Evidence 1) Student Success:

During the last couple of years, many students have received awards from various design competitions. One of the significant acknowledgments is that two students became award winners for the “Adobe Design Achievement Awards” (See Figure 1 & 2). This highly prestigious award proves that their design works under my supervision and teaching in Advanced Graphic Design was an exceptionally outstanding credited by Adobe Co. Both wining designs showed a successful problem-solving in learning design, and students demonstrated the visual concept and research outcomes highly distinguished from other competitors around the world. This tangible result evidences my teaching pedagogy is not only bringing the uniqueness of design disciplines but also enhancing design competencies to prepare for their future profession. Among many other students placed in the design industry, these two award winners succeeded to find a professional design industry job in Silicon Valley and NYC. Also, one of the students’ works for the new brand identity of “Goodie Two Shoes” were selected to represent their non-profit organization nationally (See Figure 3). All my pedagogical initiatives have brought a strong reputation of UNLV graphic design education enhanced by learning and teaching environment quality.

Figure 1. Adobe Design Achievement Awards. “US Banknote Design” created by Paulina Zeng enrolled in the Advanced Graphic Design Studio.
1. Development

Construction & x-values

Over the past few years, I have grown as a designer, and so I created this new identity to represent myself better.

Identity

“...I wonder what it's like to soar in space.”

Functions as both symbol and type logo. It is often rotated at certain angles below:

50% 100% 150%

Mind

Goal

Compass

Marker

Journey
Figure 2. Adobe Design Achievement Awards. “Self-Branding Promotion” created by Lam Lu enrolled in the Advanced Graphic Design Studio.
Figure 3. “A new brand identity for Goodie Two Shoes” created by Kyle Granger
e.g.) Learning outcomes

**DESIGN OBJECTIVE:**
To invent a new packaging for Vietnamese baguette, or commonly called Banh Mi—pronounced bun mee.

**BANH MI PACKG.**

**RESEARCH OUTCOMES:**
- The lack of universality in functionality, structure, and design. There is no “common” and “good” packaging for small restaurants or stalls.
- The use of environmentally harmful materials such as rubber bands and plastic bags.
- Some food trucks or even restaurants use scrap newspapers or magazine to wrap the banh mi, raising sanitary concerns.

**Thinking Process:**
- **Build** = eco-friendly materials.
- **Function** = unique and memorable experience.
- **Graphics** = organic, hand-drawn, simple.
- **Colors** = friendly, appetite-stimulating.

**Prototype timeline**

**SOLUTION:**
- The packaging combines the square bottom bag and the basic kirigami technique to create a stretchable bag to contain and reveal the baguette reflexively.
- The construction is simply from an 8.5” x 11” paper, and recycled-paper-made strings are used as handles.
- The imagery of the Ben Thanh market—an iconic place of Ho Chi Minh City—was created in a hand-drawn style illustration as the primary graphic.
- The word “BANH MI” also has a similar treatment as the illustration. The brief history of banh mi is done in one of the most inking typeface, Garamond.
- The appetizing soft orange color was chosen for its resemblance of the baguette.

**Design Process:**

**Image Map Method:**

**Graphics & Typography:**

**Handcrafted:**
- Logo (client, restaurant, chains, food vendors, etc.)
- The name of the baguette indicates the freshness of the ingredients.
YAMAMOTOYAMA
Tea Package Re-design

Re-design Goal:
Create a premium look (make product look more valuable)
- Differentiate the packaging to other teas that is displayed in the grocery aisle.
- Create a unique brand identity and grab attention.
- Add value to the product itself.

To create a premium experience / functionality
- A more convenient way to get the tea out the packaging.
- A more aesthetically pleasing way to store tea using the packaging itself.

Overall design
The overall design of the new tea packaging is inspired by a scooping spoon. A dedicated tea scoop is usually used by tea enthusiasts when handling loose leaf tea. The reason in using a tea scoop is to help make the delicate tea leaf intact and prevent crushing the leaves. The ideal way of getting the tea leaves in a container is to gently roll it out from the container and avoid using a spoon to dig inside the container. With the new design the tea scoop is unified with the container. By designing the new tea packaging container with a mouth shape of a scoop it makes the process of rolling out tea leaves more easy and accurate preventing a messy spill of tea leaves.

Close up look inside the cap
Inside the packaging cover lid is a measuring unit for tea servings.
SIGN

“Thank you”

VOICE

CROSS PLATFORM

How will it work?

Quickly swipe to switch between functions: