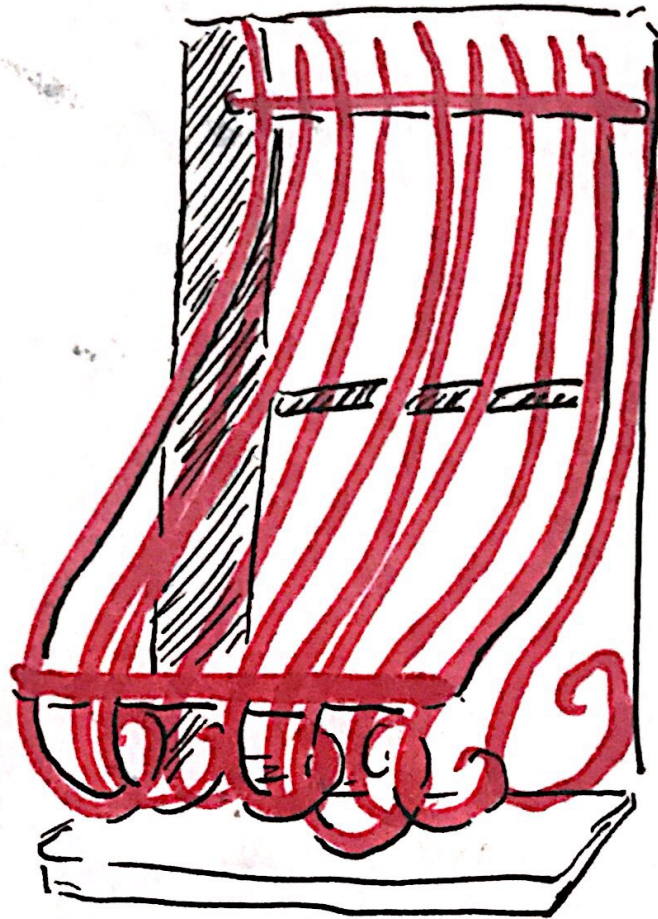


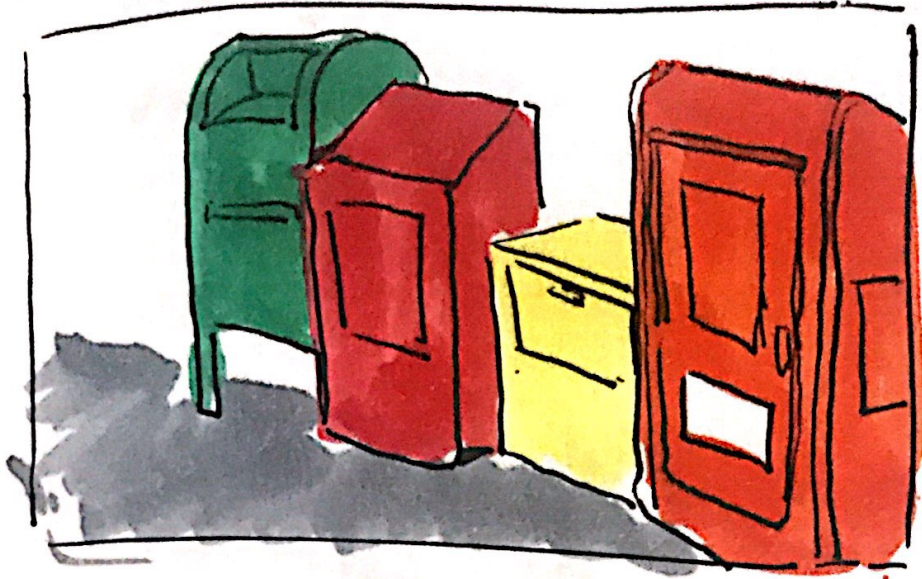


Not like normal signs, showing a static scene, this sign shows a ~~movement~~ moving moment. This kind of movement points out the goal, the meaning of this sign, to show where Entrance is. It gives a strong direction and interaction to people, which makes it work better.



(1). This kind of bar has more bar iron at the bottom of the window, where windows normally opened. So it is safer than the normal straight one.

