



LONELY GIRL

Due to Covid-19, many governments take measures like lockdown to protect citizens, which controls pandemic to some extent. However, it also curbs their freedom especially for young children. By contrast, animals come out to our living area.

That opposite phenomenon is very interesting, however, reminding me to think relationship between children and animals.

Above all, I painted a story to imagine the change of relationship between them.

From untrust to being friends, they have guess, attacking actions even imaging the opposite side would kill them...for that girl it is a chance to know animals clearly, for that bird, that window is beneficial to observe people...

Moreover I introduce AR technique to impress audiences.



Research

In Wuhan, a lot of citizens were locked at their home during the time of Covid-19 break out. They were cut the channel of communicating outside. So, windows is the only way they can expose to outside air. From window or balcony at their home, they observed the world and breath new air...

Window was very important for Wuhanese in that period, so I use windows as a channel for girl to perceive outside









Picturebook AR Display





PACHAMAMA

BRAND DESIGN

Pachamama is a charity project which is committed to help young girls who suffered period poverty by providing free sanitary products.

I plan to design waterproof package, device to prevent bacteria for sanitary products and a map with using booklet to teach users how to use it.

Research

In the UK, 1 in 10 girls can't afford to buy menstrual products, while 1 in 7 have struggled to afford them, according to a representative survey of 1,000 girls and young women aged 14–21 by Plan International UK. Academic researchers named that as **"Period Poverty"**.

Fortunately, it is lucky for young girls that Scottish government commits an exact number of money every year to tackle period poverty. And this action of Scottish government are expanded to other areas such as Kenya and so on. However, when I study in the Scotland, I found only a few girls are willing to use treasure products when they see that because of cleaning, quality issues or others. In order to make more girls use these free sanitary products, I create "**Pachamama brand**" for girls to tackle their worries.

Persona



Pachamama is the source of our planet in South-America culture, which protects the whole world. The meaning of that woman is suitable to our brand, so I use Pachamama as a spirit symbol in my brand design.



PACHAMAMA
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PACHAMAMA



Zine Design 1

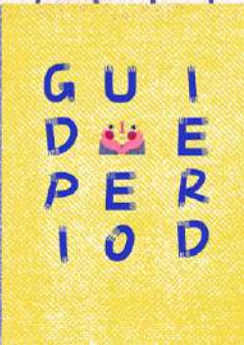
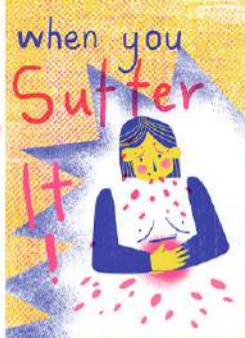


sign of finding sanitary products

you can enjoy sanitary products when you need according to this "GUIDE PERIOD" map.

GUIDE PERIOD

Zine Design 2



Work Extensions





