



cassandra wang

This is my
main
visual style
of my personal work,



gladiolus,
2023



where should I go
2022



lens practice,
2023



roses of a day,
2023



observers
2022

My personal work is a visual that expresses my sensibilities and ideologies, and a way to communicate my aesthetics.
Monocolor, minimalism and poetic formed my design aesthetics.

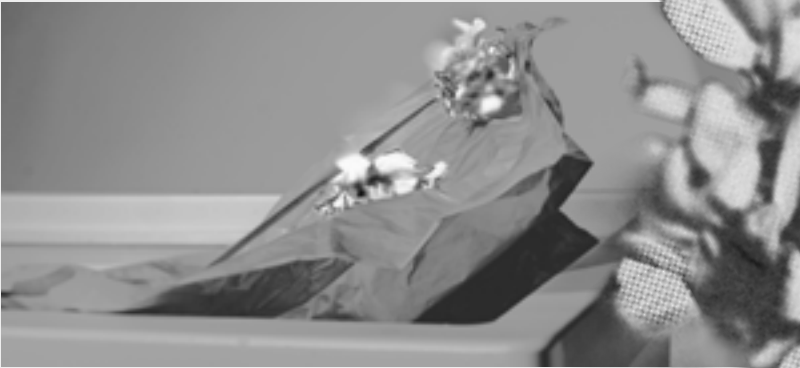
Lens & movement

I'm not settling for still posters or photography, I also narrate myself through time and movement. This is a school project, our brief asked us to tell a story without any human performance. I immediately thought of telling the story of a flower I once photographed, so I made the short film *chrysanthesis* (2023).

Chrysanthesis

This is a story of flowers being digitally immortalised. Flowers are often used as gifts or decorations in human societies and face being discarded when they fade. This short film explores the story of what happens to discarded flowers in the darkness of the trash bin where we don't usually notice them.

link: <https://youtu.be/SGP0c69cYHo>



concept poster



Chrysanthesis, 2023

process

is as important as the outcome

I am focused on the whole process of the work. I document every decision and every process, which helps me to better plan the steps to complete the work, so that each part can be executed in the best possible way. The short film *Chrysanthesis* was shot and edited by me alone, from sketch to finished film, with background music and sound effects, colour palette and special effects.

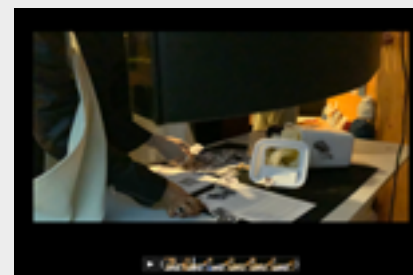


where should I go
2021



setting of open studio

Time-lapse photography



Cassandra Wang

Chrysanthesis
2023
short film
1 minute

"Where should I go?"
Flowers are generally used as decorations or gifts in life. They lose their usage as they wither, and at that point, their destination is in the trash like most valueless objects. And what will happen to these flowers and objects afterwards? Is this the end or the beginning of the story? The project explored topics like the life cycle of a product, the transformation of value, and how an artist participates in the process, through the story of a flower. In the end, the withered flowers in the trash turned into a "virus" and spread.

Where will these
Chrysanthesis go?

Feel free to have these stickers, spread the
"virus".

core references board concept building

concept - the transformation

The change of authenticity,
aura by digitization



from concept,
OCD practice

Life and death, reflect on the passage of
time and the fleeting nature of life through
the project



concept - spreading virus

They were suddenly everywhere in galleries, in shopping malls, on everyday objects.
Contemporary art such as Yayoi Kusama's has gone crazy, spreading like a virus.



Yayoi Kusama's
Obliteration Room |
Tate
At the start of the project, this room
was completely white - white ceiling,
white floor, white walls, white
furniture. People come in they are
given a sheet of coloured stickers in
different sizes, which have been
produced specially for the project
etc...



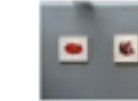
In Pictures: Louis
Vuitton X Yayoi
Kusama descends
upon Harrods -
TheIndustry.fashion
Celebrating Louis Vuitton's latest
colourful collaboration, Yayoi
Kusama comes to London's iconic
department store Harrods...

visual developing

visual - flower

photography

Irving Penn



"For Mr. Flowers Are
Acts of God": A New
London Exhibition
Celebrates Irving
Penn's Spectacular
Floral Portraits
"Some people look at a rose and get
almost holy rapt." Penn once
wrote: "Look at a rose and get
almost religious, which is a different
thing."



Three Poppies, "Not-Dead", New
York, 1968 by Irving
Penn/Courtesy of Condé
Nast Publications, Inc.

