

# PORTFOLIO

**“As a designer with a focus on visual communication and film, I strive to blend creativity with impactful messaging. My portfolio showcases a range of work from promotional campaigns to personal projects that reflect my ability to connect with audiences through thoughtful design. I aim to create visuals that not only engage but also tell a story.”**

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Visual communication design & film 2023-2024

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# Index

## **School of Rock – Promotional Design for Musical Performance**

Poster Designs  
Coaster Designs  
Lyric Posters

## **Moving Images Production**

The Telltale Hand  
Building blocks to alive  
Design-serving  
Aweight

## **Analysis of Media Influence on Female Representation**

Network  
Research Show Case

## **Donut Worry, Be Happy! – A Playful Donut Ad Campaign**

Print Ad Designs

## **Cinemagraph and Multiple "Me" – A Reflection on Spring After the Epidemic**

Cinemagraph: The Flower Mask



返校之夜  
BACK TO SCHOOL



ROCK  
Night!

7月25日 23:15  
上海 | 老卵俱乐部

## School of Rock — Promotional Design for Musical Performance

3 month 2024

### Project Overview:

During my summer internship at the Music Theatre Performance Center under Shanghai Media Group, I worked with the marketing team to promote the School of Rock musical. My role involved designing a variety of promotional materials, including posters, merchandise, and supporting visuals, to effectively capture the spirit of the musical and engage the target audience.

### Self-Introduction Materials for Young Actors

As part of the promotional work, I created self-introduction materials for the young actors in the musical. These materials were designed to highlight the unique personalities and talents of each actor, giving the audience an opportunity to connect with the young cast on a more personal level.

WE'RE GONNA ROCK  
WE'RE GONNA ROLL  
WE'RE GONNA  
LOSE CONTROL!



