www.chichizhao.com

Chichi Zhao

SELECTED WORKS 2023-2025

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Extreme Scale

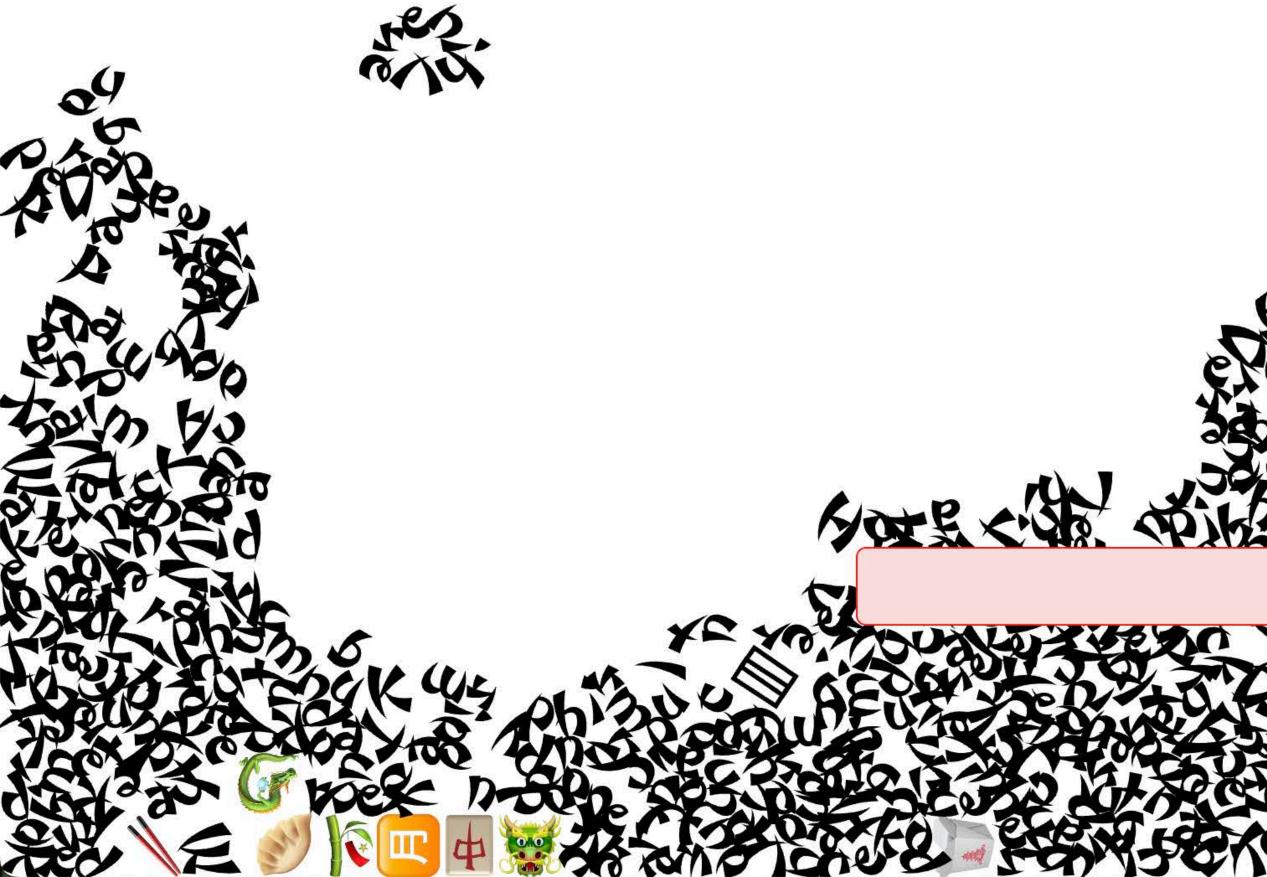
1. Extreme Scale

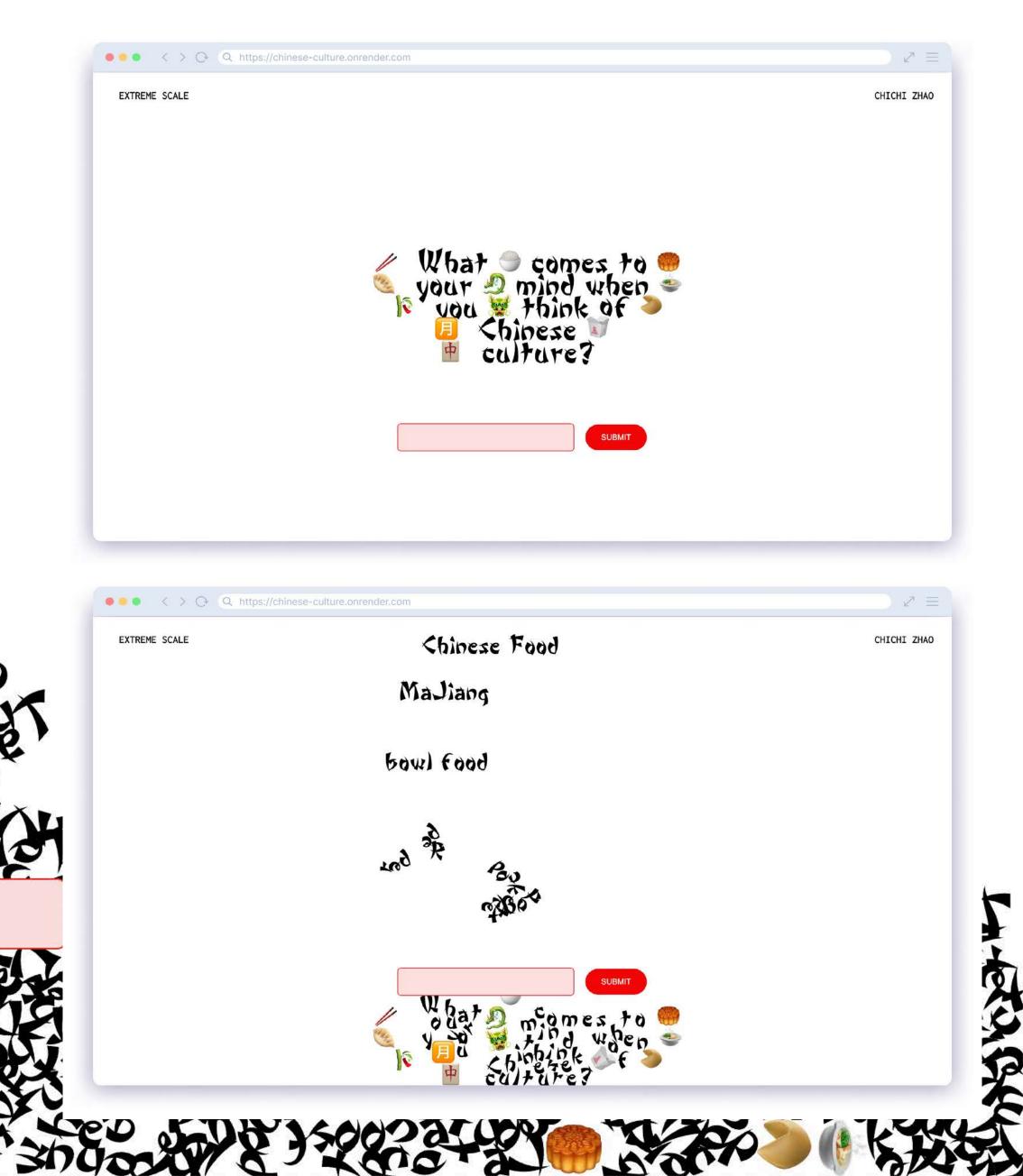
What Do You Think of When You Hear Chinese Culture?

This interactive website encourages reflection on the perception and representation of Chinese cultural elements. Through playful emoji-like symbols of familiar icons, it examines the balance between cultural authenticity and appropriation. Users engage with floating icons and input answers to reveal hidden meanings, challenging how design influences our understanding of cultural identity.

