

PORTFOLIO

communication design student

Leung Nam Lin

Hong Kong





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Leung nam lin

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EDUCATION

2019-2022
Hong Kong Design Institute

VISUAL COMMUNICATION

2022-2024
The Hong Kong
Polytechnic University

COMMUNICATION DESIGN(BA)

WORK-EXPERIENCE

Designer (part-time), Beauty Inhere by 13CM
2019-2020

- To promote the brand on social media platforms
- To design the logo for the new branch

Designer (full time internship),Techure Limited
2021-2022

- To design advertising for event at MTR
- To design social media event ig posts
- Website design for Hong Kong library festival 2022
- Renew design of Hong Kong Brands and Products Expo app

INTRODUCTION

I am a person who is curious about a lot of things. I love to appreciate art, coffee, magazine, manga, and movie, and listen music.

I am fascinated to design is because it can always have a lot of possibilities to develop and create by using different combinations and material to design a memories and experience to the audience.

A GALLERY

ALSO

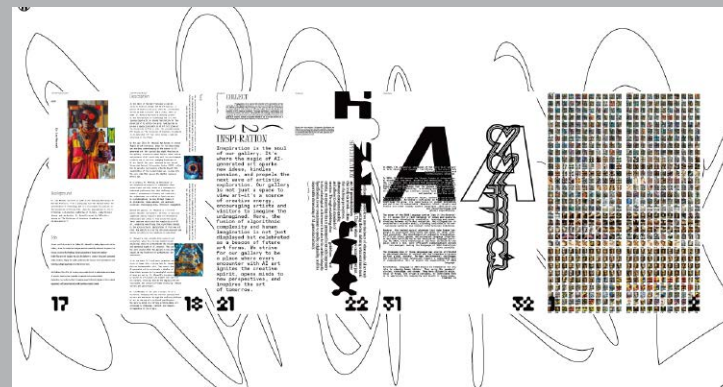
This project explores the potential impact of AI generative tools on art history. It considers how these tools can revolutionize artistic expression, pushing boundaries and fostering dialogue about AI's role in the future art landscape. Through this exploration, we aim to anticipate the transformations and contributions AI can make to the future of art history.