(2) Also, the curve is more decorative. It looks better than the normal one. The red color also makes it not cool and ~~dis~~ indifferent.



### 23. The color choice.

Most of the postbox and newstands chooses color from the primary colors. This kind of color could catch pedestrians' attention well. Also, this kind of color usually be used as signs' main color, so it shows the importance and immediacy of the staff it ~~it~~ contains.

24. Add feature from other things to one production.

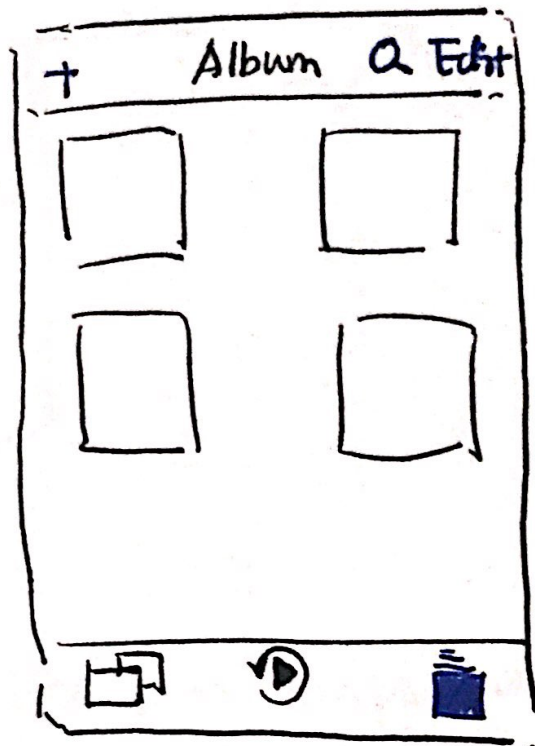


This production use the paper box as the container of the water, which is usually be use as the container of milk.

So first time people see it, may interesting in what it is. Why a box of milk be putted in the water area, then they will find that this is also a water. It creates funny and draw customers' attention.

# 25

Color. Blue

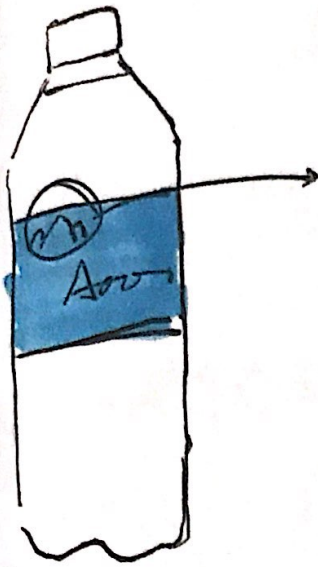


Most of UI designers recently like to use color blue.

In my opinion:

1) Blue is a peaceful color. It could make users feel comfortable. Imagine using red or yellow, it will be annoying.

2) Blue is easy to separate with Black or white background, and could harmonically being together with other color.



Impliment.

in the  
product design.

In this icon design, designers using mountain, a thing that looks do not have any direct connection with the product, as the logo of this bottom water, but it implied that the water of this bottom comes from the mountain — it is all nature and original.

If designers directly show it, it will be to simple and not considerable, also looks cheap. This kind of simple impliment icon gives it deeper meaning.