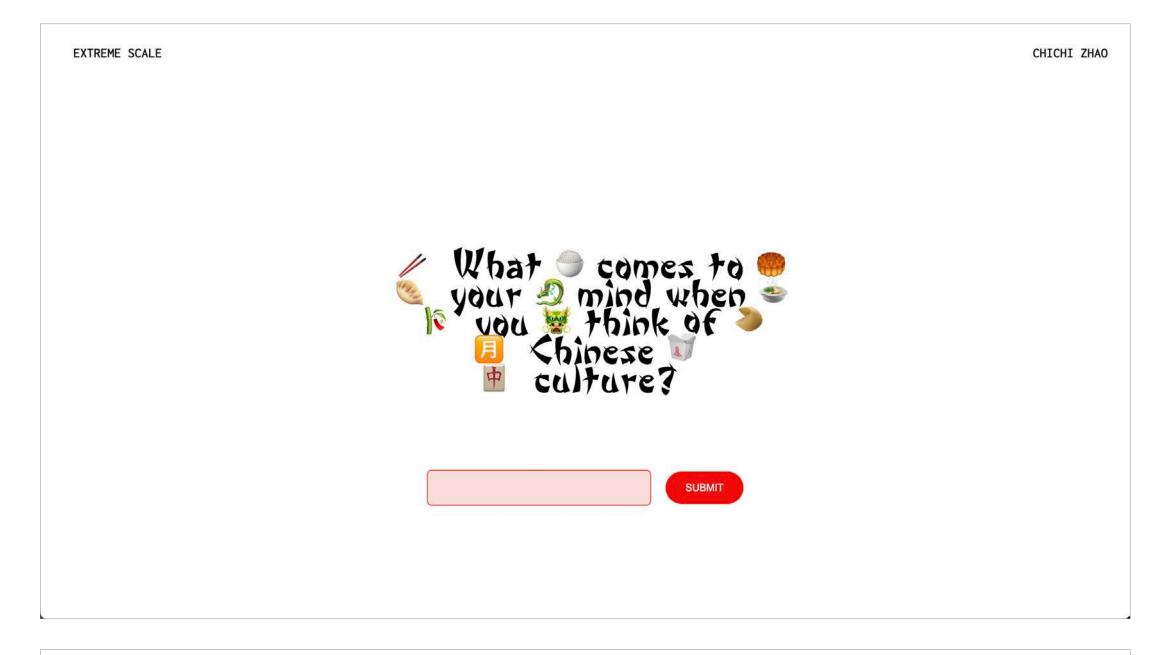


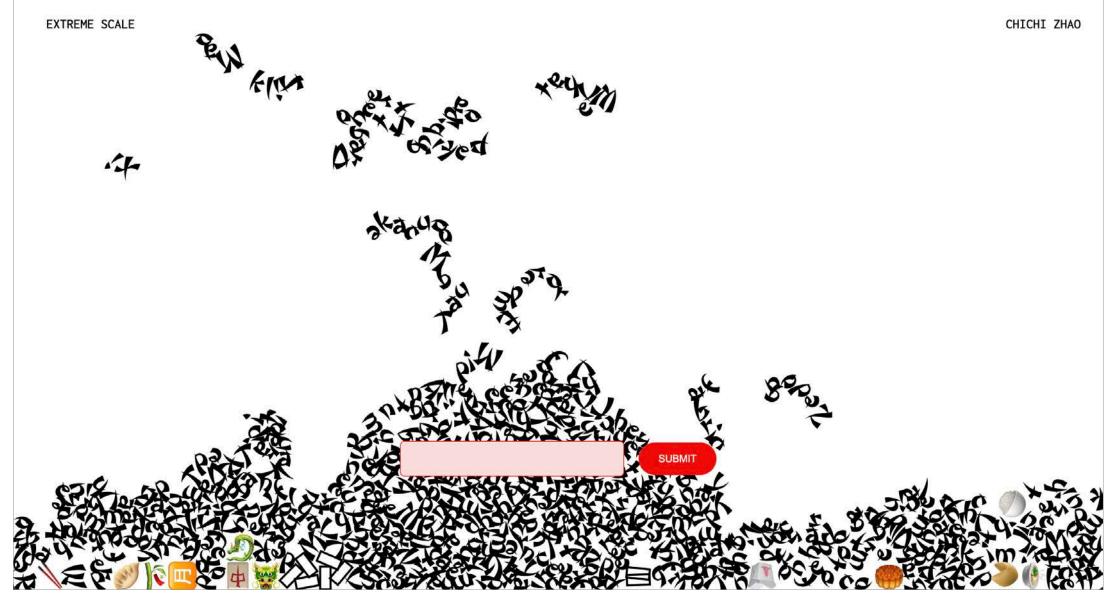


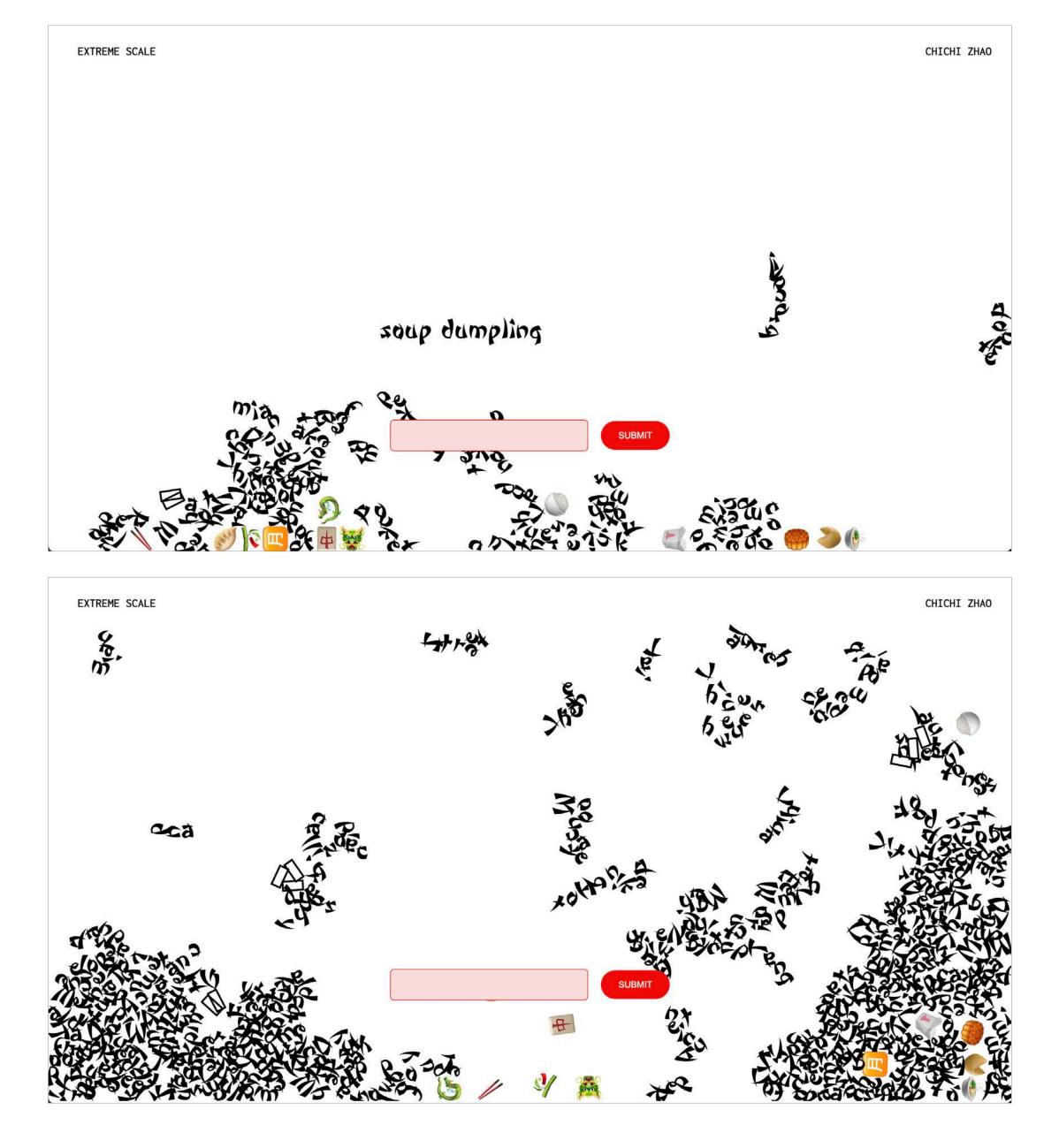








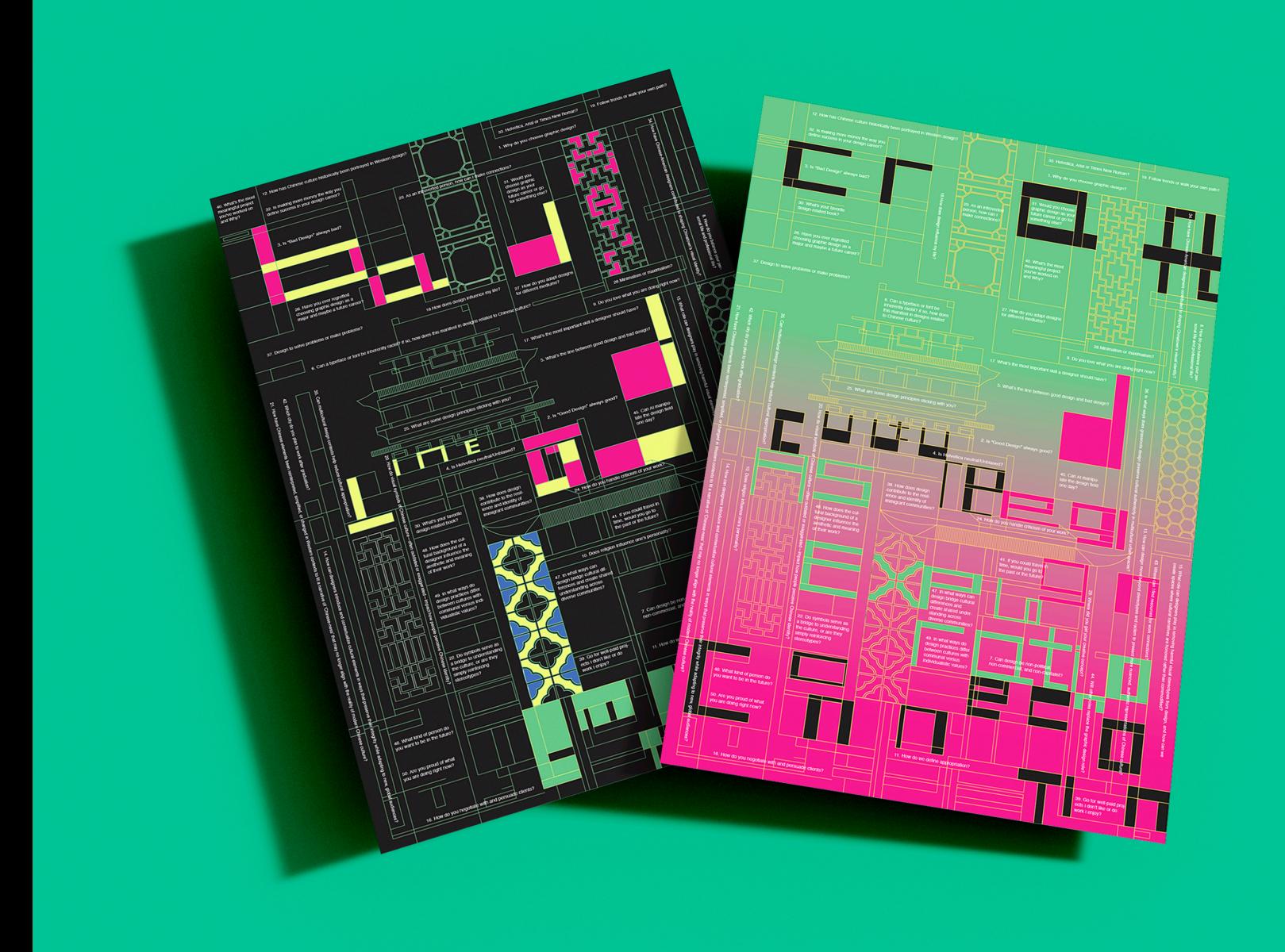


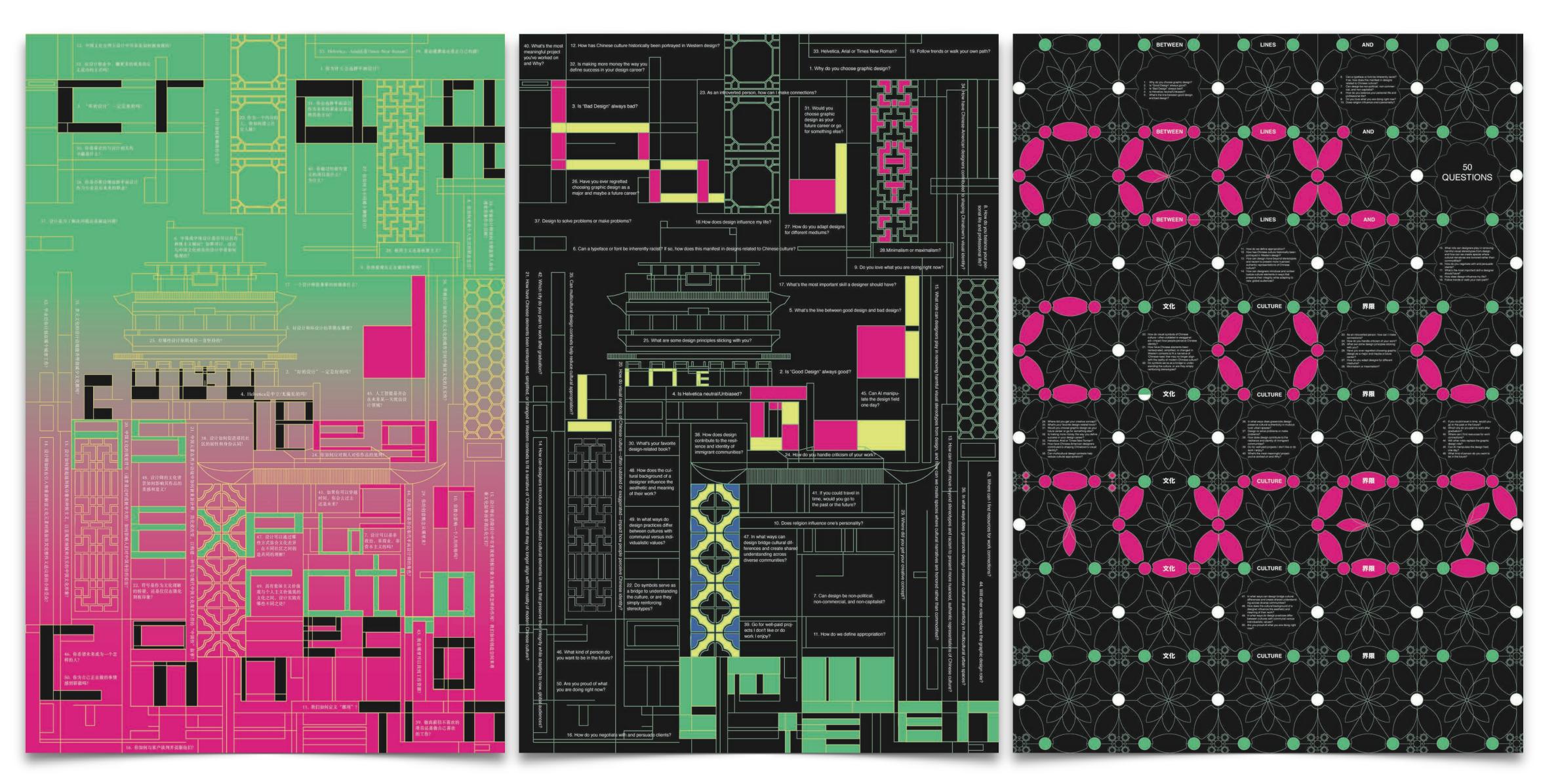


2.50 Questions

This project develops a research methodology through conceptual and formal questioning to guide my design practice. The process begins with generating and refining a series of questions that explore personal and professional themes, serving as a foundation for creative exploration.

The second phase involves designing a printed poster to visualize the top 50 questions. This poster will not only present the questions but also reveal the themes, patterns, and connections discovered throughout the inquiry. The final design reflects a thoughtful synthesis of ideas, showcasing how questions can shape and inspire a deeper understanding of design and life.





3. Museum of Craft & Design

This project reimagines the visual identity of the Museum of Craft and Design (MOCD), emphasizing its mission to inspire creativity and inclusivity. The rebranding features a logo design inspired by craft materials and organic shapes, using neutral earth tones to evoke a grounded and approachable feel.

The campaign introduces the tagline "MO' Craft + Design For All," celebrating the museum's accessibility and creative spirit. Vibrant visuals and the prefix "MO" (e.g., MO' Making, MO' Crafting) create a cohesive branding system, extending to merchandise, digital platforms, and promotional materials. The rebrand highlights the museum's role as a dynamic space for craft and design exploration, fostering engagement across diverse audiences.





Primary Logo

Logo Variation

Secondary Logo

Tagline

LINEN FABRIC

NUSEXNOF CRÅFT & DESign

MOCD

MUSEUM OF CRAFT & DESIGN

MO' Craft + Design For All

MUSEXM OF CRÅFT & DESiQN

Welcome to MOCD

At the Museum of Craft and Design, creativity is boundless, and every visitor brings their own spark of inspiration.

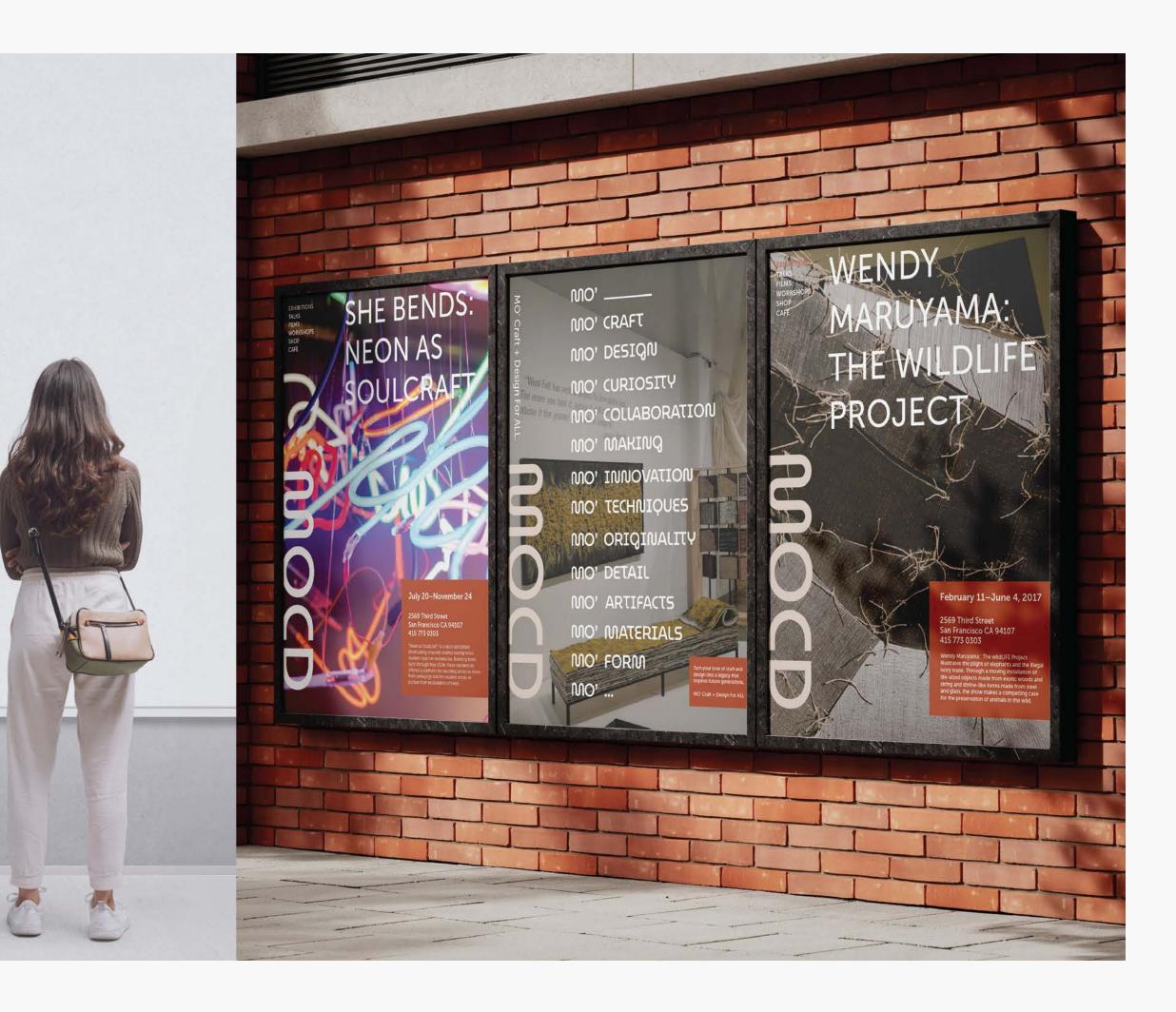
Our MO' campaign invites you to explore the idea of "More"—more making, more innovation, more collaboration, and more possibilities.

