PLOAR M-

PORTFOLIO

FOLIO DAIYUK

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LAM DAIYUK

Graphic Designer with retail background in recognized international brand, passionate about design and leading brand identity projects in existing or new disruptive markets. Demonstrated creative solutions with cost-saving improvements. Being adept in all contemporary forms of Digital media, I have added high profitable values to these businesses through my diverse roles in **Graphic Design, Branding and Event Management**.

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EDUCATION BACKGROUND 教育背景

2008 Sep–2010 Jun *(2 years)*	**BA (Hon) in Digital Media—Hong Kong Polytechnic University**
2006 Sep–2008 Jun *(2 years)*	**High Diploma in Multimedia Design and Technology—Hong Kong Polytechnic University**
2004 Sep–2006 Jul *(2 years)*	**Rosaryhill Secondary School—HKALE**
1998 Sep–2004 Jul *(6 years)*	**Sacred Heart Canossian College—HKCEE**

PROMO-

EVENT

TION

Event Design

傳奇再現英超足球邀請賽 -活動宣傳製作

Legend Forever Football Master Invitataional Tournament -Event Promotion

a

b

c

d

e

Left: *Legend Forever Project (a) keyart and promotional item: (b) event poter (c) website banner (d) event programme booklet and (e) event tickets for day 1& 2.*

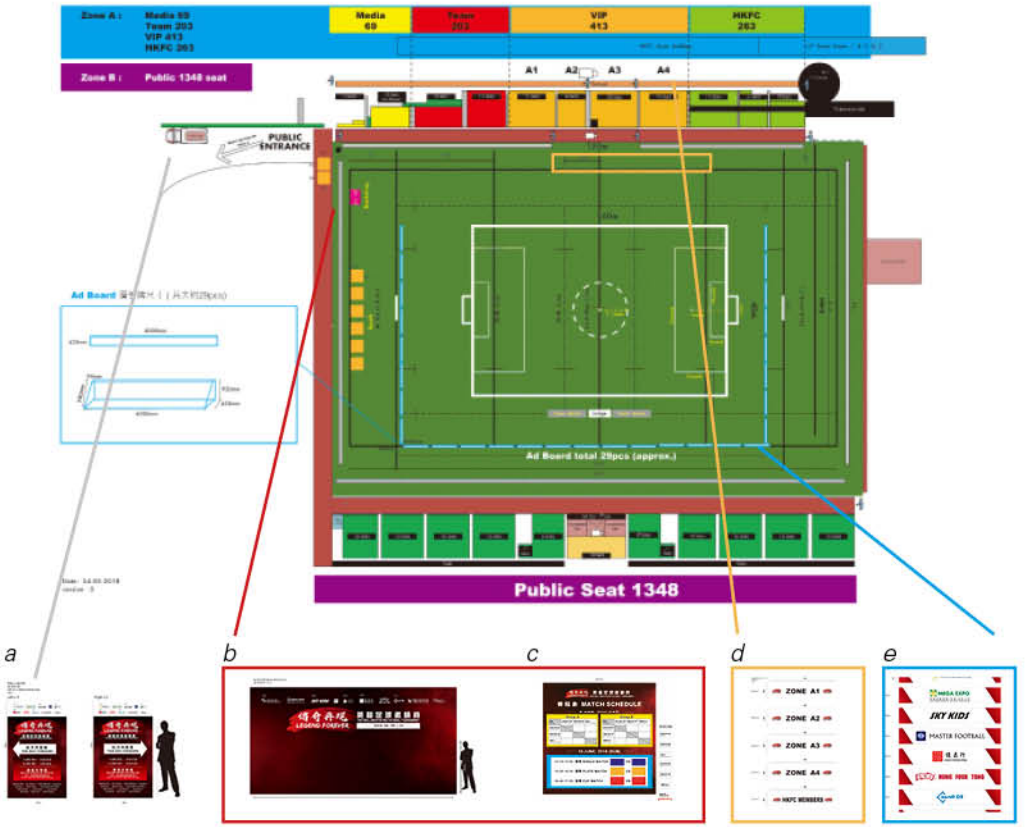
Right: *Group photo taking with 3S Organizers Otto Tang and Chairman of Football Association Pui Kwan-Kay and invitational members, former professional players from Arsenal F.C. and Manchester United F.C.*

Client: 3S Entertainment Company and Mega Entertainment & Fair (Hong Kong) Limited

Project: Legend Forever Football Master Invitataional Tournament <傳奇再現英超足球邀請賽>

Legend Forever Football Master Invitataional Tournament

Left: *Group photo taking of soccer team with team members.*



Right: *Floor Plan of Hong Kong Football Club, with arrangement of event decoration, (a) way-finder banner, (b) main stage backdrop, (c) score board, (d) zone banners and (e) venue advertisiments.*

Details: Legend Forever Football Master Invitataional Tournament <傳奇再現英超足球邀請賽> is organized by 3s Entertainment and Master Football, a British sportmen management company. The tournament Invite legendary retired professional soccer players. Event divide in two parts, one is the soccer tournament in Hong Kong Football Club, other is dinner and fans meeting for official Fans club members of Arsenal F.C. Fans and Manchester United F.C. Key art design is inspired by red color of two football clubs, also stroke underneath reveal the kicking power of soccer sports.

