

Y U B I N
DESIGN

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FOOD RECIPES

This food recipe collection intends to prove my capacity in photography, typography, and editorial design. The concept behind this project speaks to the power of data visualization. By going from a big picture that I take to a detailed, organized recipe, this project presents how I execute hierarchy into a visual narrative.

Tostadas

129 kcal
1 serving

1. Cook the diced chicken over medium-high heat for 6-8 minutes.
2. Reduce the heat to medium. Add the lime juice, chili powder, and black pepper. Cook for 7-8 minutes, until some of the liquid evaporates.
3. Fill the toasted tortillas with cooked chicken. Top with desired tostada toppings: pepper, sliced jalapenos, and cilantro, etc.

1 lbs diced chicken

1 sliced jalapeño chopped bell pepper

1 cup cilantro leaves

12 toasted tortillas

1/2 tsp lime juice
chili powder
black pepper

Spring Rolls

80 kcal
1 serving

1. Gather all toppings together, including chopped veggies, cooked shrimp.
2. Add about 1 inch of water to a large dish. Place one rice wrapper into the water and let soak for 15 seconds.
3. Layer a few little shrimp, a few leaves of herb and salad, and roll it up like a burrito.

1 lbs small shrimps

15 rice wrappers

1 bunch salad mix herb

1 sliced bell pepper

grilled chicken Kebabs

420 kcal
6 servings

1. Cut the ingredients into medium pieces, and mix them well with spices in the large bowl. Let it marinate between for 2-24 hours.
2. Preheat the grill to medium-high heat. Arrange the chicken, onions, and peppers onto the skewers.
3. Oil the grilling grate. Cook for 7 minutes on each side, until the meat is well done.

2 lbs boneless chicken thighs

6 skewers

3 multicolored bell peppers

1/2 onions separated by each layer

1 tsp chilli
turmeric
coriander
cumin

PANTONE COLOR CHIPS

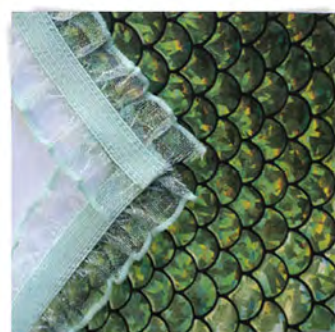
The strategy behind this project is to show creative ideation by understanding the concept of imaginary clients Pantone and Disney. This project originally required finding the best combinations of colors and recreating a series of Pantone color chips. However, wanting to challenge myself, I reimagined it as a collaboration between Pantone and Disney. Specifically, I selected Disney princesses and their animal companions. By avoiding any clichés, the creative representation of each character plays a significant role in this project.



