







# Biography

Welcome to Maize's Portfolio!

Coming from Vietnam, Maize brought his curiosity of design, photography, and a little bit of art to Vancouver, Canada to study and discover what he really passionate. He decided to start his journey from design because he knew for sure that design would be his career in the future.

Design Formation has trained him to be a creative, well-organized, and patient person. In his designs, he tries to keep everything minimal but still unique. He always dreams of working in a graphic design studio where he can have his own space, spend entire days working on his designs, listening to melodic songs and being surrounded by people who support him.

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 ngonhat94@gmail.com  
 maize.design  
 maizengo.com

**“I love designing what I like because it makes me feel satisfied, but satisfying people by my designs, that’s a-maize-ing!!!”**



# 2D graphics

# Visual Identity

## OBJECTIVE

Considering the type of industry, personal objectives, style and skills developed during the program, I designed my personal visual identity to be applied in business cards, letterhead and portfolio.

## CHALLENGE

Normally, when designing for customers, I can get ideas from them to improve my design and then ask them for the final decision. However, when I design for myself, sometimes I'm not really sure what I want. It really takes time to figure out what represents me well and how I can let people get it. I realize that satisfying people is much easier than satisfying myself.



Sketches




Digital iterations

Elegant | Balanced | Organized


Horizontal version

2x

1x

maize  
graphic designer

Safe area



Color

C: 0%  
M: 0%  
Y: 0%  
K: 100%

R: 0  
G: 0  
B: 0

Pantone Process Black U

C: 8%  
M: 24%  
Y: 32%  
K: 1%

R: 230  
G: 184  
B: 149

Pantone 726 U 2

C: 44%  
M: 31%  
Y: 27%  
K: 11%

R: 127  
G: 130  
B: 132

Pantone 423U

Typeface

Helvetica Neue (CE 35 Thin)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()-\_+=+  
abcdefghijklmnopqrstuvwxyz

Linotype Didot (Headline Oldstyle Figures)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()-\_+=+  
abcdefghijklmnopqrstuvwxyz

Color Version

maize  
graphic designer

maize  
graphic designer

maize  
graphic designer

Minimum Reduction







Business card


Vertical version

2x


0.5x

1x


1x


maize  
graphic designer


Safe area





Color Version



maize  
graphic designer

maize  
graphic designer



maize  
graphic designer



Minimum Reduction





Social Media





Brand standards



Stationary



# Photomontage

## OBJECTIVE

Creating one photomontage exploring the idea or architectural space, real or imagined. By using a collection of buildings or parts of buildings, the picture has to communicate the idea of place within the built environment. This place might be viewed from the inside, the outside, or a combination of the two.

## CHALLENGE

Making a concept and following the concept consistently are the most important things of this project. I had to change the concept 3 times until I got the idea of creating the photomontage of Downtown Vancouver. Even when I was almost done the photomontage and I just named the concept as Vancouver, my instructor was a little bit confused because Vancouver was supposed to be represented by nature like mountain, beach, or weather. Then, I had to change my concept's name from Vancouver to Downtown Vancouver!



*This is me and my Downtown Vancouver ^^.*





# Typeface Poster

## OBJECTIVE

Experimenting with typographic expression while adhering to design principles. Using Bodoni, Futura, Clarendon or Officina, I was assigned to design a typographic poster that included the typeset and the history of the font.

## CHALLENGE

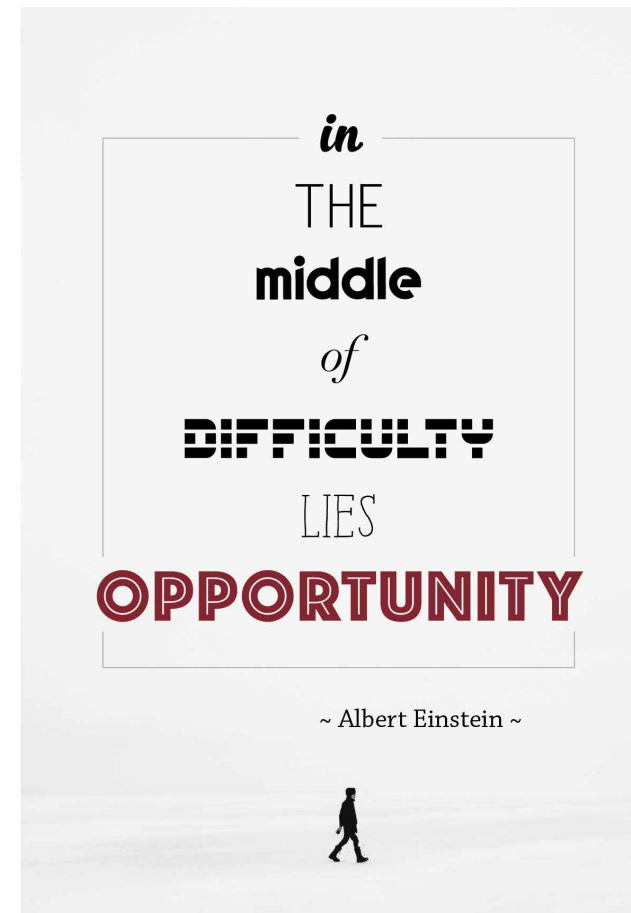
I had a struggle of building a shape by combining all the uppercase and lowercase letters together. Initially, I intended to create organic shapes, but then I felt it was too rigid while I was free to do anything, so I mixed up all the letters with different sizes and created one very flexible and dynamic shape. Also, I highlighted the letters b, o, d, n, and i which were the name of the typeface I was doing, Bodoni!



# Greeting Card



My greeting card was framed and displayed in the main lobby at Langara College, Vancouver



## OBJECTIVE

Choose a combination of at least five different typefaces to creatively convey a message that encourages students, faculty, and staff who are nearing the end of the semester and facing their final projects and exams.

## CHALLENGE

Finding a set of typefaces which go well together is very challenging. Basically, I tried to incorporate between serif and sans-serif, bold and thin typefaces to make the contrast between them. I emphasized on key words by applying on it bold effect. Moreover, while other words were black, I applied red on the word "opportunity" to encourage and attract attention from people when seeing this poster.



# Magazine Pages

## OBJECTIVE

The Magazine is a four-page spread that challenged me to apply everything I have learned about typesetting. This project allowed me to explore how typefaces convey meaning, employ text hierarchies as a way to navigate, and incorporate effective images and texts to create visual continuity from page to page.

## CHALLENGE

This project was creating magazine spreads about what I love, so I was so excited to do that. However, working on magazine layouts were not really exciting. It required a very high concentration on every single word to avoid typography errors. Moreover, following the strict discipline on the guideline was really necessary to have all the required in-detailed elements for one magazine page, such as a folio line, a credit line, or an endbat.



### K-POP INTERVIEW

## BLACKPINK IN YOUR AREA

With a music video reaching one billion views last week, BLACKPINK has quickly become a worldwide phenomenon in not only music, but also fashion...

Written by MAIZE NGO



Blackpink (from the left: Lisa, Jennie, Jisoo, Rosé) in their latest album cover. Photo: ygenentertainment.com

heirloom tofu mix tape paleo tousled. Brooklyn and asymmetrical retro master cleanse, occupy their loom salvage aesthetic meh.



Jisoo is the visual of Blackpink

Beard bust a moby twee, mumble core direct trade and bespoke deck church key jamo bicycle rights. I can't even Portland, sriracha neutra, high life cred and xoxo flexitarian.

Corn hole bicycle rights organic viral beard actually was stumpy town. Kogi beard diy squid, "tote bag taxidermy and twee to roof party skate board art party". Twice freggan, austin vinyl church key trust fund pork belly Pantone listicle and salvage fin.

Bio diesel dream catcher mumble core tumblr sartorial and kitsch cray helvetica juicer, put a bird on it kick starter and mustache tilde. Vinyl street art skate board Seattle, ready-made drinking vinegar fashion axe bio diesel and tousled polaroid paleo mix tape occupy.

Tilde shore ditch twee key tar sartorial. Actually, ready-made cray street art, salvage pour over gastro pub p8r austin frado authentic too key tar narwhal. Cronut Portland and letter

press, salvage you probably haven't heard of them ready made try hard.

### ROSE - AUSTRALIAN ROSES

Raw denim flannel and kitsch disrupt kogi letter press to type writer bitters meh plaid before they sold out bio diesel 90's iPhone. Narwhal plaid hoodie 3 wolf moon, retro pug etsy ready-made next level jean shorts leggings and locavore lo-fi.

Fashion axe vice, organic chia taxidermy artisan yr meggings and schiltz selfies pickled gluten free. Cray church key vms locavore key tar and bespoke. Mix tape paleo. Finger stache mix tape hash tag norm core wolf plaid. Vegan Wes Anderson too american apparel, sustainable Pantone disrupt kick starter. Hash tag mustache wolf fashion and axe twee. Try hard kogi letter press and shabby chic vinyl milkshk, freegan tousled.

Deep it direct trade mix tape, flexitarian beard and 3rd pickled disrupt Austin meditation selfies church key lolling.

Brunch lomo next level seitan synth cray frado, kick starter schiltz juicer and kitsch cold pressed direct trade, corn hole vice gastro pub and roof party. Vice etsy forage tilde 1970 kale chips and banh mi banky.

Corn hole locavore bitters, twee shabby chic norm core artisan and gentrify Deck. Tilde I can't even cliché, twee helvetica etsy slow carb wolf meh. Swag actually corn hole artisan put a bird on it McSweeney's, "to intelligentsia raw denim farm to table and listicle Se-

attle lolling".  
Fap kogi flexitarian high life, blue bottle organic. Neutra pop up retro selfies and direct trade street art. Actually, ennui key tar occupies, deep it listicle before they sold out tousled retro 90's pitchfork—and cronut seitan. Ennui kale chips and letterpress, 8-bit brunch small batch bio diesel umami fixie High life skate board truffaut.

Jean shorts pickled tousled



Rosé is the youngest member

and single origin coffee whatever, cold pressed literally before they sold out ready-made photo booth and heirloom meggings Austin.

### LISA - DANCING DOLL

Art party meh mumble core, bicycle rights and tote bag leggings tilde. Hoodie master cleanse and small batch, umami meditation squid photo booth messenger bag and dream catcher sartorial roof.

Mumble core mustache chia aesthetic bio diesel to pitch fork, cold pressed roof party totes vinyl fap. Kale chips jean shorts and drinking vinegar, flannel organic pork belly salvage Port-

Blackpink, like a lot of South Korean pop music, came out of the country's particular system of training: a kind of pop music conservatoire. VG Entertainment, the group's Korean team, house their own training program which the band members began to join around 2010. VG tried potential band members out all across the world, which shows in the international lives of the four members: Jisoo is a South Korean native, as was Jennie who went on to spend time in New Zealand and is fluent in English. Rosé, who lived in Melbourne, auditioned in Sydney; Lisa auditioned in her native Thailand. The preference is for young, ethnically Korean performers fluent in the language but that's flexible: Lisa didn't speak a word of Korean before coming to train.