Legend Forever Football Master Invitataional Tournament

Left: *Legendary moment with Nwankwo Kanu, the former Arsenal F.C player and Dimitar Berbatov, the former Manchester United player leading during the tournament.*
Middle: *Former Arsenal player Sol Campbell and Nwankwo Kanu shaked hands with 3S Organizers Otto Tang and Chairman of Football Association Pui Kwan-Kay.*
Right: *Event trophies and plates are prepared for the Award Distributing Ceremony.*

Legend Forever Football Master Invitataional Tournament

a

b

c

d

a. *Singing performance by Celine Tam Tsz-kwan who has been amazing the judges on America's Got Talent.*

b. *Former Arsenal players, Laureano Bisan Etame-Mayer and Sol Campbell has been invited in the Greeting Session organized by Arsenal Hong Kong Official Support Club.*

c. *Former Manchester United players, Dimitar Berbatov was surrounded by crowded after the tournament.*

d. *Group photo-taking with club members of Arsenal Hong Kong Official Support Club.*

Event Design

樂齡科技博覽暨高峰會2017 -活動宣傳製作

Gerontech And Innovation Expo cum Summit 2017 (GIES)

a

b

c d e f g h i j

Left: *Poster Desig (a) with given Key Event Art, with Chinese and English version advertisement printed on (c) Ming Pao, (d) SCMP, (e) Health Plus Magazine and (f) U Magazine Editorial, more online advertisement for GIES (g) Yahoo, (h) Facebook Page, (i) Hotmob and (j) Metro Radio.*

Right: *Opening ceremony for GIES 2017 with guests leaded by Mr. Matthew Cheung Kin-chung GBM, GBS, JP, The Chief Secretary for Administration, Mr. Bernard Charnwut Chan, GBS, JP and Mrs. Fanny Law Chiu-fun, GBM, GBS, JP. (left to right).*

Client: Hong Kong Government and Hong Kong Council of Social Service and Hong Kong Science and Technology Parks Corporation

Project: Gerontech and Innovation Expo cum Summit 2017 <樂齡科技博覽暨高峰會2017>

Gerontech & Innovation Expo cum Summit 2017 (GIES)

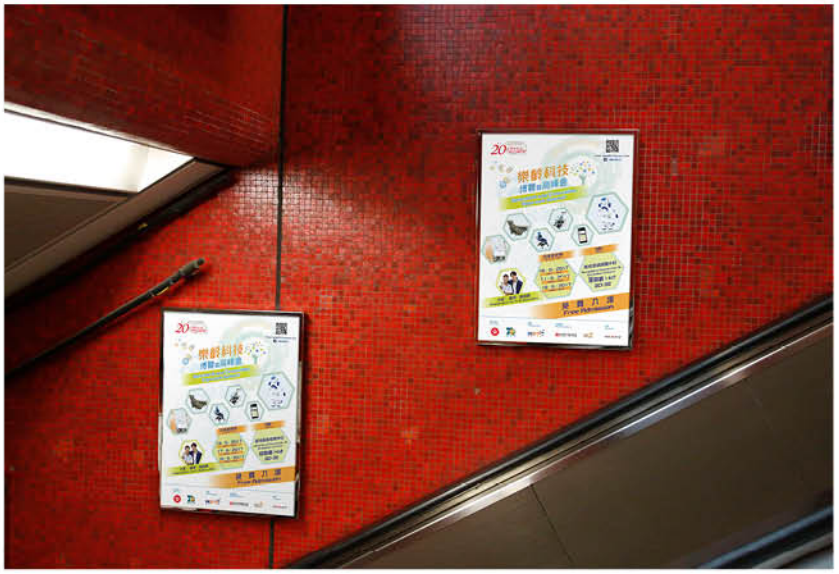
LARGE GERONTECT FAIR

Left: *Top view of the GIES 2017 at Hong Kong Conventional Center Hall 3D-3E*

Right: *Backdrop of overall layout categorized by zone as booths directary for visitors.*

Details: Gerontech and Innovation Expo cum Summit 2017 <樂齡科技博覽暨高峰會2017> (GIES) is the first Gernontech fair in Hong Kong. The GIES Expo aims to increase the awareness of general public and the Hong Kong society as a whole on how to integrate technology with elderly care for the development of innovative products and services. The first Expo has attracted total 43,000 visitors and 226 display products are displayed and gradually increase visitors number to 50,000 and 530 products in Expo 2019. With provided GIES key visual, I worked on the event marketing, increase media coverage by producing online social media promotion and offline printed through various media platform.