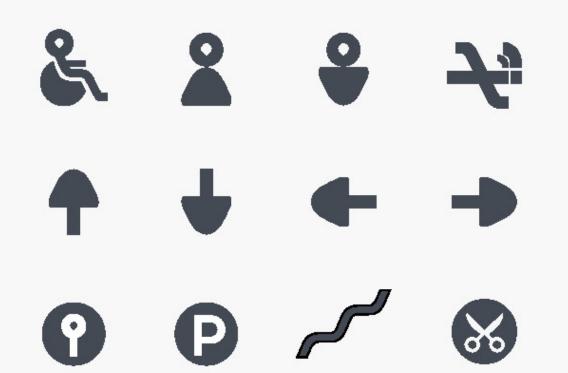
What does MO' mean to you?

Share your voice and write your MO' + ____ and become part of a collective expression of creativity and design.

Together, let's celebrate MO' Moments, MO' Ideas, and MO' Connections. Make Craft + Design For All.

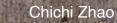
MO' ___ MO' CRAFT MO' DESIQN MO' DESIQN MO' CURIOSITY MO' MAKINQ MO' INNOVA MO' ...





The MOCD wayfinding system uses wooden signage to align with the connection to craft and sustainability. Rounded icons and consistent typography maintain a cohesive and approachable design.







KOL K

5.9

Real Property lies

MOCD Exhibitions

Members Lounge

Learning: Creative Workshop MOCD Shoo



Mark Jokowow 6598 West media sponcer, usa-568 Date December 25, 2025

Dear Mark Jokowow,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque facilisis sollicitudin ante. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc feugiat tortor nunc, quis feugiat lectus mattis sit amet. Nunc urna velit, convallis scelerisque odio non, pulvinar tincidunt massa. Proin pulvinar lacus at ex auctor consequat. Maecenas eleifend tempus posuere.

Aliquam non pretium metus. Mauris nibh velit, molestie et lorem quis, hendrerit lacinia nunc. Donec in dignissim augue. Curabitur vitae erat nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam blandit magna ac augue placerat luctus. Ut et vehicula odio. Vivamus tincidunt diam diam, sed facilisis lectus pretium quis. Sed vel mi accumsan, luctus metus vel, congue ex.

Curabitur non tristique tellus. Nam maximus fermentum metus sit amet luctus. Cras semper nunc id urna lacinia, in interdum quam mollis. Mauris sit amet eros vel lorem facilisis semper non ac nunc. Curabitur ornare suscipit lacus. Duis sit amet lectus vitae nulla consectetur ullamcorper vitae id urna. Sed dictum at lectus eget vehicula.

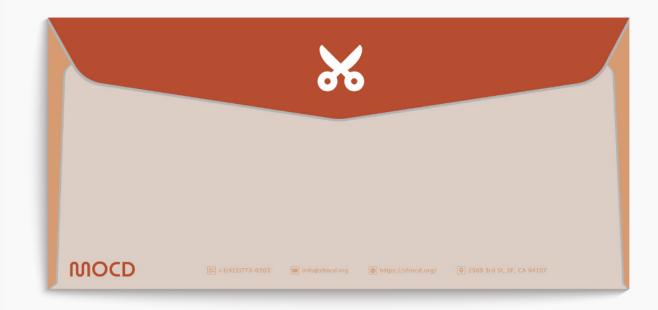
Suscipit pellentesque orci eu bibendum. Integer pellentesque fringilla lacus id elementum. Quisque purus risus, blandit quis iaculis vehicula, rutrum id felis.

Sincerely,

John Watson

John Watson | Managing Director





JOHN WATSON MANAGING DIRECTOR • 2569 3RD ST, SAN FRANCISCO, CA 94107

MOCD@MAIL.COM
SMOCD.ORG
1 215 773 0303

MOCD

MUSEXM OF CRÅFT & DESIGN







7 1234 03/62143 3462





ONE DAY TICKET 11/19/2024 3:25 PM GENERAL ADMISSION

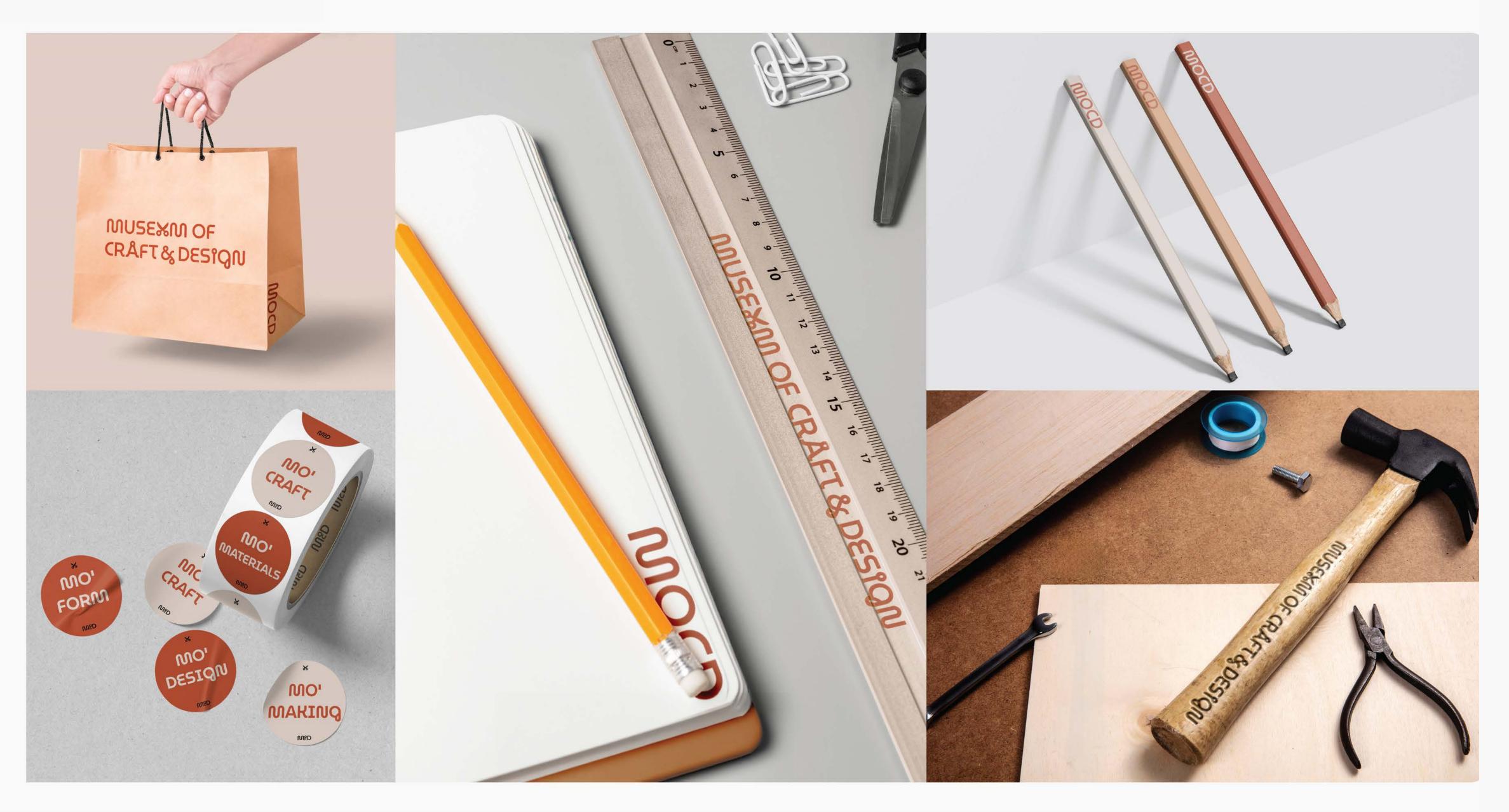
GENERAL ADMISSION Adult: \$10 Order: 1527930 MEMBER COUNT

MCD Members can craft and desig their own museum experience. Enj unlimited access to exhibitions, reciprocal admission, discounts in the award-winning MCD Store, and priority pass to signature programs events, tours, and more.





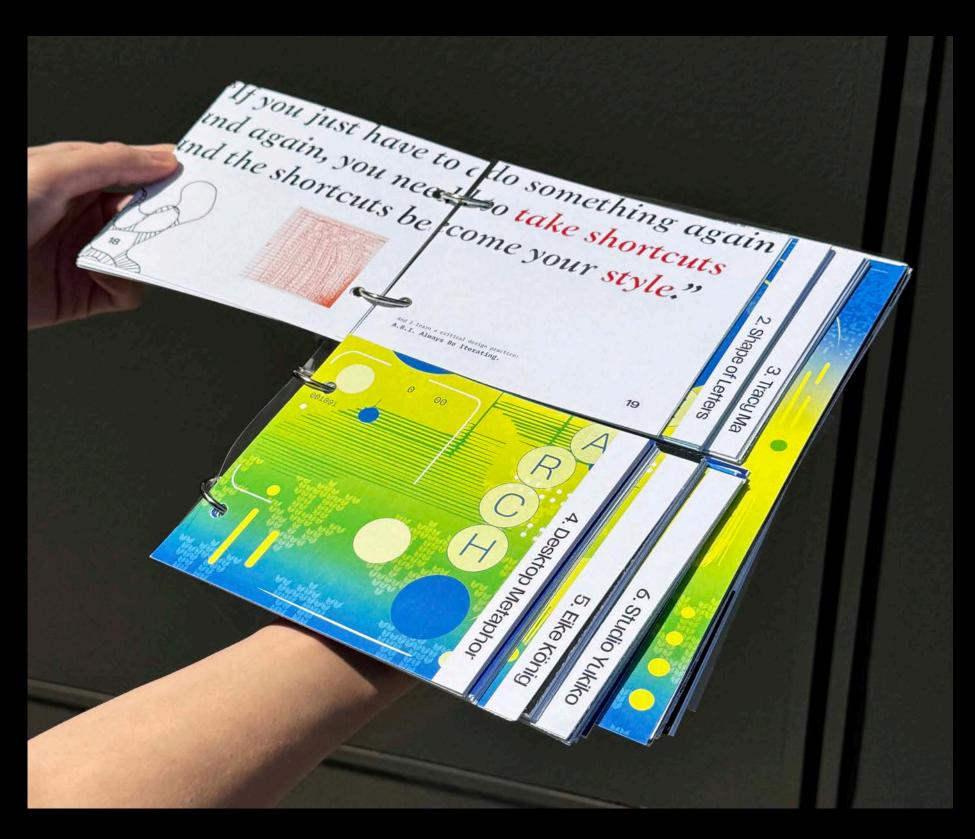




Snapshots

4. Snapshots

The Research & Publish book compiles weekly research posts and semesterlong projects from the Grad Design course. Instead of a single volume, the project embraces a modular approach with six distinct booklets dedicated to research topics and a comprehensive book for design projects, ensuring a structured and in-depth presentation.