Kazuo Takai



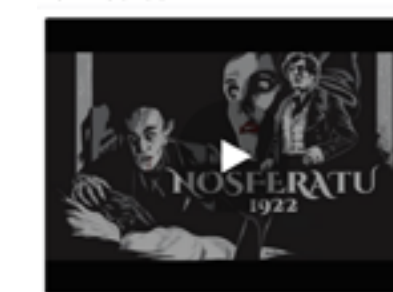
WITHERED FLOWERS
BLACK - Past Exhibition
| AKIO NAGASAWA
Akio Nagasawa Gallery Ayazawa is
pleased to present "WITHERED
FLOWERS BLACK," a solo exhibition
by Kazuo Takai. Born in 1938 in
Tokyo, Japan, Kazuo Takai is one
of the leading photographers...



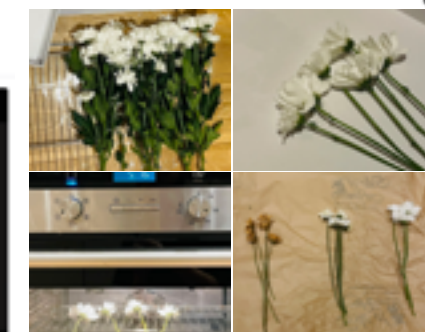
WITHERED FLOWERS BLACK
Kazuo Takai

visual - film

Nosferatu: A Symphony of Horror



Nosferatu (1922) | HD | Full Horror
YouTube · Updated 31-10-2023 @ 14:25 GMT+0800



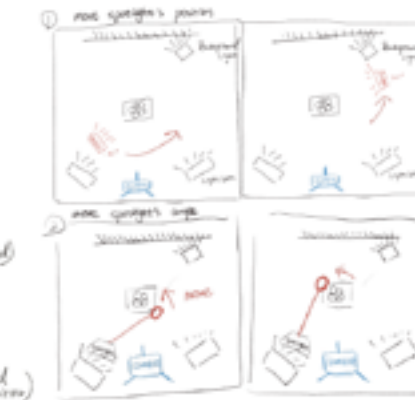
mark
your
flower
good
20
off
60
in
100
album

filming!

Props:

1. Flowers (withered+new)
2. Vase
3. Table
4. Trash bin
5. mag. pens (object placed
by glass wire)

my props list



lighting plan



using two
different lens



documenting
the process



timing



lights positioning



setting lights as the plan



using fishing line to
move the trashbin

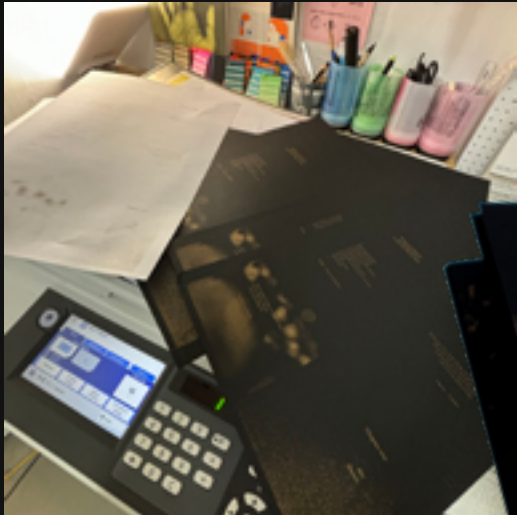
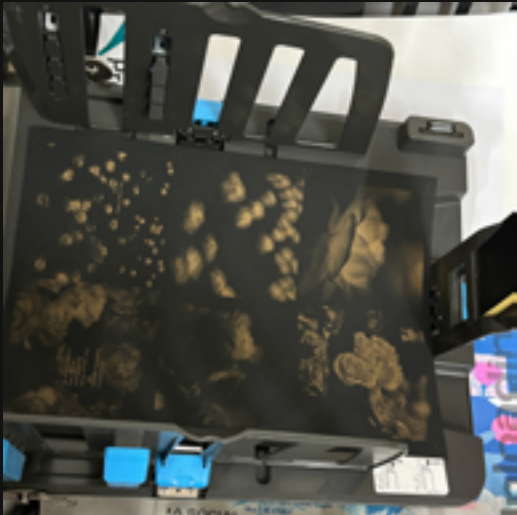