Gerontech & Innovation Expo cum Summit 2017 (GIES)



Left: *Print advertisement on MTR (Escalator Crown Advertisment) reach every walk of life in the major population of Hong Kong.*

Right: *Print advertisement on Kowloon Motor Bus (KMB) (superside) has serve as moving billboard at street level which reach millions of mobile audiences.*

a

b

Lower left: *Minibus advertisement (Minibus body (a) and back seat (b) exclusive for Hospital and clinic adversiting, which has fixed route readching route reaching major hospital, clinics and healthcare service providers.*

Gerontech & Innovation Expo cum Summit 2017 (GIES)

Left: *Group of elderly interact with Pepper, a public relation robot which is the world firts social humanoid robot that programmed with different capabilities on huamn interaction to enage people in conversation through touch screen.*

Right: *GIES hold summit and workshop in wide range of topic about gerontech tools and smart applications on elderly care service.*

Event Design

第十一屆太平洋康復會議 -活動宣傳製作

11th Pan-Pacific Conference on Rehabilitation -Event Promotion Production

a b c d

Left: *Chief design for event key art design and print event poster (a) poster with key art (b) poster with guest speaker information (c) programme booklet and (d)website header.*

Right: *Opening ceremony for PPCR with guests leaded by Prof.Hector Tsang, Professor and Head of Department of Rehabilitation Science, Dean and all guest speakers.*

Client : Hong Kong Polytechnic University

Project: 11th Pan-Pacific Conference on Rehabilitation 第十一屆太平洋康復會議

11th Pan-Pacific Conference on Rehabilitation (PPCR)

a

a. *Prof. Bruce Wexler was giving plenary lecture of Neuro-System view of Depression: Cognition-related Brain Networks underpin the symptoms of depression.*

b

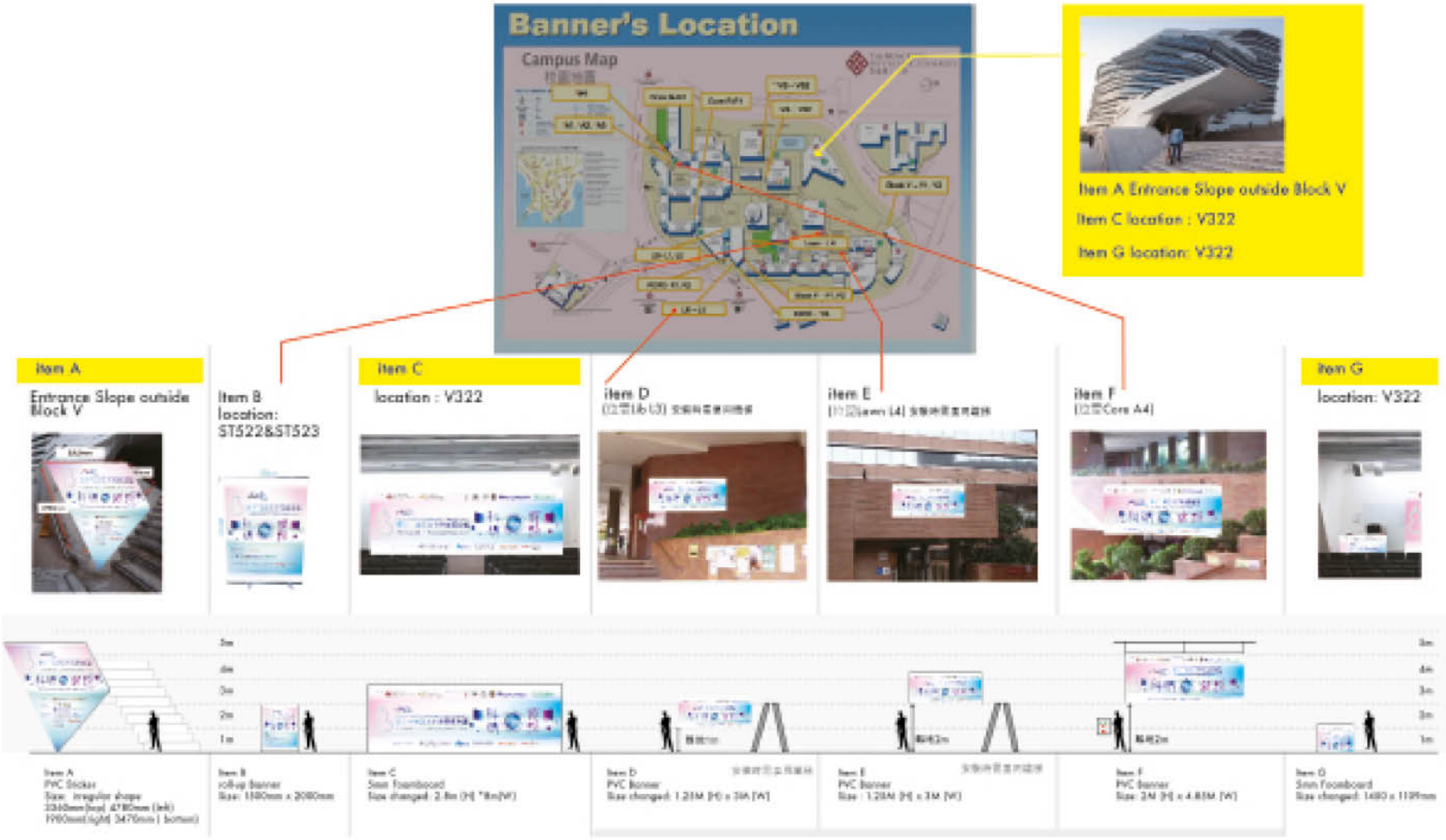
b. *International guest speakers, Prof. Chou, Prof. Hamil and Prof. Hogan, are invited to attend the Clinical Forum on Biomechanical Engineering Driven Clinical Tool and Applications.*

