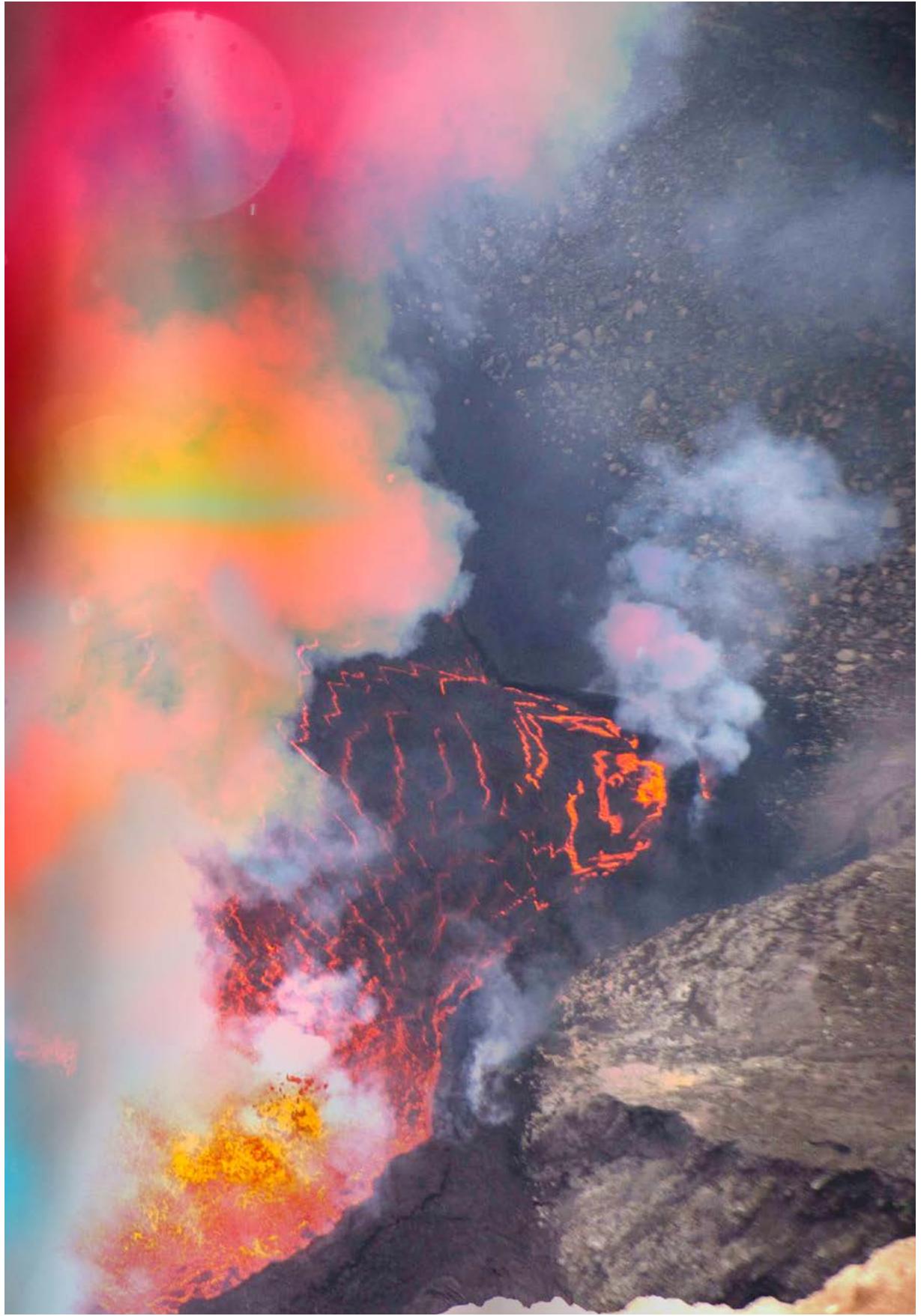
Mirroring World



{ PROJECT NAME } Collection: Mirroring World

{ OBJECTIVE } Create a photographic image collection with the various components, including subject matter, concept development, contrast, emotional impact, and message.

{ APPROACH } My life is an unfinished poem. Through a camera, I hold up a mirror to the world. As a designer, I not only want to show my visualization skills but also my perspective of this world. There are so many unusual details yet to capture.

