

# DY STUDIO

DAN YANG

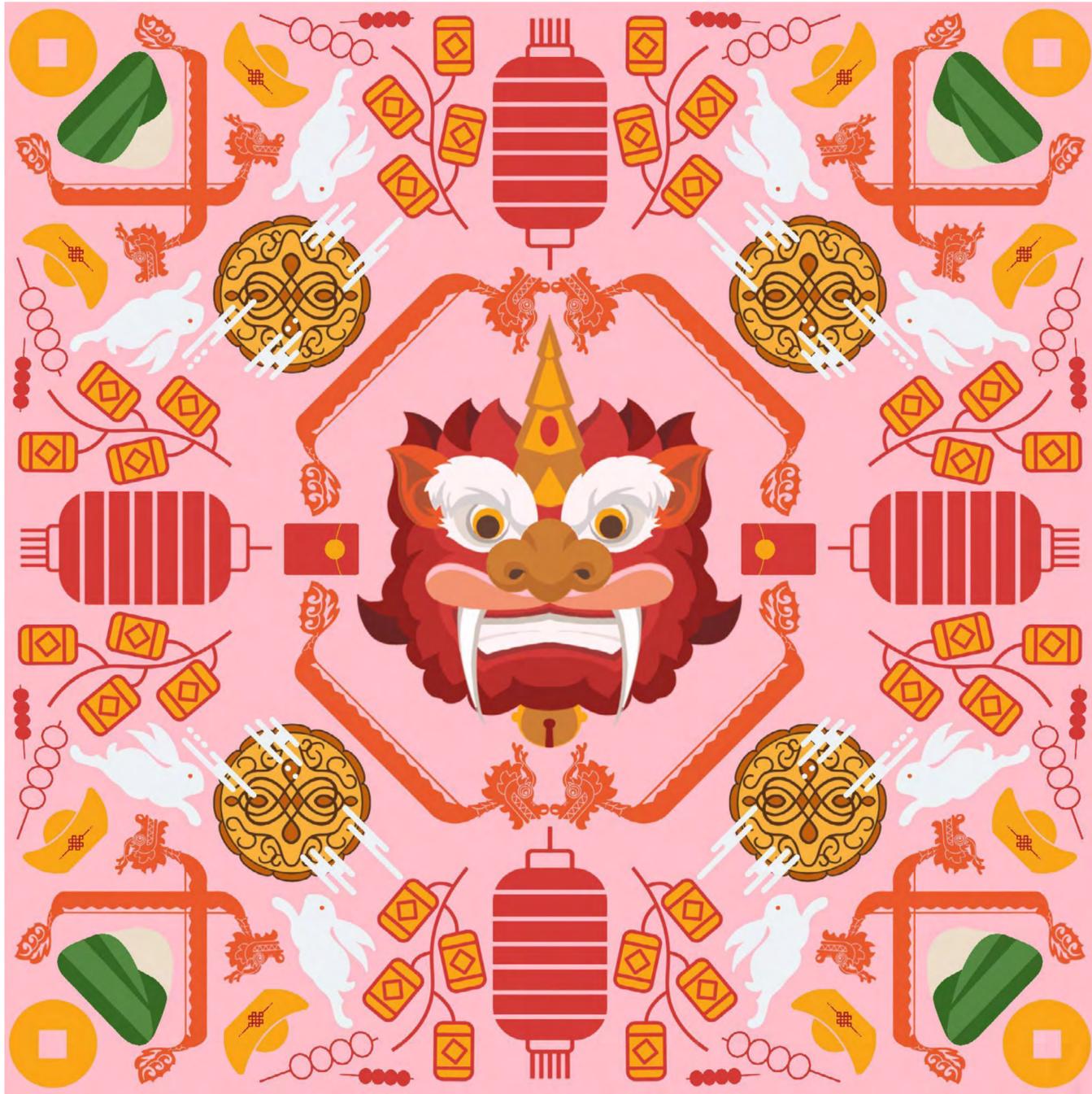
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## PATTERN DESIGN

In traditional Chinese culture, there are many stories, festivals and elements representing beautiful things. For example, plum blossom, orchid, bamboo and chrysanthemum represent people's noble character, indomitable will, and never-give-up spirit. Firecrackers and other elements represent traditional Chinese festivals. They mean family reunion and bring good luck to life. I designed three patterns based on these symbols to show the Chinese culture. At the same time, I hope people can have the spirit of never giving up and feel the happiness of reunion with their families.