HARRY CHURCHILL

哈利·邱吉尔

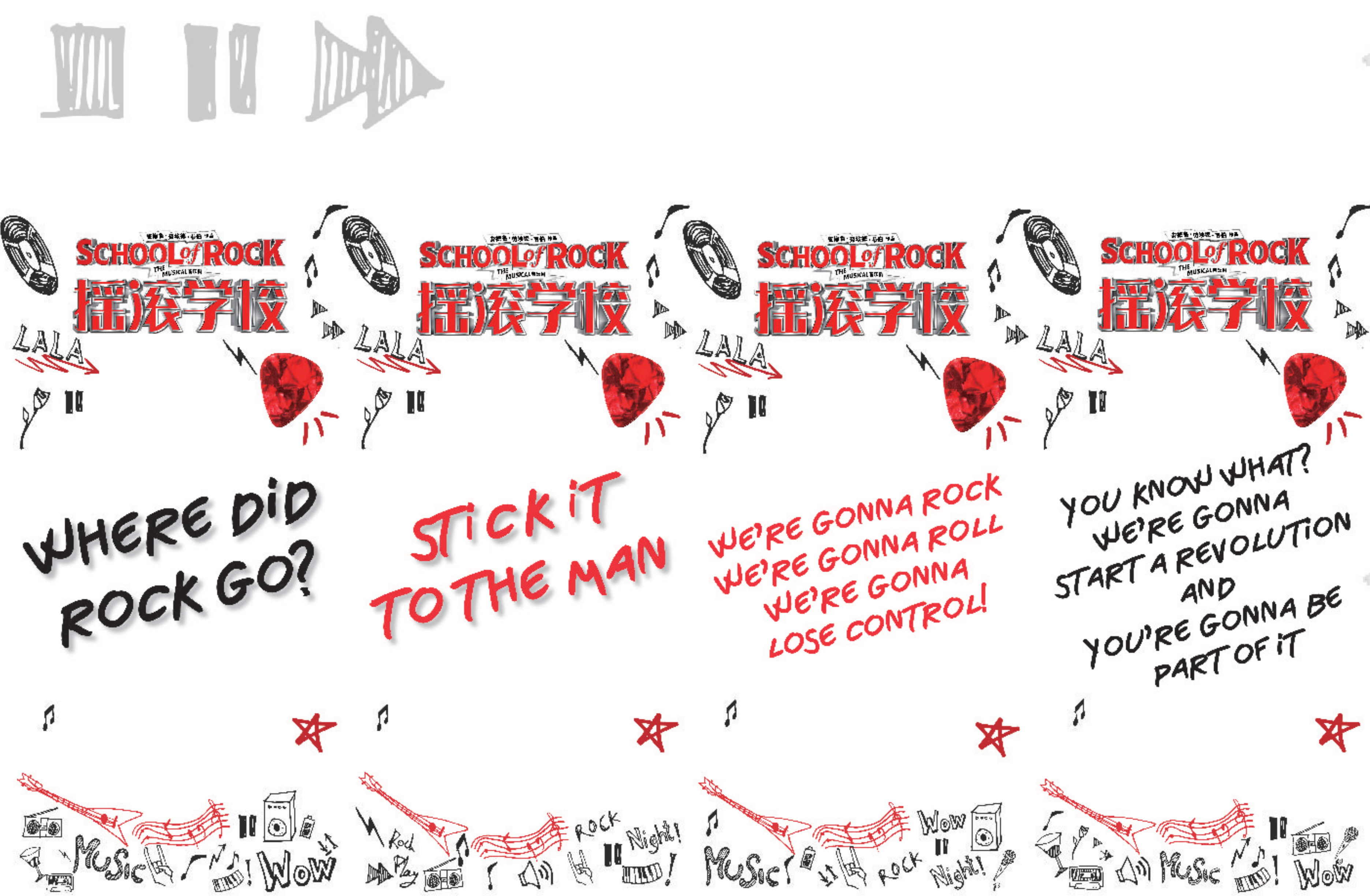


只要拿上吉他  
就是气场全开的  
“小孩哥”

饰扎克/梅森  
兼比利/詹姆斯

一起来看看乐手们的档案!





## Lyric Posters:

One of the most interesting projects I worked on was creating lyric posters for the *SCHOOL OF ROCK AFTER PARTY*. These posters visually represented key lines from the musical's songs. By incorporating a mix of hand-drawn elements and vibrant typography, I aimed to capture the raw, DIY spirit of rock culture. The posters were designed to evoke a sense of rock and energy while connecting with the after-party audience on a deeper emotional level, keeping the rebellious and fun atmosphere alive even after the show.





# 暑假返校限定福利!



1

## 赫雷斯格林学校校报

现场观演的观众  
可在前厅报刊架领取 **定制校报一份!**



2

## “摇滚不讲道理”贴纸

关注【上海音乐剧艺术中心SMC】  
微博及小红书账号  
即可领取 **限定贴纸一份!**



3

## “来摇滚”透卡

拍下剧场内任意摇滚学校元素照片  
+20字以上现场感受或剧评  
并带话题 **#英文原版音乐剧摇滚学校** 发布小红书笔记  
每场演出前及中场休息时段  
即可在此领取 **限量透卡一张** (每张演出票限兑换一次)  
每场限量**200**份, 先到先得!