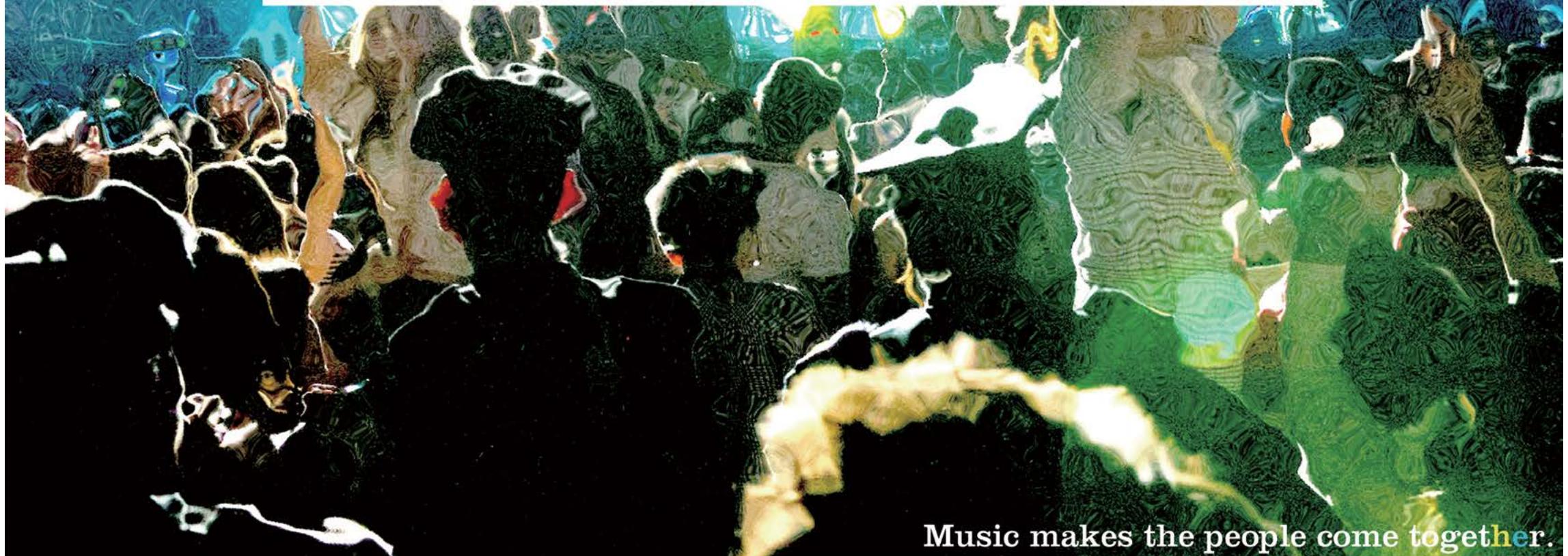