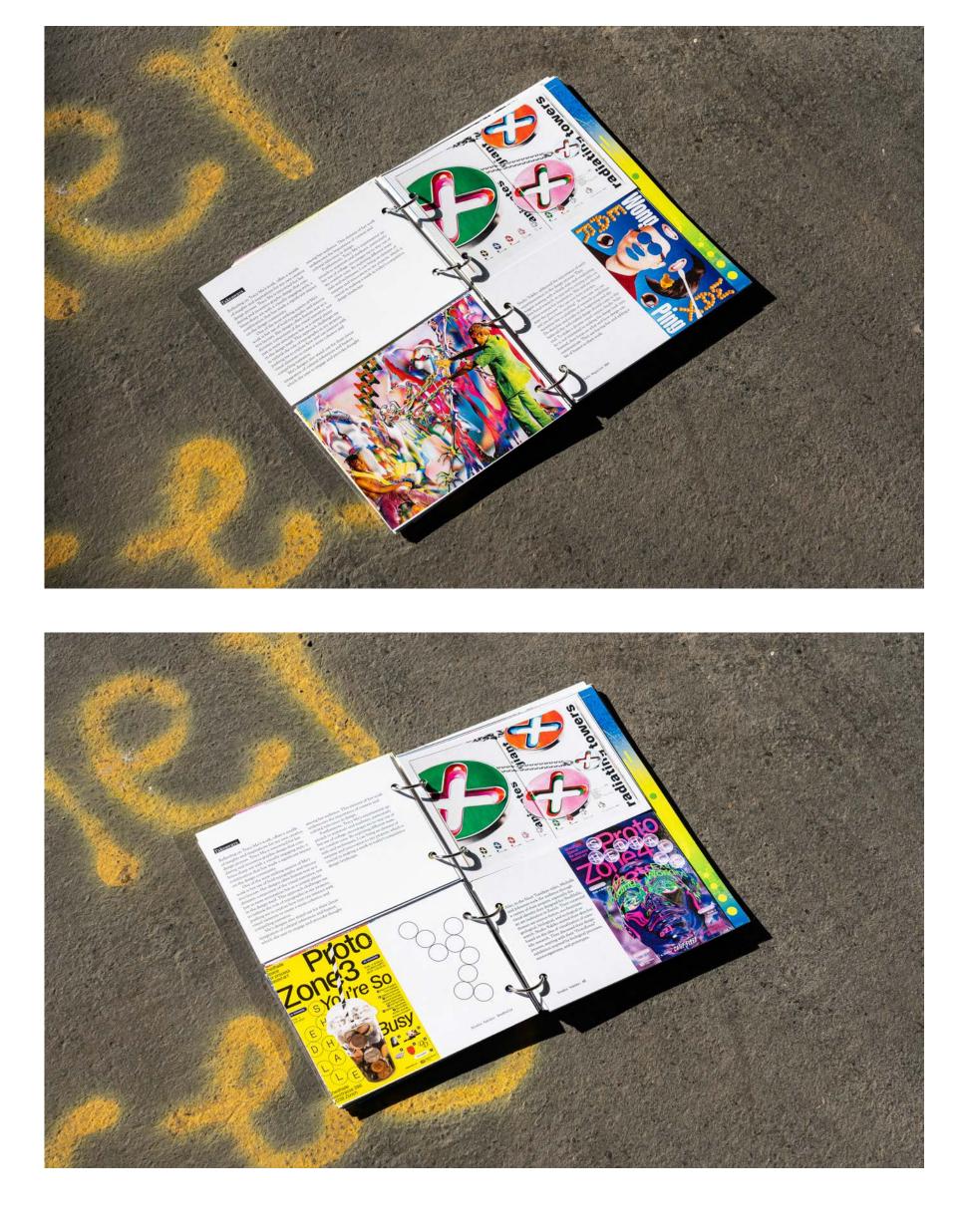


Snapshots: Research Publication 7 in 1 Book Structure











Snapshot Spreads



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Liminality & Transition

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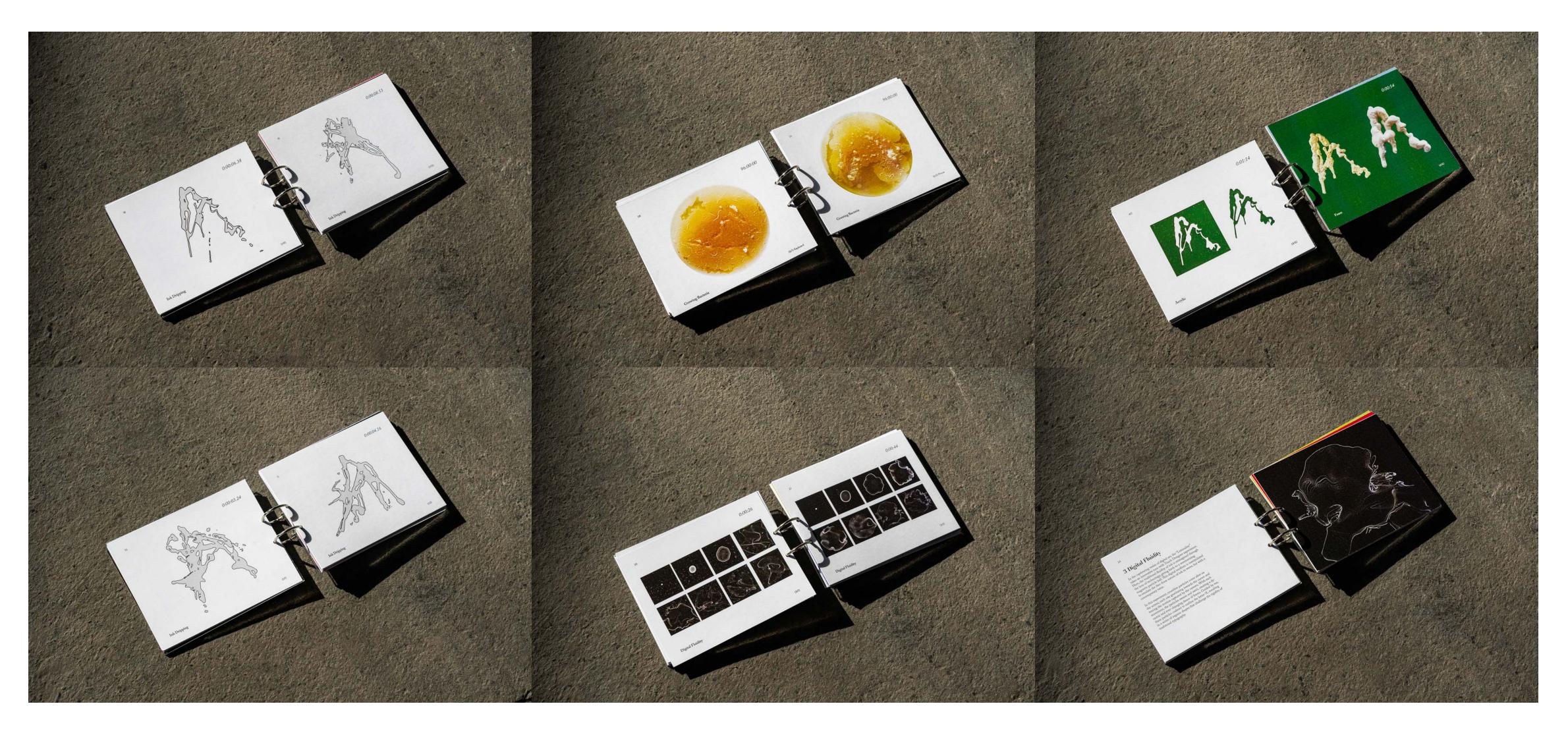
5. Transition & Liminality

This project examines liminality through Einstein's Dreams (May 14, 1905) and the interactive software Random Actor. In this world, time expands outward in accelerating concentric circles, with the center frozen in stillness—a literal threshold where life pauses. This contrasts with linear or cyclical time, offering a metaphorical lens to explore transitions, ambiguity, and disorientation in liminal states.

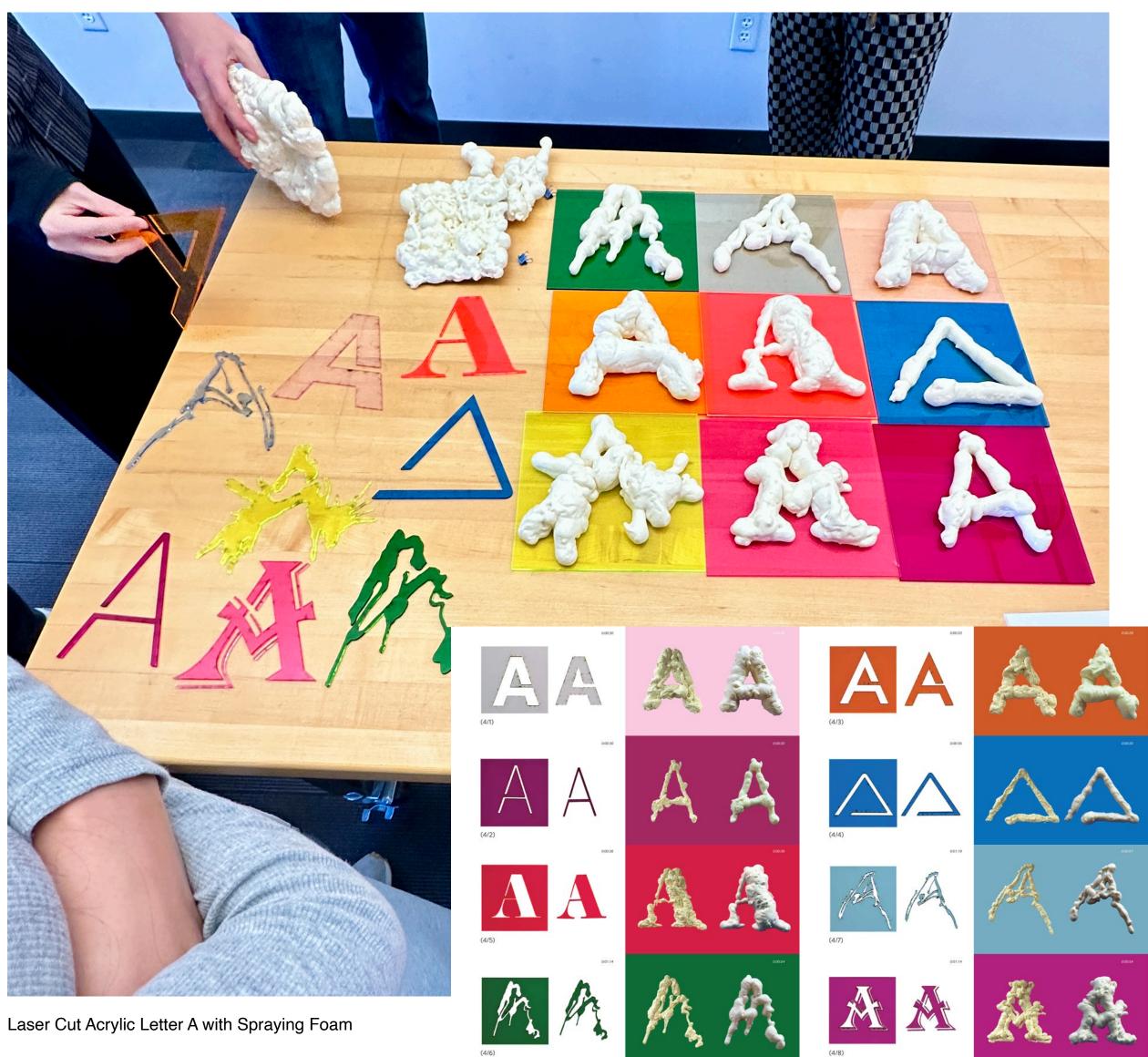




Final Experimental Book



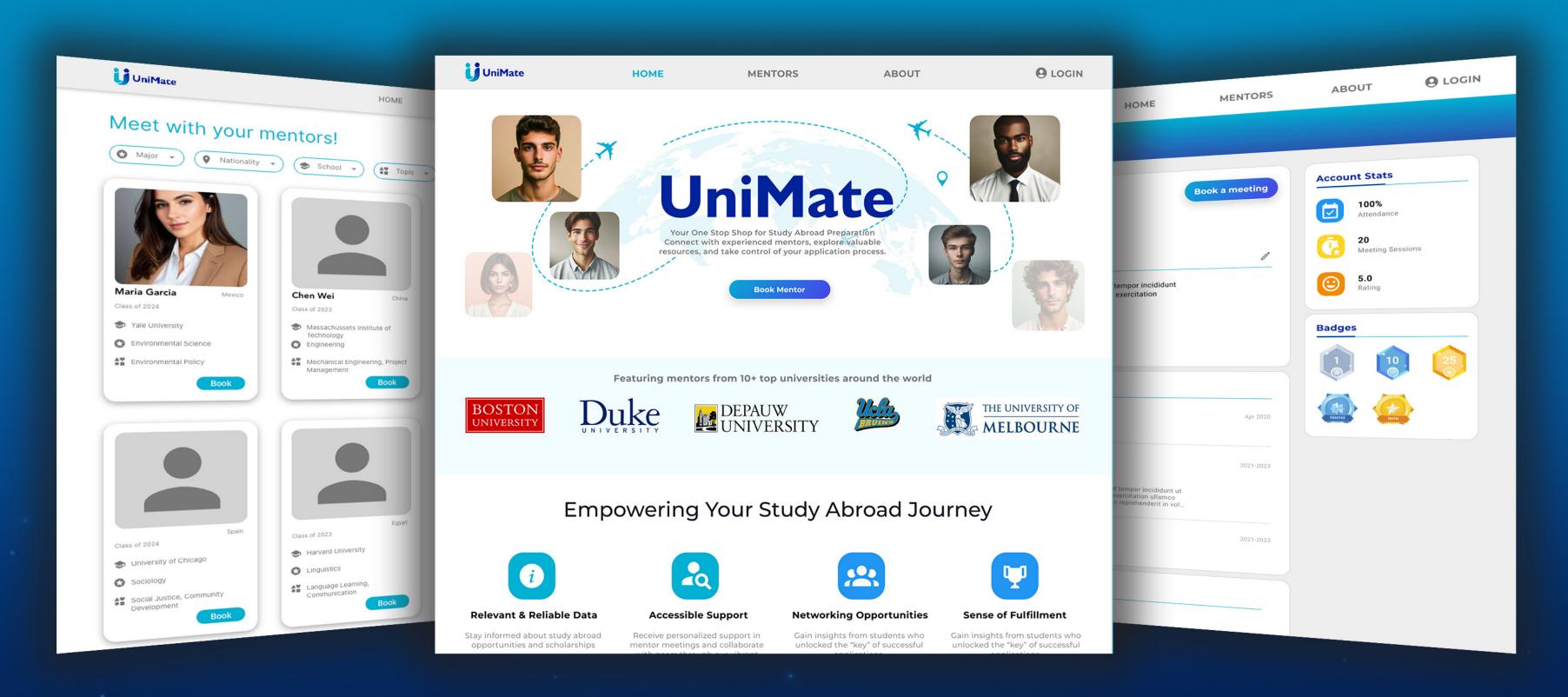






6. UniMate

Helping prospective international students access reliable and relevant information about studying abroad through our network of mentors.





Website: https://unimate.com.vn/

Chichi Zhao

UniMate

Navigating Your Path to the International Education

Validation Exercise

Validation Hypothesis

Pain Hypothesis

Students believe that current alternatives for the college search process are either costly or takes extensive time for them to find relevant and reliable information.

Validation Activity

We posted an announcement with a survey attached in Facebook forums related to study abroad (where students actively discussed and asked questions about their journeys), describing what the users will get out of our mentorship program, and asking them a few demographics and qualitative questions about their college application process.

Validation Threshold

Pain hypothesis threshold: At least 7/10 interview mention the pain unprompted. Job hypothesis threshold: 50% of our survey mentions this job.

Validation Results

We received 84 responses in 2 weeks for our survey, and we interviewed 10 people in one week. Here are the results:

Pain hypothesis: 9/10 mentions Job Hypothesis: 66% (56/85 response)



31.8K-member Facebook Community

Notion Page for booking

Piecemeal MVP to validate the demand pre-product with great numbers, we conducted a test run of mentor-mentee booking sessions within our built-up Facebook community.

User Persona



LINH THE LOST STUDENT

11th grader in Vietnam from modest background hoping to study abroad.

Linh is a high school student in Vietnam standing in front a major decision whether to study abroad or not. Linh spends countless hours hopelessly looking for information relevant to their background online, gradually feeling lost and less motivated during the process.

Make a college list based on background/interest Find Scholarship Resources Have a clear overview of the process

Pain Points Slow, Tedious Research Process

Unreliable, Irrelevant Information Inaccessible resources and support Lack of Emotional Support

User Story

DISPLAY LIST OF MENTORS

As a mentee I want to be able to see a list of mentors so that know what mentors are available

Additional detail:

Acceptance criteria We'll agree it's complete when: - list mentors with their pictures in block format

MENTOR ATTRIBUTES

As a mentee I want to see the attributes of mentors so that I can find one that matches my interest

Additional detail:

Acceptance criteria We'll agree it's complete when: small tabs/icons that show certain attributes of mentors (school name, major, etc.) on each mentor's profile

RECEIVE BOOKING

NOTIFICATION

As a mentor / mentee I want to receive notification for meeting so that I can see who I am meeting

Additional detail: -Completion: 2 hours

Acceptance criteria We'll agree it's complete when:

- The mentors/mentees are able to see booking notification in their email along with the booking time, time zone, and the name

MEETING (MENTOR) As a mentor, I want to be reminded about the meeting and what I should do to prepare so that I can come to the meeting ready and on

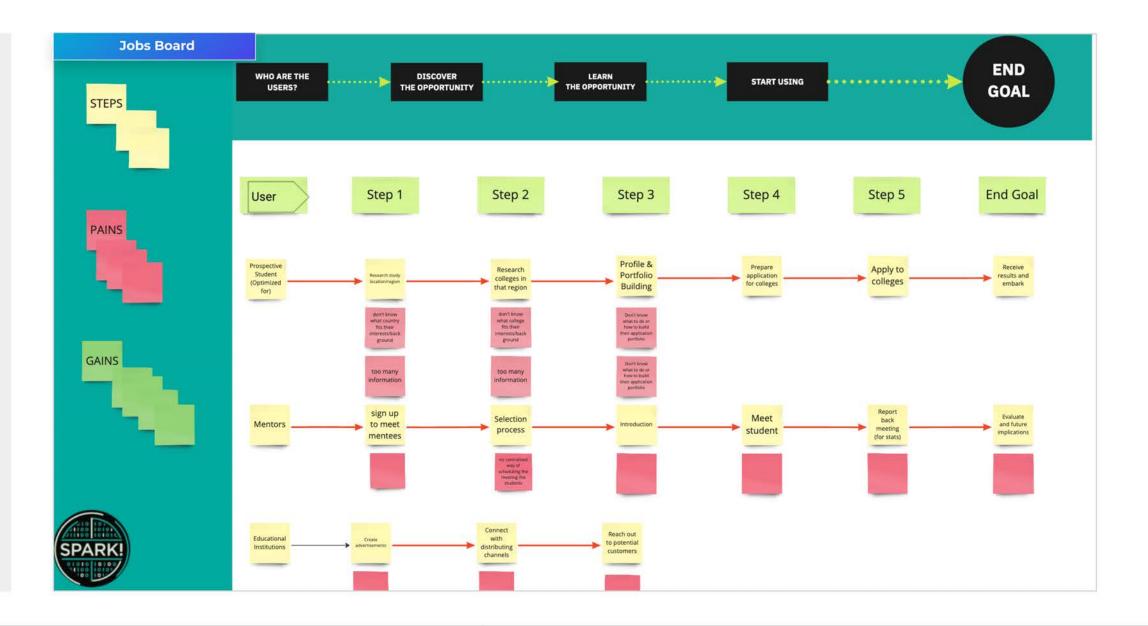
SEND REMINDER FOR

Additional detail:

-Completion: 2 hours

Acceptance criteria We'll agree it's complete when:

The mentors/mentees are able to see reminders on email along with the booking time, time zone, and the names as well as a link to mentee's profile to check on



FILTER MENTORS

As a mentee I want to filter mentors from the full list so that I can narrow down the list of my

potential mentors Additional detail:

Acceptance criteria We'll agree it's complete when: there are filter functions on sidebar or searchbar

SET UP PROFILE (MENTOR) BOOK MENTORS

As an menter

Additional detail:

Acceptance criteria

As a mentee

background and interest

Additional detail:

-Completion: 6 hours

Acceptance criteria

and desired majors.