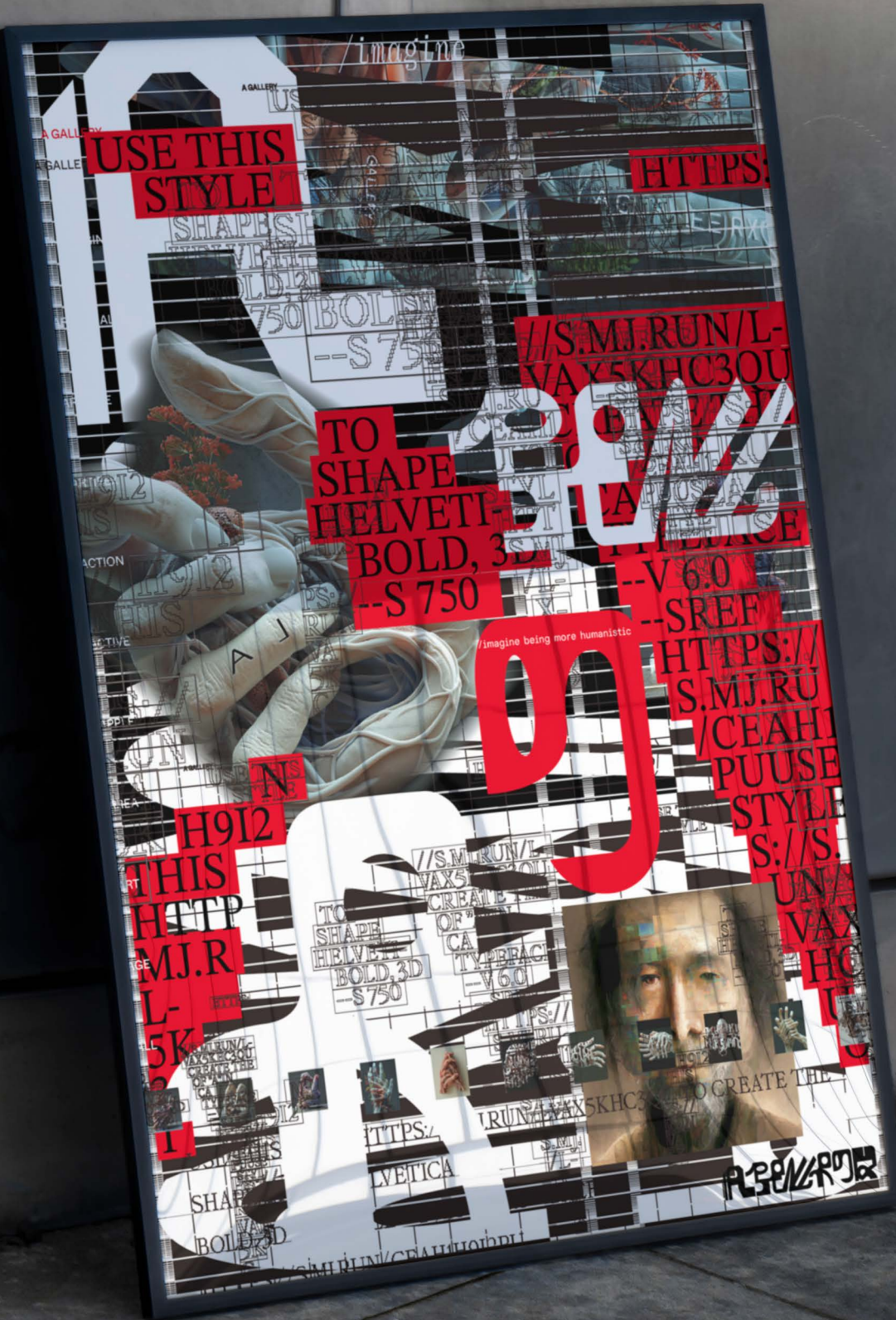


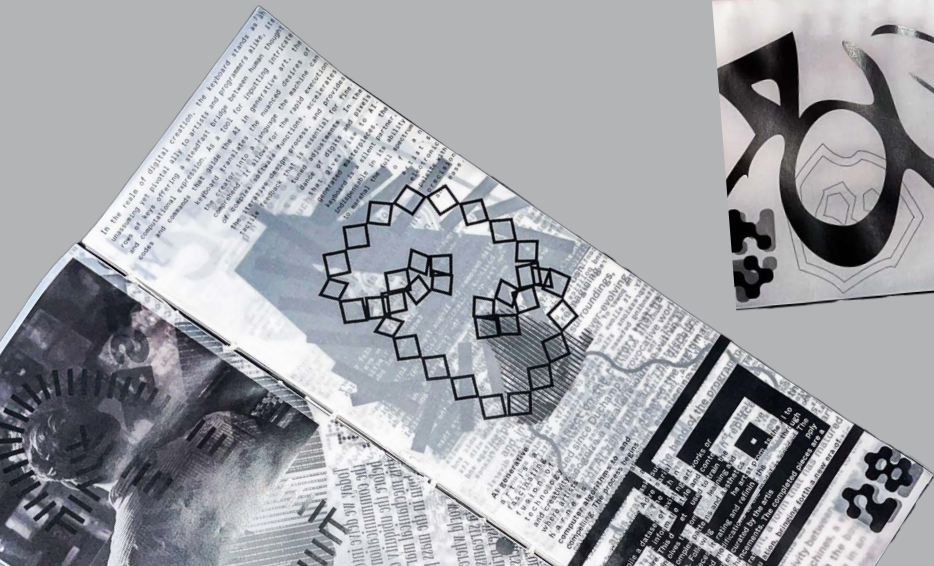
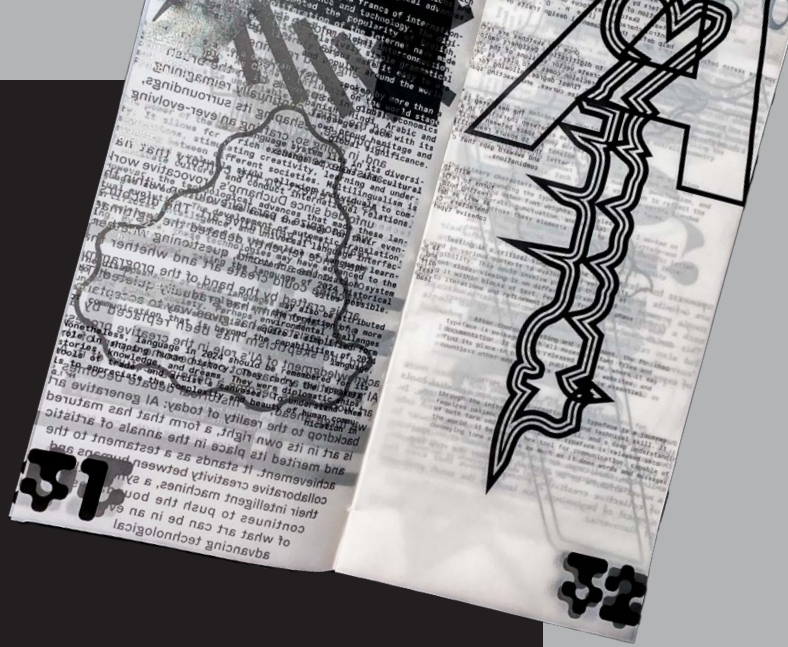
challenging traditional notions of authorship and skill while fostering inclusive and infinitely variable expressions of human-machine collaboration.

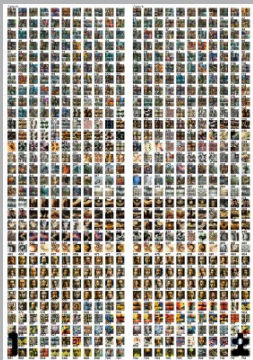
ALSO

a gallery









In a world 200 years from now, where artificial intelligence-generated content has become the norm and human-led design and traditional art creation is no longer needed, the practice of using prompts to create images may seem outdated—a relic of the slow age. However, the method has evolved from an art form to its own right. A well-crafted, thoughtful prompt is no longer just a creative tool; it has become a statement—a meditation on the creative process.

As we stand on the cusp of this new era, where efficiency and precision are seen as top priorities, the act of using prompts to create art has been taken back to a time when the creative process was as important as the destination. It's a tribute to humanity in a world increasingly shaped by algorithms.

We have established a gallery dedicated to preserving this unique art form, curating a collection that documents the evolution of AI-assisted art. These spaces are not only repositories of creativity. They are a testament to the enduring human spirit that seeks to find meaning and connection through art.

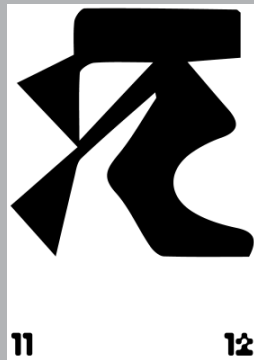
We believe that the roots of artificial intelligence art are deeply embedded in human history, and its branches extend into uncharted possibilities in the future and will continue to influence our creative efforts. It reflects our times—emphasizing the origins, the possibilities, and the aspirations of our society.

By synthesizing past achievements and forward-looking innovation, we create art that resonates with our times. This is the legacy we have built—a marriage of tradition and progress that captures the essence of our collective human experience through the transformative lens of ARTIFICIAL INTELLIGENCE.