## “NEAR” DEVICE DESIGN

Love is not only an emotion but also an action. However, for some long-distance lovers, the actual being near each other is a luxury. I designed a device that can make long-distance couples feel more of each other’s emotions like they were together in person. The device can collect the user’s heartbeat and language information through the bracelet, and transmit the user’s voice to the other party’s device, so that the users can hear each other. At the same time, the device can render each other’s room into the user’s emotion at the moment.

HAPPY & LOVE



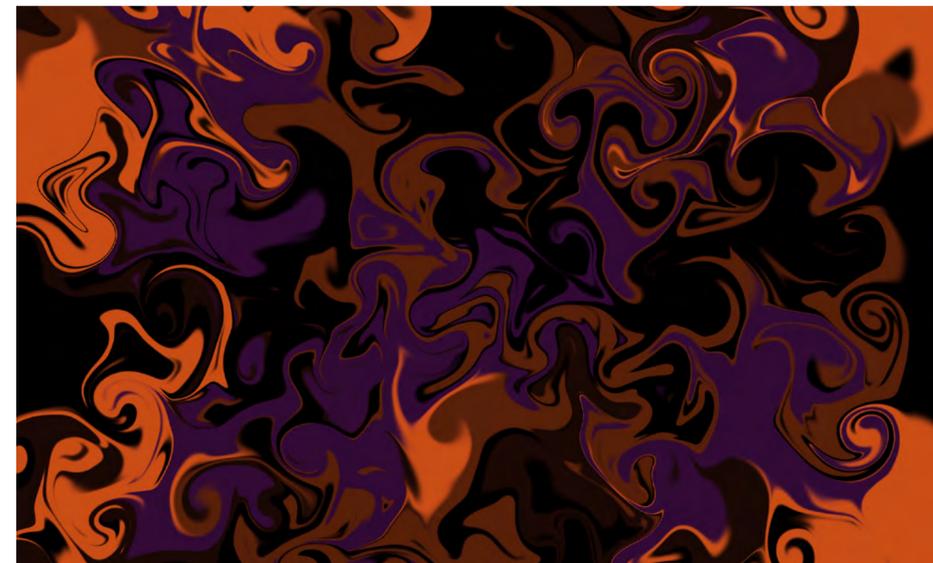
ANGER

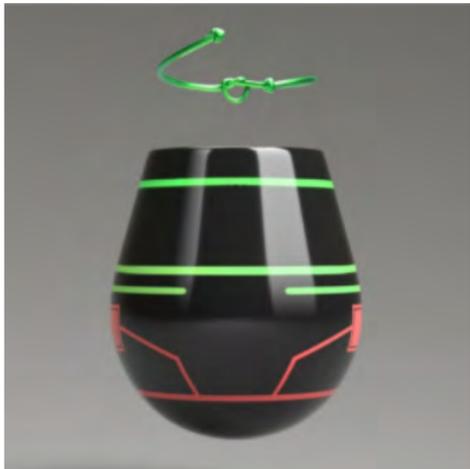
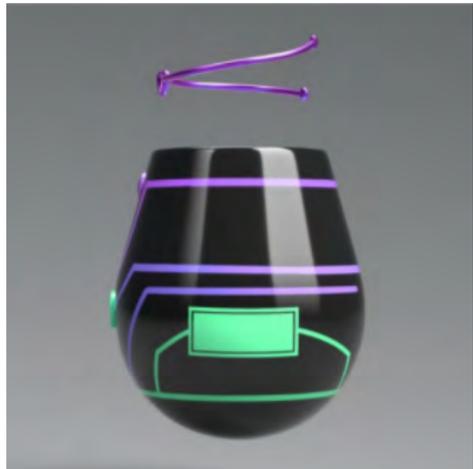
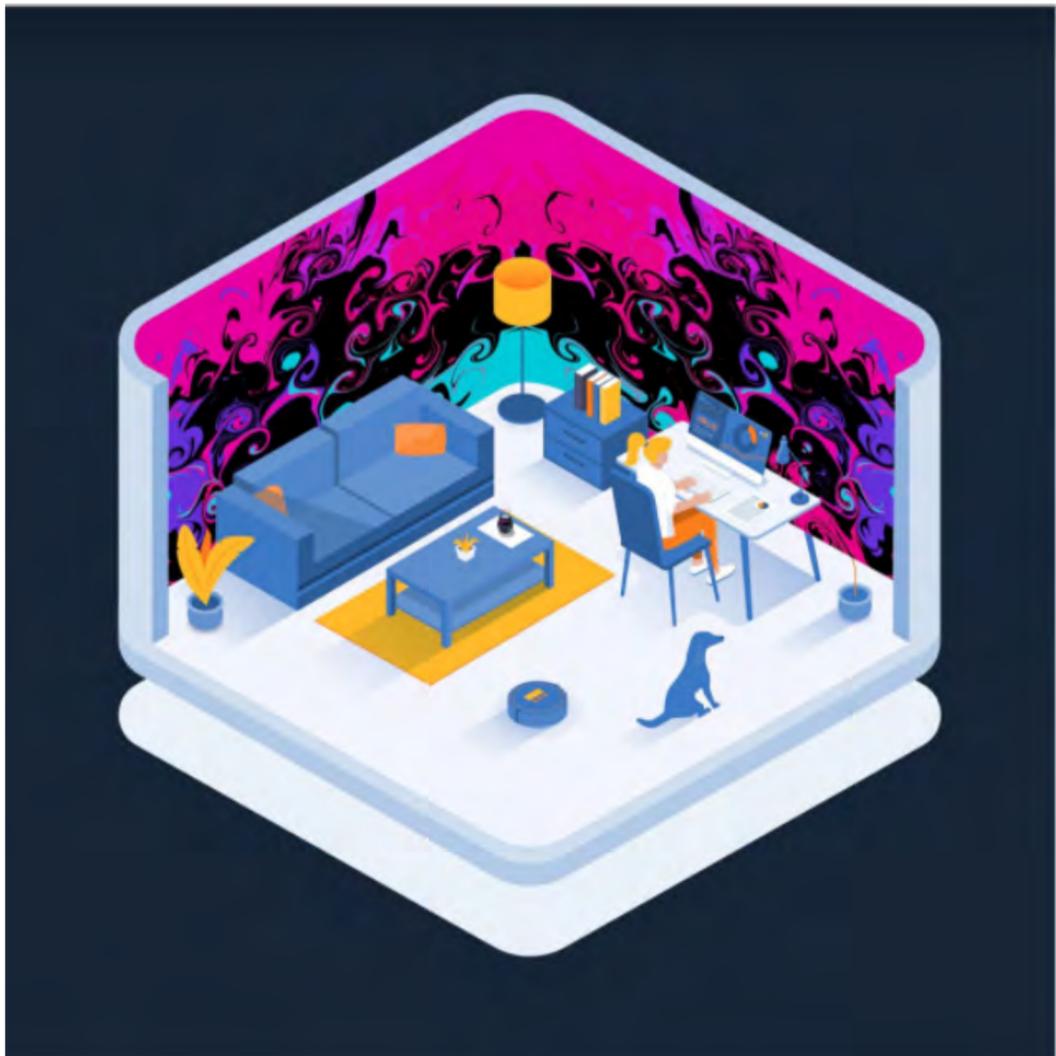