27

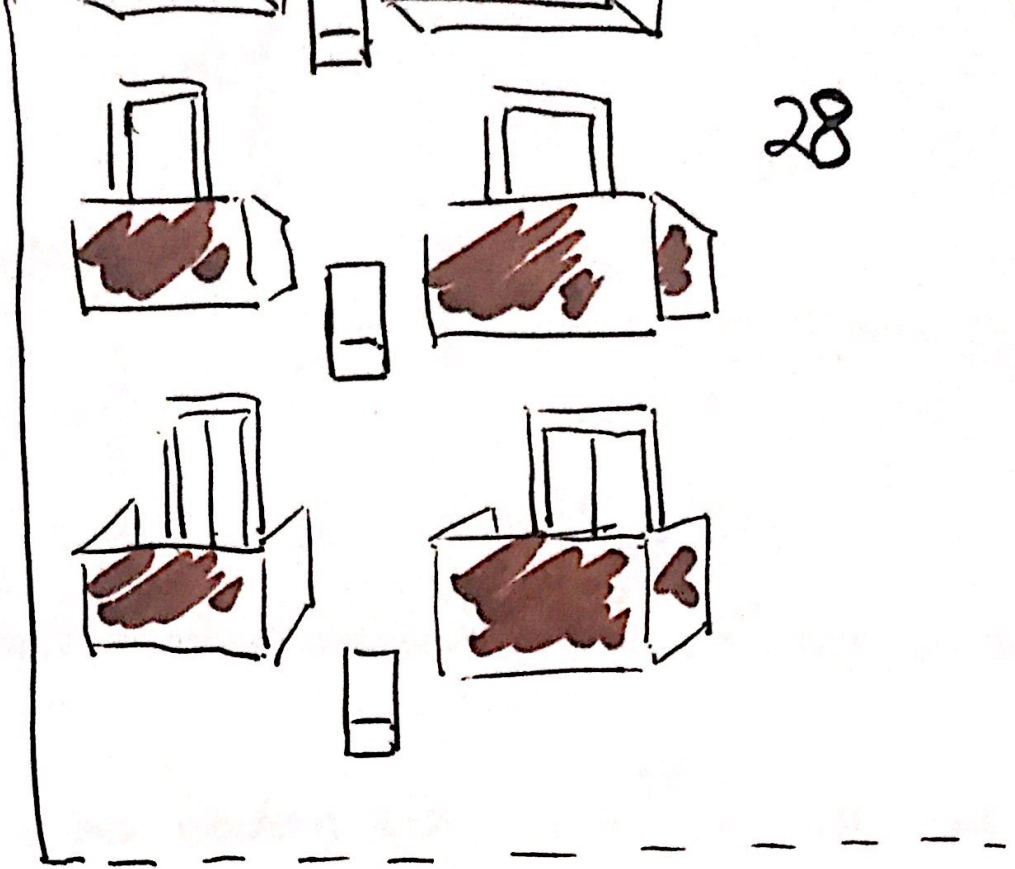
Closure.



This wall <sup>is</sup> painted with a milking cow. Even the artist did not draw the specific line for the cow, people could still recognize the existence of it. Part of reasons is that the color show its feature. ~~Second~~ Main reason is that artist use "closure" as a tool to draw.

Modern  
&  
Old

28



• The building itself looks so old. The design of it has no difference from all other old buildings in New York. But when the balcony be added and be made by the black glass, it looks way more modern. People's attentions more focus on the modern, new part, instead of the old building.



29.

Modern & Nature.

438 EAST 12TH STREET

In a super modern city, ~~Such as~~ <sup>like</sup> New York City, Signs are normally designed in a technique way, or in a specific model.

But this sign is so different than others

It is made with leaves. ~~is~~

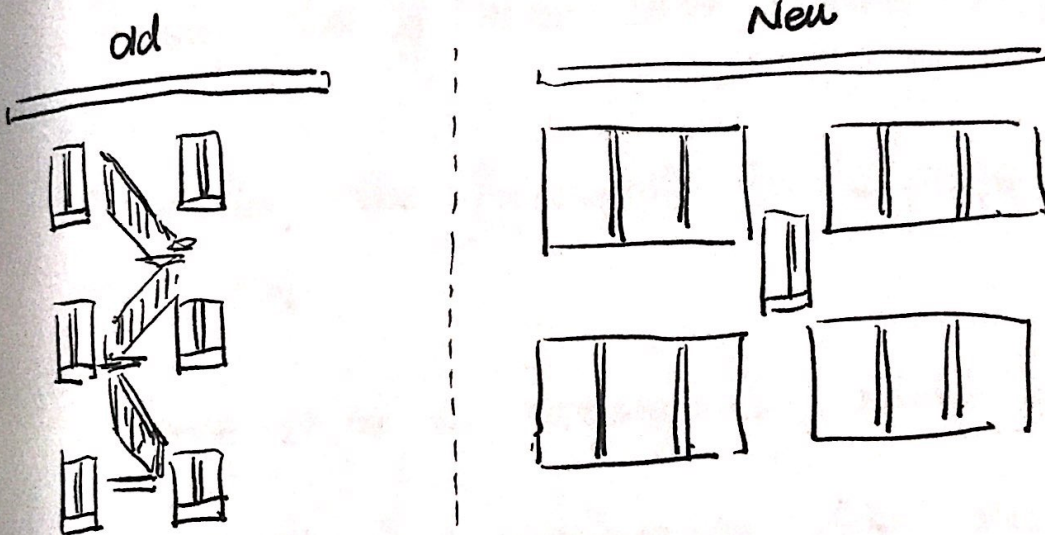
So the green color could draw people's attention well, especially in the Sunny summer.