c

c. *Mockup of backdrop for the PPCR event.*

Details: 11th PPCR was inaugurated in 1998 and become iconic biannual event held at Polytechnic University campus. PPCR fosters multi-disciplinary collaborations among rehabilitation professionals, academics, students and healthcare administrators in the Asia Pacific region and beyond. "Advances in Research & Practice" is the theme of 11th PPCR provided a comprehensive platform for knowledge exchange in the full range of rehabilitation topics. Concept of PPCR Key Art is inspired by the interaction of Research "科研" and Practice "實踐" ,square blocks interact like cells and particles diverge in scientific experiment.

11th Pan-Pacific Conference on Rehabilitation (PPCR)



Campaign advertisements take place in campus of Hong Kong Polytechnic University with multiple viewings, which will result in better retention by consumers and make it more memorable to students, staff and visitors.

11th Pan-Pacific Conference on Rehabilitation (PPCR)

a

b

c

d

a. *Item A where sticker attached on the entrance slope of Jockey Club Innovation Tower*

b. *Item D banner hang on PolyU entrance which linked to footbridge access to KCR Hung Hom Station*

c. *Item E located Lawn L4 which hang outside the entrance of Library.*

d. *Item F located outside PolyU Core A which close to entrance close to Cheong Wan Road*

IDEN-

BRANDING

TITY

Event Design

香港理工大學康復治療部 -四十週年宣傳刊物設計

Hong Kong Polytechnic University Department of Rehabilitation Science 40th Anniversary promotional material design

a

b

c

Left: *Promotional materials for Department of Rehabilitation Science, the design concept for 40th Anniversary Celebration (b) ,include items of 40th Anniversary booklet (a), Staff Profile and leaflet, other is the design for the Special Edition <Highlight of Research Excellence> for RS Department (c) promoting the academic achievement on research.*

Right: *The day of Polytechnic University Infomation Day, Department of Rehabilitation Science have set up booth for giving information to JUPAS students.*

Client: Hong Kong Polytechnic University Department of Rehabilitation Science

Project: Hong Kong Polytechnic University Department of Rehabilitation Science 40th Anniversary promotional material

HKPU RS Department: 40th Anniversary promotional material

a

b

c

Left: *With the 40th Anniversary key visual (b), I created series of promotional materials which extend the concept on the staff profile booklet (a) and promotional leaflet (c).*

Right: *Promotional materials bring professional brand image of RS Department on guest visit.*

Details: Department of Rehabilitation Science (RS) offered High Diploma programme since 1978, in Physiotherapy and OccupationalTherapy. Green and blue represent Department of OccupationalTherapy and Physiotherapy corrspondingly. Department logo of RS inspired the 40th Anniversary logo with its gradient feature, I presented the 40th Anniversary theme with geogemtric pattern, that repesent multi-perspective on scientific development and humanity-nature of rehabilitation.

HKPU RS Department: 40th Anniversary promotional material

a *b*

Left: *Highlight of Research Excellence (a) Folder cover and (b) Folder inner and Leaflet 1-5 inside folder pocket.*

Right: *Series of tri-fold leaflet 1-5 with idencial die-cut shape on leaflet cover which bring variations on spatial world.*

Details: To highlight the excellence achievement of RS Department, client wants a refreshing image on awarding research project among concept of 40th Anniversary. Wireframe modeling are basic of geometry, mesh shaping varies multi-perspective on research areas. Five highlight projects are East meets west in Rehabilitation Science, Neuroscience, Neurological Rehabilitation, Musculouskeletal and Sport Rehabilitation and Geriatric Rehabilitation, which are projects received recognitions. Gradient of green and blue represent the theme color of Department. While meeting printing technical challenges with serval die-cut overlapping on tri-fold leaflet, I have learnt problem solving with printing contrator to achieve goal.