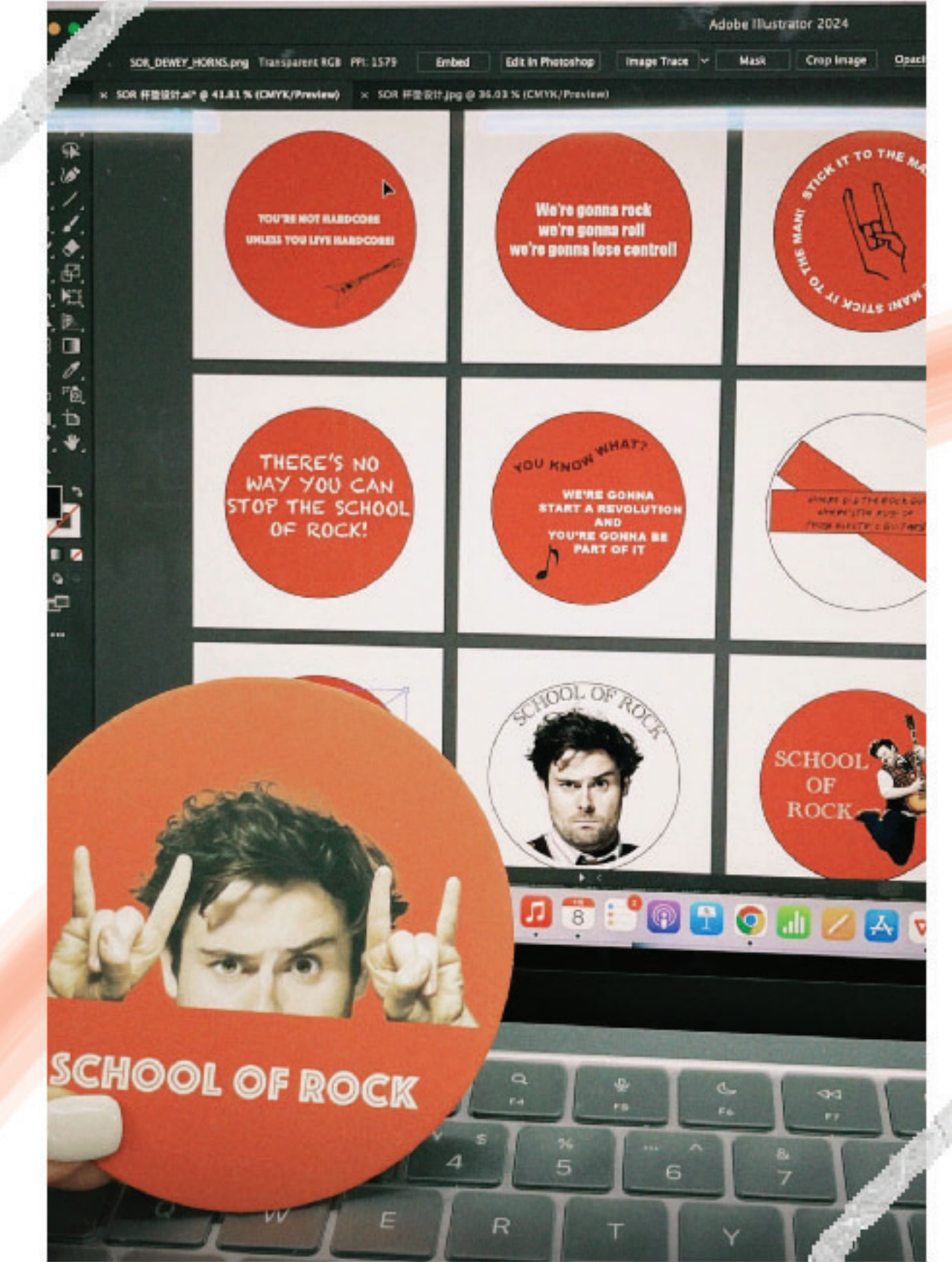
### Collateral material design



semi-transparent cards



Coaster for cups



### School of Rock Coaster Designs

As part of the promotional campaign for the School of Rock musical, I designed a series of coasters to be used as merchandise and promotional giveaways. The goal of these coasters was to reinforce the rock-and-roll theme of the musical and provide fans with a fun and memorable item to take home.