SAD



NERVOUS





## **“ONCE UPON A TIME” BOOK DESIGN**

In the history of our human civilization, each civilization has its own myths and legends. When I was studying art history, the Sumerian civilization, the earliest civilization of mankind, aroused my interest. I find that many stories of this civilization are similar to those of Chinese civilization I heard when I was a child. Therefore, I designed this book to talk about them.

for high-resolution pages:

[https://drive.google.com/file/d/1E3LSKuNaxE\\_P71yp01raG7Gh4UDppioD/view?usp=sharing](https://drive.google.com/file/d/1E3LSKuNaxE_P71yp01raG7Gh4UDppioD/view?usp=sharing)

click the link to view the video here:

<https://vimeo.com/542460364>

In addition to having the same appearance and being known as the God of fertility, Nu Wa and Ninhursag are also known as the gods of healing.

Snakes have always been associated with medical treatment, and even now, the sign on a human ambulance is a snake coiled around this pillar. And there's also a double snake coiled icon.



Nu Wa and Ninhursag, the God of medicine, the serpent coil, the medical symbol, is there any connection between these things?

ONCE  
UPON  
A TIME

In more than three million years of human evolution, the earth has experienced three ice ages and has not experienced very hot periods. That is to say, the climate gets warmer a little and it gets cold.

In theory, humans should have evolved thick hair and fat to protect against the cold. But in fact, human hair almost degenerates all over the body, leaving only the hair on the head.

And only human hair keeps growing. If we don't cut it, it can grow to several meters. But the hair of other animals is so fixed that it stops growing when it reaches the standard length. What did humans evolve this hair for?

Not only that, human skin is particularly afraid of ultraviolet rays. Other animals have no problem in the sun for a day, but human skin can be burned by ultraviolet rays, causing peeling, redness, and pain.



ONCE  
UPON  
A TIME



## POSTER DESIGN

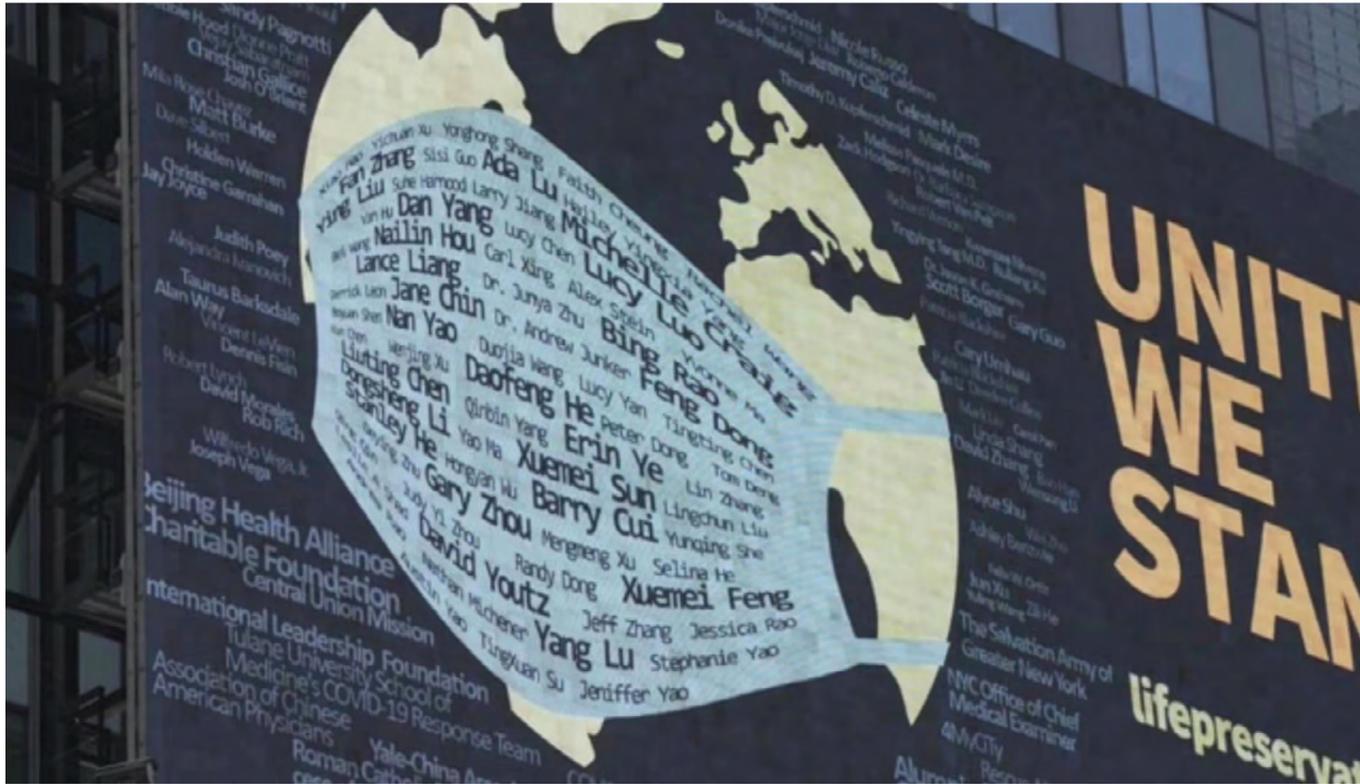
In the summer of 2020, I joined the Daofeng & Angela foundation volunteer campaign against COVID-19. At the same time, I also designed a poster to promote the event, which was put up as a billboard in Times Square in New York City!