Branding Design

Nicole’s Kitchen 住家靚醬系列 -包裝設計

Nicole's Kitchen Chinese Sauce Series -Label Redesign Project

Left: *Nicole’s Kitchen chinese sauce series are XO sauce series, Devil chili oil, Black bean garlic chili sauce, Ginger sesame turmeric oil. (left to right) .*

Right: *Nicole Wong Yuen-chow who has invited as guest chef in Meyer Kitchen, made dishes with chinese sauce series.*

Client: Nicole Wong Yuen-chow, Founder of Nicole’s Kitechen

Project : Nicole’s Kitchen Chinese sauce series package redesign project <Nicole's Kitchen 住家靚醬系列 -包裝設計>

Nicole's Kitechen: Label Redesign Project

a b

Left: *XO sauce* 手工XO 醬 *previous design (a) and redesign version (b).*

a b

Right: *Black bean garlic chili sauce* 豆豉蒜蓉辣椒醬*, previous design (a) and the redesign version (b).*

Details: Nicole's Kitchen is a startup firm producing anti-additive homemade jam and sauce. Minimal style of package are signature of brand, I have redesign labels of Chinese sauce series for easier listing on supermarket and other merchandising hotspots. Adding with the red icon "住家靚醬" which enhance unity of visual for series. Asia Pacific Anti-Addictive Association has awarded A.A. Tasty Award to Nicole's Kitechen Premium Handmade XO sauce (non-spicy)(Original)(Extra Spicy) as winner (3 stars) in 2018.

Nicole's Kitechen: Label Redesign Project

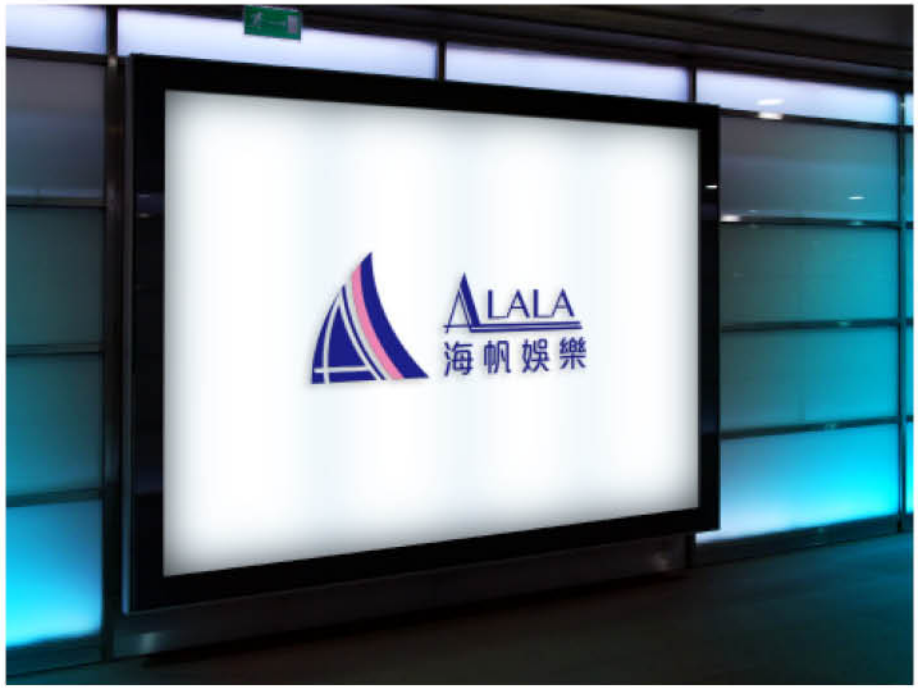
Left: *Asia Pacific Anti-Addictive Association has awarded A.A. Tasty Award to Nicole's Kitechen Founder Ms. Nicole Wong and Mr. Hank Lai in 2018.*

Right: *A.A. Taste Award in 2018: Osnabthus Pear Tea as 2 Stars and Premium Hand-made XO sauce 手工XO 醬 (non-spicy)(Original)(Extra Spicy) as winner (3 stars).*

Branding Design

海帆娛樂有限公司 -品牌形象

Alala Entertainment Company -Corporation Branding



Left: *Alala Entertainment logo is shown on the video screen wall (mockup).*

Right: *Namecard design for Alala Entertainment.*

Client : Alala Entertainment Company Ms. Grace Mak

Project: Alala Entertainment -Corporate Branding and Logo project 海帆娛樂有限公司 -品牌形象

Alala Entertainment Company: Business Development

Left: *Alala Entertainment participate as supportive parties on the <起哄音樂節-熱力開唱> Shout it Out Concert 2018> held in Star Hall, KITEC Kowloon Bay, with Taiwaness Singer 叮噹 Ding Dong, 閻奕格 Janice Yim and 盧學叡 Afalean Lufiz.*