PANTONE®
194C



PANTONE®
4975C



PANTONE®
5753C



PANTONE®
7445C



PANTONE®
705C



PANTONE®
7562C



PANTONE®
349C



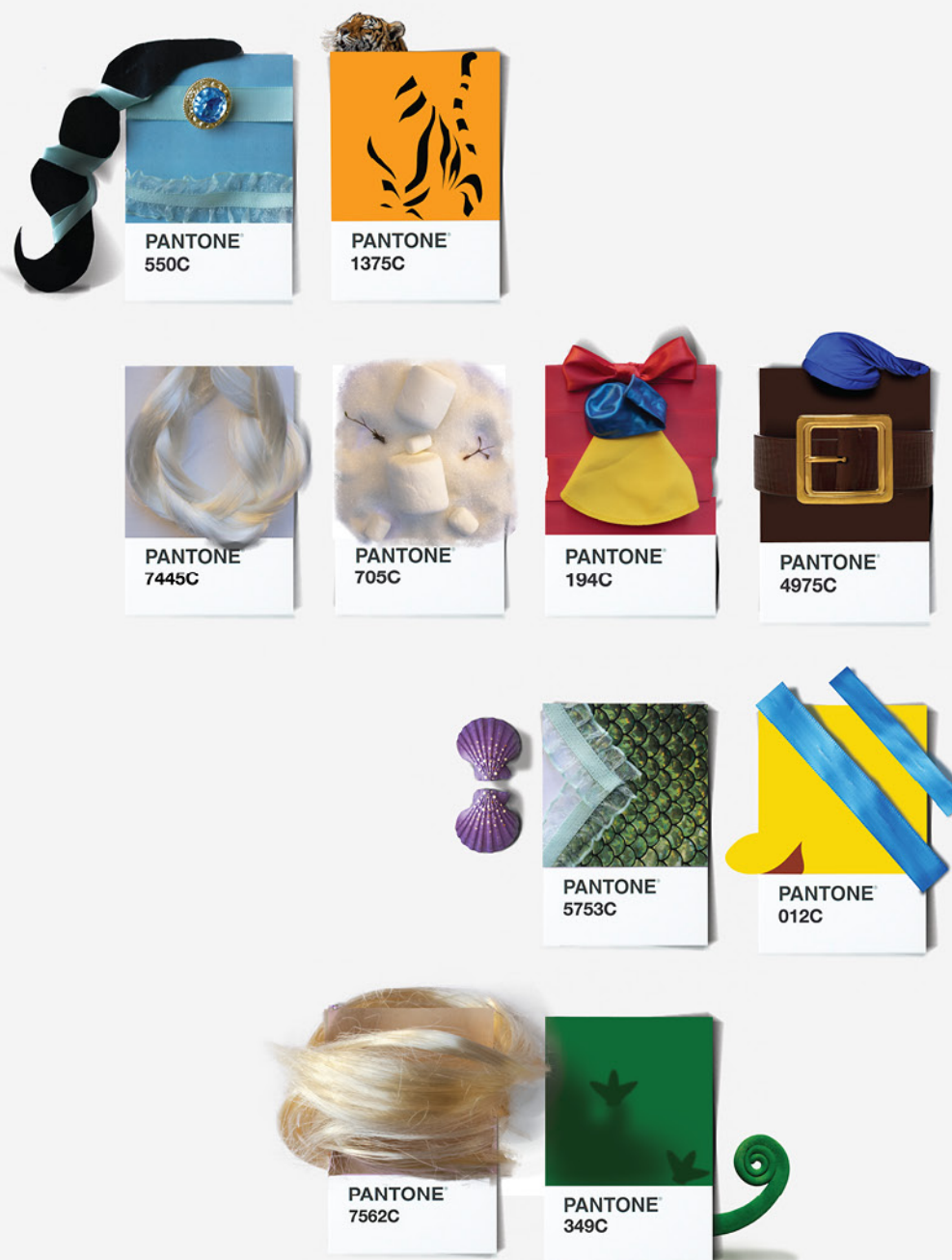
PANTONE®
012C



PANTONE®
550C



PANTONE®
1375C



PANTONE®
YOUR CHILDHOOD

HOLIDAY MAGAZINE

This project is to create a magazine with a topic that interests my selected audience. I created this magazine, named "Holiday," to express my capacity to work in the book design industry. I used the Halloween theme to guide my research, I selected relevant articles and placed them inside my magazine design with graphics. After receiving constructive criticism and feedback from professionals, this magazine proves my qualifications through my high-quality editorial design skills and effective typography abilities.

[Holiday Magazine](#)

Holiday

DESSERT + LIFESTYLE

Fall of Halloween!

fall issues
INTERESTING!
 Growing Pumpkins
how-to's about pumpkins

10+
 Halloween Safety
Tips for Trick-or-Treaters

FAVORITE!
 Pumpkin Desserts
easy to follow RECIPES

CREATIVE!
 DIY Decorations
guiding step-by-step

October, 2020
www.enhance.net/yubindm1



Pumpkin Spice Latte

The moment fall hits, we rush to our local coffee shop and order a pumpkin spice latte. We love it so much, we took it upon ourselves to try making it at home. This recipe is easy and I bet you have most, if not everything, you need to make it at home right now. It also comes together in under 10 minutes!

Start by heating milk, pumpkin puree (see our homemade pumpkin puree), sugar, pumpkin pie spices, and vanilla extract on the stove. You can use whole, 2%, skim, or dairy-free milk. Coconut or almond milk would be delicious. Then we combine the pumpkin spice milk with strong coffee. The mixture is divided between two mugs and it's time for whipped cream. Simple, quick, and no coffee shop lines.