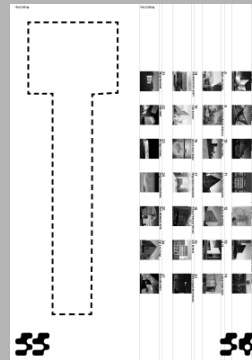
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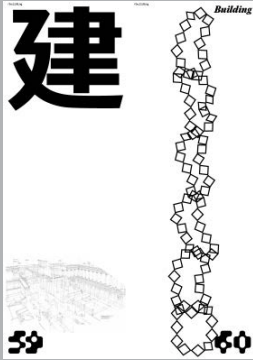
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The Art and Science of Crafting a Typeface

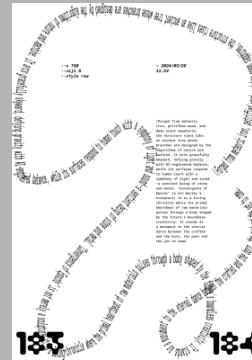
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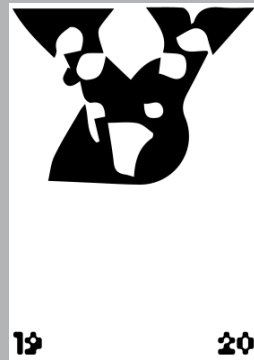
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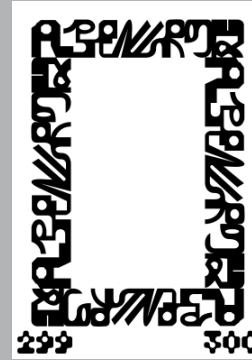
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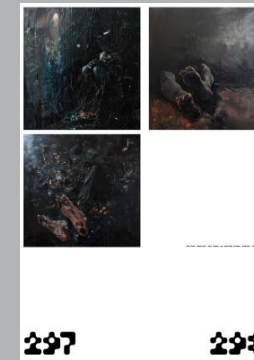
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フランク・ロイド・ライト
ルイ・ブルジョア (シャルル・エ
ドワード・ジャコブス)
オスカー・ニムヤ
ハルボルト
ノース・ハロッド
ルイス・カニン
アルヴァ・アアルト
ジャン・ヌール
オスカー・ニムヤ
アントニ・ガウディ
ジョージ・ギンギラス
ダニエル・リベラ
ジョー・ジョー
レオ・コルブス
アイザック・マクニ
エドワード・マクニ
カール・スカル
アルド・ロッシ
ジュリア・モネ

57 58

The House of Being, "a world of its own," is a monumental structure that stands the tallest above its peers, reaching with the 130-meter height of a skyscraper. Standing in stark contrast, the structure appears to have been built not as a monument to human achievement, but as a vessel for the divine. The house is not a mere structure; it is a vessel for the divine. The house is not a mere structure; it is a vessel for the divine. The house is not a mere structure; it is a vessel for the divine.

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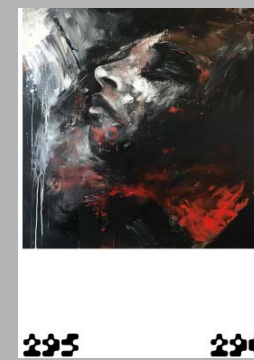
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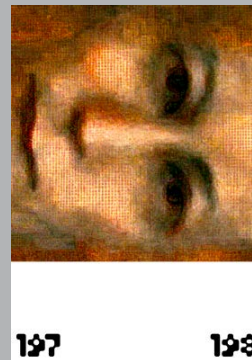
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Imagine a large canvas, where the background is a chaotic harmony of earthy tones—umber, ochre, and sienna—representing the grounding of humanity in nature and on primordial soil. Upon this base, a constellation of vibrant bursts forth: crimson for our shared blood and passion, azure for the depths of our collective sorrow, and verdant greens for growth and renewal. These colors collide and coalesce into forms that are at once familiar yet enigmatic, inviting the viewer to find their own meaning within the abstract shapes. The surface of the painting would be a juxtaposition of textures, with visible traces of earlier compositions beneath the uppermost layer, symbolizing the ever-evolving nature of human awareness and the layers of history that inform our present state. Thick impasto techniques juxtapose with gossamer-thin glazes, illustrating the complexity of human emotions and experiences. The use of light and shadow would be deliberate yet unpredictable, throwing certain elements into relief while allowing others to recede into obscurity, much like the selective memory of mankind. Gold leaf might be applied sparingly, a nod to the divine spark within or the preciousness of consciousness, lightly detailed, texture