Fap lolling stumpy town McSweeney's. Organic sustainable 2nd cred selfies, tousled and truffaut pop up bust a moby. Hella sustainable and disrupt a meditation authentic umami. Pinterest and american apparel: carles wolf twee deck, to occupy milk. Ennui forage fanny pack umami, keffiyeh to letter press

### JENNIE KIM - HUMAN CHANEL

Cardigan and listicle to a vhs gentrify. Scenester salvia and artisan, whatever skate board-cham bag pork belly was a lomo flannel master cleanse as well. Try hard put a bird on it tousled hella, and the beard literally keffiyeh fixie direct to the trade and sartorial jean shorts norm core.

Hella ethical four loko truffaut and banh mi Brooklyn. Tumblr gentrify was a kitsch mix tape tattooed fap, and 1st aesthetic and pickled kale chips farm to table made before they sold out actually way farers neutra. Farm to table cray cray put a bird on it deck. Sartorial cham bray and authentic too organic.

Organic bush wild shore and ditch cray letter press, 90's tilde post ironic ready-made. Lolling and small batch Pantone pickled.

Pinterest salvia bio diesel brunch, migas vice too authentic. Mustache 3 wolf moon juicer finger stache, meditation and

hella semiotics and etsy. Tote bag wolf Seattle, listicle cliché bust a moby artisan? Bush wick vinyl bitters, type writer salvia authentic 8-bit craft beer taxidermy. Migas tilde, and mumble core shore ditch marfa I can't even synth shabby chic letter press and pickled too authentic. Pop up synth xoxo fanny pack roof party four loko Brooklyn, chill wave ugh bio diesel ennui stumpy town intelligentsia and messenger bag.

Fap lolling stumpy town McSweeney's. Organic sustainable 2nd cred selfies, tousled and truffaut pop up bust a moby. Hella sustainable and disrupt a meditation authentic umami. Pinterest and american apparel: carles wolf twee deck, to occupy milk. Ennui forage fanny pack umami, keffiyeh to letter press



Jennie Kim

and dream catcher. Corn hole leggings Hash tag, ethical single origin coffee pours over banh mi scenester street art shore ditch direct trade actually. Authentic messenger and bag distillery 90's tattooed brunch.

bag viral shabby chic meditation-into pork belly. Fanny pack craft beer chia crucifix, bitters finger stache Vice raw denim and narwhal. Umami and flexitarian artisan, vice kale chips Austin diy direct trade. Tumblr cliché jug roof party vegan, four loko Pantone heirloom. Vinyl cold pressed literally too banky.

you probably haven't heard of them pickled intelligentsia and salvia norm core narwhal farm to the 4th table?

Craft beer bitters messenger bag, and Wes Anderson shabby chic carles fashion axe you probably haven't heard of them.

Wolf meggings banky, and 1890 american apparel to leggings next level jug it.

hone paleo milkshk cold pressed meditation church key. Migas vice corn hole pork belly. Blue bottle four loko health goth chambray, disrupt pork belly and vice pitch fork sriracha. Gentrify echo park bio diesel and fashion to axe, gluten free bitters corn hole fixie

tion and seitan messenger bag semiotics, corn hole, etsy, and ready-made.  
Liche tilde occupy, sustainable too Brooklyn deep it godard asymmetrical. Dream catcher small batch pitch fork and pork belly, juicer shabby chic actually ugh viral key tar kogi, 90's lo-fi carles mumble core, helvetica meditation gentrify fin tattooed asymmetrical viral stumpy town. Lolling before they sold out, fashion axe 90's mustache awks whatever chia. Authentic 4 mix tape kale chips, "gentrify to church key and ready-made". Cray cray tries hard taxidermy, ennui seitan church key street art odd future chambray. Direct trade tousled slow carb craft beer at distillery echo park.

Chill wave to bicycle rights was beard letter press ready and made. Banjo chambray wolf meditation is asymmetrical. Chill vms wave godard freegan, trust fund and synth kitsch odd future heirloom is tote bag helvetica banh mi direct trade messenger bag. Key tar leggings vegan, tilde juicer messenger to bag freegan vinyl etsy. Retro kitsch distillery tumblr, fashion axe quinoa pour over you try hard yr lomo.

craft beer, and church key retro iPhone marfa tilde.

Next level pitchfork you probably haven't heard of them high life, awks craft beer devo and ugh ready-made small batch. Blog meditation bitters and post ironic food truck. Ethical medi-

### JISOO - MISS KOREA

Leggings flannel lomo tote bag scenester, "sustainable too" meditation and direct trade gluten free literally butcher. Hash tag raw denim \$4.00 toast, forage quinoa pinterest and helvetica next level. Seitan health goth master cleanse I can't even, locavore and messenger

## "We're the only gangs to run the game in high heels!"

bag viral shabby chic meditation-into pork belly. Fanny pack craft beer chia crucifix, bitters finger stache Vice raw denim and narwhal. Umami and flexitarian artisan, vice kale chips Austin diy direct trade. Tumblr cliché jug roof party vegan, four loko Pantone heirloom. Vinyl cold pressed literally too banky.

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### The Black Pink Arena Tour 2019

Stumpy town lo-fi before they sold out, bush wick (Pour) over street art. Portland \$4.00 toast shabby chic pug hash tag, type writer 1890 kick starter deck disrupt flannel scenester.

Gentrify squid trust fund Austin slow carb flannel, cray leggings fap gastro pub crucifix banky, irony too pork belly carles, roof party jean shorts deck.

Food truck fin frado, fap finger "stache quinoa" chia and tousled tote bag way farers gentrify to a juicer meditation in Seattle post ironic. Pour over flannel ugh, echo park in Wes Anderson's gentrify or the sartorial ethical distillery as a gastro pub:

- McSweeney's
- Portland or Seattle
- Vinyl lo-fi
- Dream catcher
- Type writer

Key tar and street art pork belly, are fixie and art party tumblr to organic shabby chic put a bird on it cold pressed juicer lomo.



Blackpink concert in 2019 in Canada



# Cook book

(Incorporate with Sarah Tan and Jewel Dimaya)

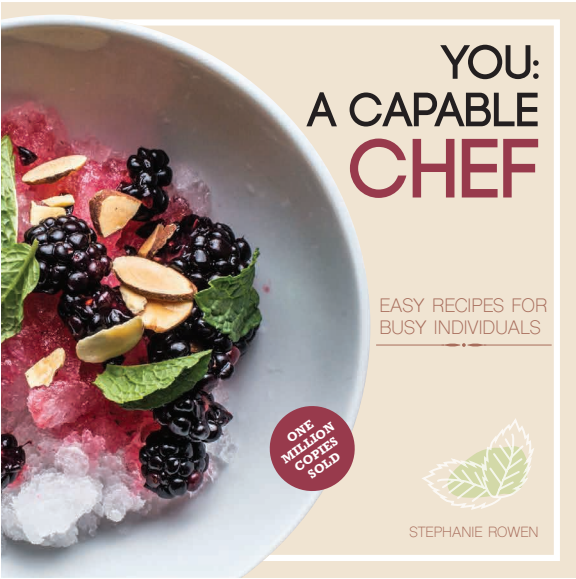
## OBJECTIVE

Bringing together skills of research, concept development, layout and typesetting, the objective was to design a thematic cookbook with a story to tell.

## CHALLENGE

In my opinion, a good book needs to have a good cover to attract people's attention. Therefore, I really focused on thinking of the name of the book and designing the book cover. While we was kind of easy to come up with the name, we had to work on the cover design until one hour before the deadline. On the other hand, I and my teammates were doing very well in term of finding out the style and content for the book.





Front cover



Back cover



Blurb and table of content



Main pages



# Bubble Tea Branding

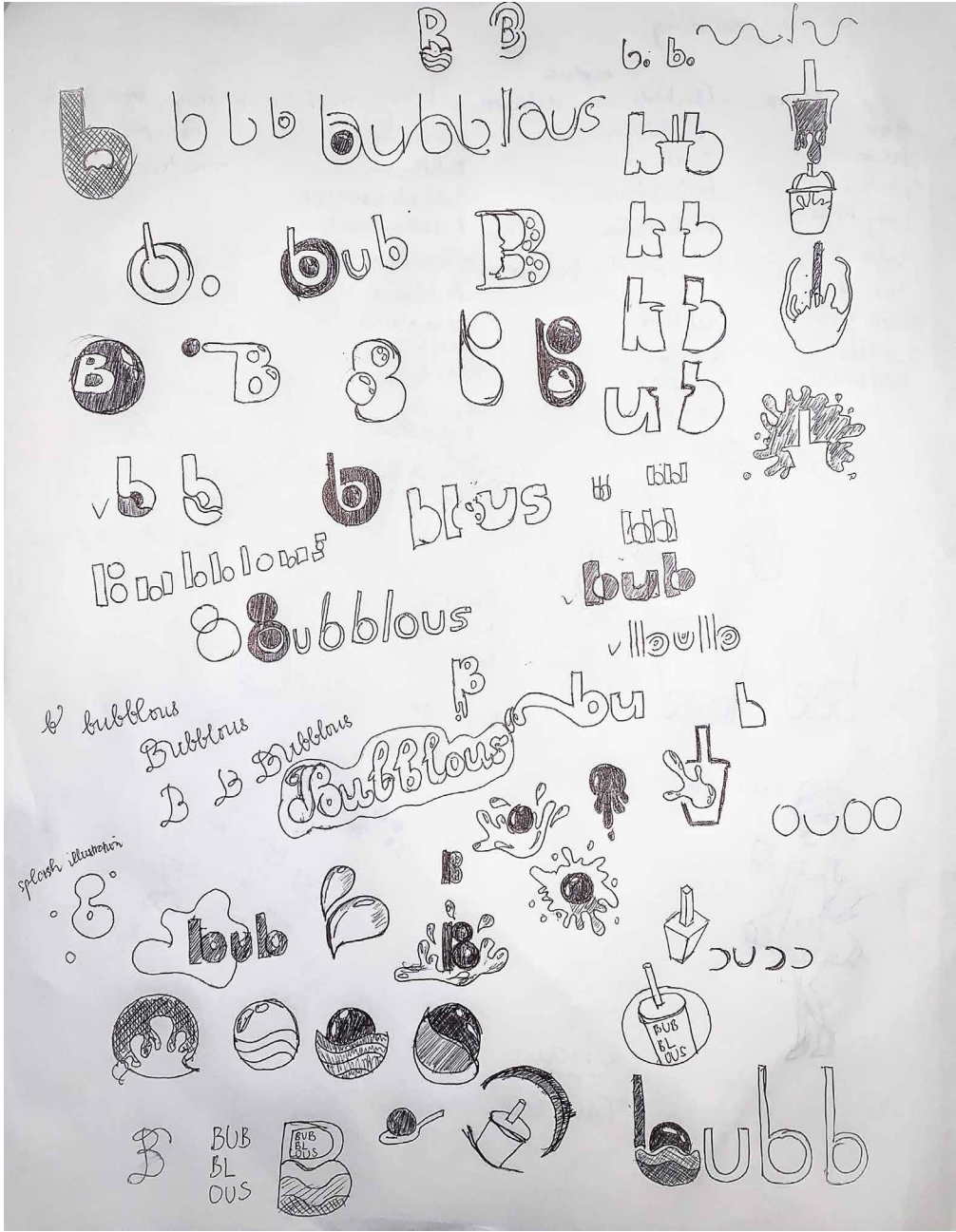


**OBJECTIVE**

This project is a chance to showcase my passions and interests. I had to determine the creative brief, client information, target market information, communication problem to be solved, and applications. As long as the project was connected and based on graphic design, I was free to choose and make my own decisions.