INGREDIENTS

- 2 cups milk
- 2 tablespoons pumpkin puree, or more to taste, see our homemade pumpkin puree recipe (p.14)
- 1 to 3 tablespoons sugar
- 1 tablespoon vanilla extract
- 1/2 teaspoon pumpkin pie spice, plus more for serving
- 1/2 cup strong hot coffee
- Whipped cream, for serving

ADAM AND JOANNE'S TIPS

Milk: This tastes best with 2% or whole milk, but you can substitute with skim milk. Non-dairy milk like soy, almond, or coconut milk will also work.

Sugar: This recipe calls for 1 to 3 tablespoons of sugar. How much you use is up to you. We tend to prefer less sugar in our drinks. You can also use a sugar substitute. Add this to taste.

Pumpkin Pie Spice Blend: Find pumpkin pie spice at the store or make it at home. You likely have everything you need to make it already. Mix the following spices in a spice jar: 1 1/2 tablespoons ground cinnamon + 2 teaspoons ground ginger + 1/2 teaspoon ground nutmeg + a pinch of ground cloves.

More Pumpkin Flavor: Since posting this recipe, some readers have noted that they would prefer a stronger pumpkin flavor. You can achieve this two ways: increase the puree by 1 to 2 tablespoons or cook a large batch of puree down in a saucepan over medium heat until reduced and concentrated in flavor, and then use in the latte.

DIRECTIONS

Add milk, pumpkin puree, and sugar to a saucepan over medium heat. Heat until hot, but do not boil. Remove the saucepan from the heat and whisk in the vanilla, pumpkin pie spice, and the coffee. Divide the mixture between two mugs. Top with whipped cream and a sprinkle of pumpkin pie spice.

5m

Preparation

5m

Cook

10m

Total



IVY NAIL SALON LOOKBOOK

This photography lookbook was created for presenting IVY Nail Lounge's brand identity. IVY Nail Lounge is a local nail salon in Jonesboro, AR. My client wanted to pursue luxury and modern style in this lookbook. As a graphic designer, I led active communication with clients, took professional photos of the product, and designed this multipage lookbook. Through understanding their needs, I created a successful brand lookbook that satisfied my clients.

[IVY Nail Salon Lookbook](#)





19 • LOOKBOOK



Charming

Elevate your nails from basic to brilliant. A gradient effect gives you options to mix and match colors however you want for attractive nails with a unique impression.

LOOKBOOK • 20

YELLOW SUBMARINE CHILDREN'S BOOK

The concept behind this project was to create an illustrated children's book by modifying the lyrics of a song. I chose "Yellow Submarine" by The Beatles and shortened the lyrics to fit in a narrative format. The intention behind the book speaks to my capacity for creative ideation and using appropriate colors. My children's book has a round-shape typeface, strong color contrast, and childish illustration, which gives visual satisfaction to young readers.

Yellow Submarine Children's Book





HAPPY TALK CHILDREN'S BOOK

This project was to create an illustrated children's book. After choosing lyrics from a song, "Happy Talk", I tried to illustrate happiness, dreams, and my childhood memories. This project showcases my skills in book cover design, typography, and setting hierarchy. By making a story about a little girl who falls asleep and is taken on an adventure by a red fox, her dream guide, I was able to present my childhood memories to the readers.

Happy Talk






THE FOUNDATION OF ARTS AD CAMPAIGN

This ad campaign was created to gain donations for the Foundation of Arts in Jonesboro. I came up with this solution to raise the local community's awareness of the FOA and reinforce the necessity of the arts. The strategy behind this campaign is to show how the FOA uses donations in theater, dance, and the visual arts. My intention and goal were to enhance the credibility of the non-profit group and make donors feel proud that they are an ally to this valuable group.

you got the
power.



we got the
stage.

be our ally at foajonesboro.org

FOA | The Foundation
Of Arts
Supporting the Arts in Northeast Arkansas

f t i

you got the
power.



we got the
talent.

be our ally at foajonesboro.org

FOA | The Foundation
Of Arts
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f t i

you got the
power.



we got the
craft.