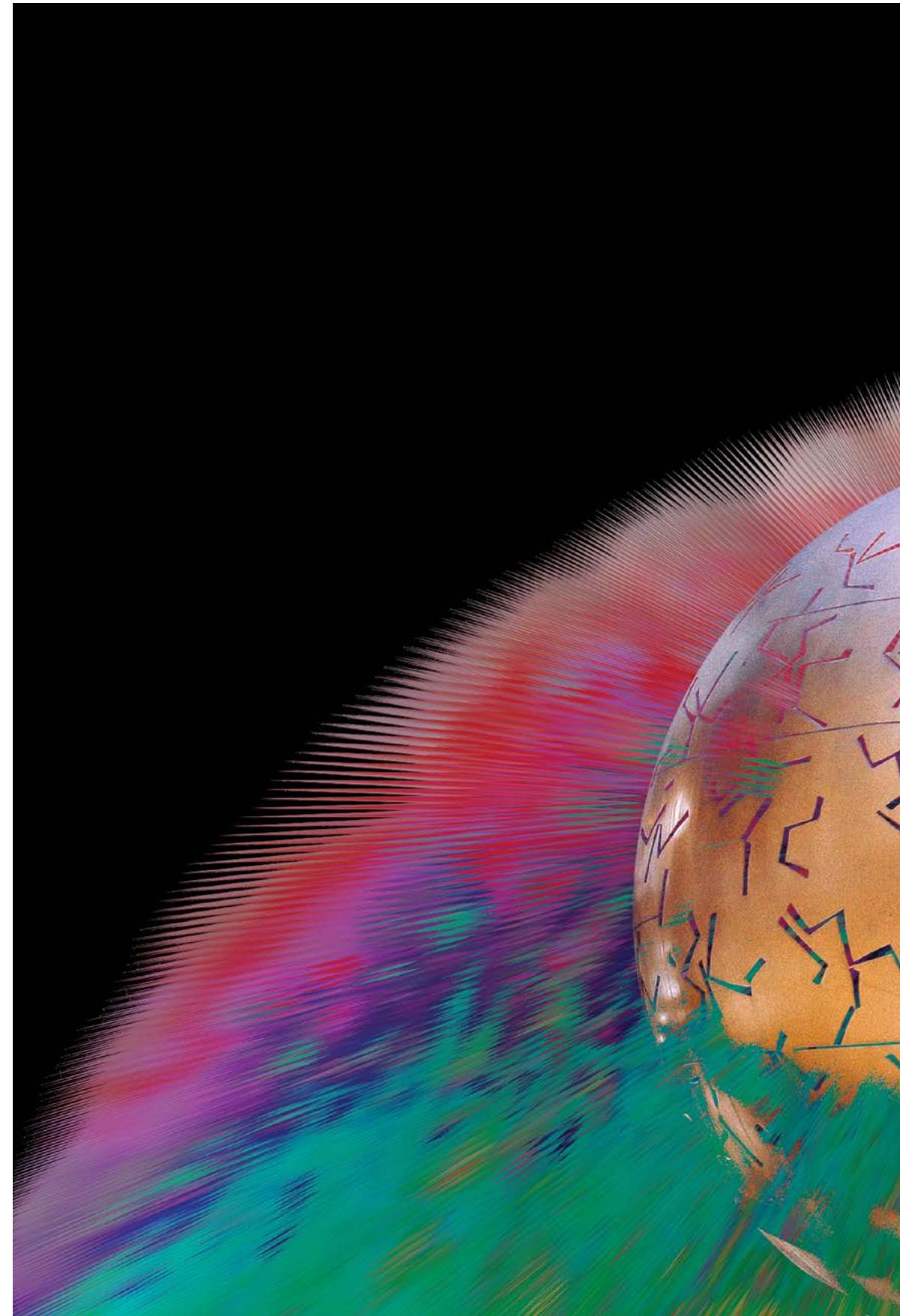
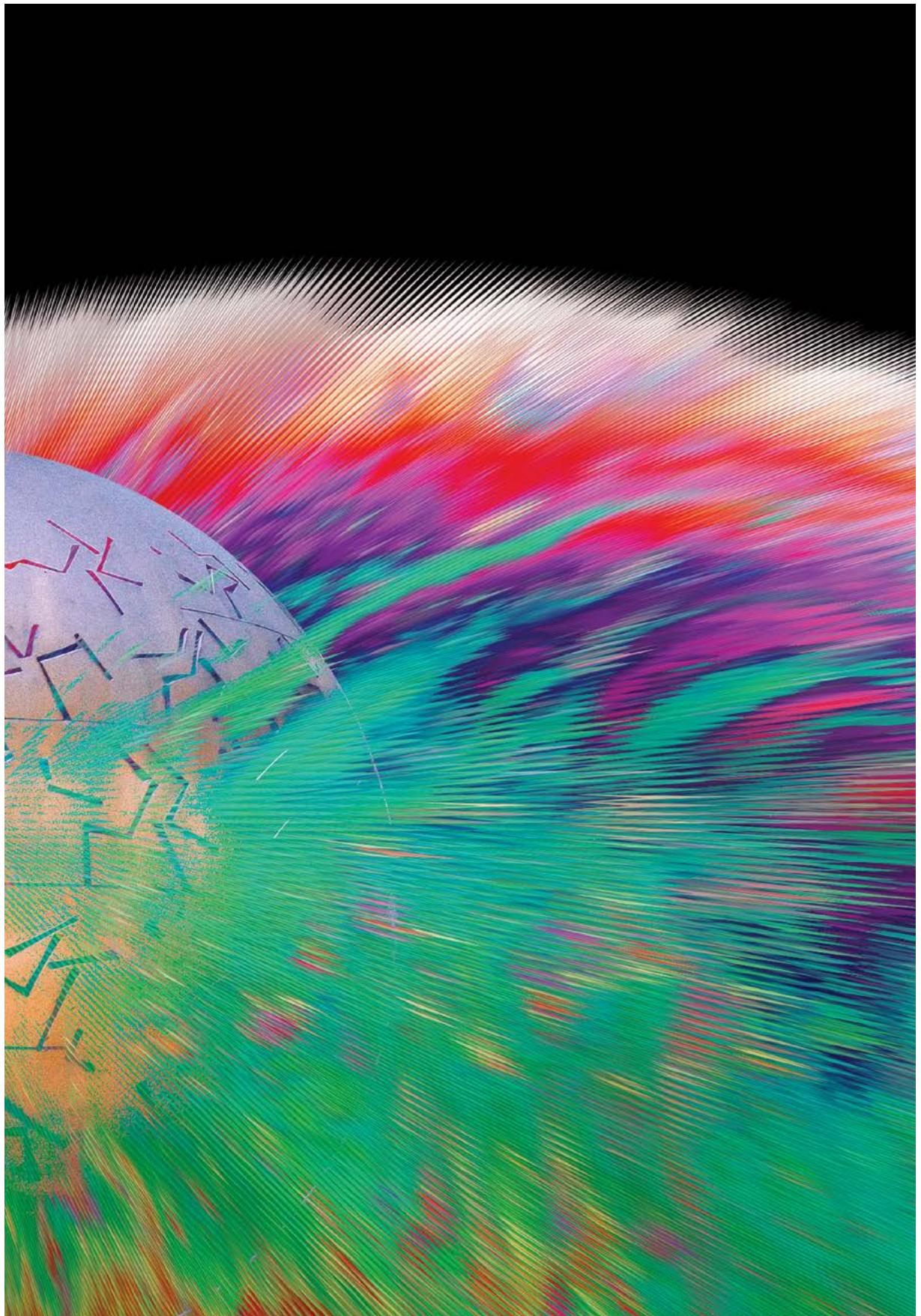
Music makes the people come together.