Also, This design separates it from all normal things around it. It be pointed out.

It also shows the conception of getting close to the nature.

# Difference between old buildings & new buildings.

30.

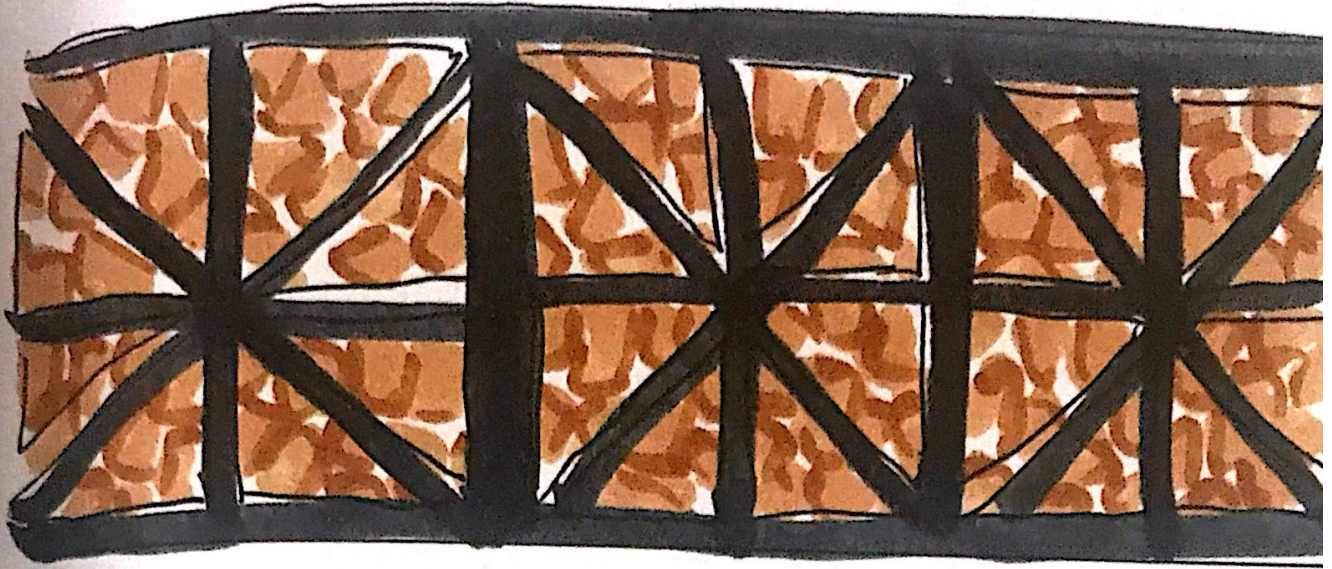


Old buildings always have small window and stairs for emergency at the outside of building.

New buildings always have large window.

The reason of it, in my opinion, is more based on the technique. Also, the glass always have a ~~fe~~ modern feeling.

### 31. Interior decoration.



Firstly, the brown color makes it feel warm.

Secondly, the firewood makes people feel warm, too.

Since it is a restaurant, warm could makes people feel comfortable. Also, the food always looks better under the warm light.