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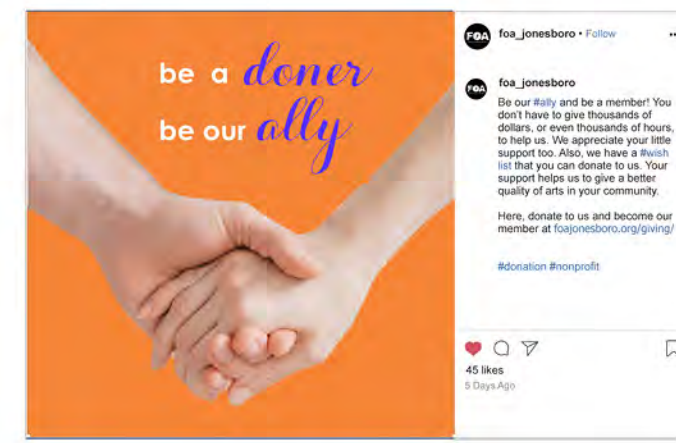
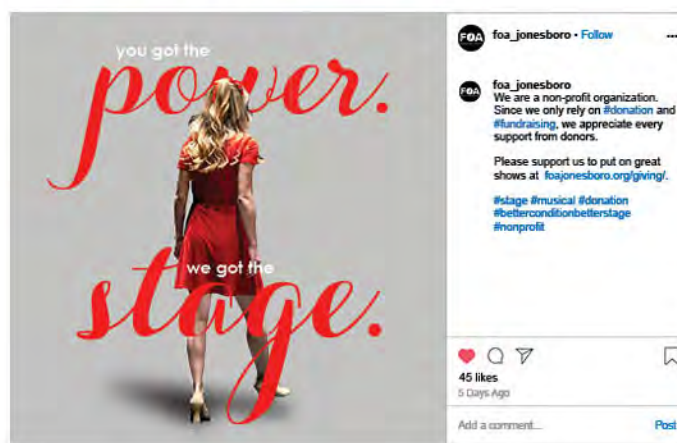
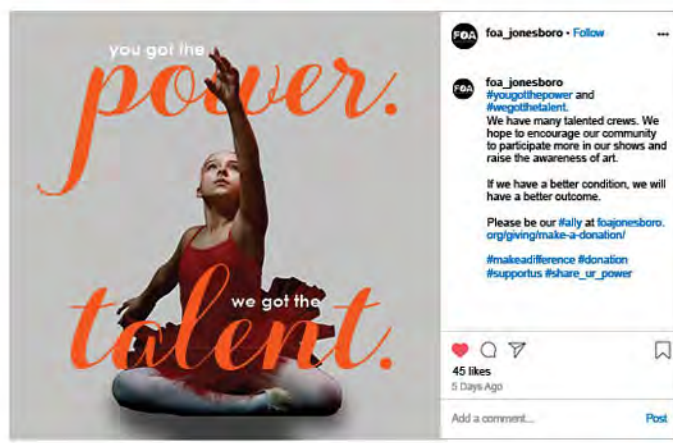
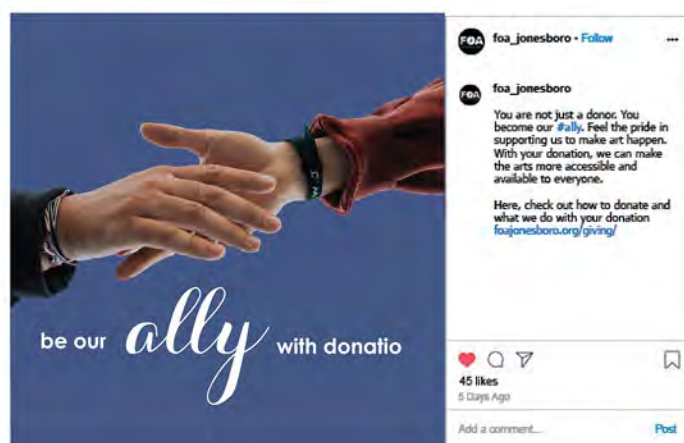