# UNITED WE STAND

[lifepreservation.org](http://lifepreservation.org)

Daofeng & Angela Foundation  
道安基金會

Stephen Dittmer, John Ray Gonzalez, Timothy D. Kupferschmid, Nicole Russo, Rachael Bleedker, Major Jorge Diaz, Roberto Calderon, Chelsey Caswell, Nicole Russo, Seth Dittmer, Donika Prelvukaj, Jeremy Caliz, Celeste Myers, Timothy D. Kupferschmid, Mark Desire, Melissa Pasquale M.D., Zack Hodgson, Dr. Barbara Sampson, Robert Van Pelt, Richard Vernon, Kwanzaa Niversa, Yingying Tang M.D., Rullang Xu, Dr. Jason K. Graham, Scott Berger, Gary Guo, Patricia Blackshire, Cary Umhau, Patricia Blackshire, Jin Li, Deedee Collins, Mark Liu, Carol Pan, Linda Shang, David Zhang, Bao Han, Wensong Li, Alyce Shu, Wei Zhu, Ashley Benzwie, Felix W. Ortiz, Jun Xu, Zhi He, Yuling Wang, The Salvation Army of Greater New York, NYC Office of Chief Medical Examiner, 4MyCTy, Rescue Alliance, Alumni of IEP at Georgetown University, Lutheran Social Services of New York, The Bowery Mission, Flagstone Foundation, The Brooklyn Hospital Center, Phoenix New Media, Chinese NGO Foundation, Staten Island University Hospital, New York City Relief, Maryland Staff and Volunteers, Meals on Wheels of Central, Roman Catholic Diocese of Brooklyn, Association of Chinese American Physicians, Yale-China Association, COVID-19 Emergency Task Force, Tulane University School of Medicine's COVID-19 Response Team, Beijing Health Alliance Charitable Foundation, Central Union Mission, International Leadership Foundation, Wilfredo Vega, Jr., Joseph Vega, Robert Lynch, David Morales, Rob Rich, Vincent LiMen, Dennis Fsin, Alan Way, Taurus Barkeedale, Judith Poey, Alejandra hamovich, Christine Gamahan, Jay Joyne, Holden Warren, David Silbert, Matt Burke, Mia Rose Chavez, Christian Gallice, Josh O'Brian, Velay Sabaratnam, Debbie Hood (Donne Pratt), Sandy Pagnotti, Julie McCabe, Peggy Vick, Ronald Baldwin, Jack Dupree, Christopher Dippazine, Claudio Mogliazza, Ben Sundano, Will McCabe, Karl Merino, Tam Lynne, Chuck Paterakis H&S Bakery, Julie McCabe, Daniel Shaul, Yichuan Xu, Yonghong Shang, Faith Cheung, Rachel Wang, Sisi Guo, Ada Lu, Hailey Yingda Yang, Fan Zhang, Sufe Hamood, Larry Jiang, Michelle Craig, Yan Hu, Dan Yang, Lucy Chen, Lucy Luo, Wang Hong, Nai Lin Hou, Carl Xing, Alex Stein, Wome Ma, Lance Liang, Dr. Junya Zhu, Bing Rao, Feng Dong, Jane Chin, Dr. Andrew Junker, Nan Yao, Duojia Wang, Lucy Yan, Tingting Chen, Mengdi Leon, Daofeng He, Peter Dong, Tom Deng, Kun Chen, Wenjing Xu, Qinqin Yang, Erin Ye, Lin Zheng, Liuting Chen, Qinbin Yang, Dongsheng Li, Yao Ma, Xuemei Sun, Lingchun Liu, Stanley He, Hongyan Wu, Barry Cui, Yuning She, Gao Bin, Dayang Zhu, Gary Zhou, Mengmeng Xu, Selina He, Xuelei A. Shad, Judy Yi Zhou, Randy Dong, Xuemei Feng, Andrew Rao, David Youtz, Jeff Zhang, Jessica Rao, Nathan Michener, Yang Lu, Stephanie Yao, Austin Yao, Tingxuan Su, Jeniffer Yao, Tingxuan Su, Jeniffer Yao