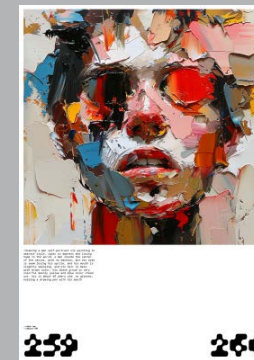
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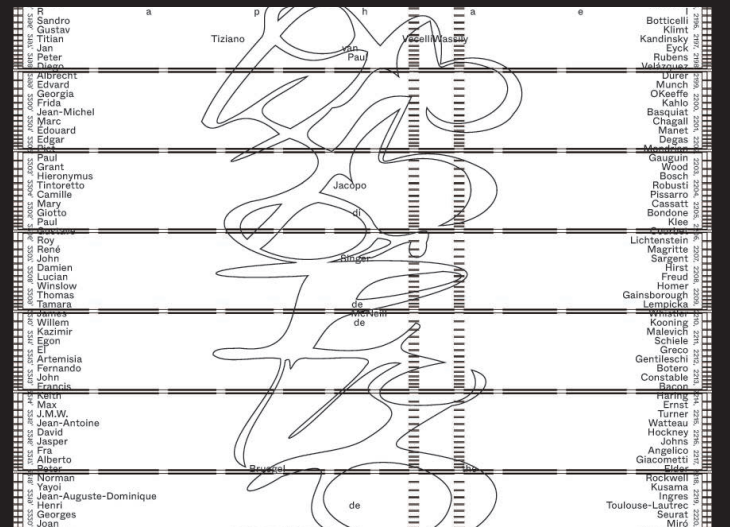
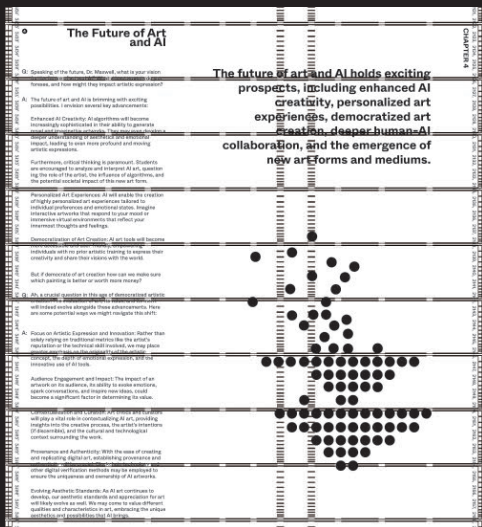
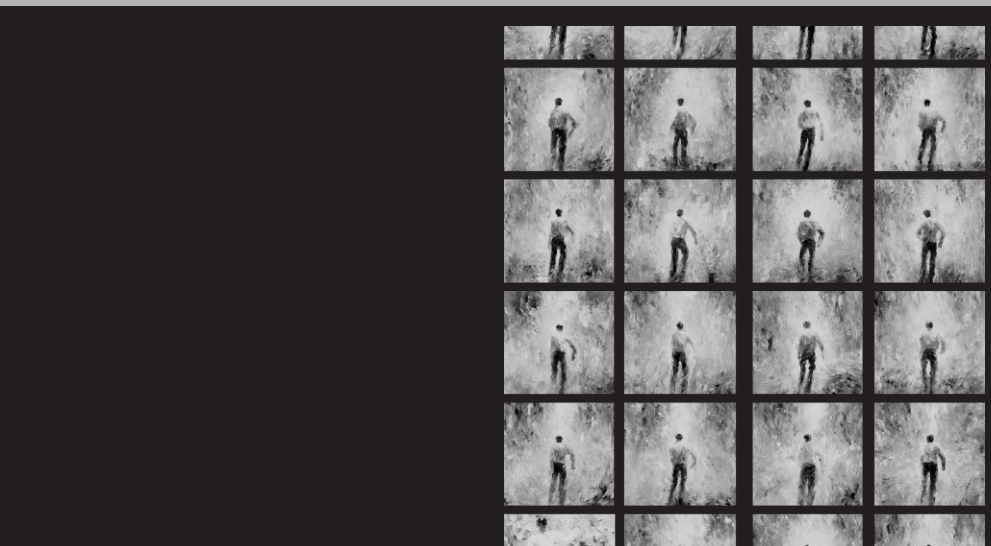
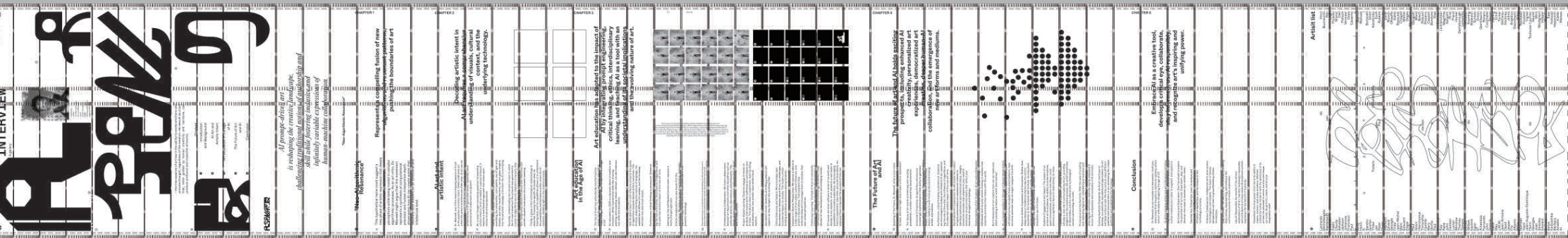
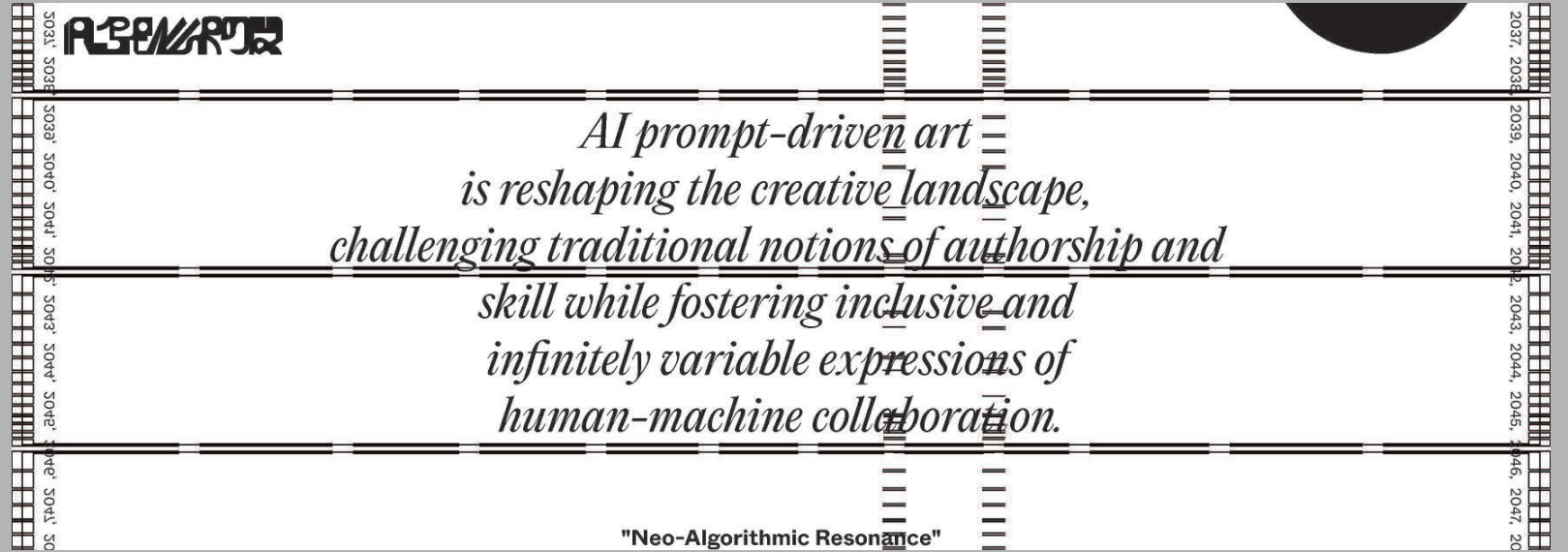
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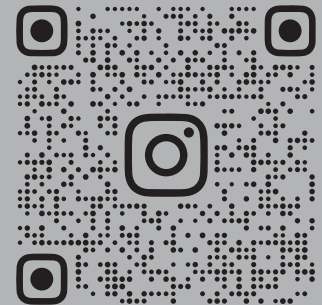
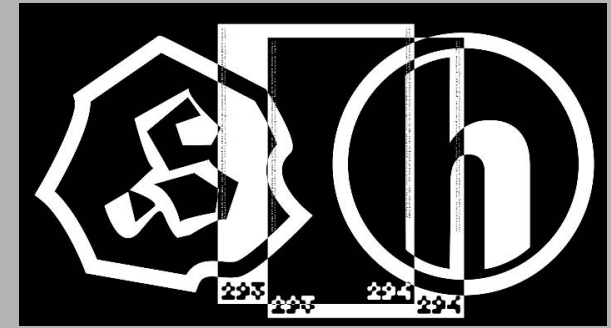