Right: *High Jumper theletic Cecilia Yeung Man-wei starred in the Nike advertisent and New York Fashion Week as runway model for Off-White SS19.*

Details: Alala Entertainment focus on artist management and entertainment event. We are assigned to design brand logo and namecard, "海帆" the image of yacht are highlight in the brand. Alala Entertainment manage artists, like athlete 楊文蔚 Yeung Man-wai and Singer 陳蕾 Panther Chan, that participated fashion event, international magazine cover, music concert, movie production, international sportwear brand advertisement and international fashion event, New York fashion week SS2019.

Branding Design

香港警務處警察公共關係科 -刊物設計

Hong Kong Police Force Police Public Relations Branch (PPRB) -Publication Design

a b c

Left: *Senior Police Call (a) Junior Police Call (b) and Social Media Edition (c).*

Right: *PPRB promote the use of social media for mass communication on policing update.*

Client : Hong Kong Police Force Police Public Relations Branch 香港警務處警察公共關係科

Project: <少年警訊 Junior Police Call> <耆樂警訊 Senior Police Call> <號外 Social Media Edition>

Details: Police Public Relation Branch is the Support Branch of Hong Kong Police Force which working partnership with the media to foster good relations with all section of the community. Junior Police Call Scheme (JPC) and Senior Police Call (SPC) are implenmented to enhance communication with Police and the youths and elderly of Hong Kong.

PPRB: Junior Police Call (JPC) Newsletter Design

Right: *PPRB release monthly newsletter on reporting Junior Police Call (JPC) news and activities of JPC.*

Left: *Junior Police Call (JPC) Janurary edition in 2017.*

Details: Junior Police Call (JPC) has launched since 1974 which has expansion throughout years and become one of the largest youth oranizations in the world with Police tie. JPC Monthly newsletter was first published in 1978 with 30,000 copies and increasingly to 56,000 copies in 2000, free distribute to members, schools and youth organizations. In the JPC publication, I learnt manage the entire workflow and create page setup efficiently with paragraph formatting and layout arrangement. Secondly, I learn to coordinate with stakeholders with JPC staff and comic illustrator, English page contributors and print coordinators.

PPRB: Senior Police Call (SPC) Newsletter Design

Left: *Senior Police Call (SPC) Newsletter are quarterly distribution to 18 SPC districts and newsletter inside of May edition in 2017.*

Right: *SPC Members will receive SPC newsletter in the regular meeting of each SPC district department.*

Details: Senior Police Call Scheme was implenment in Hong Kong Police in Feburary 2014, objective to enhance communication with elderly through proactive engagement. SPC scheme provide a platform for the elderly to participate in meaningful activities and to serve the community. SPC Newsletter encourage call for paper from SPC members, fun with health tips and game create bonding of the SPC communities. Concern about the visually impaired reader, the newsletter are assigned to access the technology with various Desktop Screen Reader.

PPRB: Social Media Edition Publication Design

Left: *Social media edition is designed as one of the publication for the symposium.*

Right: *Former Commissioner of Hong Kong Police Force Mr Lo Wai-chung attended the symposium, there are the publication of the programme booklet and social media edition for attendees.*

Details: Social media continues to evolve and develop, Police Public Relations Branch (PPRB) promotes use of social media and held the symposium of "Effective use of social media in police work"which can optimise the use of the new medium of mass communication in policing and community engagement. The publication of <號外 Social Media Edition> are distrubuted during the event which stand out from its minimal layout and coverage on topics about international police force and power of social media. Two sessions invited speakers from Facebook, Boston Police and Queensland Police Service, Smart City Consortium and MTR Corporation.

EXPLO-

ART

RATION

IKEBANA LEARNING 池坊華道學習

	CERTIFICATE / ACHIEVEMENT	ARRANGING STYLE
Aug 2015	**Graduation Certificate of *Ikebana* Introductory Course** 池坊華道 (香港支部) 「池坊自由花入門課程」結業證書	
May 2015	*Ikebano* House of Floral Art **Instructor of *Ikebana*** Certificate of *Junkakyo* 池坊華道 (香港支部) 脇教授三級	*Rikka Shifutai* 立花正風體
Aug 2014	*Ikebano* House of Floral Art **Teaching Assistant** Certificate of *Kasho* 池坊華道 (香港支部) 師範科等級	Free Style 自由花
Mar 2014	*Ikebano* House of Floral Art **Advance course** Certificate of *Kaiden* 池坊華道 (香港支部) 高等科皆傳等級	*Shoka Shimputai* 生花新風體
Jul 2013	*Ikebano* House of Floral Art **Intermediate course** Certificate of *Chuden* 池坊華道 (香港支部) 中等科中傳等級	*Shoka Shifutai* 生花正風體
Nov 2012	*Ikebano* House of Floral Art **Elementary course** Certificate of *Shoden* 池坊華道 (香港支部) 初傳等級	Free Style 自由花
Aug 2012	*Ikebano* House of Floral Art **Introductory course** Certificate of *Nyumon* 池坊華道 (香港支部)入門等級	*Moribana* 盛花 and Free Style 自由花