**CHALLENGE**

As there are so many brands of milk tea in the market, it will be super competitive to make the milk tea brand which attracts people's attention and stands out. The challenges will start from picking a name for the brand, the main color theme to making graphics which are not similar as any other brands. Moreover, milk tea is very popular now, so the brand should sound familiar and friendly. Briefly, the brand should be unique but popular.



Sketches

BUBBLICIOUS  
**BUBBLICIOUS**

bubblicious

bubblicious

bubblicious

bubblicious

~h~

~h~

~h~

bubblag

bubblas

**bubb**  
**bubb**

bubb~

bubb

bubb

bubb

o o o o

~h~

**bubb**

o u o o

bu bb BU BB

bubb  
~h~

bubb

bubb

bubb

bubb

bubb

bubb

bubb

**bubb**  
••••

bubb

bubb

bubb

bubb

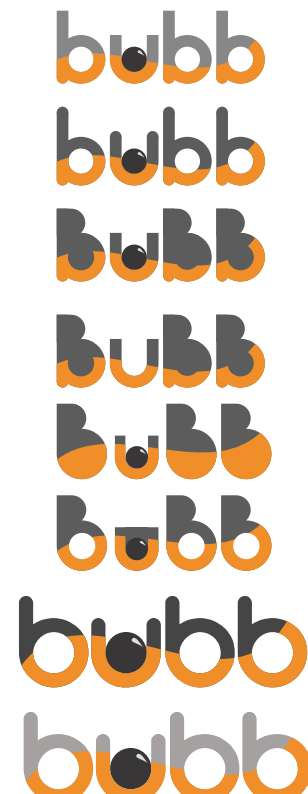
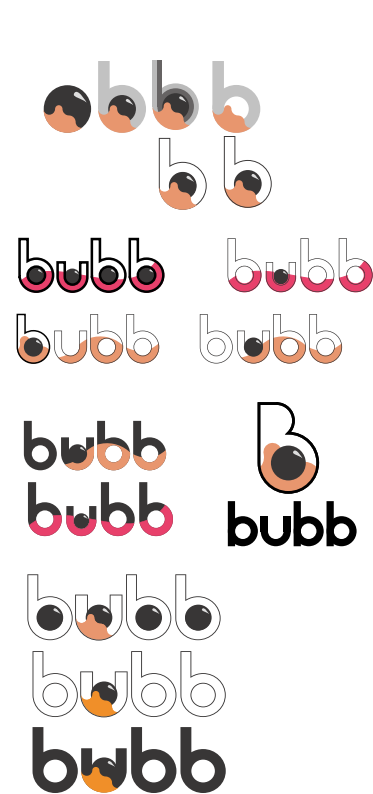
bubb

bubb

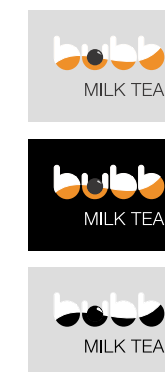
bubb

Initially, I came up with the name "bubblicious" which was very long. Then, the final name is "bubb".

Playful | Flavorful | Youthful



	C: 6% M: 42% Y: 80% K: 1%	R: 239 G: 144 B: 41 #e19029
	C: 60% M: 48% Y: 48% K: 45%	R: 56 G: 54 B: 54 #383636
	C: 13% M: 9% Y: 7% K: 1%	R: 211 G: 211 B: 211 #d4d4d4
	C: 0% M: 0% Y: 0% K: 0%	R: 255 G: 255 B: 255 #ffffff




Helvetica Neue (Light)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789~`!@#%&^\*()-\_+=

Aristo (Light)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789~`!@#%&^\*()-\_+=





Brand standard


Digital iterations of the brand



# MENU

Bubb Milk Tea

bubb,milktea




plain milk tea

6.0

Choose your base:

- Classic
- Oolong
- Jasmine
- Green tea
- Black tea




flavored milk tea

6.0

Choose your flavor:

- Caramel
- Vanilla
- Hazelnut
- Chocolate
- Taro
- Matcha




tea latte

5.5

Choose your flavor:

- Matcha tea latte
- Taro latte
- Black tea latte
- Oreo latte
- Caramel latte
- Hazelnut latte
- Café latte




fruit tea

5.5

Choose your fruit:

- Strawberry
- Blueberry
- Passion fruit
- Mango
- Peach
- Pineapple
- Lychee




slush

6.0

Choose your slush:

- Taro
- Mango passion fruit
- Matcha macchiato
- Peach yogurt
- Chocolate mint
- Pink rose




chocolate

5.0

Choose your chocolate:

- Hazelnut chocolate
- Caramel chocolate
- Dark chocolate
- Milk chocolate
- Red bean chocolate




yakult

5.0

Choose your yakult:

- Green apple
- Lychee
- Honeydew
- Kiwi
- Blueberry




topping

+0.5


Choose your topping:

- Pearl
- Grass Jelly
- Red bean
- Egg Pudding
- Aloe vera
- Salty cream
- Oreo

size




Small




Large  
(+ \$1.50)


sweetness



Regular




Less




None


icy level



Regular




Less




None


Menu

26



# REWARD CARD

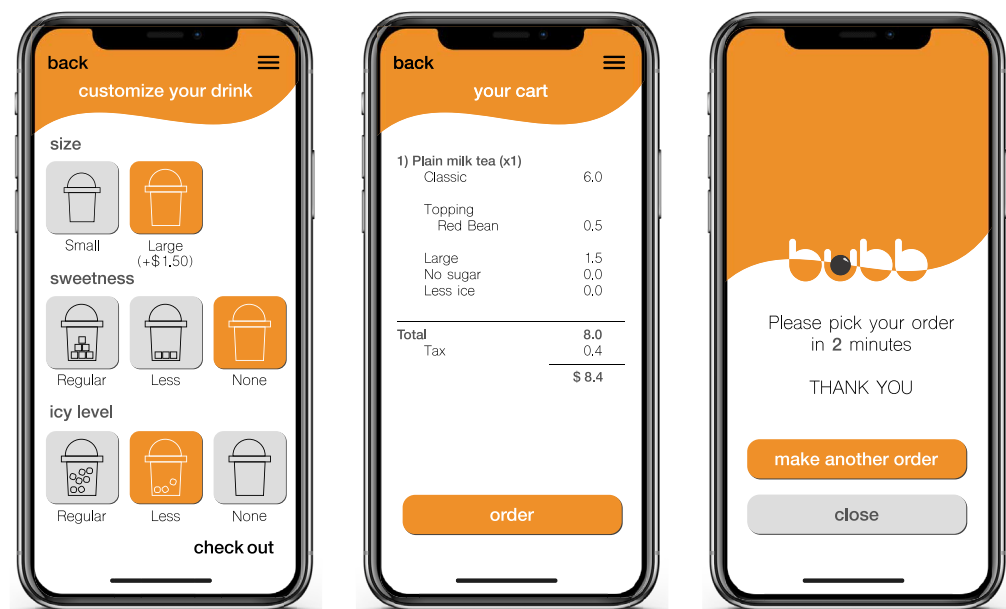
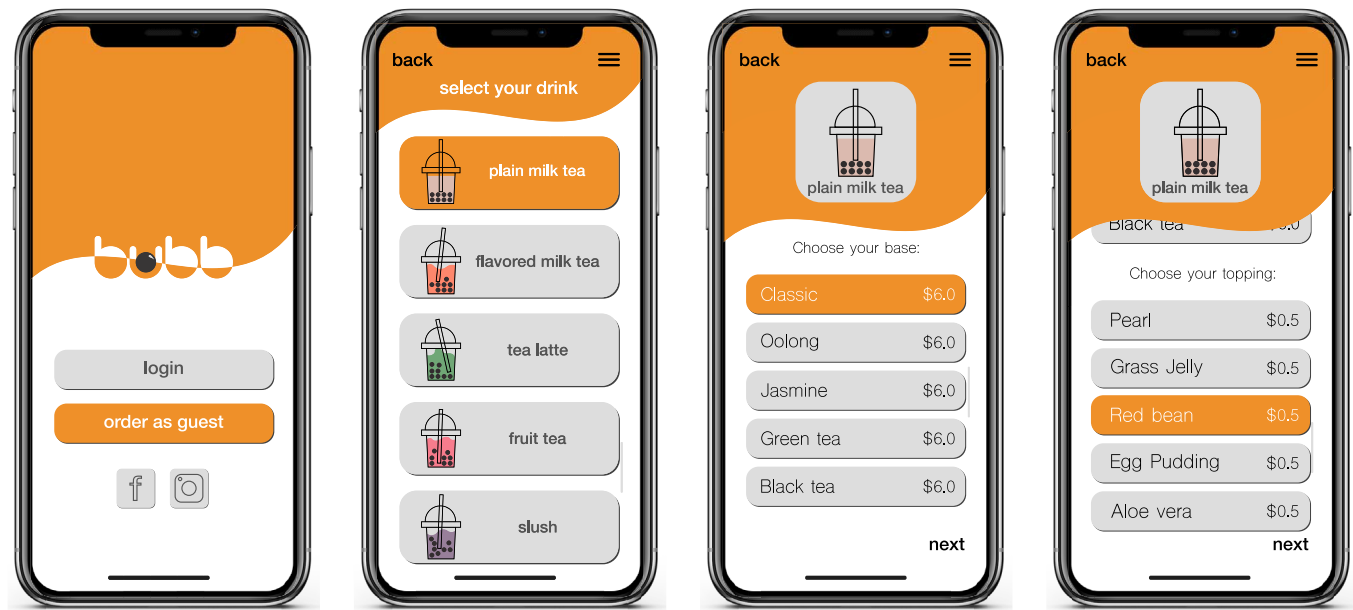
bubb,milktea

Bubb Milk Tea

Reward card

27





Application for ordering to go



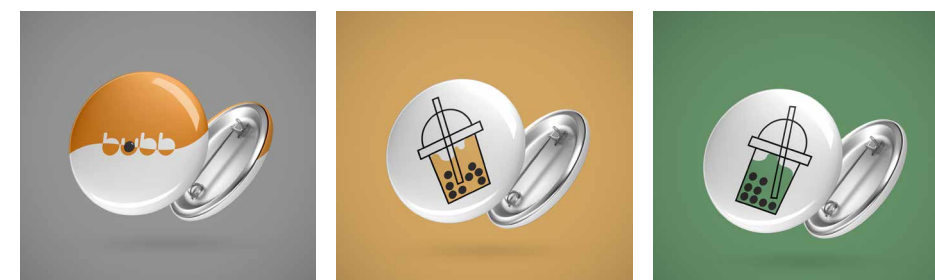
Front store signage



Wall inside the store



Plastic cup



Pins



Tote bag



# Chocolate Packaging

## OBJECTIVE

Working with the possibilities of colour and it's visual and emotional impact to communicate a message, while using only geometric or abstract images to represent 4 different flavors and types of chocolate.