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259 260





/imagine being more humanistic

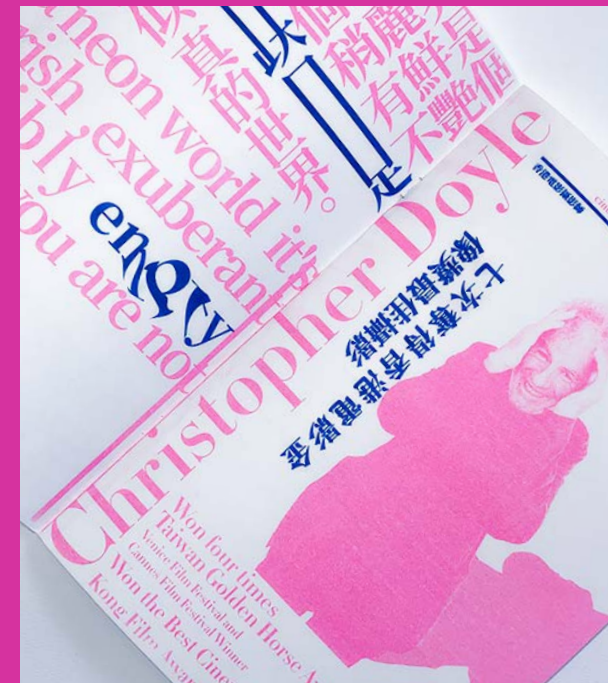
FLOW Magazine

Flow is more than just a magazine; it's a creative endeavor dedicated to the exploration and dissemination of design knowledge. Its mission is to uncover and showcase emerging designers and captivating designs that have the potential to impact the world.

The magazine's unique appeal lies in its diverse printing methods, which include digital printing and risograph printing. By employing these techniques, Flow attracts a wide range of users who appreciate both the precision of digital print and the distinct aesthetic of risograph printing.

To further captivate its audience, Flow incorporates various bookbinding methods such as accordion fold, perfect bind, and saddle-stitch. These different formats and styles not only add visual interest but also offer a tactile experience, enhancing the overall impact of the magazine.

In order to establish a distinct identity, I have even created a custom font exclusively for Flow. This font contributes to the magazine's iconic nature, making it instantly recognizable and reinforcing its unique brand.