Professional Training

池坊華道花藝學習

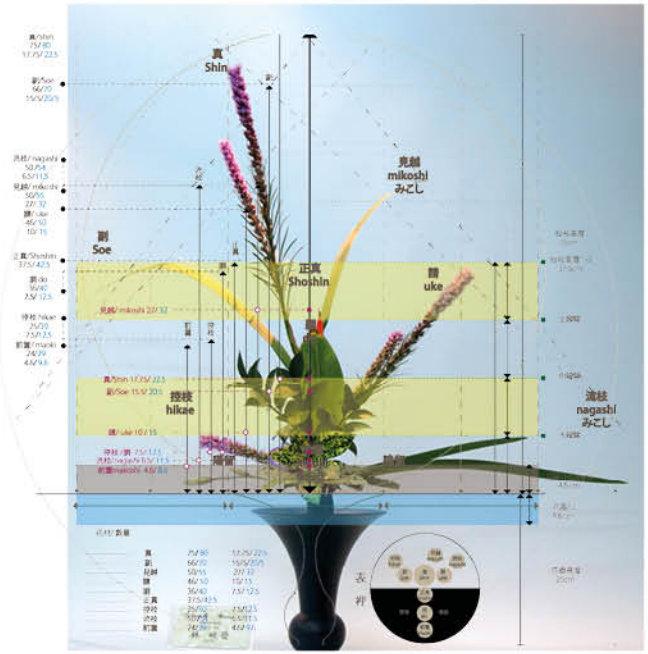
Ikebana Floral Training

Left: *Work《我是一隻小小鳥》 participate in Hong Kong Flower Exhibition in 2015 with concept drawing attached.*

Right: *Photo taking outside Ikenobo booth in 2015 Flower Exhibition Venue.*

"*Ikebana*" 生け花 is the Japanese art of flower arrangement, derived from the Japanese *ikeru* (生ける, "to arrange (flowers), have life, be living") and *hana* (花, "flower"). *Ikenobo kado* 池坊華道 is the origin of *ikebana* with over 500 years in history. I love nature and explore oriental soul through traditional art. My professional floral training in the *Ikebano* Headquarter (Hong Kong Charpter) has beginned since 2012, I have learnt the arrangement from traditional *rikka* 立花, to contemporary style of *shoka* 生花, Freestyle 自由花 and *moribana* 盛花. After completed the introductary course, I have received the ceritificate of *Junkakyo* 池坊華道教授三級 which authorized as a qualified *ikenobo* teacher.

Ikebana Floral Training: Rikka



Left: *Rikka Shofutai* 立花正風體 *learning where* where composed primarily of seven or nine yakueda (main parts) reflecting the inner character of each plant.

Right: *Rikka Shinfutai* 立花正風體 which two lilys work together as *shin*.

Rikka 立花 is the most formal and oldest style of *Ikebana* which established in the 15th century, that present the scenic natural beauty in single *ikebana* arrangement. Arrangement consists of nine main stems or parts applying different characters, length, angles, and floral materials with wiring techniques. It recalls uniqueness of each natural environment and each gives rise to plant of different character and impression. *Rikka Shinfutai* 立花正風體 learning in the course of Instructor of *Ikebana* (池坊華道 教授三級).

Ikebana Floral Training: Shoka

Left: *Shoka Shofutai* 生花正風體 which find the unique character of each plant, discover in various growing form of plant.

Right: *Shoka shimputai* 生花新風體 which find the inner beauty of plants which emphasize on the various perspectives, like color, texture, extension of leaves and movement of stems.

Shoka 生花 is a style formalized in the late *Edo* Period. By using from one to three kinds of floral materials *shin* 真, *soe* 行 and *tai* 體, likened to three poles or functions (heaven, earth and mankind). *Shoka* expresses the living form of plants rooted in the soil and growing upward. Composed by principle of *in* 陰 and *yo* 陽, we understand the plants in nature extend towards light coming from one direction. There are two styles: *shoka shofutai* 生花正風體 with traditional form, and *Shoka Shimputai* 生花新風體 with no set form.