using fishing line to
move the trashbin

part of my working process

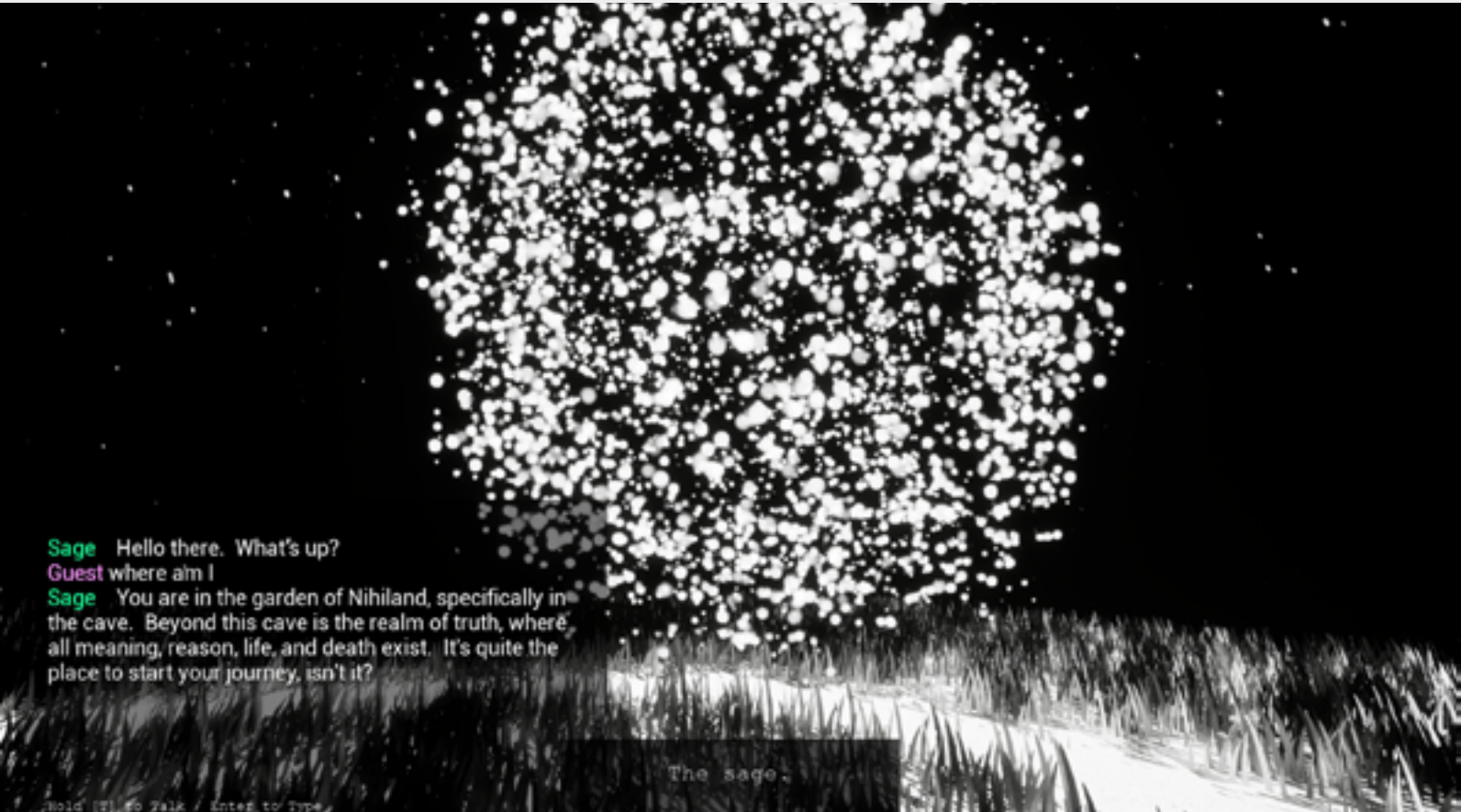
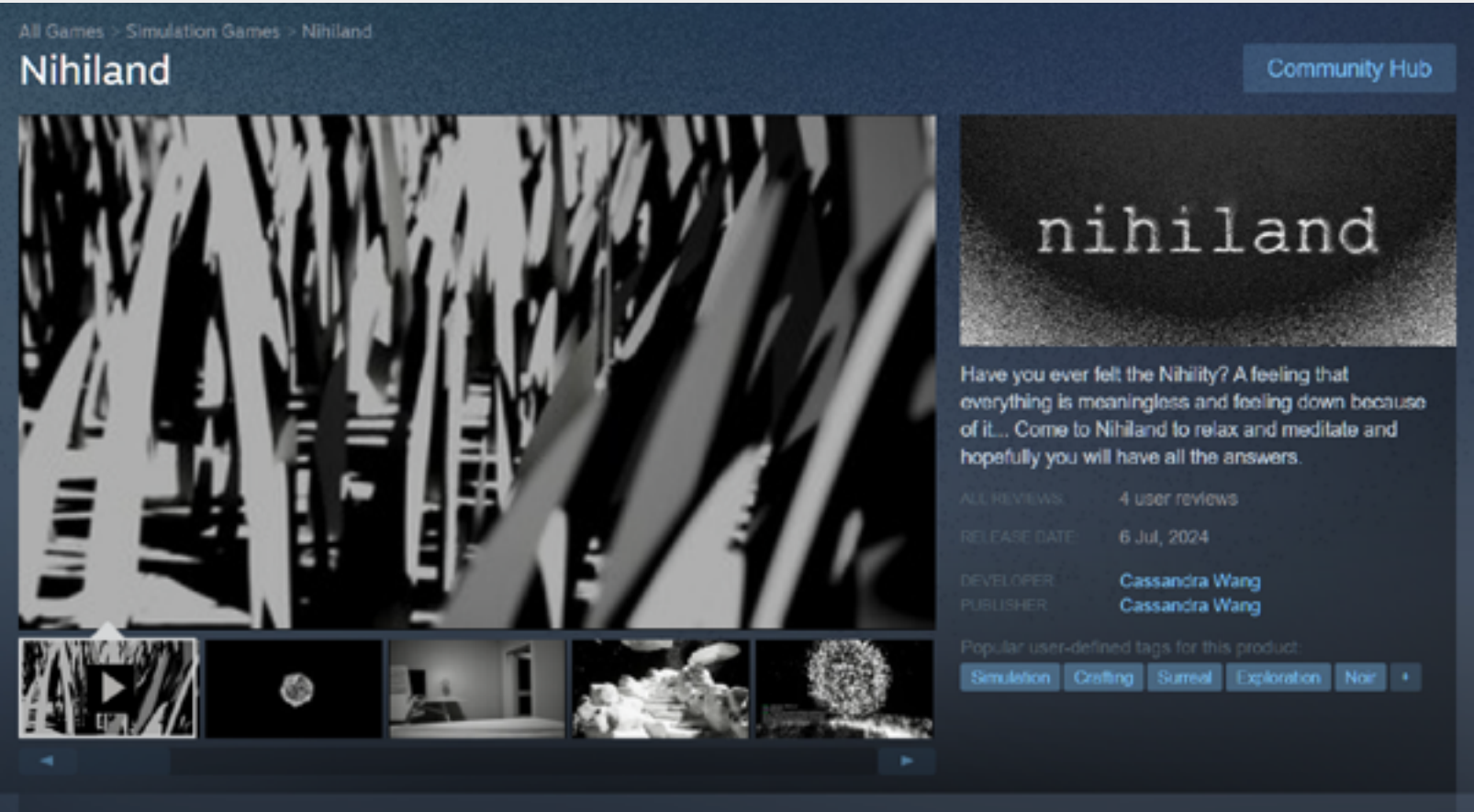
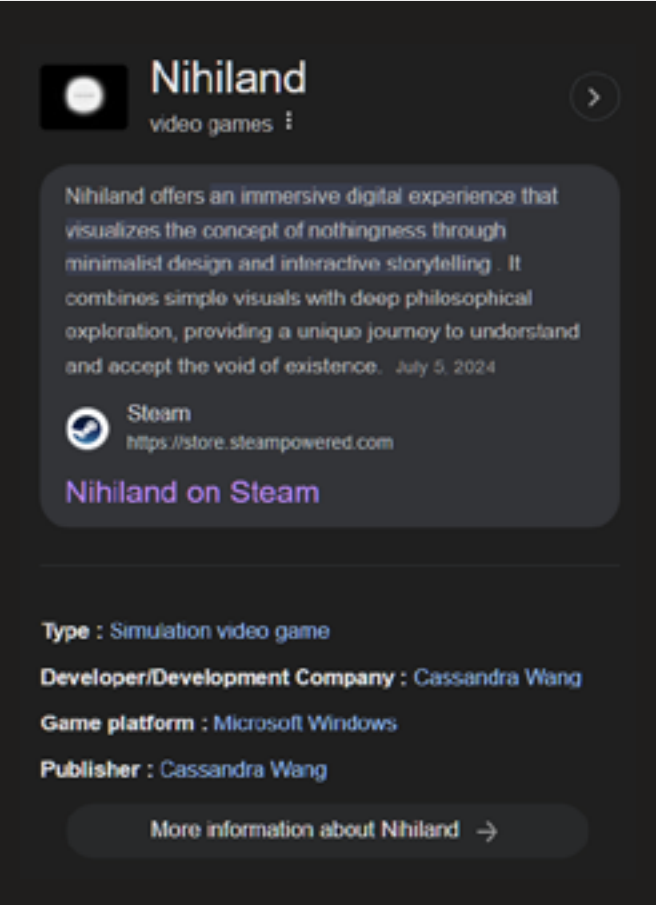
I'm also good at
print &
production

I've done at least ten Riso and inkjet prints projects, and I know about how the layout and binding works in digital printing. On the right is a collection of my film photo-poetry that I Riso printed using gold ink on black paper.