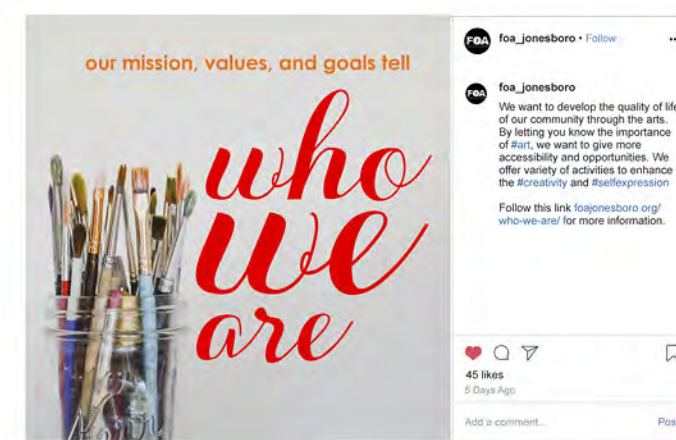
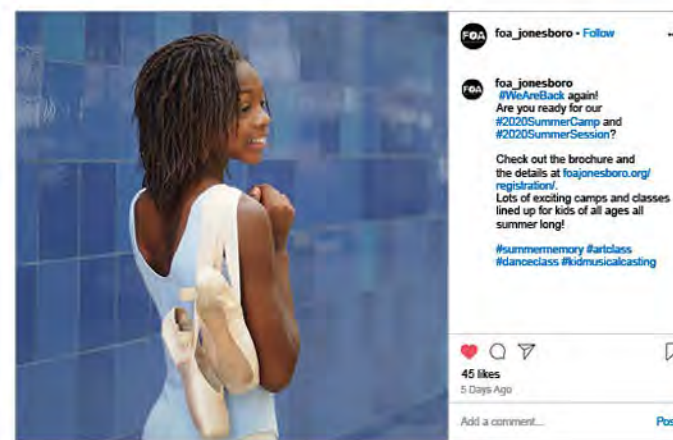
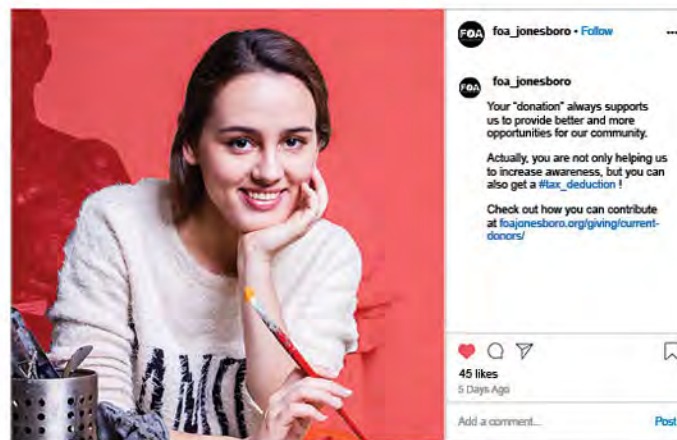
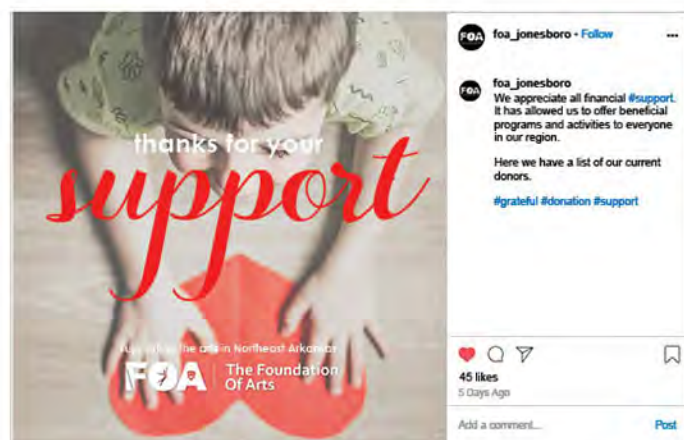
FOA | The Foundation
Of Arts
Supporting the Arts in Northeast Arkansas