## “SHU-FA” TYPEFACE DESIGN

Calligraphy is a unique form of artistic expression of the beauty of the characters in Chinese language and regions that have been deeply influenced by Chinese culture. When I studied it in the summer, it suddenly occurred to me that such beautiful art should be shared. Therefore, I intend to combine the methods and rules of calligraphy with letters used in English to create a new typeface.

a b c d e f g  
h i j k l m  
n o p q r s  
t u v w x y z



## LITE BEER

Lite Beer has low calories and carbohydrates, which can make people who exercise to lose weight feel relieved to drink. With this audience in mind, I designed an advertising campaign based on three themes: camping, going to the gym and playing sports.







## CHINESE ELEMENTS FASHION ILLUSTRATION

Based on elements of traditional Chinese culture, I designed fashionable clothes. While spreading Chinese culture, it can also attract more people who love fashion and trend. I designed them according to the color of the traditional Chinese food “zongzi”, the flowers and cranes representing the beautiful meaning, and traditional Chinese patterns.







## “SHAN HAI JING” ILLUSTRATION

Shan Hai Jing is an ancient book in China. It records countless magical places and strange animals. But in this busy modern city life, we seldom pay attention to these old and interesting things. Therefore, I took the monsters in Shan Hai Jing as the prototype, redesigned their appearance, and made them come to modern urban life over thousands of years.