## 32. Chinese elements in tableware.

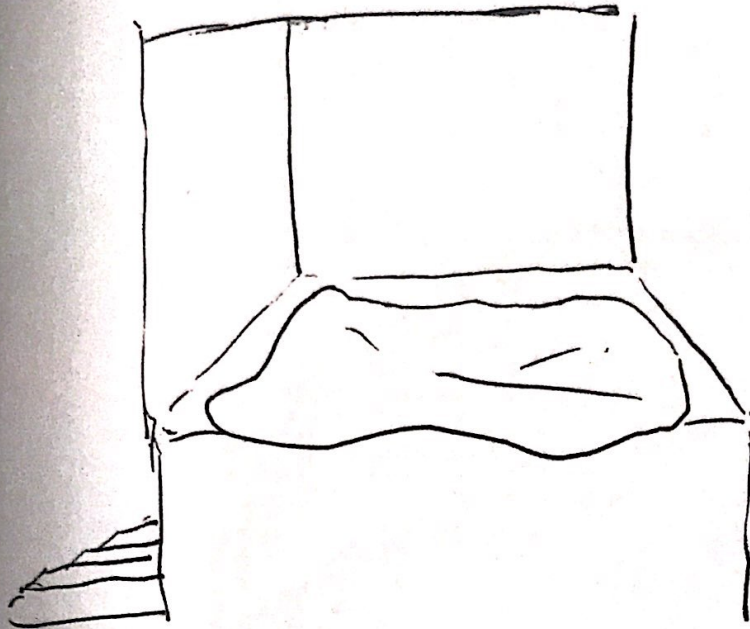


Hot Pot.

- Blue-and-white porcelain is always seen as the symbol of China.

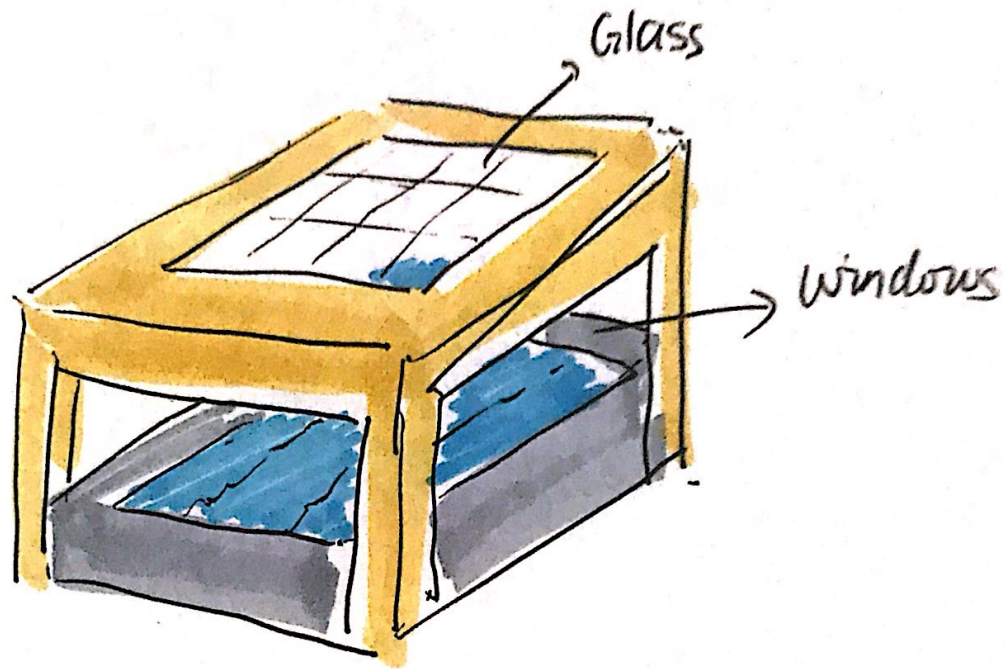
Using this kind of elements do not make the minor issue takes precedence over a major one. But it is enough to point out the "Chinese theme" This gives the firm more space for other decoration in other style.

## Kill Two Birds With One Stone



~~For~~ In this small milktea shop, the room is so small, so there is not enough space for the table and chair. But the firm decided to use the original wall as a part of ~~chair~~<sup>seat</sup>. They putted a beanbag to the stick out part of the wall. So it becomes a seat. They make full use ~~to~~ of the empty place, and add seats to the shop.

Swim pool with the Glass roof.



1. Better light

2. wide vision

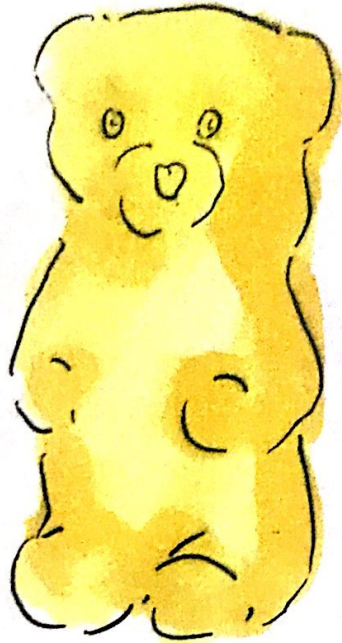
3. Warmer water

4. wide room.

⇒ make people  
feel better to  
swim here than  
the closed pool  
without window.

35.

Appearance makes people ignore its original use.



Some of medicines for kids are made in the shape like jelly bear. Kids will more focus on the meaning of its appearance, a sweet jelly bear, instead of the actually use as medicines, which most of kids refuse

36. The benefit of using glass.



The glass could make reflection to lights, so it could be lighter.

Also, the glass protect the fire for not influence by the wind.



28 3/.

To make your  
signs speak out.



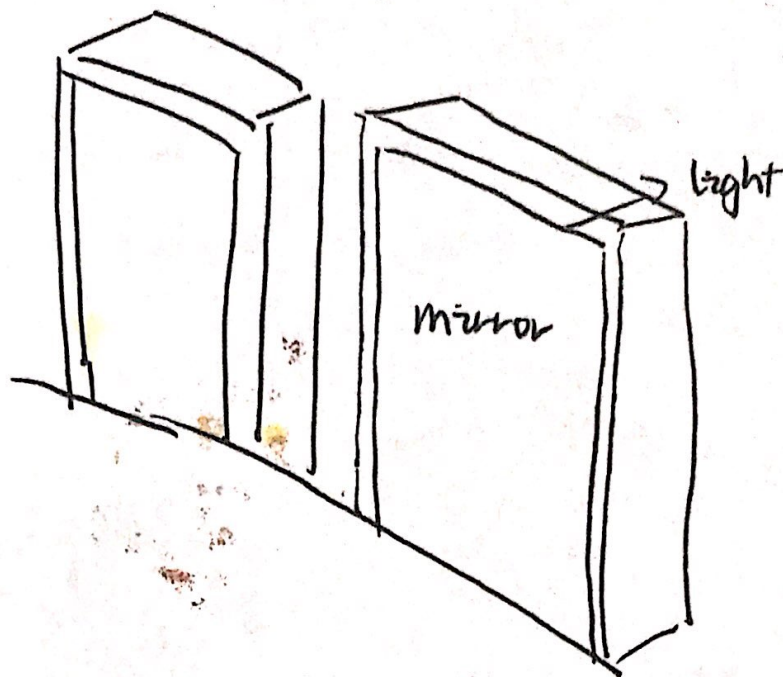
World wide service.

Ups, a company for shipment.

Customers ~~take~~ <sup>cares</sup> about the safety  
of their packages. So the UPS's  
logo looks like a shield. ~~that shows~~

It shows that this company is protecting  
customers' & benefit; they protect the safety  
of packages.

☐☐ . How light increase consumption



For example, in Sephora, all mirrors have light around. This makes consumers' skin looks better and whiter than normal.

Also, it makes the make up looks better on their skin by using the specific color of light.

Because this makes consumers feel well, the consumption could increase.

39.  
The T-shirt printed  
with brands name.



These shirts gives a feeling of "Group"

The place/brand/company they show always  
is a customers ~~with~~ will come frequently or  
workers gather. So the name on the shirt  
is always a symbol of group, an identify.  
Also, it is cheap most of time.

## 40. Swing for little kids.



• This kind of swing is safer than normal one.

• It is more comfortable than the normal swing, also it may look ugly.

• Make kids not getting away and playing by themselves, since they do need parents' help for get in.