Then,
I release my first game
nihiland

My graduate project was the indie game *Nihiland*. The theme of Nihiland is modern nihilism, and it revolves around my experiences as a main narrative. I had no experience in game design and 3D digital design, but I got up to speed with Unreal Engine 5 in just one month, learning how to build scenes, create particle animations and use the blueprint system to build the game. The work is informed by my philosophical thinking and filled with my design aesthetics. I collected about fifty different people's views on life and living, providing a space for the audience to think and meditate in addition to the narrative. The game has gained 150,000 exposures on Steam in the four months since its release.



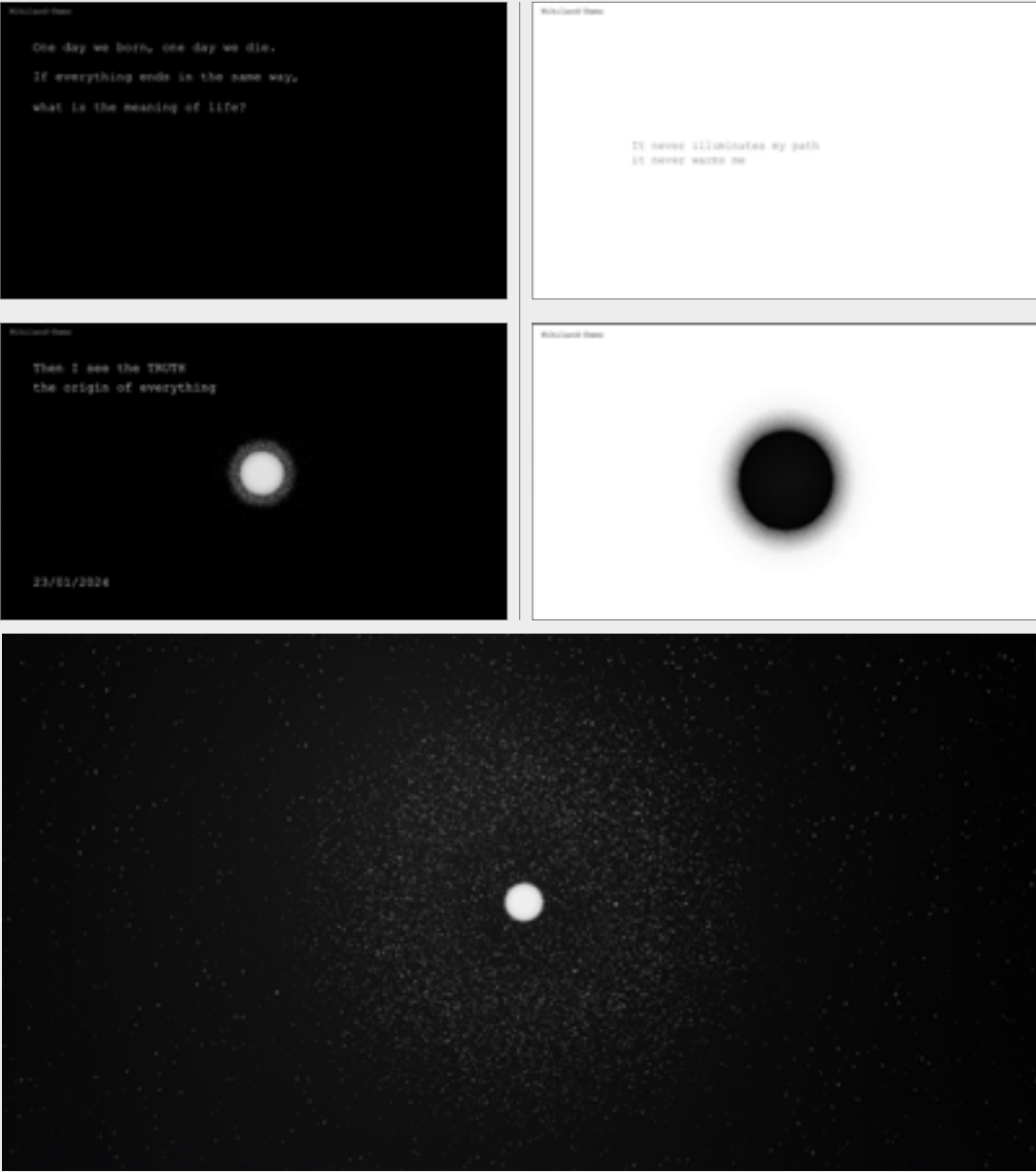
Nihiland on Steam

game screenshots

Black & white

are not just an empty style

I resist pointless design.
You may wonder why most of my works are dominated by black and white? The use of colours in each of my works is a serious design decision. Colour itself is full of different symbolic meanings and I refuse to abuse it in my work. Not only the colours, but also every decision I make in my work is the result of a journey of iteration, which is always well documented.