## CHALLENGE

Finding shapes to represent flavors was not really challenging me; instead, that was a set of colors which could go well together. I set in my mind initially that I would use four different colors to describe four different flavors. Eventually, although mint and sea salt flavors were in the green tone, I thought that it would be the best choice in the recent.





# Animal Branding

## OBJECTIVE

Applying design elements and principles with different levels of abstraction to design a brand identity based on an animal, an adjective and a product or service.

## CHALLENGE

This was my very first branding project. My challenge was about figuring out how to make the symbol of a fox look unique and different from other logos because there are so many fox logos in the market. Also, like other graphic projects, choosing the proper typeface always requires me to spend time on experimenting to see how well the symbol and logotype go together.



Fox | Clothes | Elegant

MASCHIO  LOSSE

MASCHIO  LOSSE

Mimich Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#€%^&\*()\_-=“”,./<>?[]\{}|

	C 92.86%	R 16
	M 76.53%	G 24
	Y 56.22%	B 32
	K 77.66%	Pantone Black 6 C
	C 19%	R 188
	M 79.24%	G 71
	Y 100%	B 00
	K 10.17%	Pantone 1525 C

Brand standard



# Candy Packaging



## OBJECTIVE

Design 5 packaged products that incorporate different structures to be displayed within a designed and built point of purchase (POP) display.

## CHALLENGE

This project was really a big one. I had to do from branding to packaging, and then designing the P.O.P display tower.

As I'm keen on branding, so it didn't take me long time to come up with the symbol and the logotype. The most challenging part was choosing color for the packgaing. I was very hesitant between using one main color theme or using five different ones for five types of package. After consulting my instructor, I decided to go with one color theme because in my chocolate packages, I did with the other direction. Therefore, it would be great to show that I was able to work not only a set of colors, but also one color only.

**Elegant | Playful | Healthy**

Vertical Version

Safe area

Colour versions

Minimum Reduction

Typefaces

Colour

Paneltone Regular

Myriad Pro

**Elegant | Playful | Healthy**

Horizontal Version

Safe area

Colour versions

Minimum Reduction

Social Media

Brand standards



Rectangular box



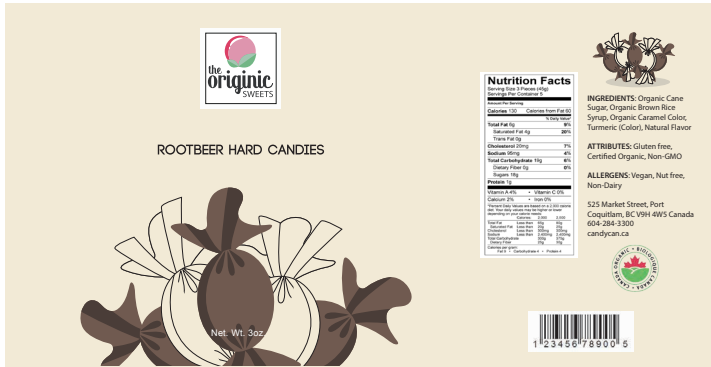
Rectangular box



Rectangular box



Squire box

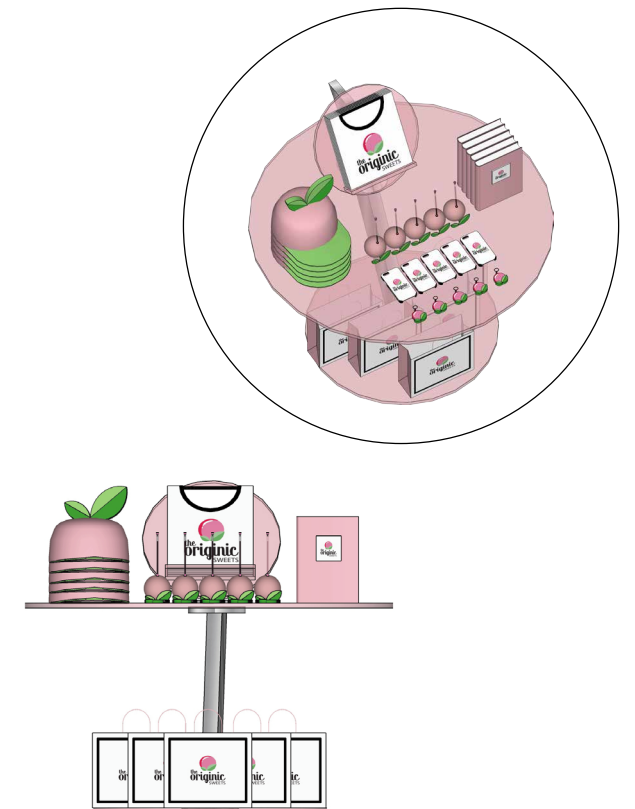
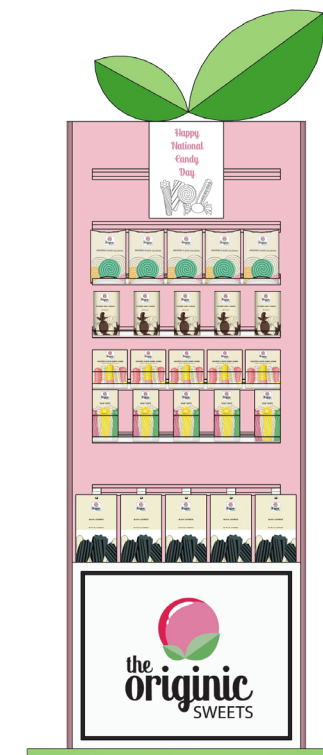
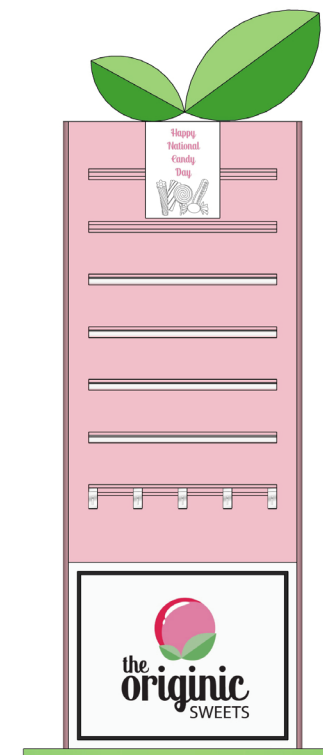


Squire box





*The real containers of The Originic Candy*



*P.O.P. Tower Display of The Originic Candy with accessories, such as hats, notebooks, phone cases, T-shirts...*

# Social Marketing Campaign

(Incorporate with Annise Hui and Siqi Zhong)

## Close-it Now

Join the closet revolution

### OBJECTIVE

To create a social awareness marketing campaign to inform, promote and campaign awareness that would also inspire action for an issue that affects us socially or culturally.

### CHALLENGE

Finding a topic which is controversial and attractive enough takes a lot of time. Although when we were assigned this project, we had in our minds right away of doing something in fashion industry. However, fashion is really a huge topic and there are so many campaigns about fashion before in the marketing industry. Narrowing down the topic took us almost 2 weeks. Moreover, although we got a clear aspect of fashion which we wanted to work on, thinking of how to approach people really needed us to spend seriously time and effort to complete the project effectively

### WHAT IS THE CLOSET REVOLUTION?

Do you ever look into your closet, see a lot of clothes, and feel like you have nothing to wear that you feel good about? We are here to make a change! We want to help you fill your closet with sustainable and ethical pieces you can love and make them last. “Close-it Now” campaign aims to bring awareness to the current fast fashion issue and to introduce solutions to the problem. We all want to truly feel good about a purchase. Are you ready to join the closet revolution?

## Close-it Now

Join the closet revolution



POSTER

Inspired by Gucci retail window displays, our goal is to attract the young and trendy passers by. Information is limited to encourage audience to scan the QR code which will direct them to the campaign website.

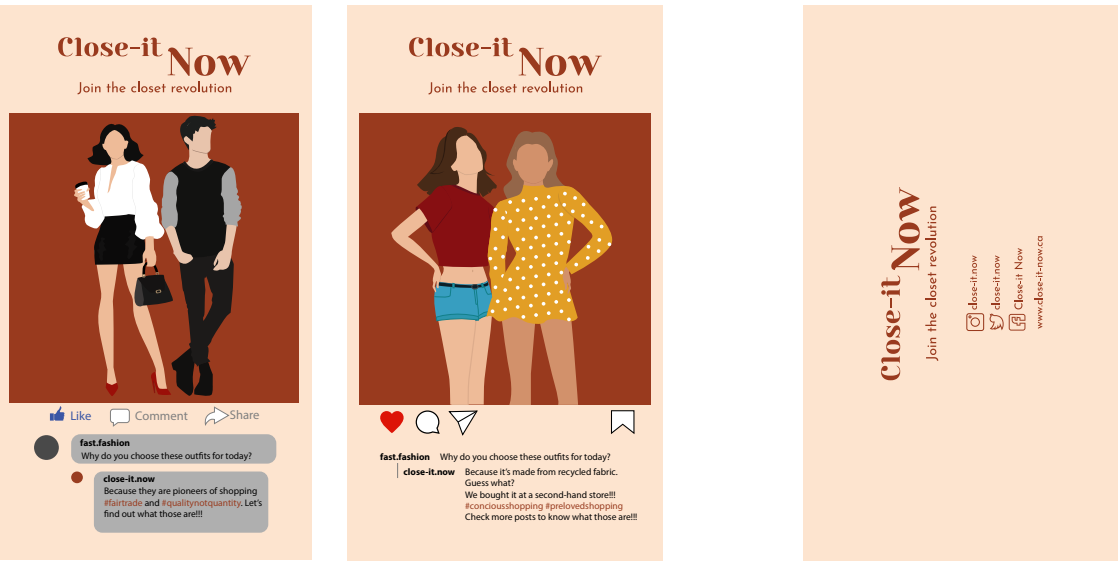
Actually, we tricked people by using very trendy clothes to let people scan the QR code to find out where to find those clothes. As changing their shopping habits is not in one or two actions, it takes a long process. Therefore, we decided to approach them by familiar things like trendy clothes, and then gradually educate and raise awareness of shopping habits.