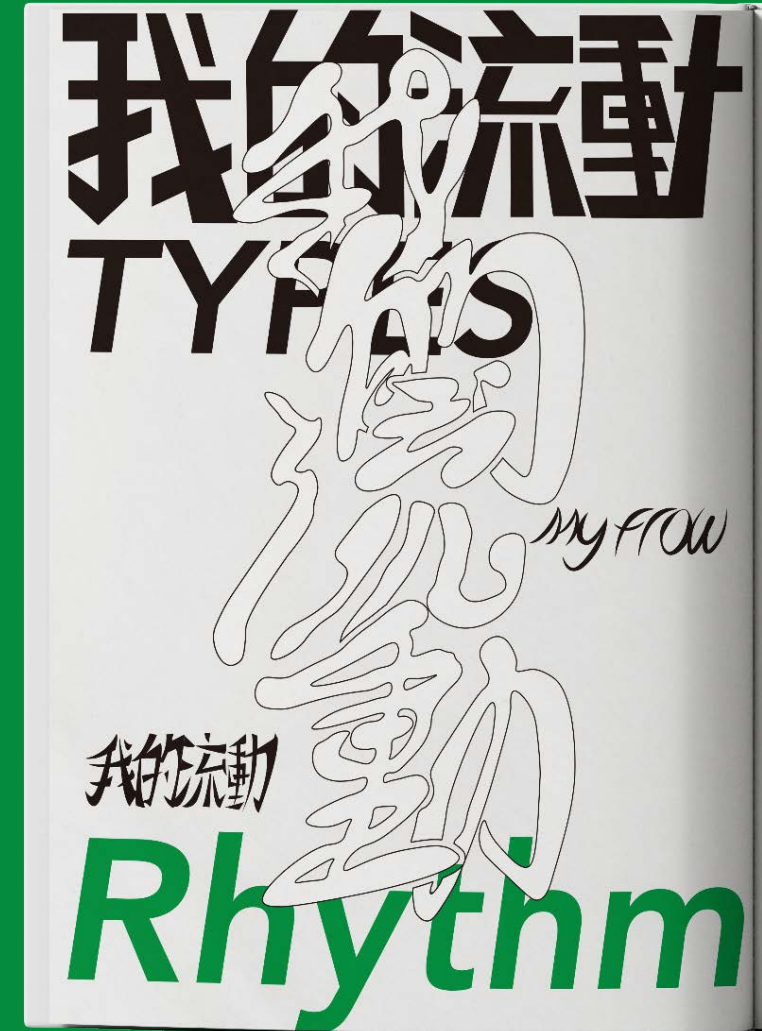




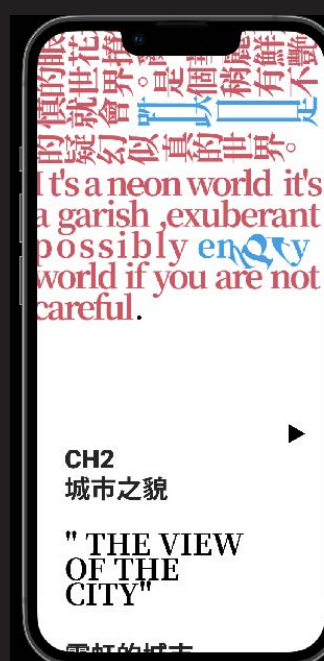
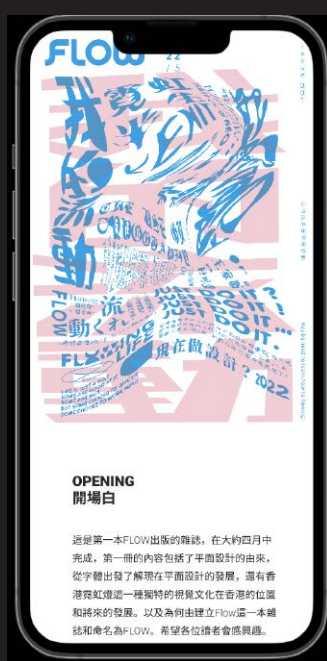
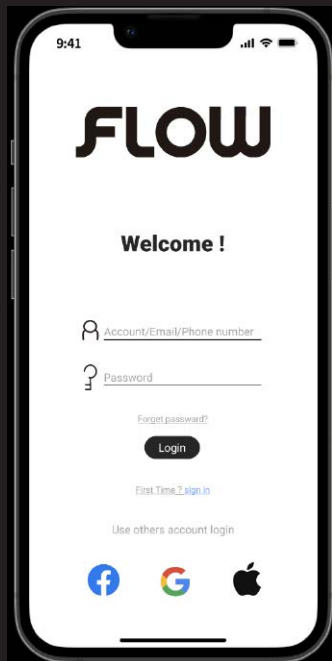
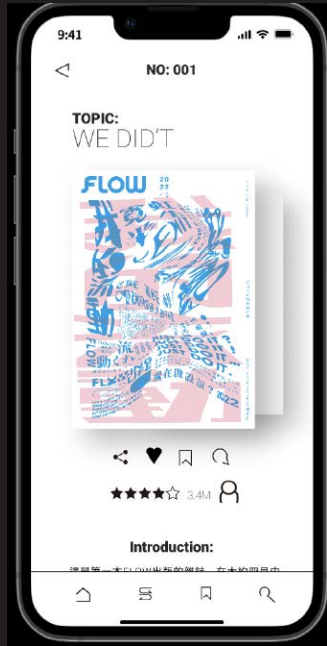
Flow magazine

2022

Capstone Project



Although Flow magazine already has a printed version for the audience, the digital version is also needed for users to watch at any place, any time.



The quick brown fox
jumps over the lazy dog.

FLOW REGULAR

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

0123456789

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The quick brown fox jumps over the lazy dog.

Aa Gg Rr

FLOW
REGULAR

Flow Regular is specially made for Flow magazine to show the identity for this brand.

Spot light: A season of performing art



Spotlight is an event that is held by Tai Kwun aimed to promote performance art for the public. For this brand, I was responsible for the key visual design. The goal within this branding was to convey that each performer has their own spotlight. To accomplish this, I used bright, vibrant colors to symbolize the individual spotlights.

The overall branding aims to show that this event combines many unique spotlights to create a special, one-of-a-kind performance experience for the audience. The idea is to highlight the diverse array of performers coming together to put on an engaging show.

The bright colors and focus on individual spotlights tie into the event's purpose of showcasing the talent and artistry of various performance artists. The branding strives to excite and intrigue the audience about the diverse lineup of performers they will get to experience at the Spotlight event.

Team : Alisha, Gigi, Tom





Animation for key visual



Animation for IG story and stand monitor



Animation for website

Video is a key element for Tai Kwun, and using video is more effective to show the concept of moving spotlight to one spot.