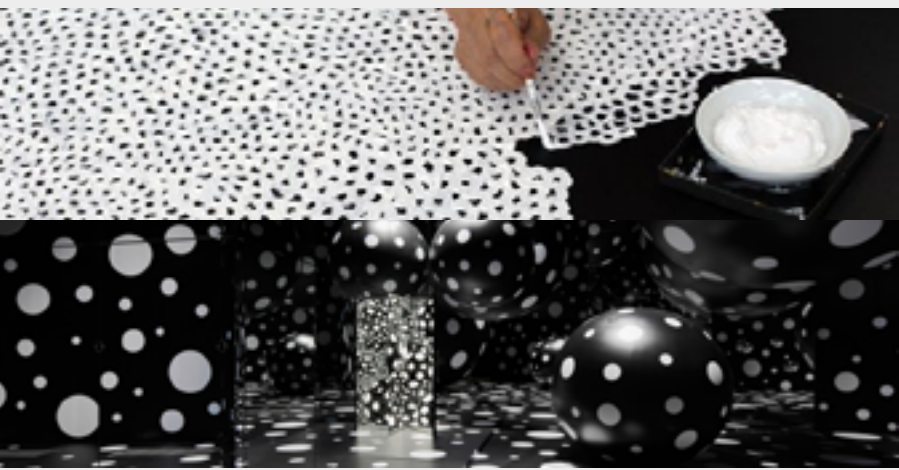
animation in Nihiland



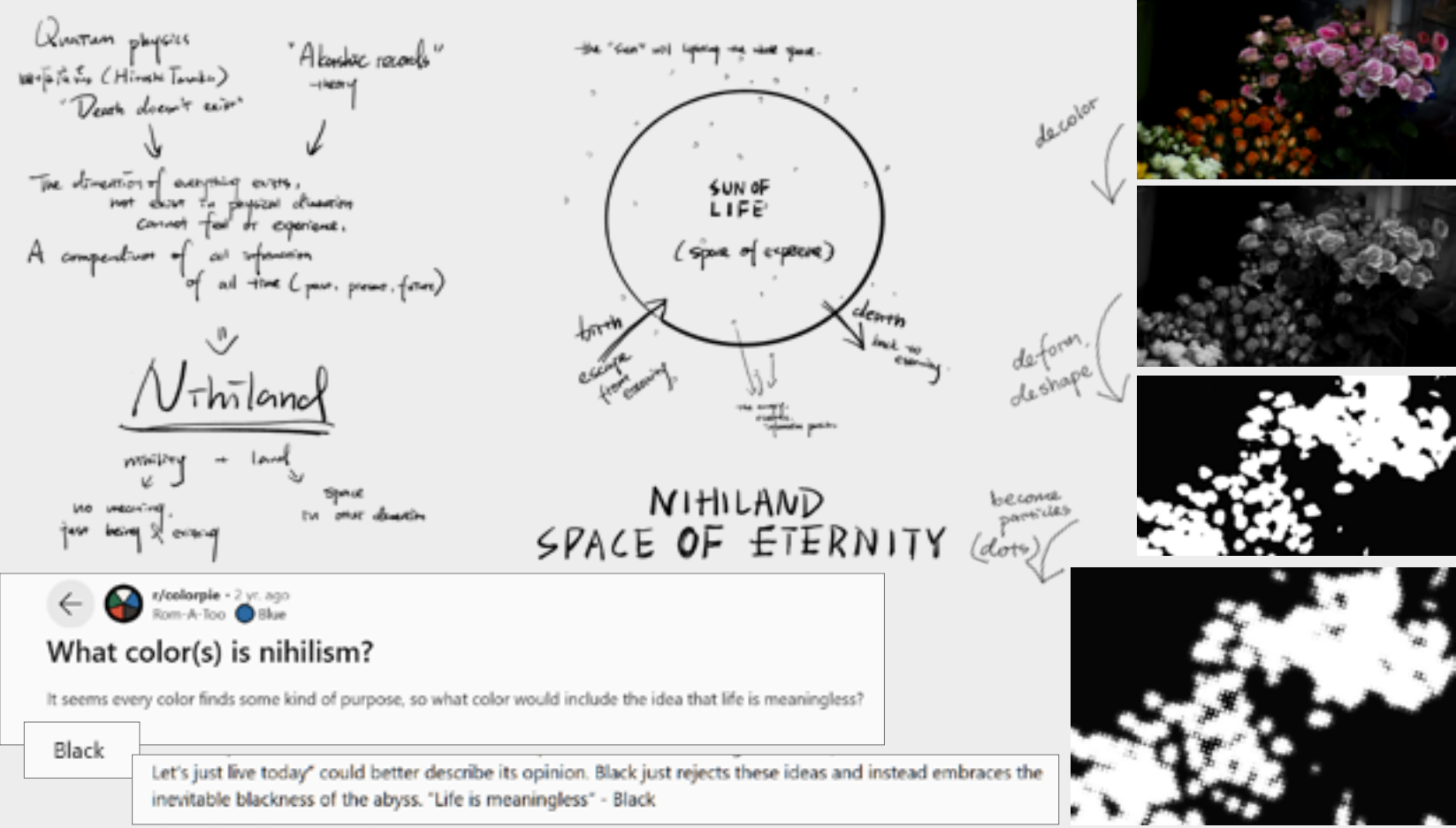
Genis Carreras - Nihilism poster



Patrick Nikowitz - 'Nihilism' Painting



Yayoi Kusama - Infinity Nets



some of my work process

I've also worked on brand & identity

While at school I worked on a beer design project for the *CSMxTwo Tribes*. In my personal design proposal, I emphasised the client's request (to highlight CSM's Identity) and contacted the designers of CSM's official typeface CSM Shifts to study CSM's visual language in depth. The colour scheme not only follows the classic colour scheme that represents CSM, but also saves on printing costs and stands out from the other beer bottles because of the vibrant colours. Considering the scenario of customer when purchasing the product, different fun slogans were added to each can. The proposal ended up as a backup proposal.

A CSM BEER



visual presentation



There's a
jewellery
collaboration
with an indie designer.



final outcome of the jewellery