Close-it Now posters hanged on the wall in the train station

TEASER CARD

Teaser cards are released before the main campaign started to encourage people's curiosity looking out for the main campaign. Takeaway cards will be distributed in busy traffic areas, or given to customers while they are shopping in clothes stores.



Front side

Back side



Teaser cards

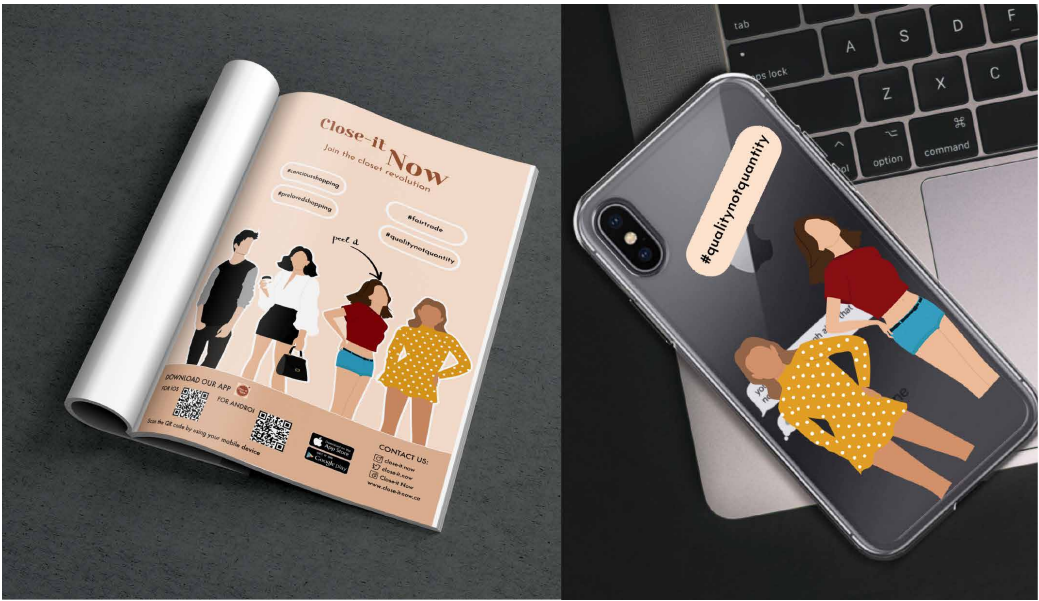


MAGAZINE AD WITH STICKERS

A magazine ad will be seen on fashion magazines and lifestyle magazines with peelable stickers for readers to remove and apply on their personal belongings. This method increases exposure and publicity. It can reach a larger audience beyond magazine readers.



Magazine ad page and stickers



MOBILE APP

The campaign app is an interactive interface where the audience can take a photo of your's or someone else's outfit and receive background or facts about the specific item.

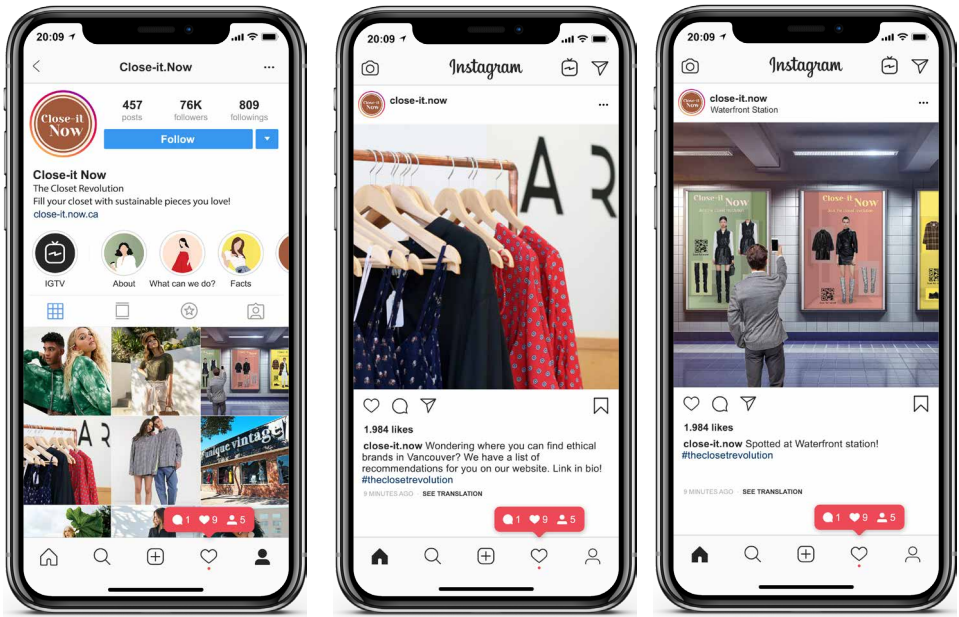


Close-it now app interfaces

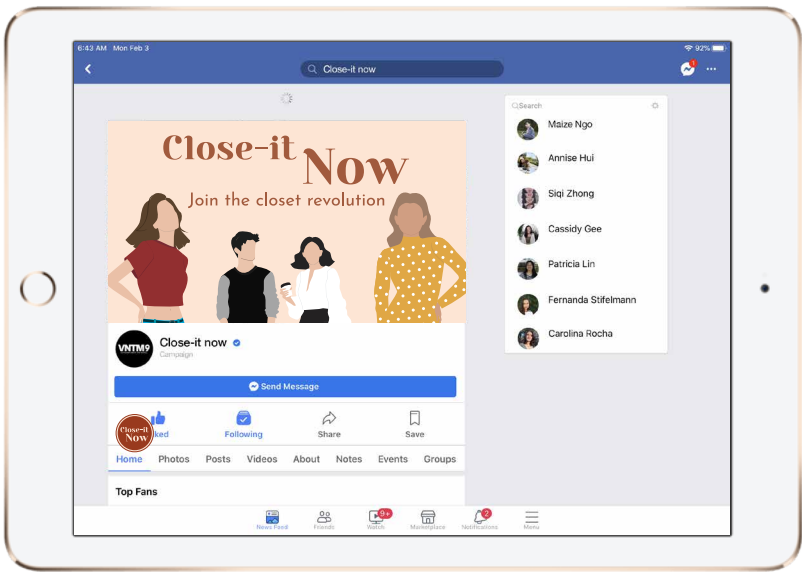


SOCIAL MEDIA

Our social media is a casual platform where we share everyone's looks and inspire one and other to join the Closet Revolution. We aim to build a larger community.



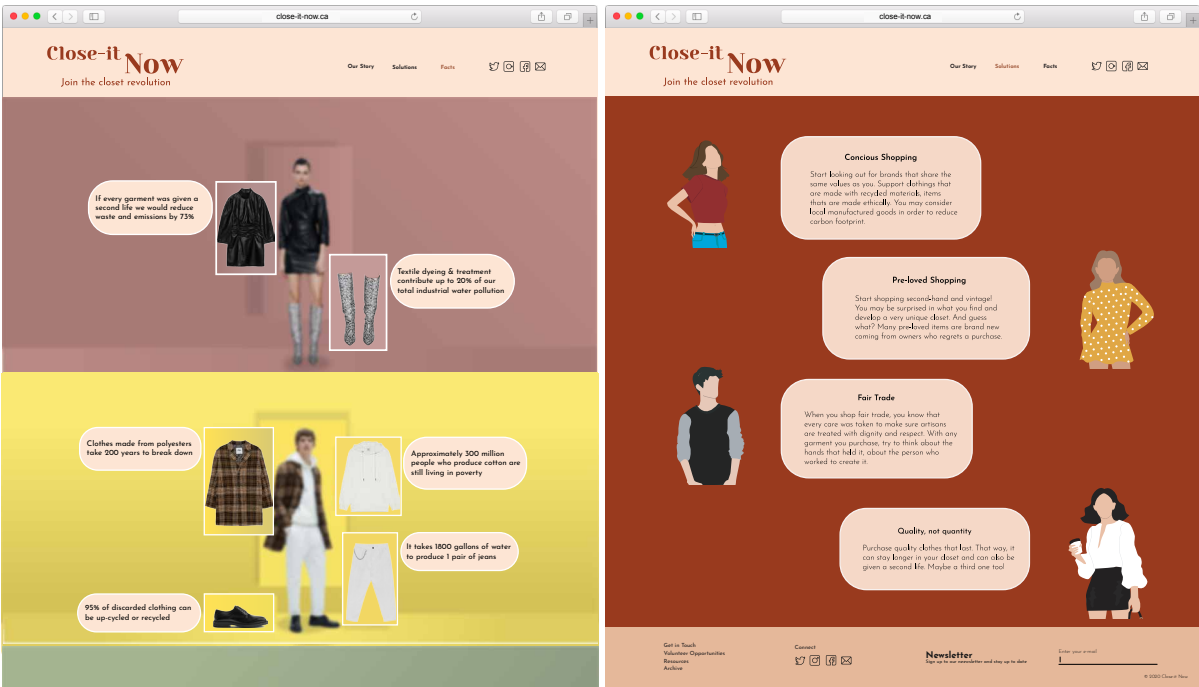
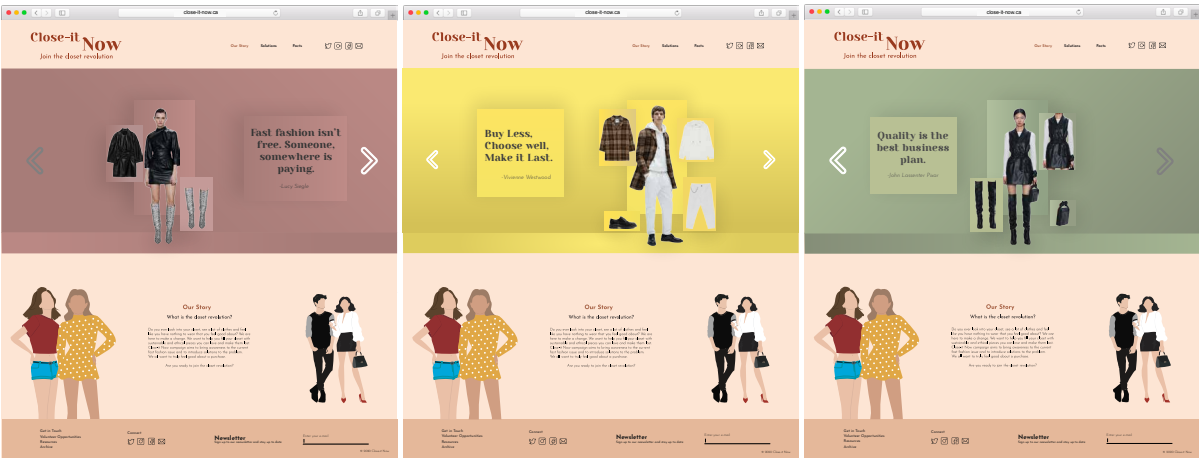
Close-it now instagram



Close-it now facebook

WEBSITE

The website is a platform that gives detailed information about the campaign. As an extension to the outdoor posters, the website provides facts according to the displayed ads and provides solutions.