We'll agree it's complete when:

We'll agree it's complete when:

users can click on

I want to be able to book the mentors that I

1. There is a CTA button (Ex: "Book me") that

2. Once the CTA is clicked, a scheduling tool

SET UP PROFILE (MENTEE)

I want my mentors to be able to look through my

so that I have mentors that have similar interest

- Mentees are able to input their list of schools

the available dates for the mentors

(Calendly, YCBM) pop-up should appear with

am interested in so that I can have a

meeting/chat with them

As a mentor

I want to ... show my background experience and ntroduce the basic info about myself to mentees. so that ... mentees with similar background and interested in my background can reach out to me.

Additional detail:

Acceptance criteria We'll agree it's complete when: ... I'm able to input my past experience and complete a personal profile page. (basic info, school, job experience, etc.)

VIEW FEEDBACK

As a mentee, I want to see the experience of the people who met the mentor so that I know if the mentor is credible and worth meeting

Additional detail: -completion: 8 hours

Acceptance criteria We'll agree it's complete when: when a list of feedback can be displayed the mentors, students, or anyone entering the web app can view a mentor's feedback when clicking on their profile

VIEW MENTEE PROFILE

As a mentor

I want to view my mentee's profile so that I can know what step they are on in their research process and see what I can help them with

Additional detail: 8 hours

Acceptance criteria We'll agree it's complete when: We are able to access a mentee's profile page and see their basic info and progress?

REMIND TO LEAVE RATING

As a mentee I want to be reminded to leave a rating for mentors I met so that I can improve the overall website experience for other stud

Additional detail: -completion: 2 hours

Acceptance criteria We'll agree it's complete when: reminder system after each meeting pops up

VIEW MENTOR PROFILE

21

As a mentee

I want to view mentors's profile so that I can learn more about the mentor's background before deciding if I want to book a session with them

Additional detail: 8 hours

Acceptance criteria We'll agree it's complete when: We are able to access a mentor's profile page and see more

information about them like extracurricular, scholarships, etc.

ACHIEVEMENT BADGES

FOR MENTORS

As a mentor I want to receive badges of certification so that I can prove my credibility and feel motivated about my contributions

Additional detail: 3 hours

Acceptance criteria

We'll agree it's complete when: Mentors are able to have certain badges displayed on their profile once they acquire certain achievements

SEND REMINDER FOR MEETING (MENTEE)

As a mentee, I want to be reminded about the meeting and what I should do to prepare so that I can come to the meeting ready and on time

Acceptance criteria

- We'll agree it's complete when: 1. Mentee receive an email reminder 1 day and 1 hour before the meeting happens
- 2. The email should contain the meeting time, who they are meeting with, and the questions they can prepare to ask the mentors

Additional detail:



UniMate

Navigating your Path to the International Education

UniMate

DEPAUW UNIVERSITY THE UNIVERSITY OF

MELBOURNE

A web platform that connects prospective international students with a supportive community of mentors to access reliable and relevant information about studying abroad.

UniMate

UI/UX

TS

U TARGET

Mentee: high school students who are interested in studying abroad, especially those from non-wealthy backgrounds. Mentor: current students at universities and colleges around the world.

U PROBLEM

Prospective international students often find the college search process tedious and challenging as they struggle to locate relevant and reliable information in the vast ocean of the Internet, and many are unable to afford expensive private consulting services to support them.

Additionally, from the 85 responses we received from our validation exercise

- 70% of people whom we interviewed are unclear about what it takes to study abroad
- ~83% of those come from modest backgrounds

USOLUTION

A mentor booking platform featuring college students studying at global universities volunteering to help out prospective international students and answer any questions they may have.

UniMate

DEC 2023 Pilot Testing

Ran 2-week pilot testing session with the piecemeal MVP. Received 80+ mentee signups and 15 mentor signups, and achieved 80 sessions with an average satisfaction rating of 90%.

APR 2024

Pre-seed Funding

Won 3rd place in the Social Impact Track of the Poyiadjis Hospitality Innovation Competition and \$5000 in non-diluted funding.

MAY 2024

MVP

Finished MVP development and Demo Day.

Future

Beta Testing

Plan to conduct beta testing from June to August, and launch in September.



Hoang Nguyen Computer Science '26



Nhan Ton Computer Science '25 Minh Dinh

Computer Science '26

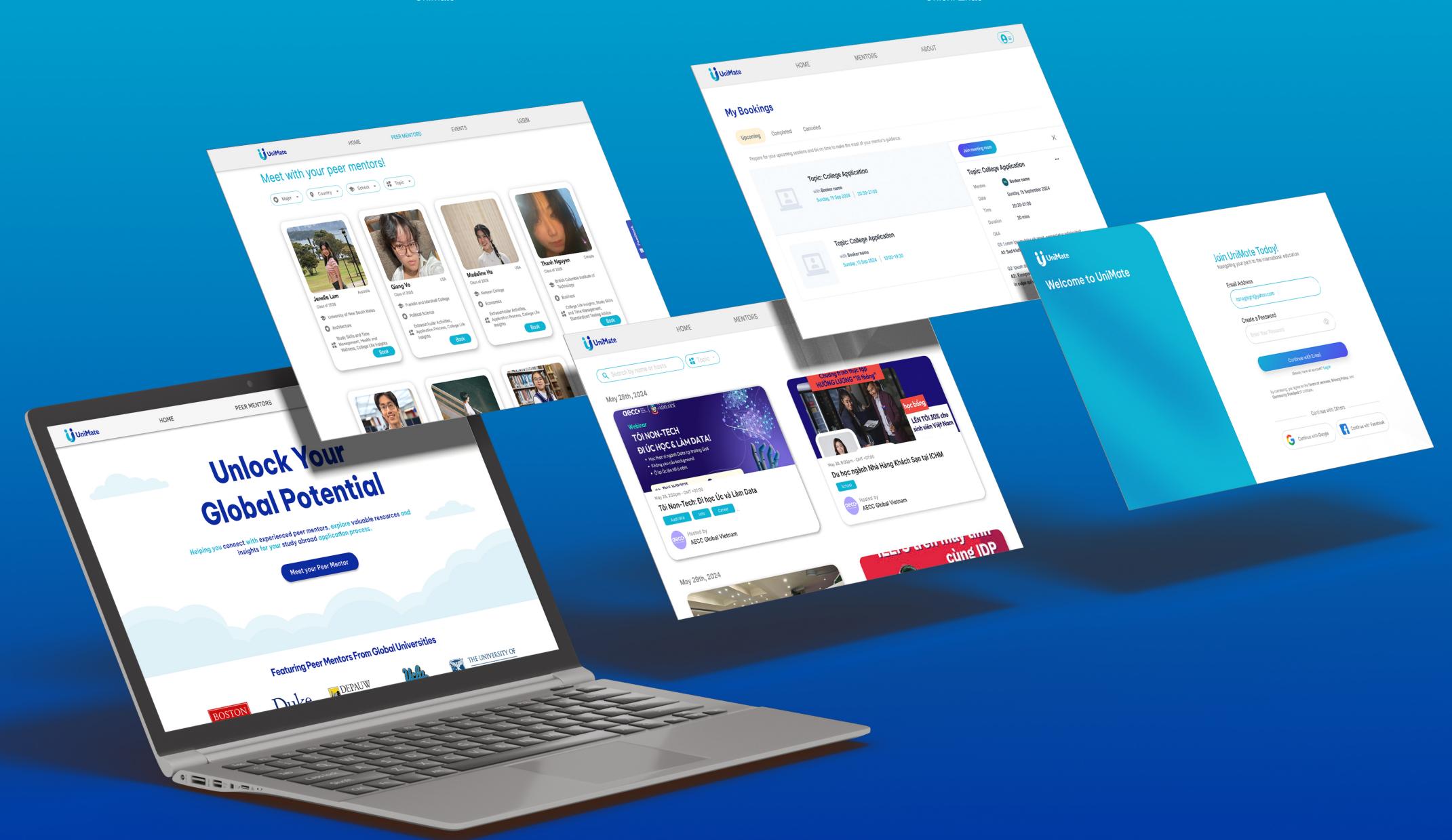




Nguyen Le



Chichi Zhac Graphic Design '2







7. Wayfinding System Design Manual

This project presents a comprehensive wayfinding system for the Boston Contemporary Museum, designed to enhance visitor navigation and engagement. The manual includes detailed layouts of the entire wayfinding system, featuring museum floor maps, directory elevations, directional signage, and location signage elevations.

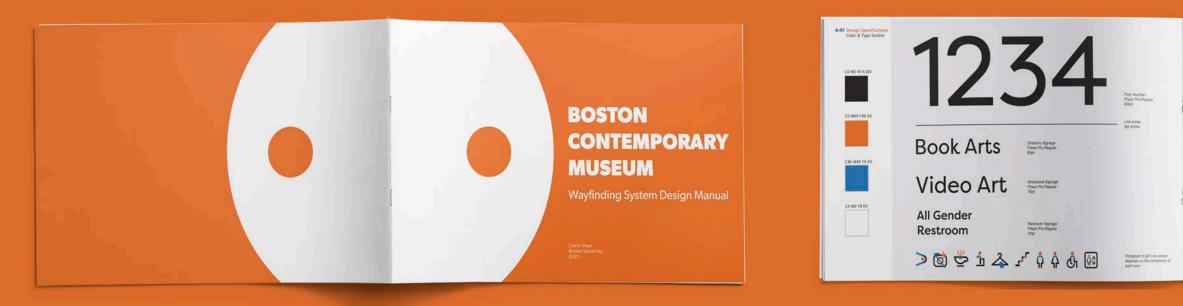
Through thoughtful design and clear visual communication, the wayfinding system ensures an intuitive and seamless visitor experience, balancing functionality with the museum's contemporary aesthetic. Each element has been carefully crafted to reflect the museum's identity while prioritizing accessibility and ease of use for a diverse audience.



BOSTON CONTEMPORARY MUSEUM

Wayfinding System Design Manual

Chichi Zhao Boston University 2023







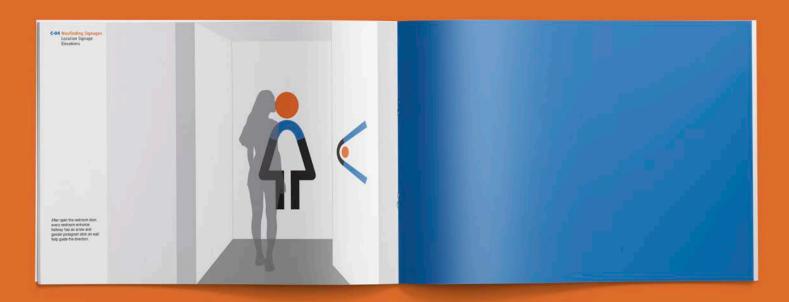










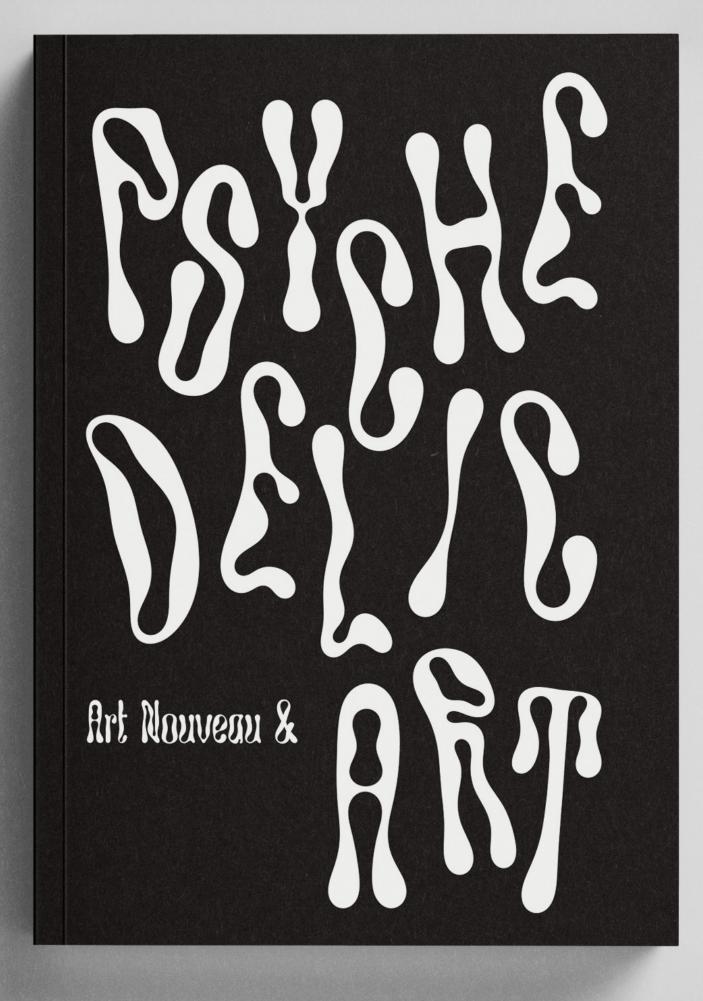


8. Design History Anthology

This curated anthology explores cultural design practices through the lens of Psychedelic Art, presenting articles, reflections, and creative interpretations. Emerging in the 1960s and 1970s, Psychedelic Art drew inspiration from earlier movements like Art Nouveau, which flourished in response to the mechanized production of the Industrial Revolution.