Ikebana Floral Training: Free Style

EXPERIMENT WITH CREATIVITY

a

b

Left: *Freestyle work in arrangement style of Chokutai (upright) with (a) motif taken from plant material (b) motif emphasis on quality line.*

a

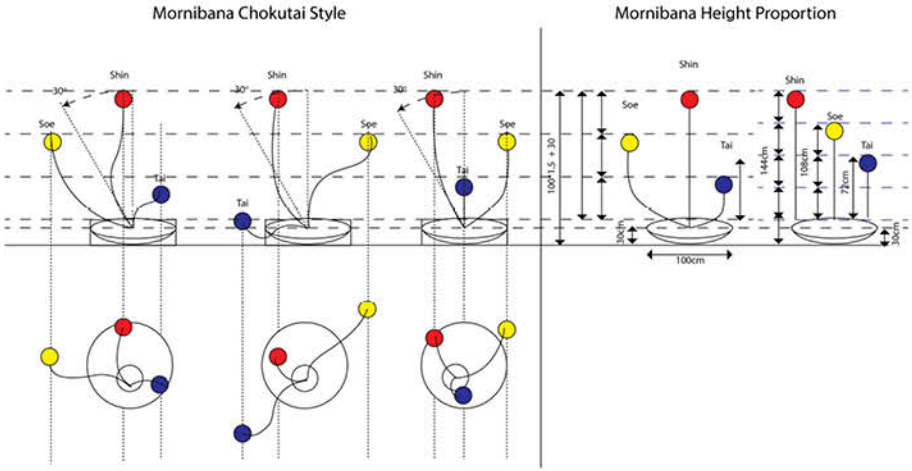
b

Right: *Freestyle work in arrangement style Shatai (slanting) emphase on (a) inspired by the container (b) motif inspired by wings-shape of leaves.*

Freestyle (*Jiyuka*) 自由花 create many new possibilities for *ikebana* based on creative theme with applying non-plant materials. Freestyle does not require any convention form of arrangement and it allow a wider range of expression. From inspiration to motifs, Arrangement can be inflenced by feelings, knowledge and experience of creator, to make strong impression on viewer that can be easily understood from the work from sculptural form for the arrangement the idea of points, lines, surfaces and masses.

Ikebana Floral Training: Moribana

a *b*



Left: *Moribana work with (a) Chokutai (upright) and (b) Shatai.*

Right: *Illustration by Moribana learning chart with Shin, Soe and Tai place in different sub-style.*

Moribana 盛花 means "piling up flowers", emphasis on the natural beauty and characteristics of flowers and plants with the more traditional *Rikka* 立花 and *Shoka* 生花 styles. *Moribana* emphasis on giving the narural characteristics and form of its materials which emphasis the volume and three-dimensionality. Understanding of the branch "*yakue-da*" 役枝 of *moribana*, *Shin* 真, *Soe* 行 and *Tai* 體 which *Shin* 真 served as main material of the arrangement. Determined by the angle of *Shin*, there are basic styles of moribana *Chokutai* 直態(upright), *Shatai* 斜態(slanting), *Suitai* 墜態 (cascading) present the beauty of plants growing in the nature.

Art

藝術生活

Life with Art

Left: *Self-portrait painting by arcylic paint, 2003*

Centre: *Self-portrait painting by arcylic paint, 2006*

Right: *Self-portrait with photo,2017.*

I am passionate about art and active in various arts activities like fine art painting, chinese music orchestra and performaning art, which lead to my strong passion and determination on career path in design industry. Having further studies of Digital Media in PolyU, It extended technique on storytelling and vision of digital technology. Experienced life across Asia, Hong Kong is full of cultural fusion and lead my journal of finding self-identity and soul of our city.

Art: Illustration and Character design

Left: *Book Illustration of <HeartSmith>*

Right: *Character design for <Heartsmith>, Story is about orphan, Amy who got lost in the self-identity searching and finally she realise the happiness of helping to impaired and friends.*

IIllustration is extension of visual representation more emphasis on storytelling narrative and affections of humanity beyond drawings. Illustration works are processed by deriving keywords from text and abstract concept in imaginary scene neglecting the form, fact from the reality. <Heart Smith> is the first fiction book for 145th Anniversary of SHCC, written by students, I started illustrations from the story synopsis, tone of narrative and structure of plot, then create characters with analysis from character background to apperance which add identical features. Then I processed major and minor scenes of plot twist which highlight the climactic moment as visual storytelling.

Art: Collage Art

Left: *Flower with geometric division of flower petals.*

Centre: *Collage with paper cutting and Gucci pattern.*

Right: *Work with paper cutting of newspaper and merge with drawing of portrait.*

"Art challenges technology, but technology inspires the art" quoted by John Lasseter. Widely used of technology has brought us modern smartness, smart phone applications introduced new way of photo editing interface with creative preset and filters, that allow explorations on visual excitements. By presenting digital artworks through social media platform, I have extended my social network as platform connecting with great young artists and exchange ideas for the better world.

THANK YOU

WWW.DAIYUK.COM