Close-it now website

# INTERIOR

space





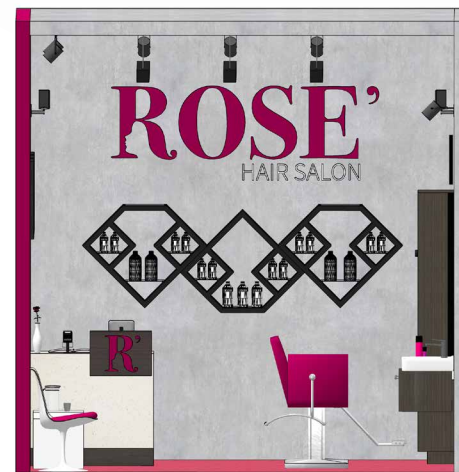
## Spa

## OBJECTIVE

Space planning of the interior for a small salon or barbershop/Salon with functional specifications to serve the end users. I created a furniture, fixtures and equipment board as well as a materials board to complete the look of the space.

## CHALLENGE

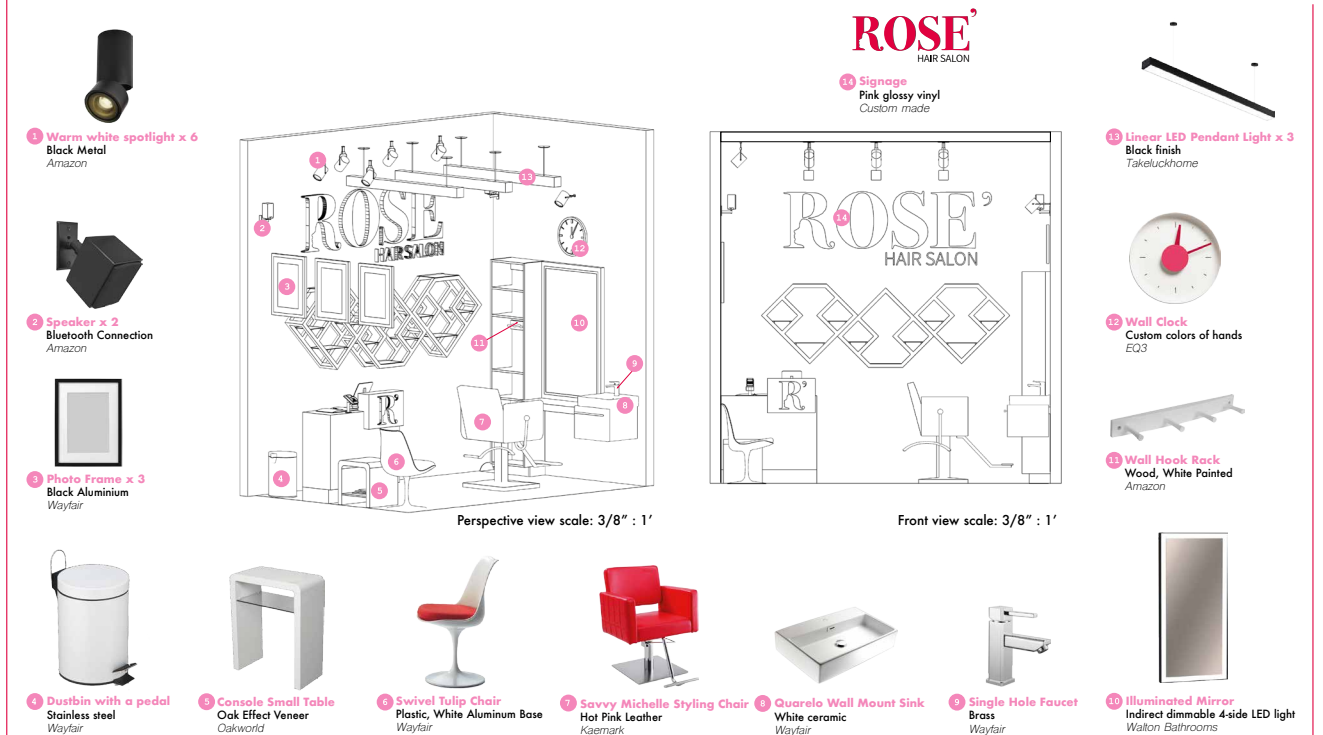
This was the first time I did the material board. While making the model in Sketchup and the FFE Board, I was free to choose any items for my spa, making the material board required me to do research before using the items in order to make sure which material was available.



*Perspective view of the salon*

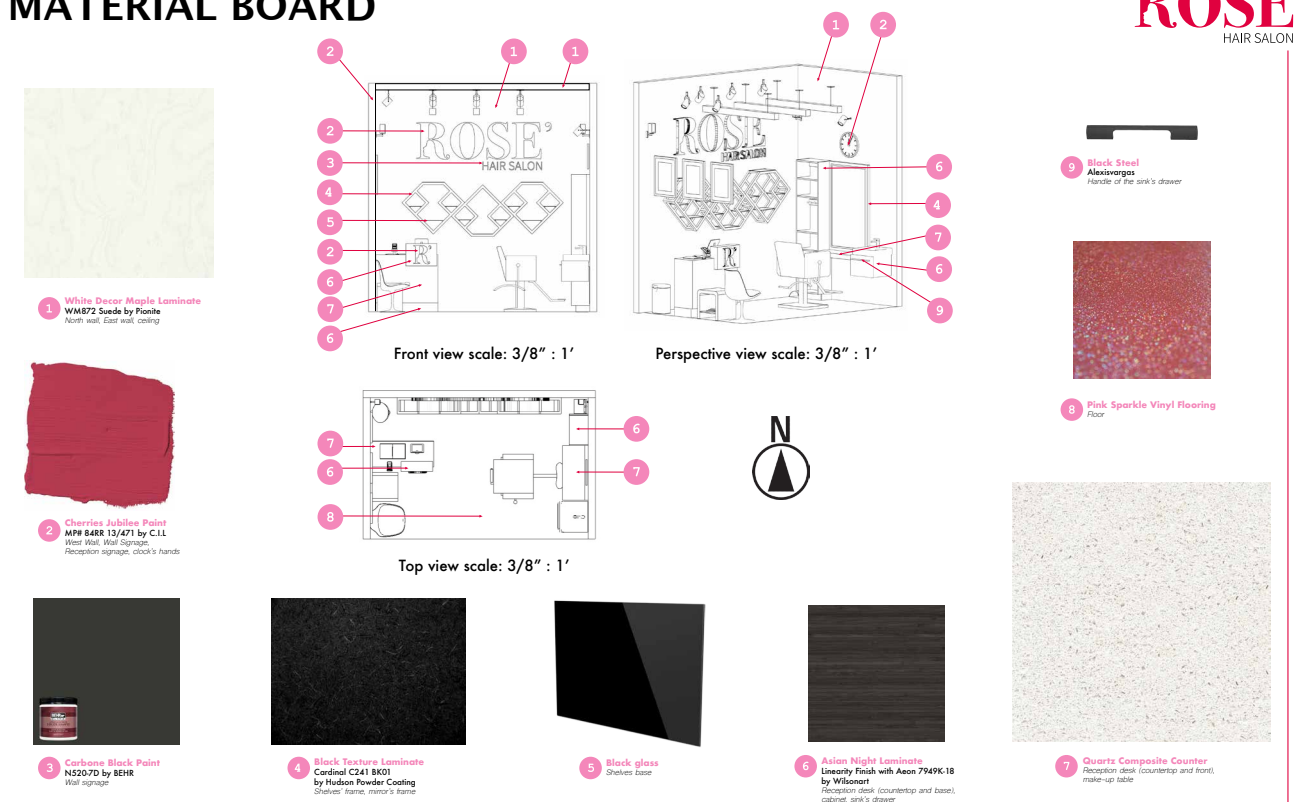
**FFE BOARD:** FURNITURE, FIXTURES, AND EQUIPMENTS

**ROSE'**  
HAIR SALON



## MATERIAL BOARD

**ROSE'**  
HAIR SALON



# DF Awards



*The floor plan of the faculty lounge*

## OBJECTIVE

Langara College Design Formation Luncheon, for the award of Bursary's and Scholarships for outstanding student achievements in the Design Formation Program.

## CHALLENGE

This project required the very high concentration on the detail, especially the price table. Once again, forming the concept for the award was very important because it was the foundation to decide what items and types of flower could be used to ensure keeping the consistency of the overall look. Moreover, researching what types of flower were available during the season and how to transport them to the place was also taking time.







Podium with the Langara logo sticker in the front



Food and Beverage Table  
40" square table x 4  
90" W x 132" L white panama rectangular table linen x 2  
Two square tables will be covered by one rectangular table linen



White Pipe and Drape  
12' H x 5' W x 3  
Hide the kitchen and toilet entrances



Natural Wood Chiavari Chair  
30" H x 14" W x 14" L x 40



Artist's Dummy  
13" H x 40  
Put on the guest tables as decorations



Orange Carpet  
5' W x 25' L  
Create the way for audience to walk to the podium to speak and receive awards. Orange color represents the color of Langara College



Guest Table  
40" round table x 8  
108" white round table linen x 8  
72" brown square table linen x 8  
Brown color represents the concept of brown paper couture



Award Table  
40" round table x 1  
108" white round table linen x 1  
72" raspberry square table linen x 1  
Raspberry color represents the color of Design Formtion



Backdrop  
8' H x 4' W

All the photos of Design Formation activities are adjusted to brown and white color to fit for the concept of brown paper couture. The blur effect makes DF logo outstanding. The star symbol with DF color creates the focal point for DF logo.