By examining the cultural significance and historical context of these movements, the anthology highlights the enduring power of design to reflect and shape societal values. Through Psychedelic Art, it offers a lens to critically engage with design as a practice that bridges past and present, responding to and influencing the contemporary world.







Art Nouveau and Psychedelic Art

surprisingly, the restoration of through comparisons with the house in an Art Nouv rt (see figures E.) and

ore, all those r visit Fournier must don ss, and the streets that he brough his windows are rep rses and carriages as well as of the century cars.

The ruse, of course, leads to medy of errors-an excuse road, slapstick humor. In th ve of Hib rnatus one see ved several later films, mo leeper (1973) and Encino M

is much as con temporary creative from 1950 to 1970, in order to highlight work (design and graphics)."¹ The Mu



and Coollyre Lenin (2003), about men found frozen in the past, and Coollyre Lenin (2003), about a staunch Communist womaw who awakens from a coma after the unification of Germany, and whose family tries to convince her that she sum gave several rasons for this framel cheapter with a resurgence, some dating lack to decade scatter than the 1960s. Summary and whose that 1 open this final chapter with a reference to *Hibernatus*. Bather, it is because the film offers a kind of parable for the renewal of Art Nouveau in the era in which the film was madenthe 1960s.
In 2010, in retrospective recognition of this resurgence, the Musée d'Orsay in Paris launched an exhibition entitle 'Art Nouveau in the viole'. Torgotten, discredited even, for many de cades, Art Nouveau was rehabilitita ed in the 1960s in a way that aff ceted the history of art and the art market as much as con temporary creative work (der Nouveau) is no so on and the transacter and the art market as much as con temporary creative work (der Nouveau) is not so comple of the line cores of Art Nouveau in 1960; The goal of the Maset of the history of art and the art market as much as con temporary creative work (der Nouveau) is not so comple of the history of art and the art market as much as contemporary creative work (der Nouveau) are and so completed to an influential show of Athery Beardise data the transacter as much as contemporary creative work (der Nouveau) are and so completed to an influential show of Athery Beardise data in the topos in a way that aff ceted the history of art and the art market as much as contemporary creative work (der Nouveau).

nems by Design: The 1960S and The Art Nouveau Revival

and sometimes unexpected areas, such as furnishings, fashion, advertising, fi lms and even the psychedelic aesthetic.⁹ Clearly, writers in the heyday of the resurgence were also aware of this trend. A *Time* magazine "Graphics" column from April 7,

In the decade since the turn- of - the-century's sinuous art-nou-wau style first began to stage a comeback, its tendrils have crept into every phase of graphic design, from TV logos to caltan prints. Of late, its variations have grown increasingly bi-zarre. Like a butterfly bombarded by gamma rays, art nouveau is mutaing, intermarrying with the eye-jarring color schemes of op and the gaudy commercialism of pop. A naked woman, body-painted like a Tiffany lamp shade, decorates the latest ads for *Casino Royale* dust jackets for *Madame Sarah* and Lou-is Auchineloss' *Tales of Manhattan* look like so much left over Alfons Mucha. From coast to coast, be ins, folk-rock festivals, art galleries and department store sales are now advertised in posters and layouts done in a style that is beginning to be called Nouveau Frisco⁴

What is most intriguing about this reawakening is the different whence that Art Nouveau holds in the 1960s as compared to the turn of the twentieth century. While at the fin de siècle the move-ment was considered dissolute in a threatening way, in the 1960s its associations with profligacy met the valorization of a counterculture. While in early modernity, Art Nouveau's eroticism was viewed as immoral, in the 1960s it supported the nascent sexual revolution—as exemplified in the 1967 San Francisco "Summer of Love."

Sex, Drugs, and Rock and Roll

Sex, Drugs, and Rock and Roll One of the central ways in which Art Nouveau found new life in the 1960s was through production of the rock poster — and here we recall Art Nouveau's earlier association with advertising. Building on the use of LSD by the hippie generation, the new graphic mode was deemed the "psychedelic style." Nonetheless, when historians cata logad the influences upon it, they routinely mentioned Jugendstil and Art Nouveau as well as artists like Mucha and Beardsley." It seems significant that Art Nouveau in this period should be massociated with hallucinatory drug culture, previously tied to such Beat Generation figures as William Burroughs and Allen Ginsberg. During the 1966s. Aldous Huxley's Doors of Perception (1954) also became popular, chronicling his experimentation with peyote. The link between Art Nouveau and illegal substance use at this time was

Art Nouveau and Psychedelic Ar

No (Clarke) ale

nent, which may e generally defined as an escapist ort of style. Steinlen's posters deal with Woman in her every-day manifestations, while Toulouse-Lautr rostitutes are solidly planted in re lity. These artists lie just outside t nainstream of Art Nouveau prope The restricting char en's dress was intended to their action rather than to allow fre movement. At the clos centh century, the English Aesth actor by promoting loose, flowing ovement contri tumes in place of the usual I of heavily-corseted fabric fa at the time. The easing of re at the time. The easing of restrict-ing clothing became necessary with increased freedom for women in terms of employment outside of the home. Work demanded the replacing of show-piece dresses in favor of a more functionally utilitarian mode. Wom-en's wider participation in sports also called for simpler, less cumbersome clothing, and lady cyclists were known to have adopted a scandalous attire known as the divided skirt, radically shortened to avoid tangling in the shortened to avoid tangling in the The Pre-Raphaelites, naturally, ad

ocated medieval inspired costuming their women frequently wore dress reminiscent of Arthurian legends and ignificantly different from contemp ry fashion. William Morris suggest year 1250 as the most ideal peri ation, while Rossetti and ssed their models in besises policies durante indexis in the second design is a second design in the second design in the second design is a second design in the second design in the second design is a second design in the second design is a second design in the second design is a second design in the second

1. Alphonse Mucha, Documents Decoratily, c 1902, color lithograph.

Art Nouveeu and Psychedelic Art

timo se an illust or in Paris before his big break can n 1894, when the legendary stage ac ress Sarah Bernhardt commissione o design a poster for Gismo ar in and direct. "The way he tre Sarah Bernhardt's 1 tionary," said Tomoko Sato, curator o the Mucha Foundation in Prague and organizer of a current survey of the artist's work at the Musée du Luxen bourg in Paris. Mucha chose to por tray Bernhardt in character, dresse an exquisitely embroidered gown a ramatic orchid headdress.

The poster caused a sensation when it appeared on hoardings throughout Paris in January 1895. Thanks to developments in lithograph-ic printing, Mucha, as well as artists like Henri de Toulouse-Lautree and Théophile Steinlen, took daring risks age of poster art; the streets turned into veritable open air art exhibitions. Yet nothing like Mucha's design had been seen before. While the work's muted pastel palette was in marked contrast to the bolder color schemes prevalent in poster art of the time, it was the extremely narrow, life-size composition of Mucha's design that twas truly groundbreaking. (Sato sug-gests that Japanese scrolls--then being imported heavily into France--influ-eneed the format.) when it appeared on hoardings

nced the format.) A delighted Bernhardt invited Mu- found their way into his commercial A using used bernhardt invited Mi-cha to serve as artistic director of her theater, designing posters, stage sets, costumes, and jewelry for her produc-tions. Following the design principles of *Gismonda*. Mucha created an addinal six posters for Bernhardt. These mercial contract. Mucha went on to

ed performer led to a flood of com-missions, and the partnership also benefited his artistic development. To produce his iconic images of Bern-hardt, Mucha carefully studied her performances and noded "the partner lar magic of her movements." The cos-tumes he designed for her were meant to enhance her gestures. As Bernhardt is sat, stood, or turnied, the daplannos fabric of her dress would swid avand her. These flowing movements later found their way into his commercial

ved instrumental in creating design posters for brands such as JOB

an enduring image of "The Divine Sarah" in the public imagination. His association with the celebrat ed performer led to a flood of com-

The Role of Wo

2 Edward Isame-Jones, The Golden Stain, 1880, oil an canva, Tais Callery, Landon, from Schmetz- Ier, Dobert, Art Novvon, Abrem, 1964, p. 106.

e American manner of Mrs. Ame er and her zealous Blo the English Lady Haber ton, who led the Rational Dress Society ted a type of costume suggesting ggy Turkish pants.

Freedom in matters of dress alleled a growing freedom of fem aviour: women battled to gain itical and economic independenc ing jobs in the male-dominated

Id and being cuteater for proces-al careers. In spite of, or perhaps because of, man's increasing public role, she is even more zealously patronized a fragile, helpless object, used in a corative and literal sense to adorn household: a man's wealth and sition were judged by the style in ich he kept his wife. In the estab-aed fashion world, women were I costumed as if they were animate amequins meant to display dress-king virtuosity and used as per-bulating showcases for the latest corative ideas. The Belgian designe

 ambulating showcases for the latest decorative ideas. The Bedgian designer Henri van de Velde, designed a dress for his wife which incorporates the linear, abstract characteristics also found in his architecture and applied of the the terminative processing of the terminative formation of the terminative processing of terminative formation of terminative processing of terminative processing of terminative formation of terminative processing of terminative processing of terminative formation of terminative processing of terminative processing of terminative formation of terminative processing of terminative processing of terminative formation of terminative processing of terminative processing of terminative formation of terminative processing of terminative procesing of terminative formation of terminative p art (Fig. 3). Woman was merely an extension of the furnishings, intended to blend harmoniously with the decor

of salons. In commercial spheres, Woman was the focal point of advertising cam paigns which capitalized on prevailing





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The Transatlantic Sixties: Europe and the United States in the Counterculture Decade

Russell Duncar

The Summer of Love and Protest Transatlantic Counterculture in the 1960s

Imagine B 1997, with the American war in Vietnam in its seventeenth year, Join Lennon created the single most admired anthem of the era. In many ways the song was a retrospective siren call to continue the counterculture. As ballader for the love generation. Lennon asked for everything: "Imagine there's no countries. It isn't hard to do Nothing to live or die for. And no religion too. Imagine all the people living life in peace." Lennon knew that that the defenders of the status quo "may say I'm a dreamer, but I'm not the only one. I hope some day you'll join us. And the world will live as one." During the 1960s, young people in the Western world were a political and cultural force, whether they took to the streets, stormed university offices, snoked dope, burned their military draft cards or their bras, ran away from home or dropped out. Youth culture and the compresented in the section and widened the genera-tion pp.

ion gap. The counterculture arose during a time of plenty and a time that set of protest.⁴ The West was richer than it had ever been-that a ting is important. Demanding more progress toward the prom

Art Nouveau and Psychedelic Art

Barbara, Los Angeles, Norfolk, St. Louis, Montreal, Toronto, and Am-sterdam. I visited groups of artists such as those living in an abandoned church in Garnerville, NY. The group

in a group setting since psychedelics often fostered a "collective mind."

of the artists felt that their work had express bodily feelings, moods, rela-

steridam. I vrisited groups of misso such as those living in an abandond church in Garnerville, NY. The group called itself the "US Company" and consisted of artists, poets, filmmake ers, technicians, and weavers who lived communally. One of the works of art I admired was a nine-foot-high statue of the Hindu god Shiva, whose "energy" was symbolized by pulsating lights radiating brilliant lines. Superimposed on Shiva was a painted Budchar, red lights throbbed at the edges of the canvas in a throb-bing heartbeat-like rhythm. I asked young weaver which member of the group had conceived the painting, she replied, "We are all one." Moto Lgss answered affirmatively. The groups most frequently cited, in addition to the US Company, were the living Theater, Fluxus, Mandala (a French group). Sigma (a Dutch group) the League for Spiritual Discovery (b loosely organized spiritual movement initiated by Timothy Leary), various rock musical bands, and a number of communes or "intentional com-munities" (such as Libre of Gardner, Colorado). Don Snyder, who had developed a projector apparatus for psychedelic sites show and 'Lumia' art, told me that it was quite natural for many psychedelic artists to work in a group setting since psychedeles.

S My thematic analysis of the par-ticipants' responses indicated that psychedelics affected their art in three ways: content, approach, and tech-nique. The use of criteric imagery as subject matter was observed by over half the group (64%): the mandhals of Angleb Miranda, the biblical securitors of Ernst Fuchs, the light projects of Richard Alderoft, and the collages of Excession the techtic the use of criteric Konsenden testifts to the use of criteric Konsendent testifts to the use of cr All participants in this survey were Kassoundra testify to the use of edeb sked, "How have your psychedelic ex-imagery as subject matter. The content need your art?" None is not always visual in nature, it can

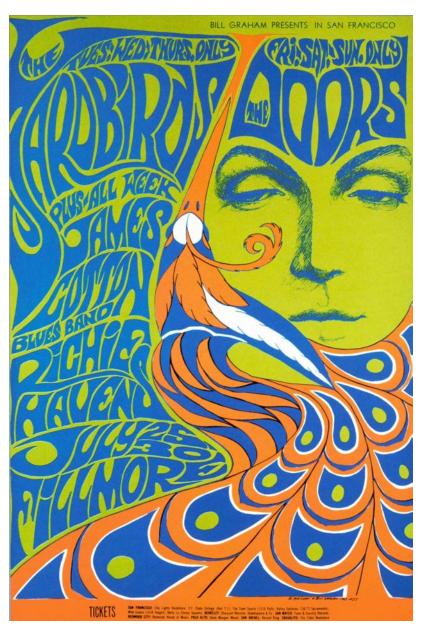
Ecstatic Landscapes

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9. Reimagining Psychedelia

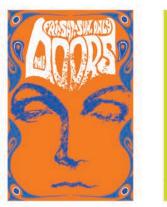
Researching an iconic and historical poster, learning about its provenance and the designer who created it, then reimagined the poster in 50 ways.

Bonnie MacLean was one of the main creators of psychedelic posters in San Francisco in the 1960s and '70s. She often identified this poster as her favorite, "BG #75." It depicts a peacock's tail next to a human face, with swirling blue lettering listing the groups appearing at the Fillmore in a particular week in July 1967. She experimented with brightly contrasting colors and optical illusions to evoke the dazzling visual effects of hallucinogenic drugs such as LSD. The ornamentation and illegible typography as well as the sinuous and swirling lines, were a visual code to psychedelics, but also drew from earlier Art Nouveau design movements of the turn of the century.