This project is a collaboration with Chinese indie designer Florile Noretturn for the jewellery *Gladiolusis*.

For this project, I was working on the jewellery concept, sketching, designing the publication and packaging, and photographing the finished product. The jewellery is informed by my constant exploration of life and death, my obsession with flowers, combined with the texture of the jewellery, to create a piece that embodies my "fading aesthetics". The work went to a private collection.



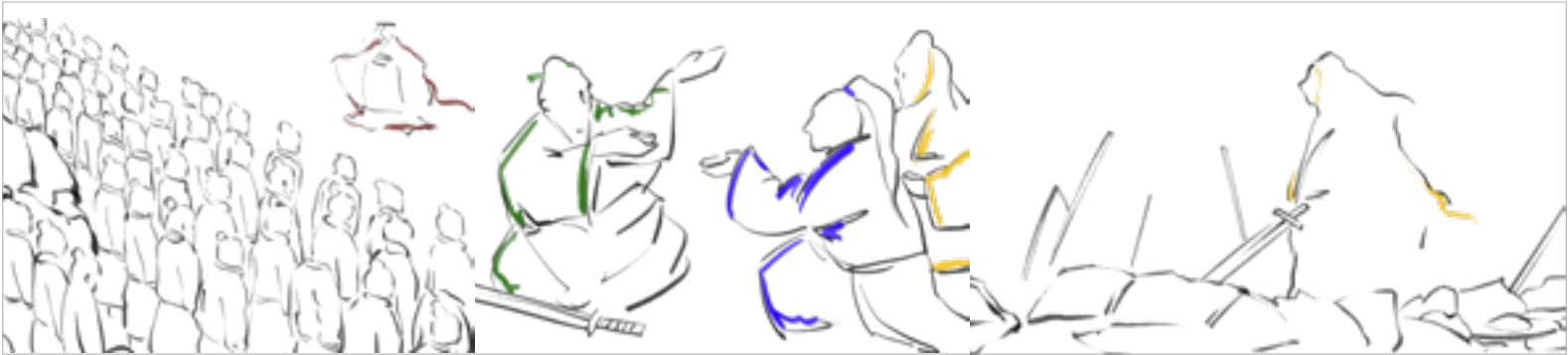
lines & narrative

At the same time, I was exploring the possibilities of narratives with lines. I created two animations, both using simple lines composed frame-by-frame, each consisting of 400-700 drawings, and each animation was drawn in two weeks. I insist on simplicity and precision in my animations. I also produced all the background sounds for the animations *The prince, assassin, general and king*. If you want some special style of animation, or need someone with animation experience, it may be something to consider :)