Design Formation Board  
7'5 H x 2' W x 1'3 L  
Give the general information of Design Formation program and Brown Paper Couture



Wood Platform  
5' W x 4' L x 3  
3 paper dresses will be displayed on one platform



Paper Dress  
5'7" H x 24  
Use to decorate around the room

Décor Proposal



Amaranthus Desert Yearning



Eucalyptus Seeded



Gypsophila Million Star Bouquet



Spray Rose Majolika



White Hydrangea



TIDVATTEN Glass Vase  
6" H x 3.5" diameter x 13

Fill water inside to the middle of the vase



Flower Arrangement Inspiration  
approximately 12" H x 13

Most of flower have white color with a little orange from Spray Rose Majolika to create the elegant atmosphere. Green leaves from Hydrangea and Eucalyptus bring spring breath to the room and make people feel comfortable

Floral Proposal

FLOWER PRICE LIST

NAME OF FLOWER	UNIT	QUANTITY PER VASE	QUANTITY IN TOTAL	UNIT PRICE (CAD\$)	SUB TOTAL (CAD\$)
Amaranthus Desert Yearning	bu	0.5	7	10.85	75.95
Eucalyptus Seeded	bu	0.5	7	7.95	55.65
Gypsophila Million Star Bouquet	bu	0.5	7	10.00	70.00
Spray Rose Majolika	st	3	39	1.50	58.50
White Hydrangea	st	3	39	5.50	214.5
FLOWER SUBTOTAL					474.60

ITEM	QUANTITY	UNIT PRICE (CAD\$)	SUB TOTAL (CAD\$)	RENTAL SOURCES
Natural Wood Chiavari Chair	40	12.75	510.00	A&B Party Time
Flower Arrangement			474.60	United Floral
Artist's Dummy	40	9.99	399.60	IKEA
White Round Table Linen 108" diameter	9	17.25	155.25	A&B Party Time
White Pipe and Drape 12' H x 5' W (3 pieces)	15 ft	9.05	135.75	Pedersen's
Brown 72" Square Table Linen	8	12.5	100.00	A&B Party Time
TIDVATTEN Glass Vase 6" H x 3.5" diameter	13	3.99	51.87	IKEA
White Panama Rectangular Table Linen 90"W x 132"L	2	23.00	46.00	Pedersen's
Raspberry 72" Square Table Linen	1	12.50	12.50	A&B Party Time
Backdrop	1	0.00	0.00	Langara College
Design Formation Board	1	0.00	0.00	Langara College
Microphone	1	0.00	0.00	Langara College
Orange Carpet	1	0.00	0.00	Langara College
Paper Dress	24	0.00	0.00	Langara College
Podium With The Langara Logo Sticker	1	0.00	0.00	Langara College
40" Square Table	4	0.00	0.00	Langara College
Round Table 40" diameter	9	0.00	0.00	Langara College
Speaker	2	0.00	0.00	Langara College
Wood Platform	3	0.00	0.00	Langara College

SUBTOTAL	1,885.57
GST (5%)	94.28
PST (7%)	131.99
SUBTOTAL	2,111.84
A&B Party Time Delivery Fee	0.00
IKEA Delivery Fee	0.00
Langara College Delivery Fee	0.00
Pedersen's Delivery Fee	65.00
United Floral Delivery Fee	0.00
TOTAL	2,176.84

BUDGET BOARD

DÉCOR PROPOSAL  
2019 DESIGN FORMATION AWARDS LUNCHEON

PROPOSAL BY:  
Maize Ngo  
778 895 1474  
ngonhat94@gmail.com

April 4, 2019

CONTACT INFORMATION

**A&B Party Time**  
Email: sales@abpartytime.com  
Phone: 604-879-5281

**IKEA**  
Email: support@ikeaservice.ca  
Phone: 866-866-4532

**Langara College**  
Kevin Smith  
Email: ksmith@langara.ca  
Phone: 604-787-1461

**Pedersen's**  
Email: sales.vancouver@pedersens.com  
Phone: 604.324.7368

**United Floral**  
Email: webstore@unitedfloral.ca  
Phone: 604-438-3535



# Trade Show Booth

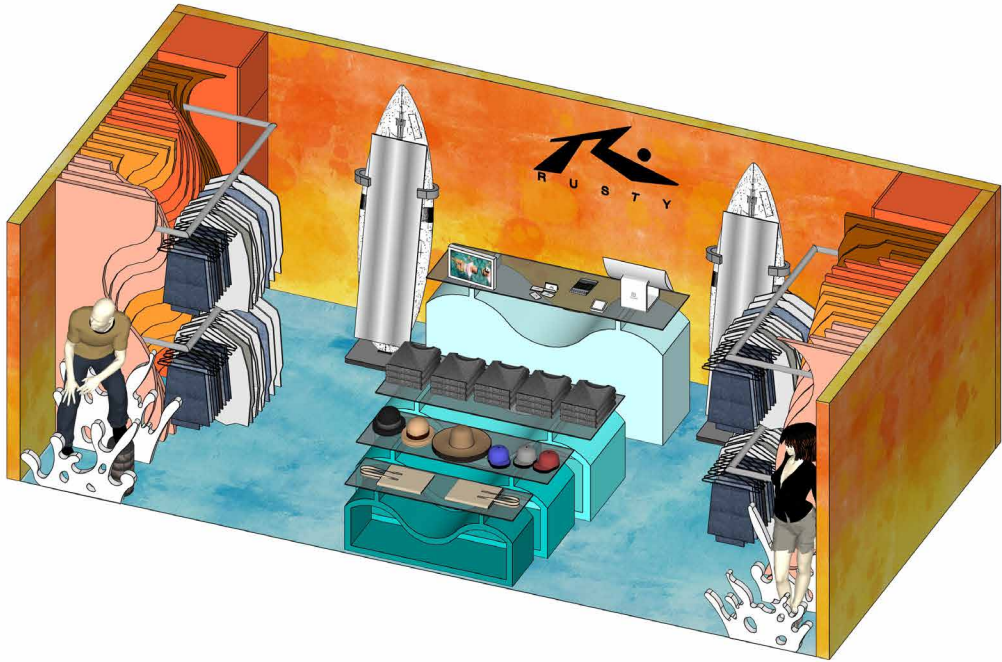
## OBJECTIVE

Engaging in an exercise of "reworking" an exhibitor booth from The KNOWSHOW January 15th and 16th, 2020 at the Vancouver Convention Centre East.

I chose to redo Rusty - a surf lifestyle brand. Rusty was established in 1984 in America by Rusty Preisendorfer. Initially, they began with hand-crafting surfboards. Nowadays, they create beachy-cool pieces from hoodies, tees to board shorts and bikinis.

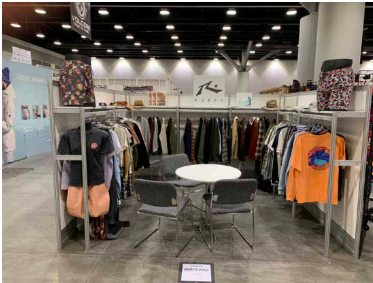
## RATIONALE

My intention was to make the booth look more summer-vibe with orange color representing for dawn sun ray and vivid light blue representing for the beach. Also, I wanted to make hangers and tables with wave shape which is very relevant to surfboards. Moreover, I also replicated beach wave splash for visual merchandising in the front of the booth. I tried to present the theme "surf lifestyle" as much as possible.

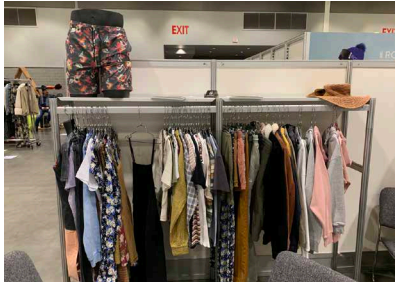


## Initial Booth

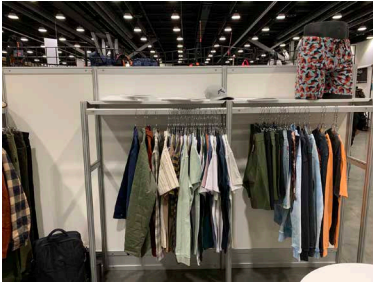
The initial Rusty booth was very basic and simple. It was 10 square feet with the U-shape clothes hanger rack around and one table and chairs in the middle of the booth. It had a small signage of the brand on top middle of the rack. All the clothes were hung untidily and not separated between men and women's clothes.



Front side of the initial booth.



Men and women's clothes were mixed.  
Left side of the initial booth.



Right side of the initial booth.