WHITEBOX

WHITEBOX

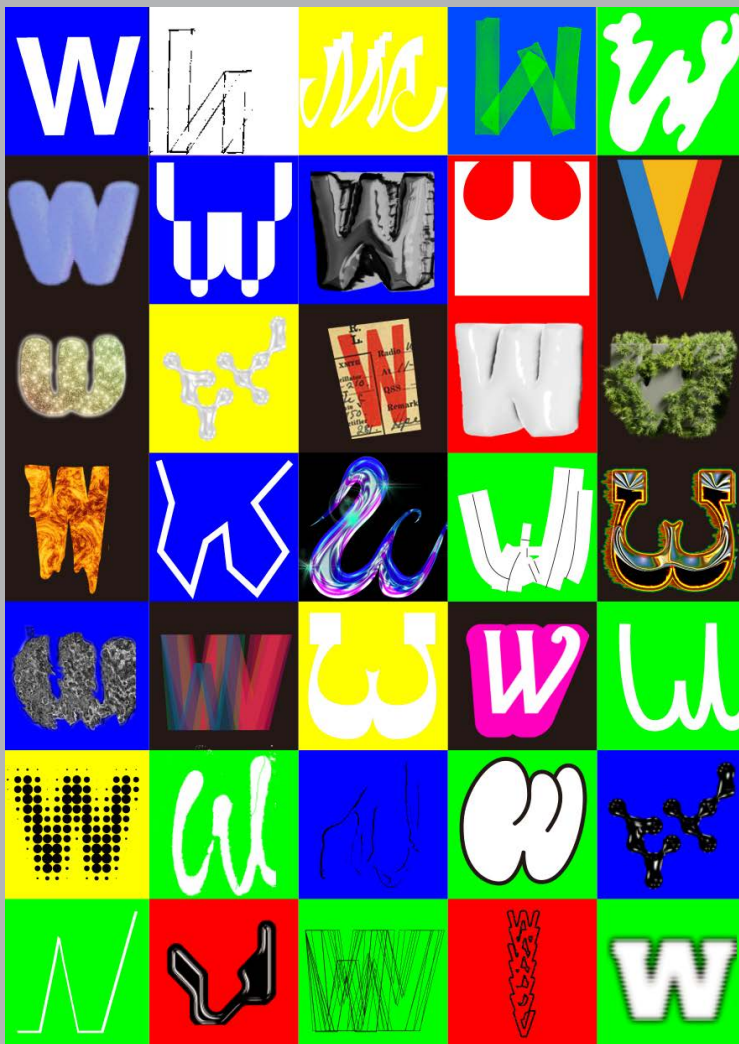
Whitebox is a collaborative project that aims to provide a space for creative individuals to share, create, and develop new ideas. Within this space, people can freely draw, create, and produce whatever they desire, and the Whitebox team will assist in selling their work to the public.

The overarching goal of Whitebox is to enable everyone to "paint their own color" - to express their unique artistic vision and talents. This inclusive philosophy is reflected in the name "Whitebox," which symbolizes a blank canvas where creativity can flourish without constraints.

To capture the essence of this brand, the design team has focused on creating a variety of distinctive "W" letterforms. These diverse typographic treatments are intended to embody the multifaceted personality and identity of the Whitebox project.

In addition to the creative workspace, Whitebox will also host an exhibition titled "WHITEBOX:VISUAL." This event will serve as a platform for people to showcase their works and share their creative outputs with others.

Team : Rex, Tom



whitebox whitebox whitebox whitebox whitebox

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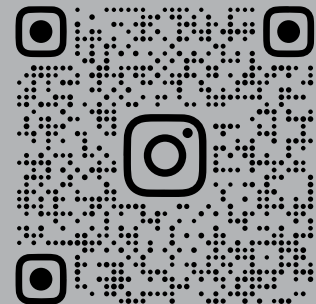
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Promotional video



CRESCENT MOON

The inspiration came from the crescent moon; the curve is very attractive to me. So I tried to apply it to a Chinese typeface, and it created an interesting outcome.

美 大 工 術 香
 心 中 理 藝 港
 黑 信 遠 南 意
 光 機 學 繁 本
 安 書 冬 國 北
 響 永 西 鷹 東
 子 西 鷹 東 子



SOLELAB is a company specializing in the sale of professional insoles designed for customers such as office workers (OL) and athletes. Our focus is to create a high-end brand for our insoles, emphasizing elegance and sophistication. To convey this image, we have predominantly utilized serif fonts in the packaging design. Our goal is to evoke a sense of graceful athleticism and showcase the seamless blend of sports and elegance.



“Every step is the best touch”

- Anti-microbial Mesh: Breathable
- Prevents a bacteria environment for the foot by preventing the growth of bacteria and fungi
- Supercritical Foam
- Promotes airflow and regulates temperature, keeping the foot cool and comfortable
- HERTSKA Arch Support
- Maintains the natural arch of the foot, promoting proper alignment and reducing strain
- POBON Shock Absorption
- Customize and absorb the impact of each step, minimizing the risk of injuries during physical activities

www.solelab.com

MOVEMENT
SPORT/ RUNNING/ WALKING/ DAILY

(HIGH) (ARCH) (SUPPORT)

ON CUSTOMER SERVICE: www.solelab.com

SoleLab
FOR CUSTOM FOOTWEAR

SoleLab

MOVEMENT
“The First Touch”

SPORT/ RUNNING/ WALKING/ DAILY

(HIGH) (ARCH) (SUPPORT)

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FOR CUSTOM FOOTWEAR

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www.solelab.com.hk

MOVEMENT
SPORT/ RUNNING/ WALKING/ DAILY

(MID) (ARCH) (SUPPORT)

ON CUSTOMER SERVICE: www.solelab.com.hk

SoleLab
FOR CUSTOM FOOTWEAR

SoleLab

MOVEMENT
“The First Touch”

SPORT/ RUNNING/ WALKING/ DAILY

(MID) (ARCH) (SUPPORT)

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www.solelab.com

MOVEMENT
SPORT/ RUNNING/ WALKING/ DAILY

(LOW) (ARCH) (SUPPORT)

ON CUSTOMER SERVICE: www.solelab.com.hk

SoleLab
FOR CUSTOM FOOTWEAR

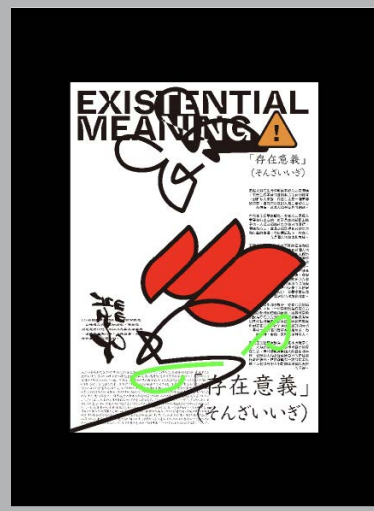
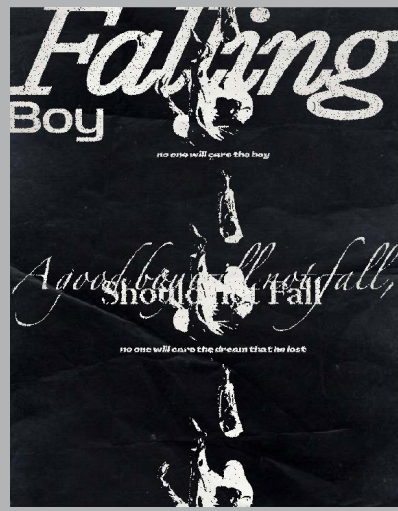
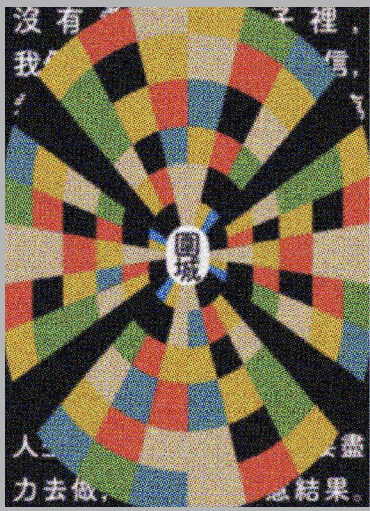
SoleLab

MOVEMENT
“The First Touch”

SPORT/ RUNNING/ WALKING/ DAILY

(LOW) (ARCH) (SUPPORT)

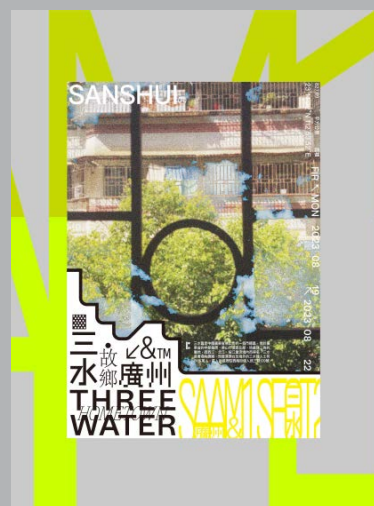
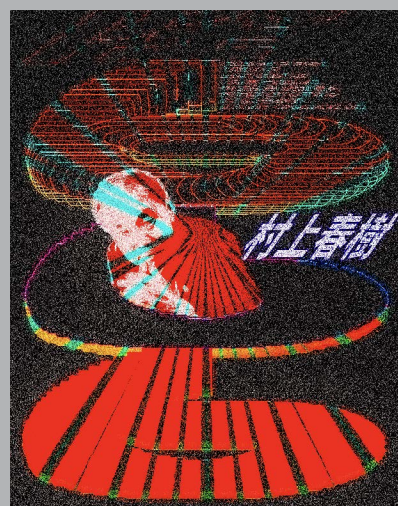
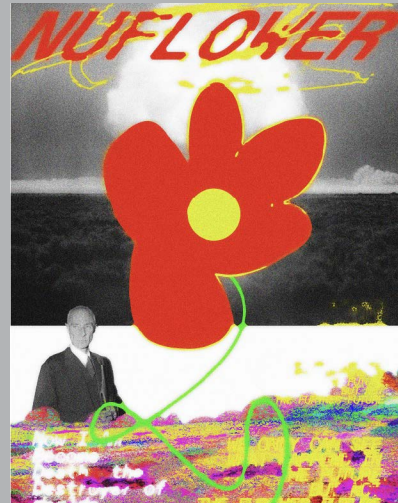
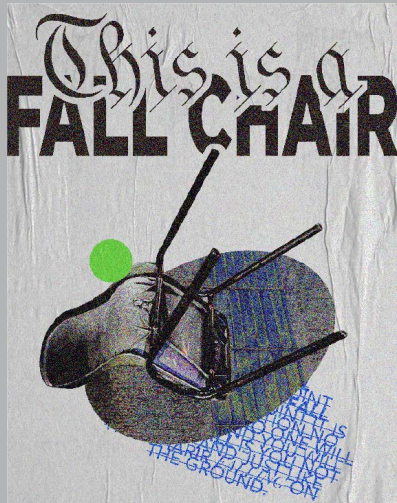
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FOR CUSTOM FOOTWEAR

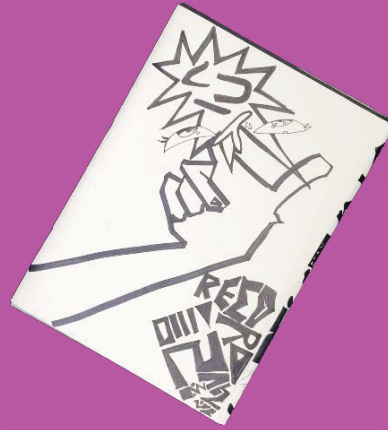


2022-2023

Poster collection

I am designing these posters as a way to practice and improve my design skills, and unexpectedly, they have become a record of my journey in life. This practice has allowed me to explore various design styles and has enhanced my sensitivity in using different colors to create captivating designs.





"Time Falls" is a unique book I created by repurposing various posters and collecting discarded paper from different sources. As a design student, I often find myself acquiring more paper for bookmaking, creating zines, or completing assignments. While tidying up my room, I stumbled upon these unused papers and posters. Inspired by the idea of giving them new life, I combined them to form a book.

What makes "Time Falls" intriguing is that it contains no written words. Instead, it serves as a visual diary, capturing the emotions and memories I experienced during specific moments in time. It's fascinating to see how these reimagined materials can evoke such a profound connection without relying on written language. "Time Falls" truly showcases the power of visuals and the ability to communicate without words.