## “GUSE” APP DESIGN

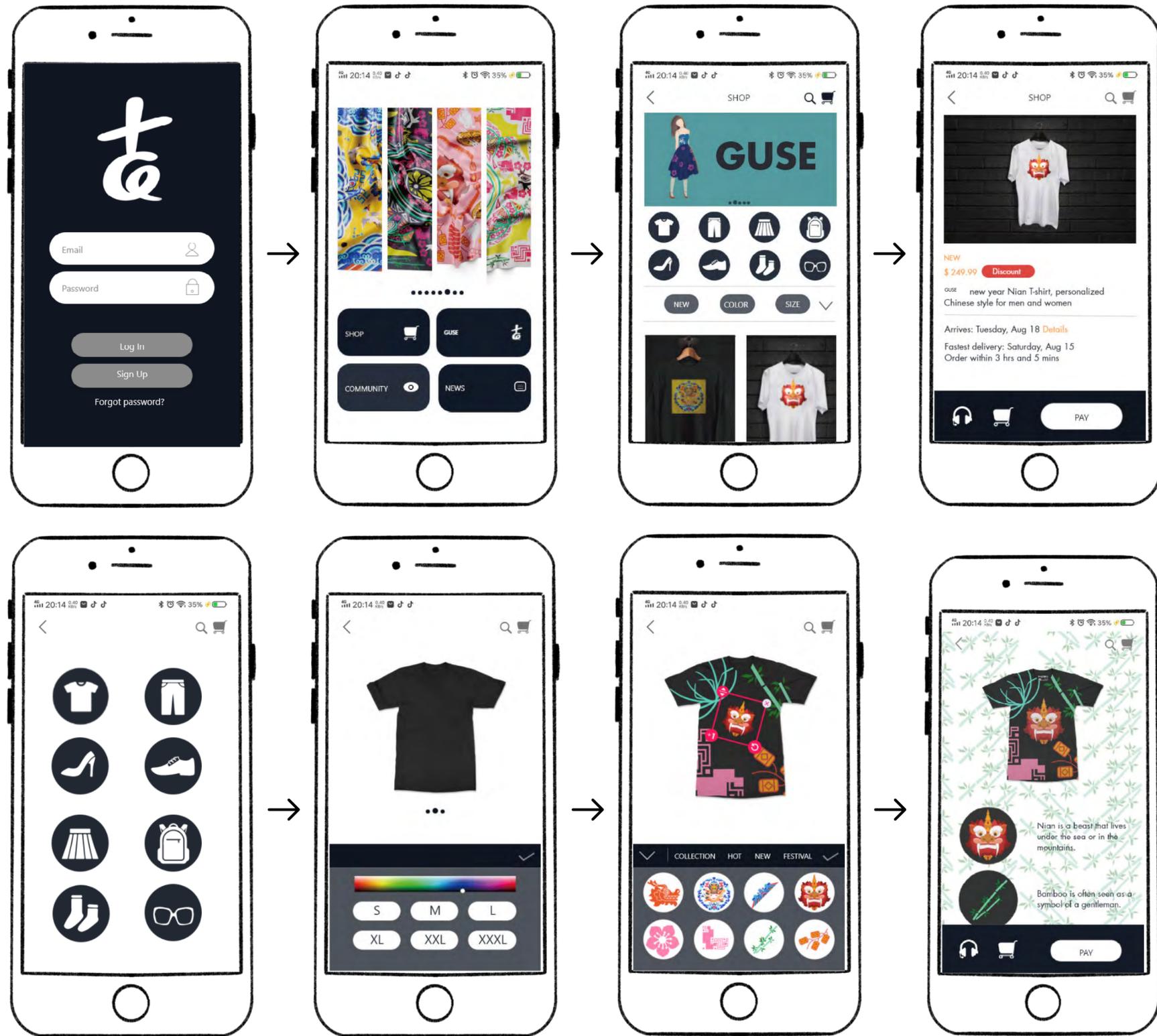
GUSE is an app that sells clothes. In addition to the traditional function of buying clothes, I also designed three special functions. First, users can use the elements provided by GUSE to design their own unique clothes according to their own preferences. Second, users can upload their daily life and photos related to GUSE to GUSE’s social media platform. Third, users can use GUSE to learn Chinese traditional culture and information.

Click the adobe XD link here:

<https://xd.adobe.com/view/9ff2cb75-ae68-41c6-a4f7-1a6cae4b2852-cao1/?fullscreen>

Click the link to view the video here:

<https://vimeo.com/542455492>





## **ANIMAL DESIGN**

According to the characteristics of animals, I designed five kinds of animals in four different ways. They are line drawing, scribbles, geometric shapes and circles and curves. Those animals are sparrow, bat, flying fish, rooster and whale.