Edge Perception

{ FANTASTIC PLANET }

{ DESIGNER } HANKAI YAN

{ CHAPTER } 09/09

{ PROJECT NAME }
Prime X
Paint Product Line{ OBJECTIVE }
Create a designer paint product line. Integrate the brand identity with the package. Try to explore all aspects of the creative process that comes to mind.{ APPROACH }
I created my own paint product line, named "Prime X." By using elements like curves and shapes, I try to create a feeling of post-modernism. "X" is an important element of my design, which represents my concept: You can create anything with your paint.





Prime

MIXED PAINT
EXTERIOR

Realistic Ochre / 1 Gallon



100% VOC-free / Eco-Friendly / Antistatic



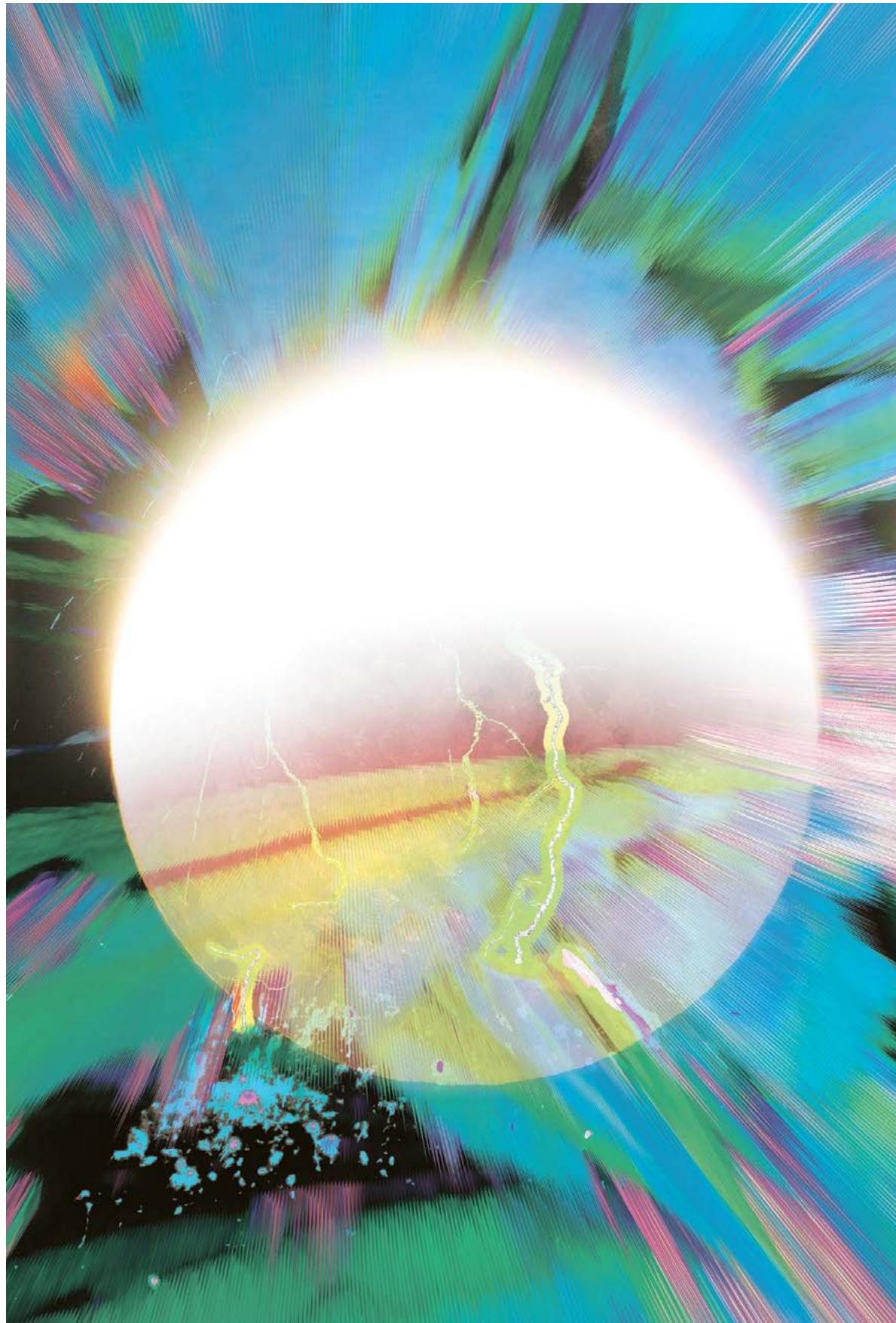








Thank you



INSTRUCTORS

Thank you all for everything you've ever done for me and ever taught me. Mary Scott, Phil Hamlett, Ravit Bennier, Ariel Gery, Megumi Kiyama, Wioleta Kaminska, Thomas McNulty, and Frank Pietronigro.

FAMILY & FRIENDS

Thank you all for being part of my life, teaching me to care and to have a giving heart.
烟雨暗千家，诗酒趁年华。人生如梦，一尊还酹江月。

INSPIRATIONS

Thank you for being my icons. Daft Punk, Gorillaz, Kylie Minogue, and 安室奈美惠.

GORGEOUS INVASION / 华丽入侵
CONSTRUCT ILLUSION / 构筑幻象
INVISIBLE PASSENGER / 隐形乘客
TOKYO FEVER / 东京狂热
SPIRITUAL AWAKENING / 全面觉醒
HALO EFFECT / 光环效应
REVERSED TIME / 逆转时间
MIRRORING WORLD / 镜像世界
EDGE PERCEPTION / 边缘感知

TITLE
Fantastic Planet

COURSE
Senior Portfolio

INSTRUCTOR
Mary Scott

MAJOR
Graphic Design & Digital Media

SCHOOL
Academy of Art University

SOFTWARE
Adobe Suitcase

TYPOGRAPHY
Menlo
AmadorW01-Regular

BINDERY
Blurb Books

COVER
ImageWrap

PAPER
ProLine Uncoated

WEBSITE
www.neonhank.com

EMAIL
yanhankai@gmail.com

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415-769-9028