Anacortia, 2022

link: <https://youtu.be/JWKeDbQ9M6g?si=cMg-dDZiHwHiCikB>



The prince, assassin, general and king, 2022

link: <https://youtu.be/D8HskKahIPU?si=CUziBHpl5oSseG-O>

media & education

And of course, I think the most important thing is to reach the audience. *Chemicals* is my creative textbook for children to understand the chemicals in our body. I created different animated characters based on the chemical formulas of the chemicals and chose different representative colours according to the colour and human body science. *Chemicals* contains two finished products, one is an interactive animation and the other is a printed publication.

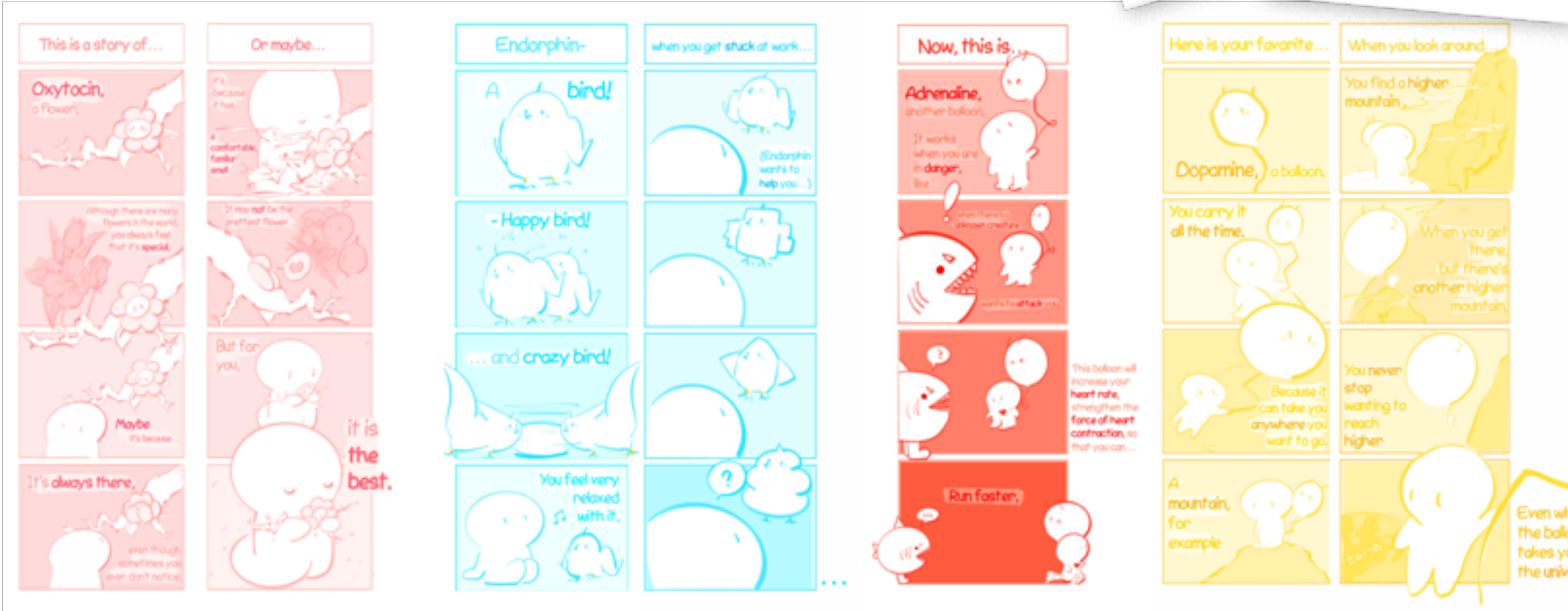


some of my work process



Chemicals, animation, 2023

Interactive animation link(open in browser):
https://www.bilibili.com/video/BV1ZM4y1r7jS/?share_source=copy_web&vd_source=983fc67f8b6831a6f669df0d76119461



Chemicals, publication, 2023

Typeface & application

This is a private customised logo project, the client asked for a design with the letter plus the symbol D..D.
I gave two proposals to start the design with contemporary art combined with ASCII text art and Helvetica.



Option 1, 2024



Option 2, 2024