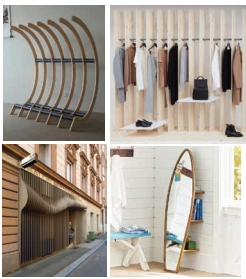


**Rusty**  
Knowshow booth proposal 2020  
Designed by Maize Ngo  
February 14th, 2020

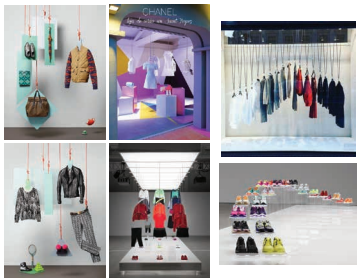
## Moodboard and Inspiration



Clothes store with surfboards



Some elements inspired by the shape of the surfboard



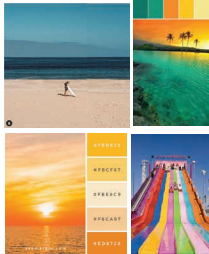
Ideas of floating clothes



Summer-vibe visual merchandising



Rusty pattern



Color palette



**Rusty**  
Knowshow booth proposal 2020  
Designed by Maize Ngo  
February 14th, 2020

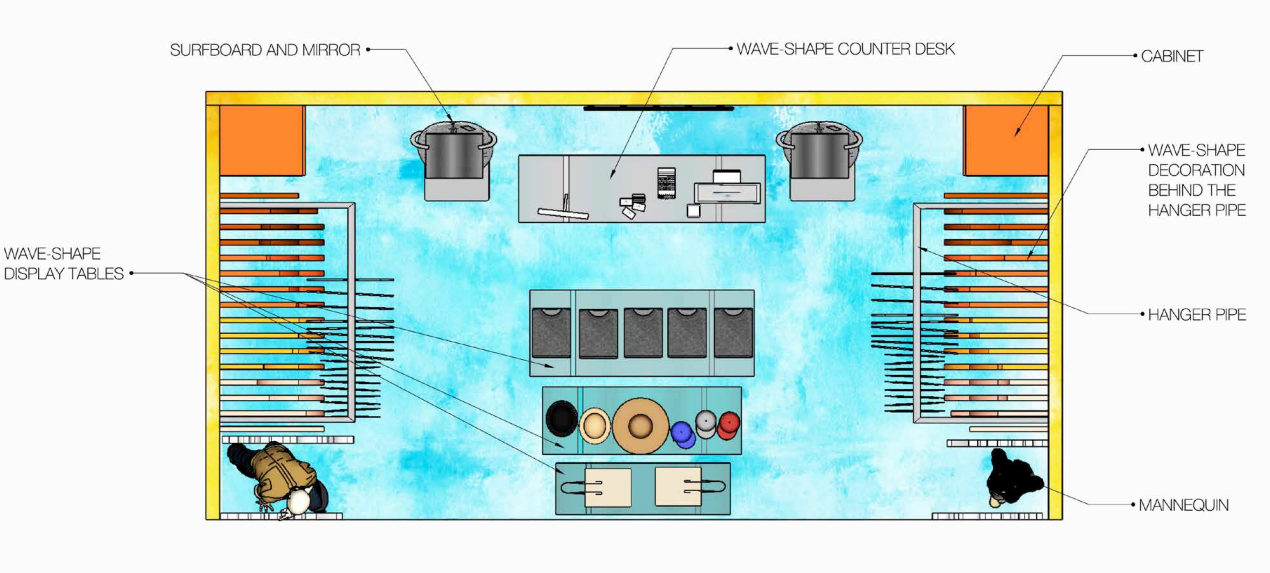


Sample and Material



**Rusty**  
Knowshow booth proposal 2020  
Designed by Maize Ngo  
February 14th, 2020

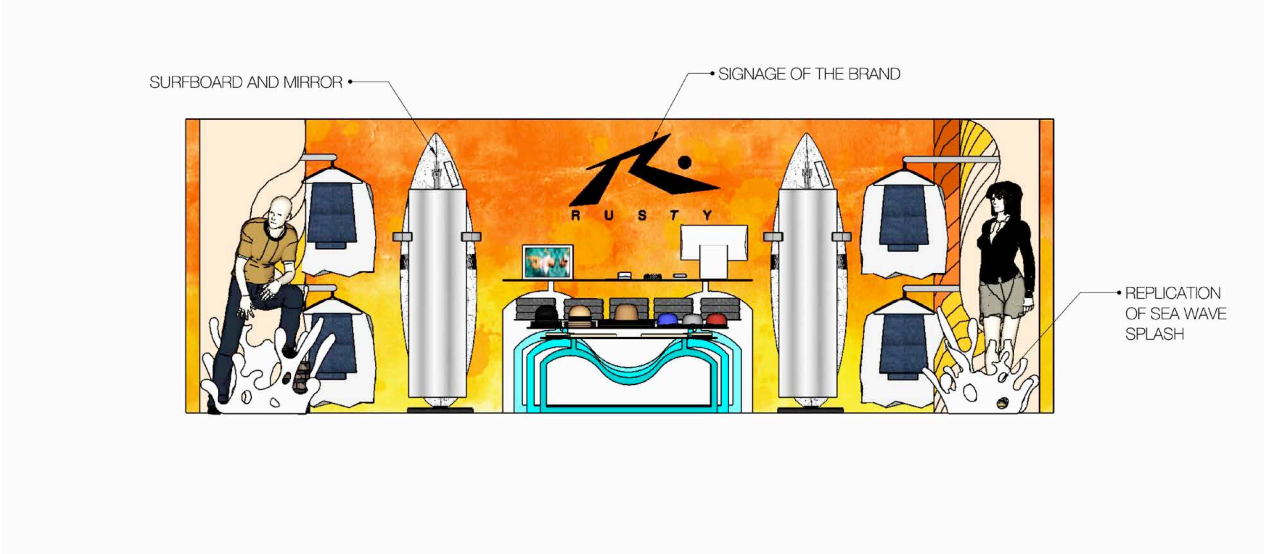
Floorplan Diagram



SCALE: 1/2" = 1' (1:24)

**Rusty**  
Knowshow booth proposal 2020  
Designed by Maize Ngo  
February 14th, 2020

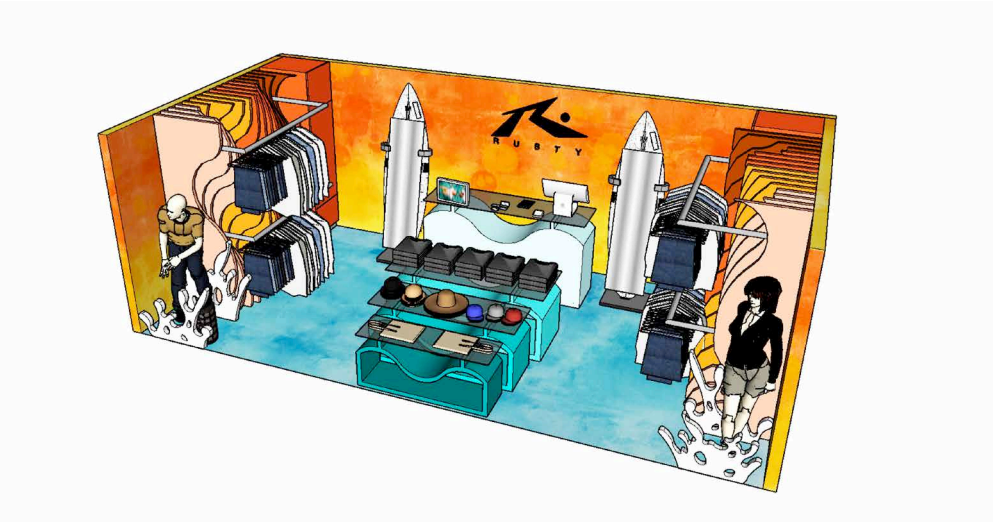
Front Elevation Diagram



SCALE: 1/2" = 1' (1:24)

**Rusty**  
Knowshow booth proposal 2020  
Designed by Maize Ngo  
February 14th, 2020

Perspective



**Rusty**  
Knowshow booth proposal 2020  
Designed by Maize Ngo  
February 14th, 2020



# 3D

## hands-on

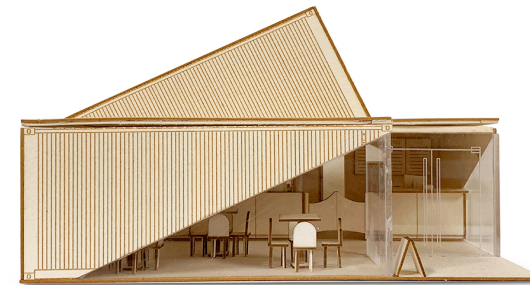
# Nitro Ice Cream Shop

## OBJECTIVE

Development of intermediate CAD skills to create a vector based pattern to be outputted through a Laser cutter which creates a fretwork. The pattern also forms the basis of visual identity and direction in a further interior space project.

## CHALLENGE

Gluing small pieces of task board material really required the high concentration. I had to calculate including the thickness of the material; otherwise, it would affect the size of other pieces. On the other hand, with the laser cutting technique, it saved a lot of time in term of cutting small pieces and engraving pattern rather than transferring textures from printing paper to the task board and cutting them by hand.



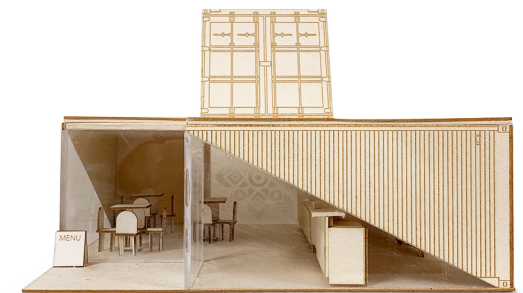
*Front*



*Back*



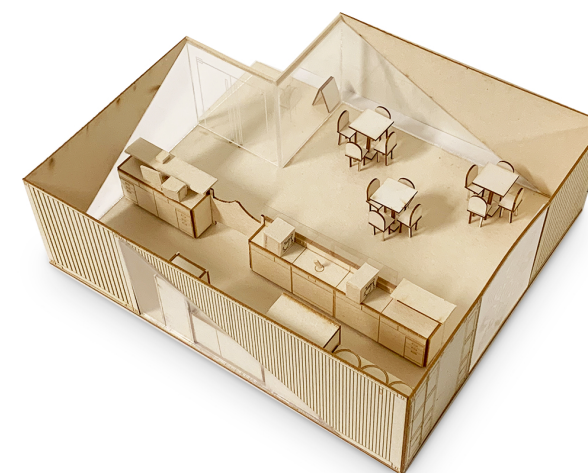
*Left*



*Right*



*Perspective view (with the roof)*



*Perspective views (without the roof)*



# Bird house



*Bird house built on sketchup*



*Real bird house*

## OBJECTIVE

With cedar planking and concrete board supplied, through the design process, I was tasked to research, develop a concept and fabricate a functional birdhouse to specific requirements of a bird, the woodpecker.

## CHALLENGE

I had to learn how to use the saw machine which was very dangerous and risky to cut wood. Sanding the surface of wood also made me frightened some time because it faded the real color of wood which affected to the intention of my birdhouse's design. My intention was putting one dark-color wood level and one bright-color wood level alternately. Sanding made the dark piece look almost similar as the bright one.



# Paper Couture

**OBJECTIVE:** To create a haute couture dress made by white and brown paper. My dress is inspired by one dress from Jean Paul Gaultier in the Spring 2013 fashion show.

**CHALLENGE:** I had to work under the freezing weather because I needed to spray glue on a big sheet of paper to double its thickness, so I couldn't do that inside the studio. I kept extending paper by spraying glue on it, and then to make the length of the dress perfectly and save paper, I decided to cut off all the paper that I just glued after attempting wrapping paper around a mannequin. At least 3 times I started over again, but I did not waste any glued paper.



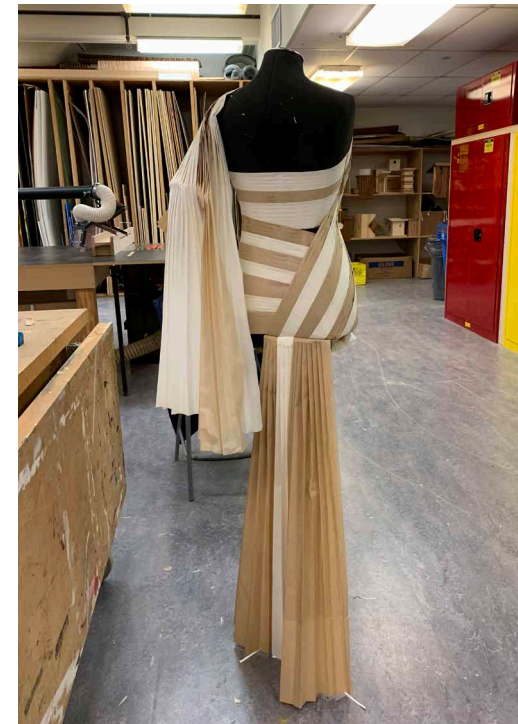
*The original dress from Jean Paul Gaultier collection 2013*



*A process of spraying glue to extend paper*



*Finish the upper part of the dress*



*Start working on the dress part*



*The dress is almost completed!*





*My paper dress was displayed in Oakridge Center, Vancouver, Canada in May, 2019.*







**“Two years in Design Formation quickly passed. What I have had not only just design knowledge and skills, but also precious memory and love from my teachers and friends. That’s a-maize-ing!”**