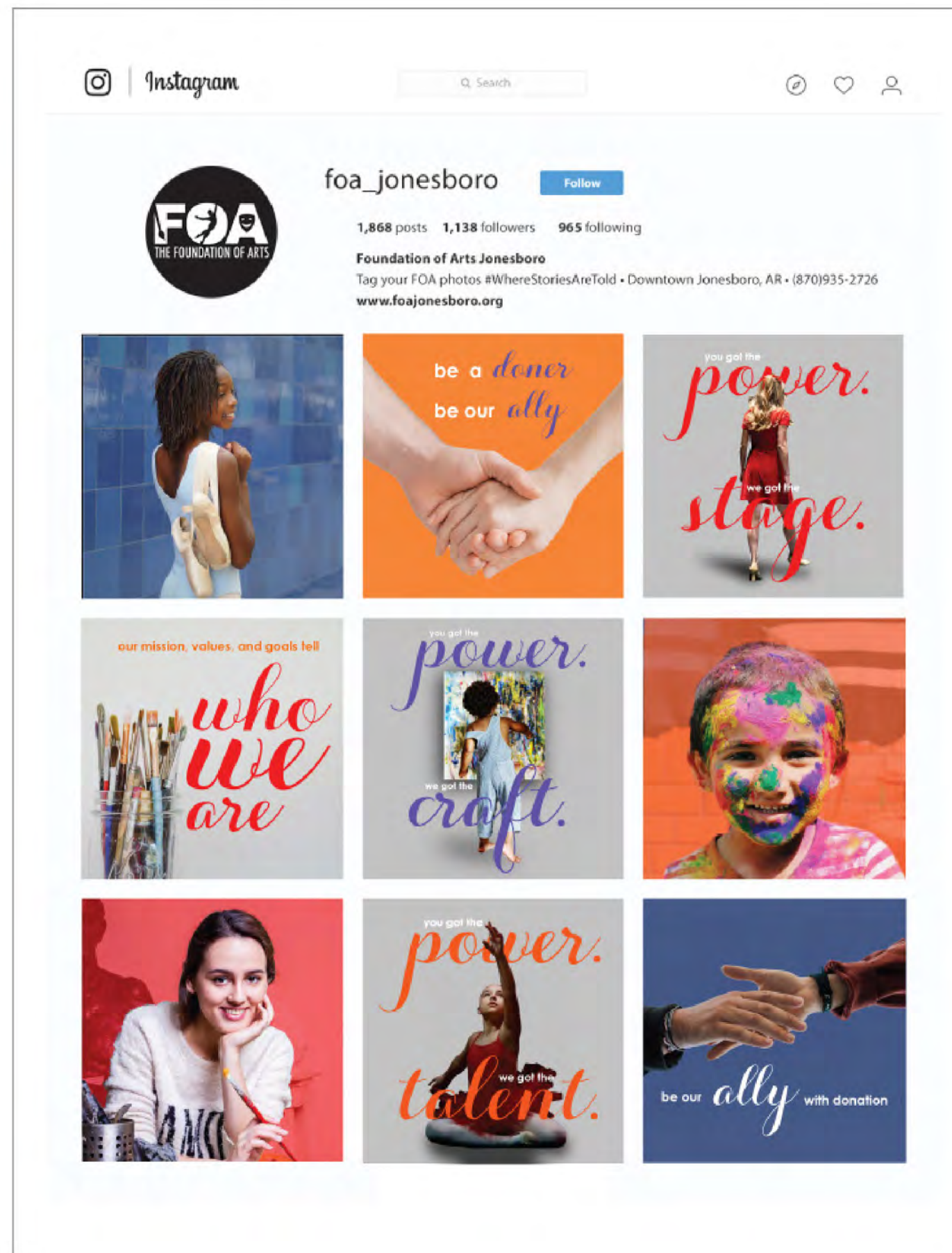
f t i











GO RED LOGO DESIGN

This project asks to create a logo for Go RED, a start-up suicide prevention organization. Their goal is to raise awareness around suicide prevention; I admire how the organization supports the community to produce a better environment for the public. This was a valuable opportunity for me to execute my skills not only as a student, but as a designer. As my clients requested, I used the red and black color, which matches Arkansas State University's logo. The Go RED logo should not be the same as the university's logo, but they need to correlate together visually. After consultation, my clients preferred a bold and rigid typeface; as a result, I chose Aileron font and used thick lines for a similar logo identity. The three loops represent "Research, Educate, Deliver," and the red line that goes through them represents the interconnectedness of each action. I worked my best to present the most appropriate logo to my clients' satisfaction that met their mission, values, and goals regarding suicide prevention.







PLAYING CARD DESIGN

This project was to create a deck of cards by designing a series of illustrations. I set a tropical theme for positive energy and picked three animals to represent the King, Queen, and Jack. I then illustrated them with detailed lines and energetic color combinations. Even though I was struggling with the amount of work (52 cards), the final project came out perfectly and points to my illustration level and time management skills.