Original Poster by Bonnie MacLean

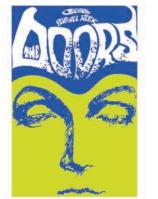












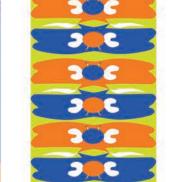








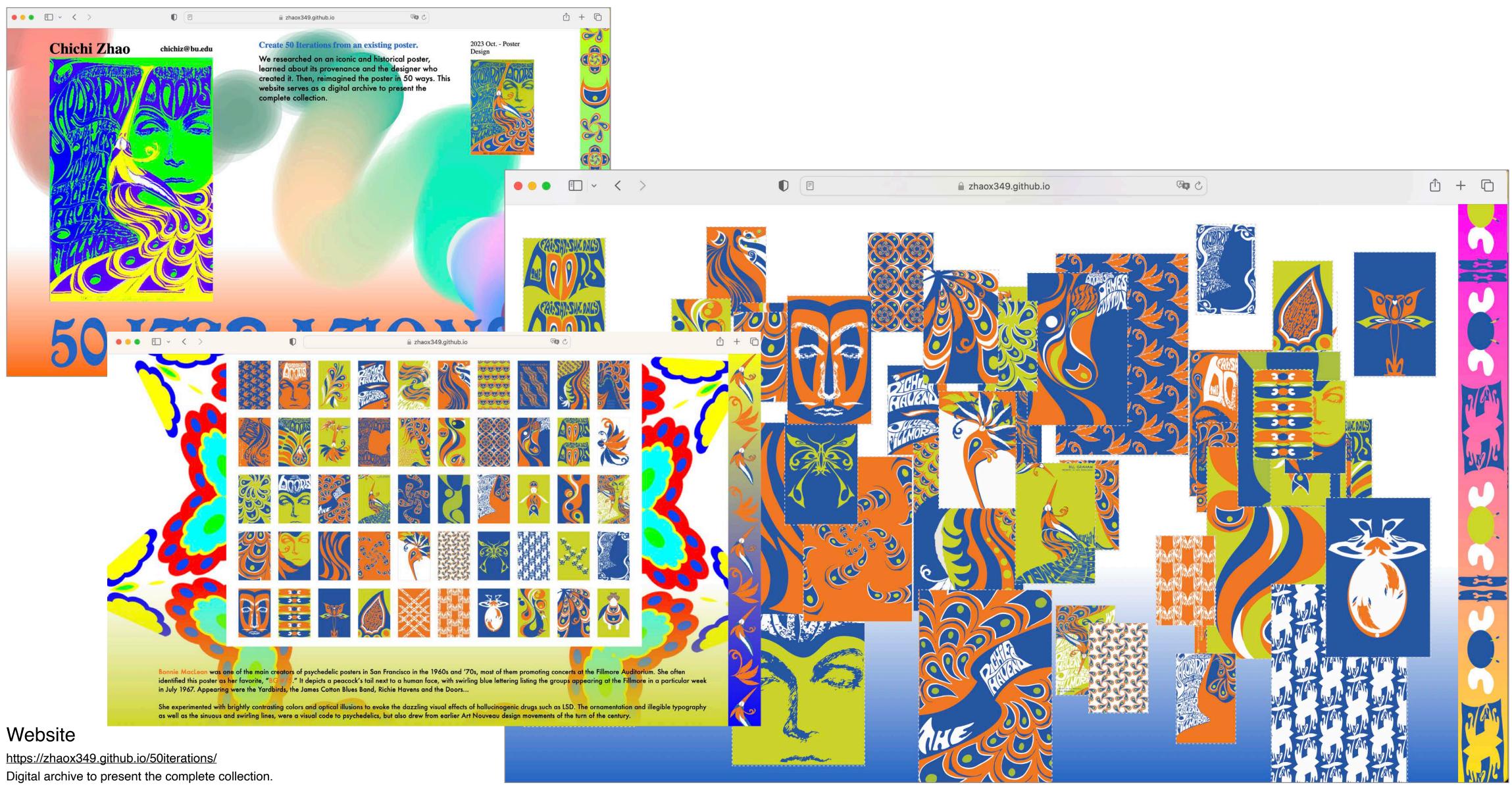






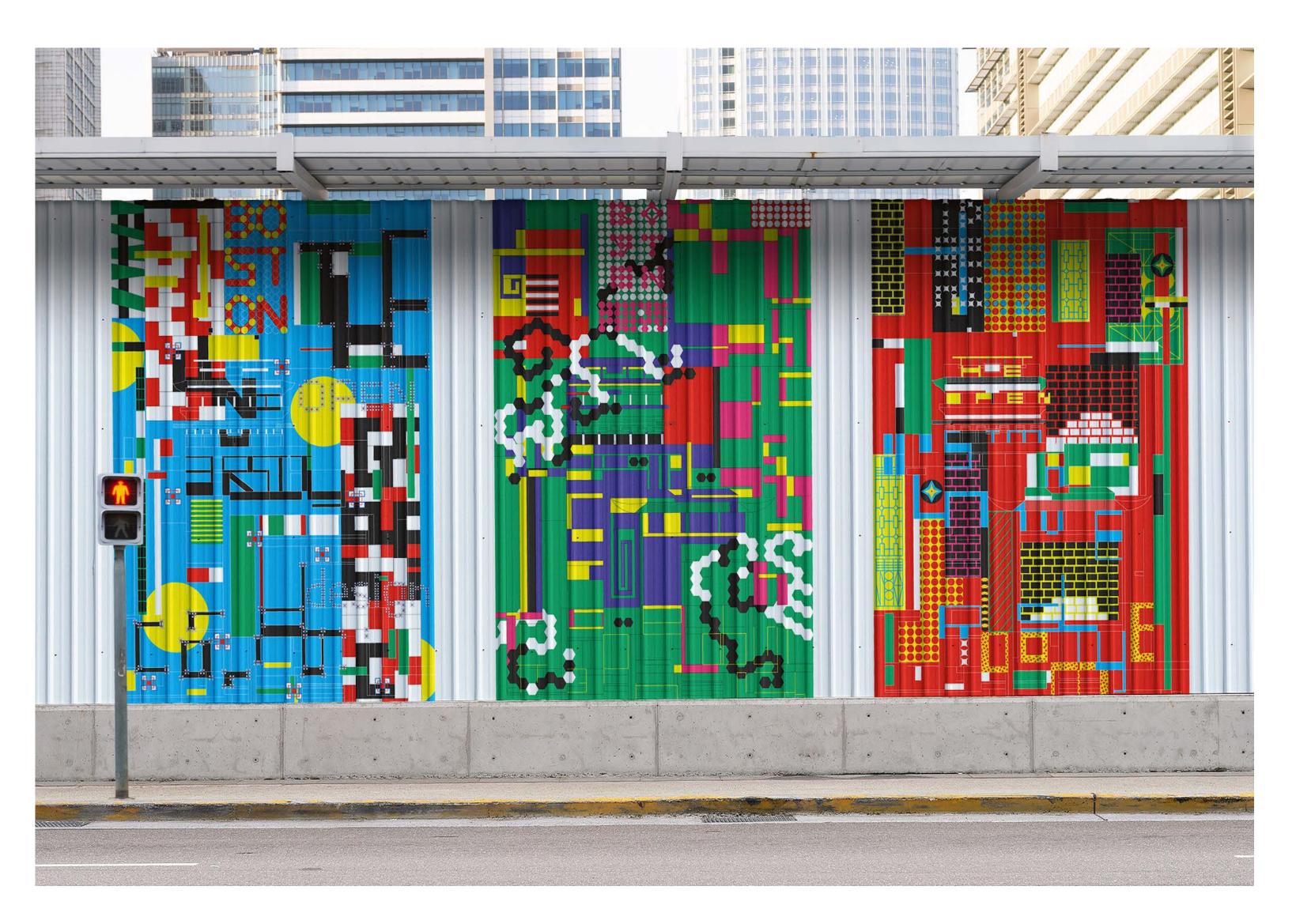
50 Poster Iterations

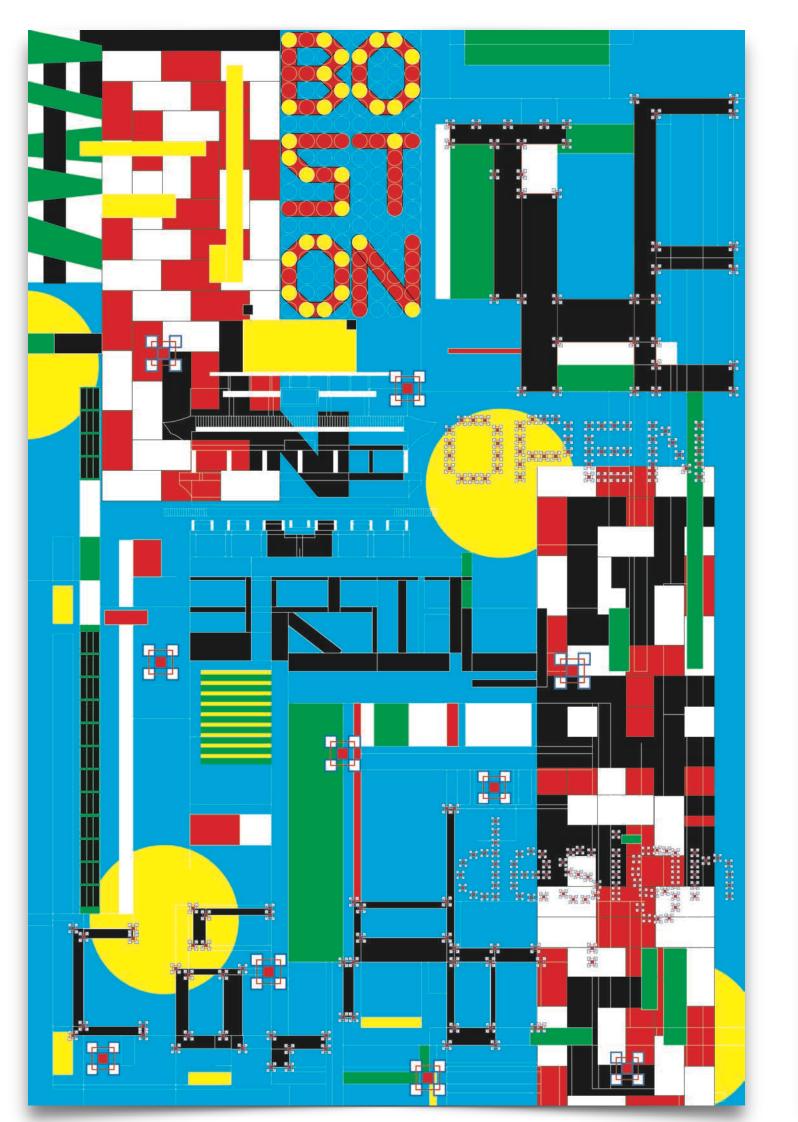


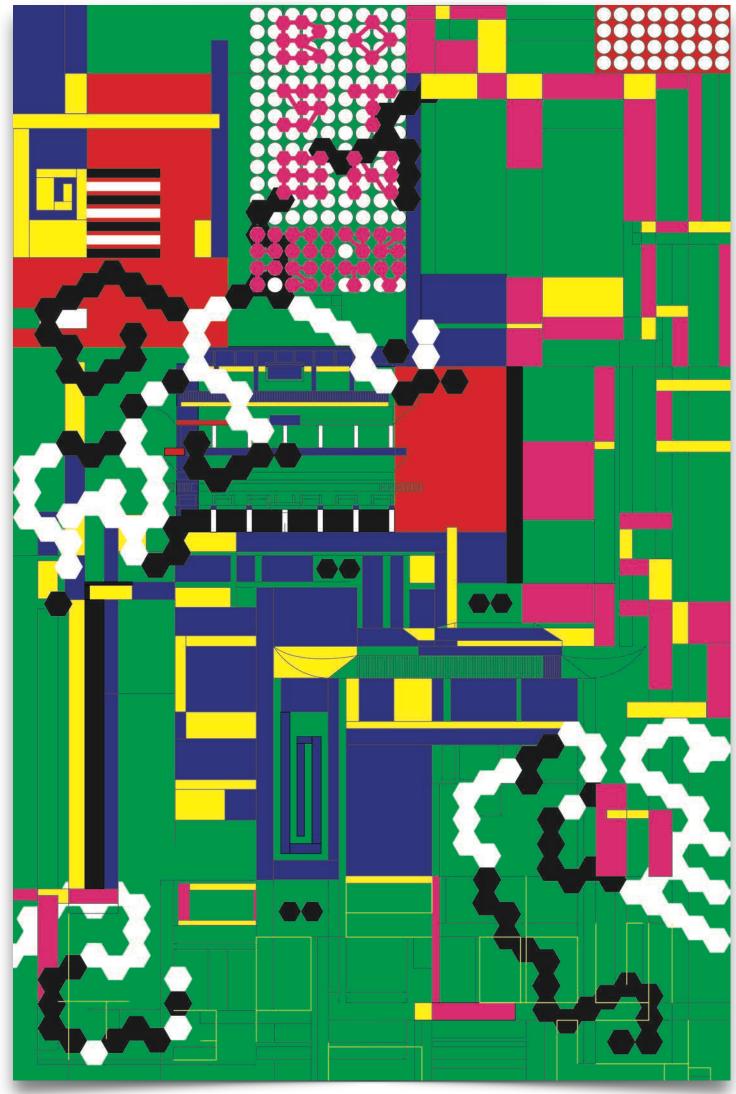


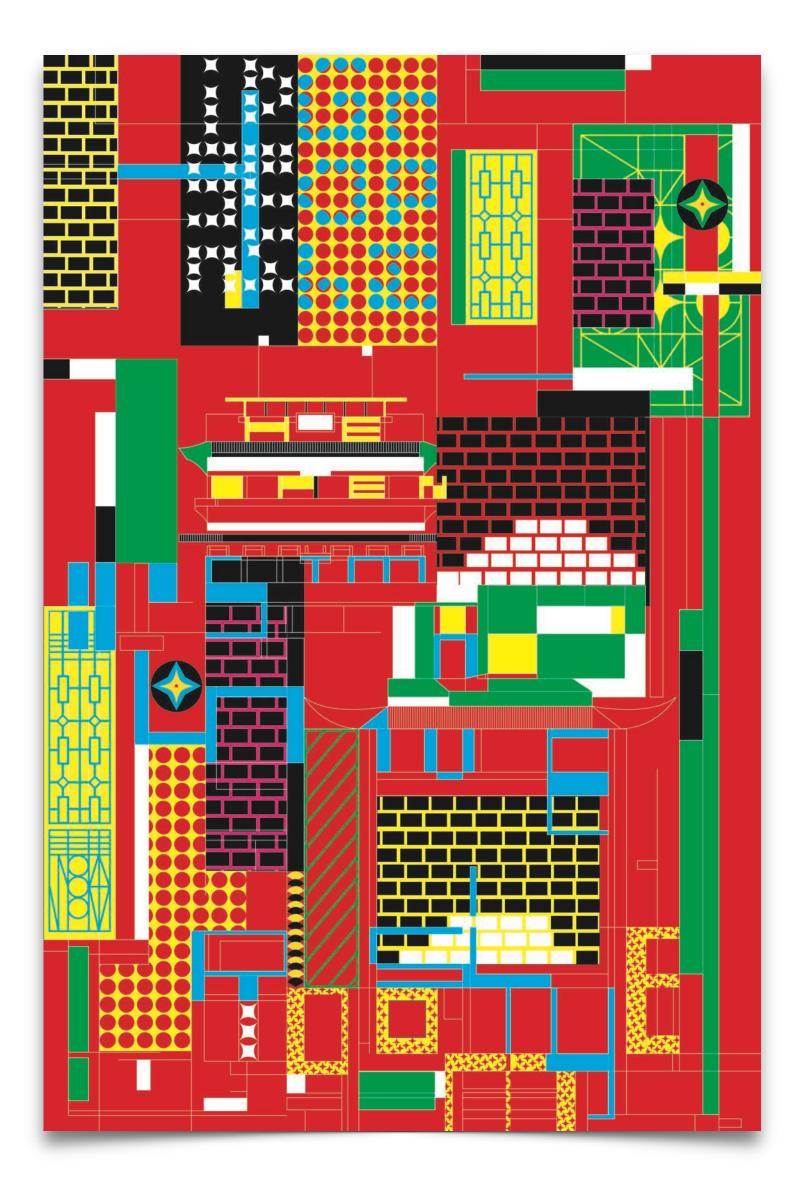
10. Masonry

Masonry is a typographic exploration shaped by systems, grids, and rules. Starting from a grid inspired by traditional Chinese architecture, the project builds custom letterforms within a rigid structure. Influenced by glitch aesthetics, PCB circuits, and gaming visuals, the poster uses vibrant contrast and hidden messages to invite interaction and decoding. Letters like Boston University, corridor, and labyrinth are embedded in the design—revealed only through close attention and curiosity.









11. American Chinese (Restaurant)

Chinese food has always been stamped as "cheap stuff" by most Americans since takeout boxes, posters, and even menus were designed downscale. As a response, my project offers a striking contrast: the book functions as sarcasm to challenge the prejudiced attitude towards the Chinese community and culture, while the layout and design of the collage zine refer to some of the stereotypical styles.



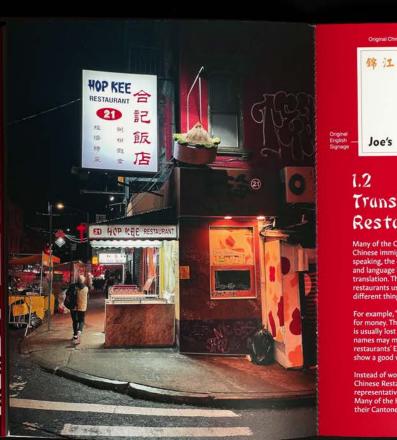


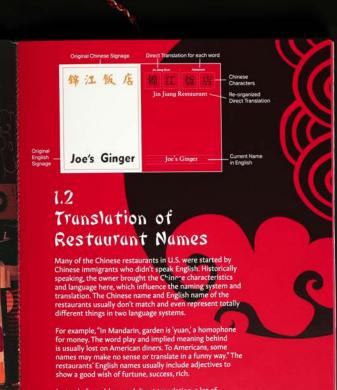






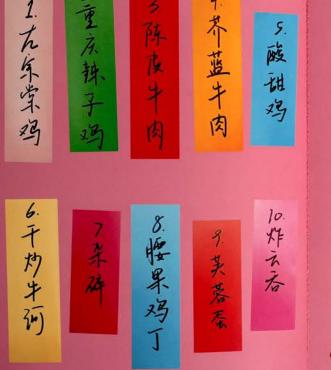






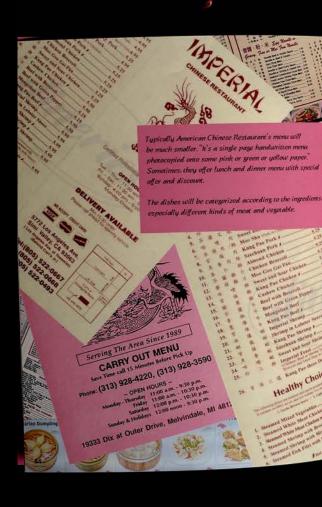






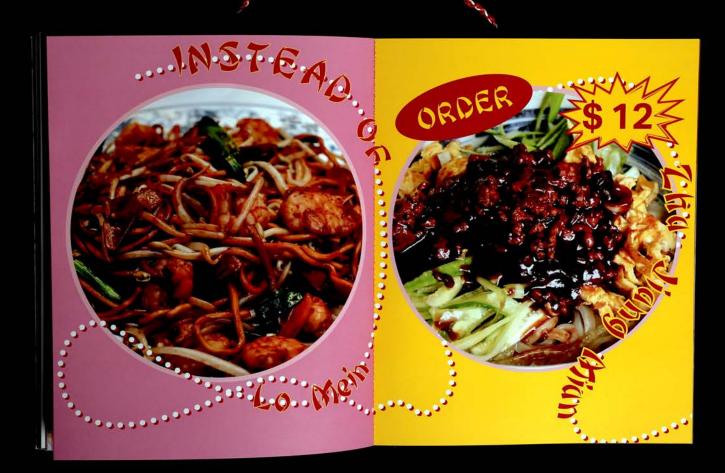
















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American Chinese (Restaurant) Collage Zine





CHINESE AMERICAN

RESTAURANT 🔝

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榜信天酒楼

本店之開張

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有送方科賣 新鮮鳴鸭 電話: 212-349-0909 電話: 212-346-9888

可以堂食

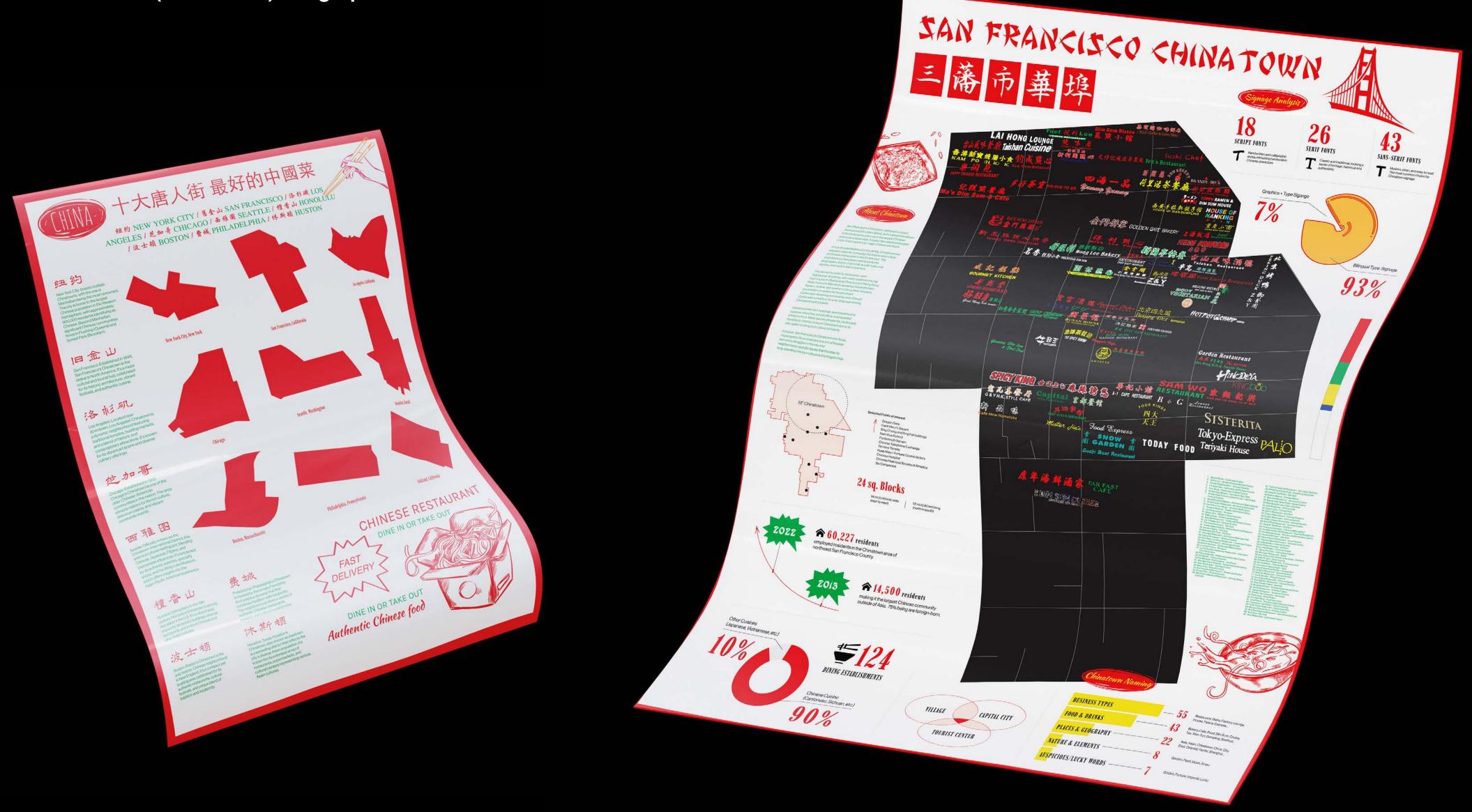


American Chinese (Restaurant) Map





American Chinese (Restaurant) Infographic Poster



12. SI

SI is a Stretch Mark Shaper brand offering natural and toxin-free mark liner and stencil kits. Every mark is the witness of time and growth. We believe in presenting the authentic self and accomplishing the new concept of an attractive body for every consumer. Instead of covering and being ashamed about body marks, we aim to highlight body positivity through coloring marks. We use natural and sustainable materials to fulfill aesthetic needs. Our cosmetics brand allows people with stretch marks to accept and respect themselves. Our mission is to create a new standard of beauty.



Body with Stretch Marks



OPQ RR SS T

C J W K N Z

Chichi Zhao



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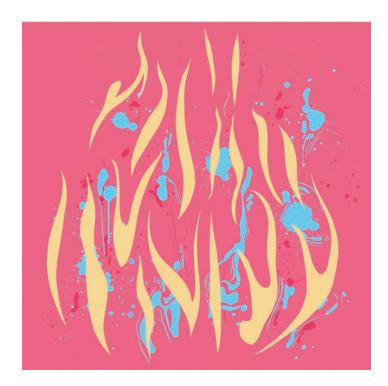
SI Stretch Mark Liner



SI Stretch Mark Stencil Kit



SI









\$SI

BORN TO BE REAL NOT TO BE PERFECT

13. Resilience Typeface

The Resilience project is a typographic experiment using hand-cut Helvetica letterforms on Shrinky Dinks sheets to compose new letter forms while using a heat gun. The high temperature shrinks and bends the flexible sheet in order to create a new elastic form of type. It aims to address the resilience concept through form-making and adapting to deconstruction and a deviation in direction.

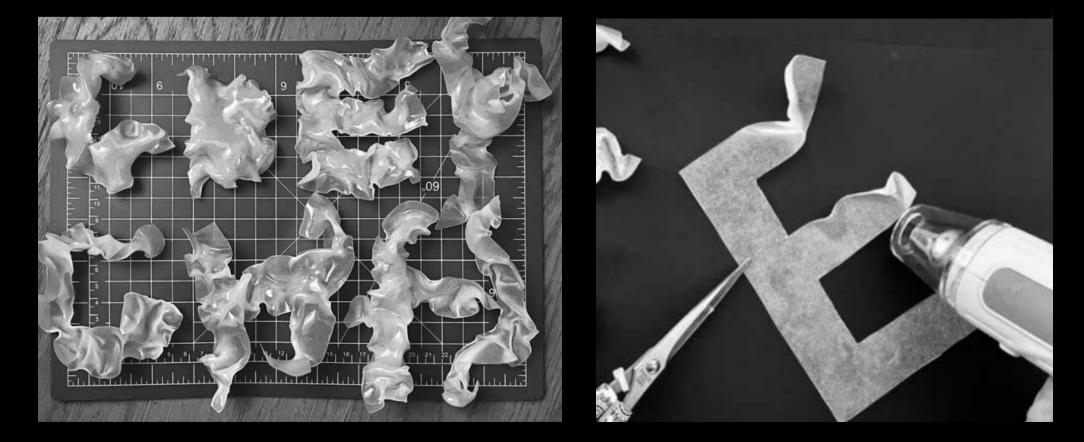




Process

Letterforms on Shrinky Dink Sheets are heated to form a new typeface.



































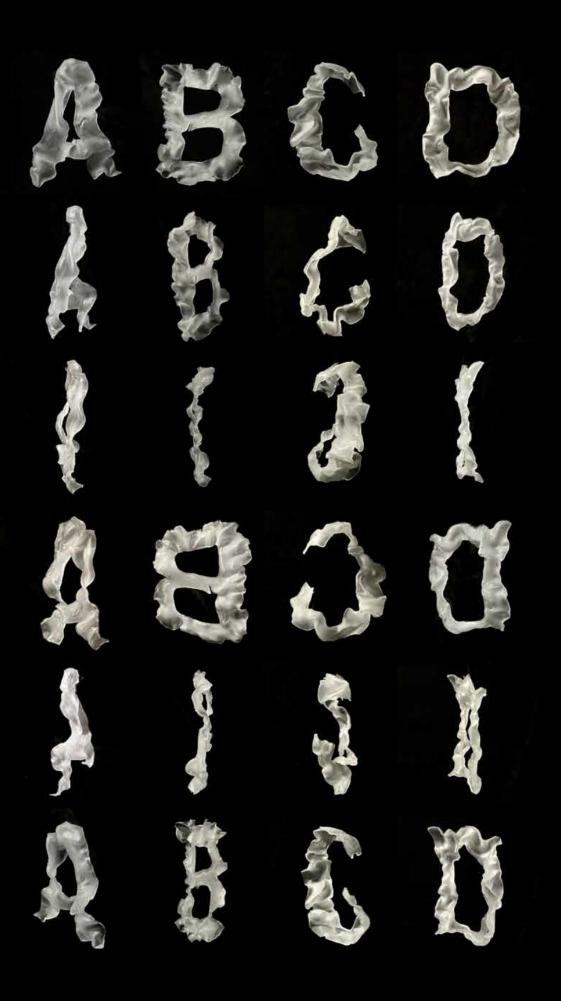












Resilience letterforms in 360° angles

Chichi Zhao

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Resilience Typeface Specimen





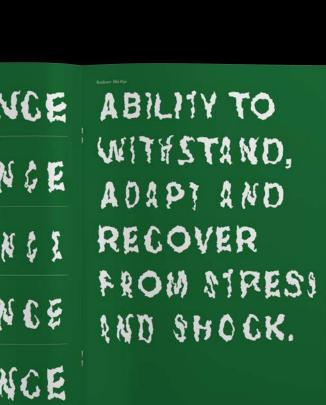
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Portfolio

Chichi Zhao

XURUZIII@GMAIL.COM CHICHIZHAO.COM

Thank you



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