THIS IS TIME  
LET'S ROCK AND ROLL





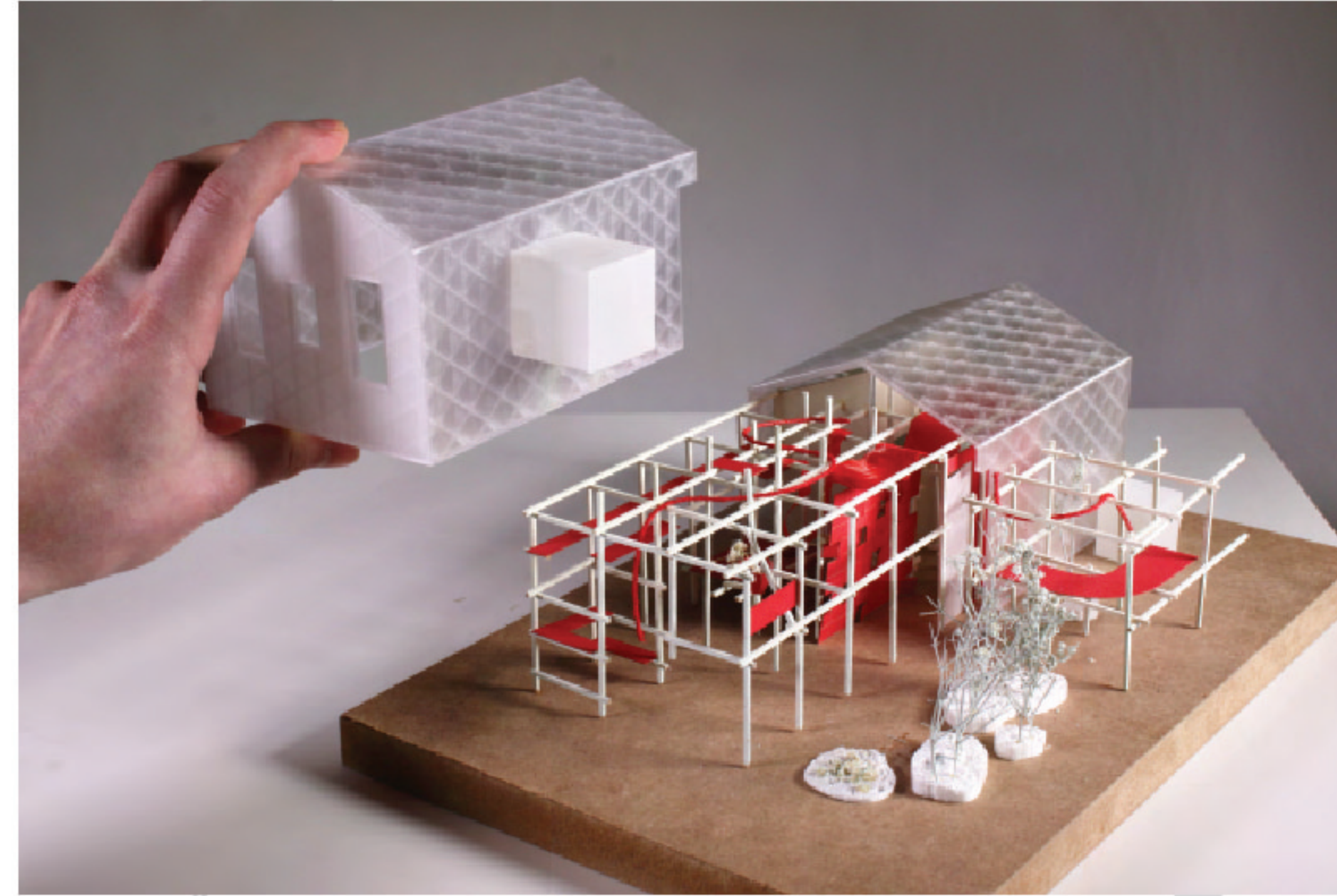


## Documentary - Building blocks to live

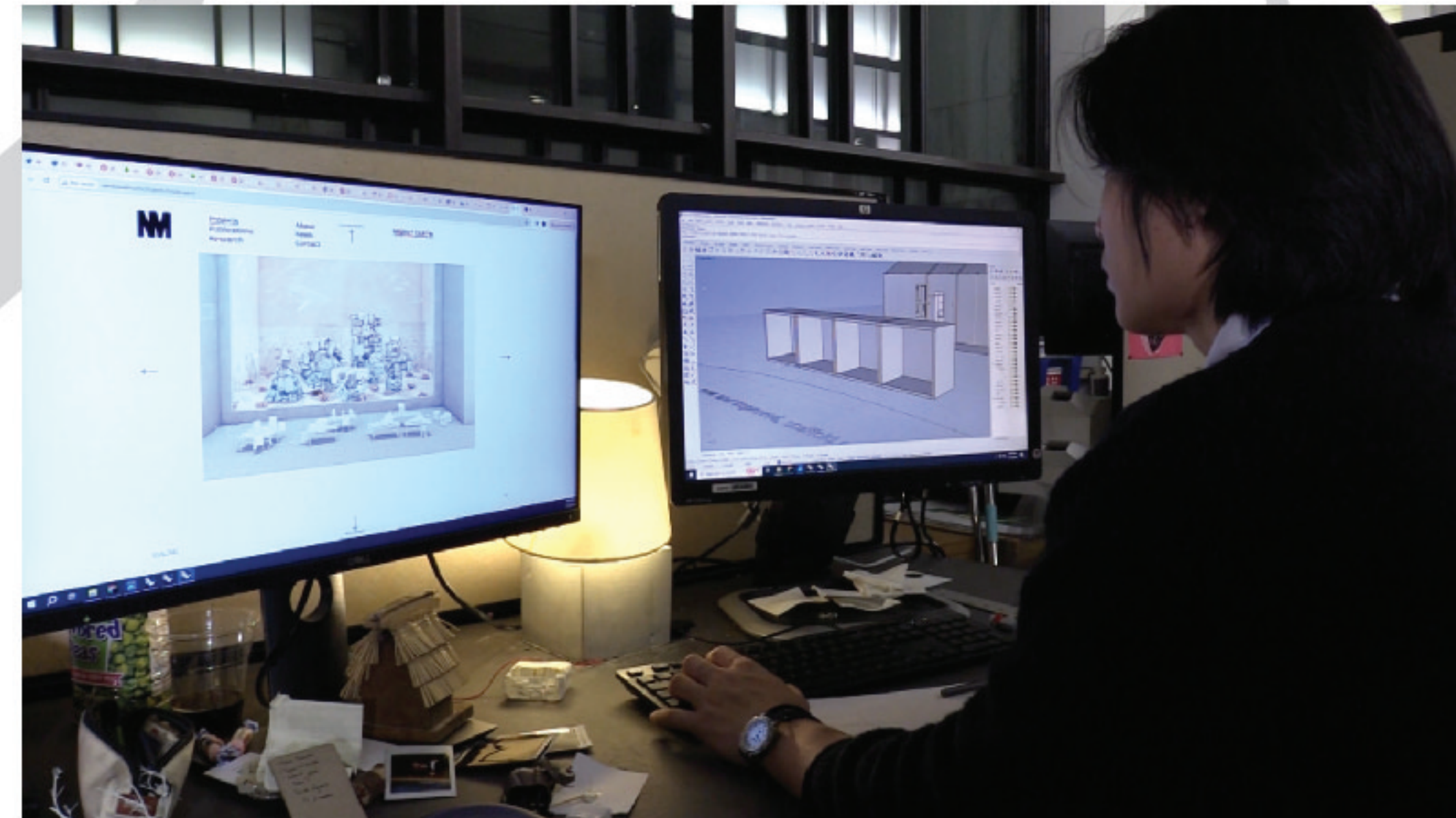
4 Weeks 2023 Documentary production  
<https://vimeo.com/917755973>

### Projects Overview

I have always loved observing buildings throughout my life—their appearances have always fascinated me. Whenever I come across interesting architecture, I often take pictures to capture their unique designs. However, I've come to realize that architecture is not just about aesthetics; it holds deeper significance beyond its artistic appeal. Buildings are designed with purpose, serving practical functions in our daily lives. To explore this idea further, I decided to interview an architecture student. Through this conversation, I aimed to understand his perspective on architecture and discover the connection he feels with this field.



Photograph provided by Timothy

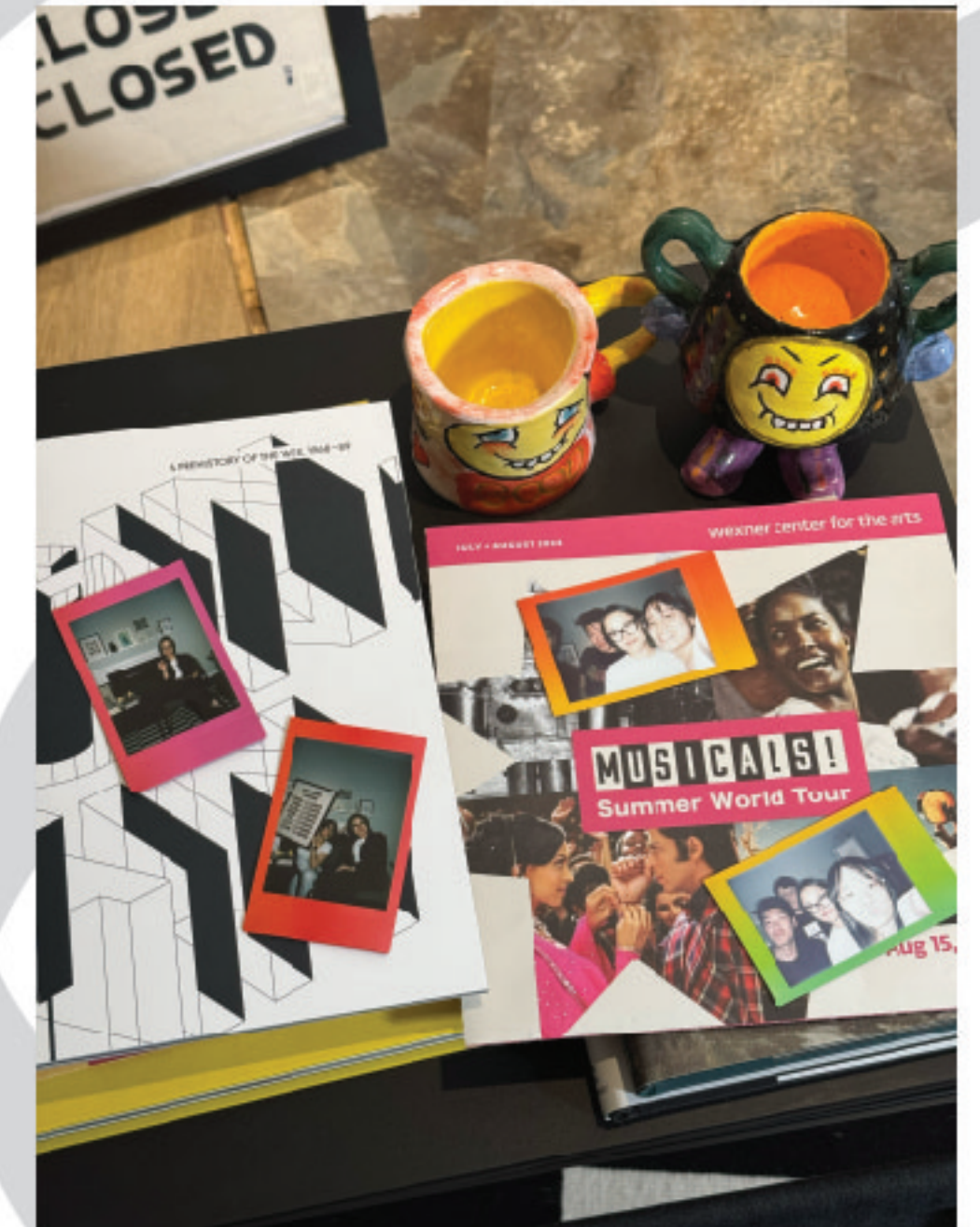


## Documentary - Design Serving

5 Weeks 2024 Documentary production  
<https://vimeo.com/1028597007>

### Projects Overview

What is the difference between design and art? My visual communication professor once explained that design exists to solve problems and follows specific rules and principles, unlike art, which is often more focused on personal expression. Design is something we interact with almost every day, seamlessly integrated into our daily lives. But how exactly does design serve people? For this project, I invited a graphic designer from the Wexner Center at The Ohio State University to share her insights. Through our conversation, I aimed to understand her perspective on design, explore her daily work, and learn how design connects to and impacts our lives.





## Aweight

4 weeks 2023 nearly silent film

<https://vimeo.com/927601525>

## Project Overview

In this production project, I wanted to show that women's bodies are a big problem today. Both my friends and I have experienced mental issues tied to weight and body anxiety. Through this video, I hope to reflect the excessive pursuit of the perfect body in some areas today. And this is the first video project I made after first learning about all the techniques in video production class.



## 1. Aweight Script

### BODY SHAME

The society put a lot of chains on women and one of the big issue happened recently is body shame. It greatly impact women's physical and mental health.

### 2. HOME-IN BED

Michelle (college aged, female) is browsing social media while lying in bed. There are snacks beside her.

Michelle saw a tweet that her very favorite star had posted a new post and she rushed to click on it. She couldn't help but yearn inside as she watched her idol wearing a very pretty dress that showed off her perfectly proportioned body.

### 3.HOME-IN FRONT OF MIRROR

Michelle rolled out of bed and stood in front of the mirror, scrutinizing her figure repeatedly. She took a deep breath and lifted her foot on the scale.

When she saw the numbers on it, she wore a sad expression. She picked up the calendar on her desk and looked at the weight data recorded on it.( 55 54 53 54 53.3...)

### 4.HOME-WALL

[Goal:110lbs]

[How can someone who can not even control their weight control their life?]

[People can forgive baby fat, but you're not a baby anymore, recognize the truth,OKAY?]

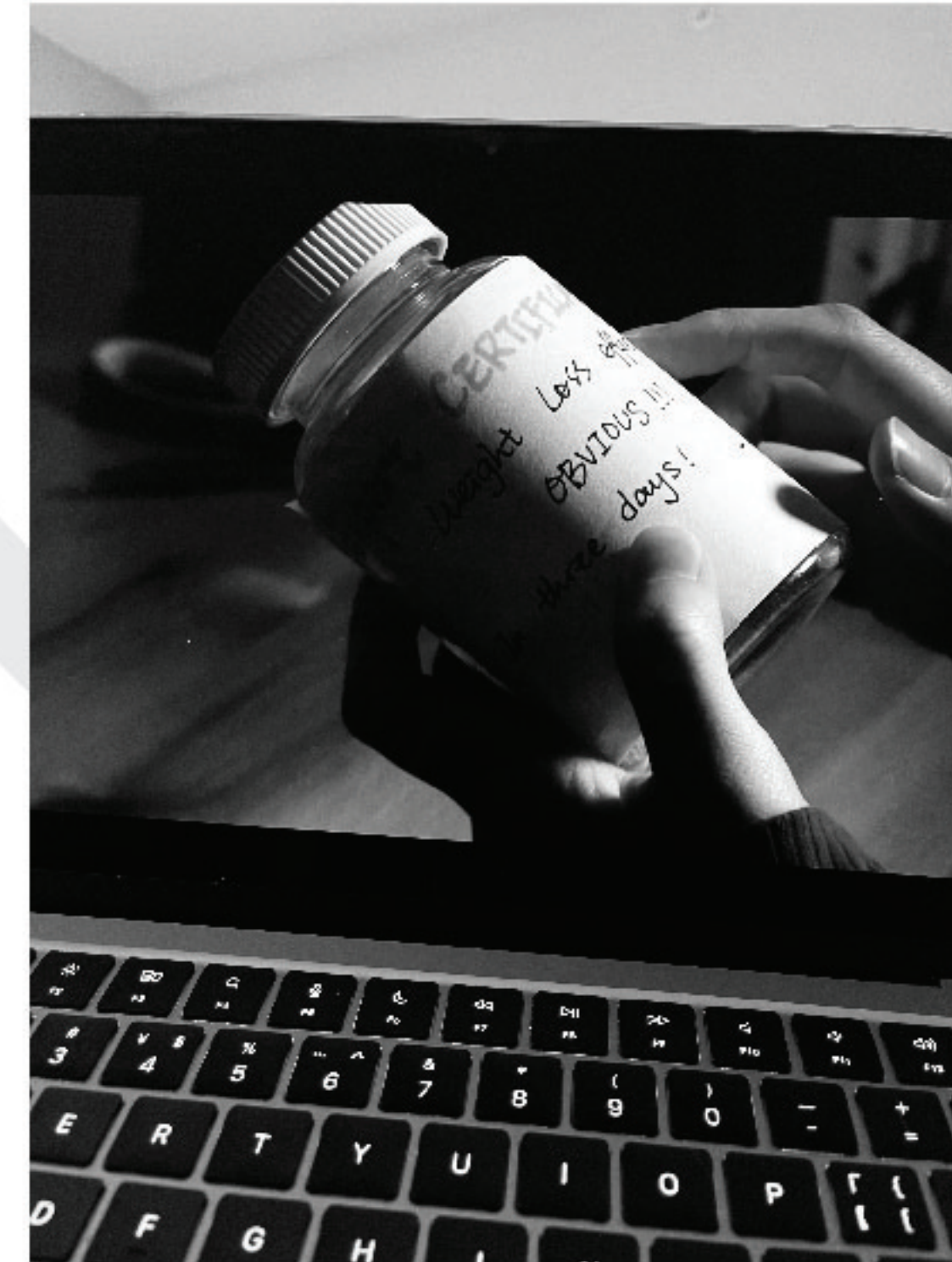
[Think of all the nice clothes, the beautiful figures! How can you still eat when you are so fat?]

### 5.HOME-COLSET

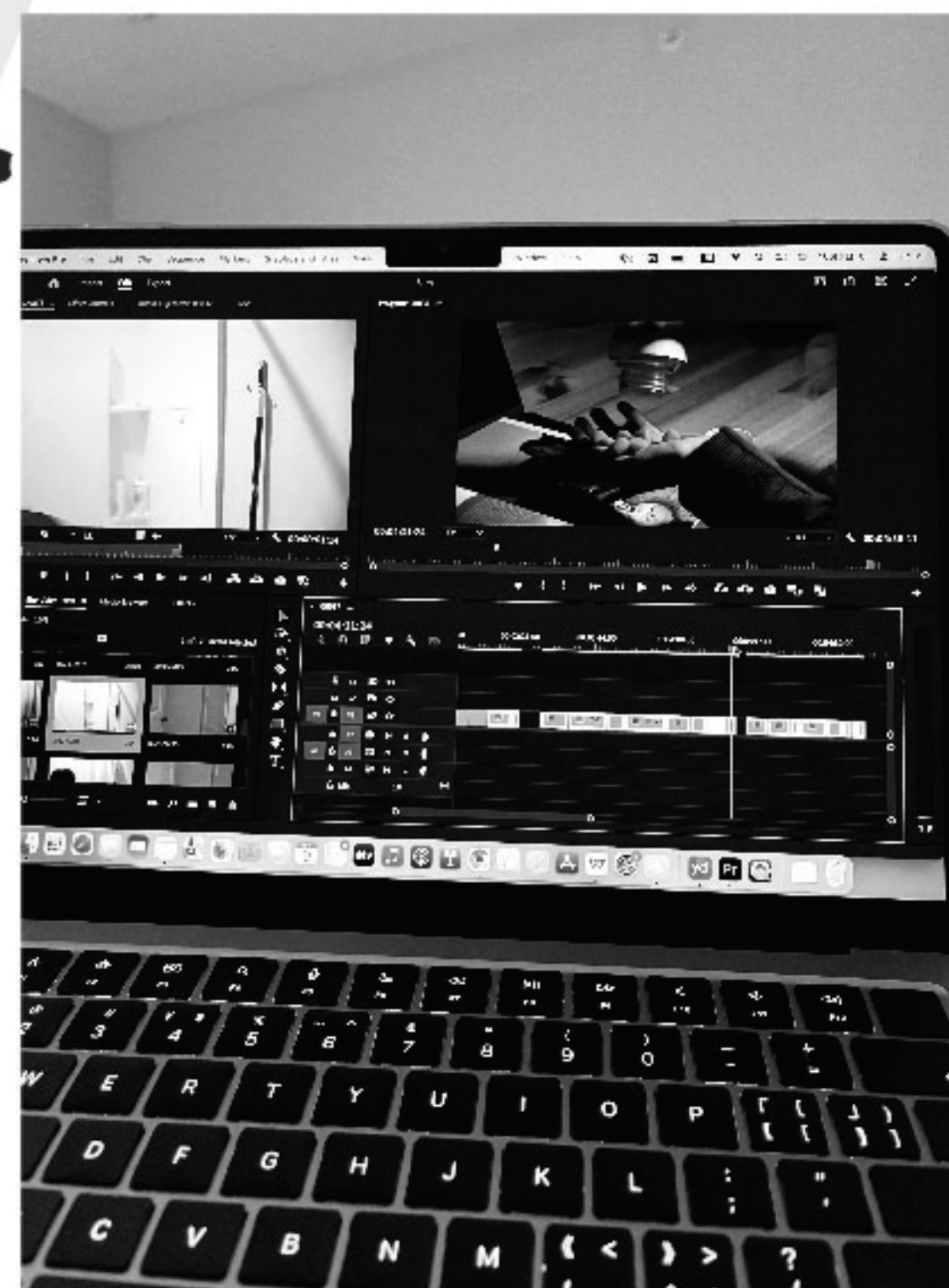
Michelle pick up the clothes she brought last week. (It is a very popular brand and girls are obsessed with it. HOW?) It's like clothes for teenagers who are under 13 years old. She picked up the dress and ran it over her body, shaking her head and putting it down.

### 6.GYM

Michelle started working out like crazy at the gym, burning calories in a big way, wanting to be able to lose weight



## 3.



This project opened up a whole new world for me. I realized that I can use moving images to express my perspective and deliver my message. From writing the script and creating the storyboard to filming and editing, I enjoyed every moment of the process. I found it fascinating to edit a video, transforming countless pieces of footage into a polished final product. As the saying goes, "Every edit is a lie," and for me, it's exciting to see my ideas come to life on screen. I also gained valuable skills in cinematography, lighting, and audio, learning how these elements come together to make a great film. Additionally, it was a pleasure to collaborate with my friends and involve them in the production, making the experience even more fulfilling.



# Analysis of Media Influence on Female Representation

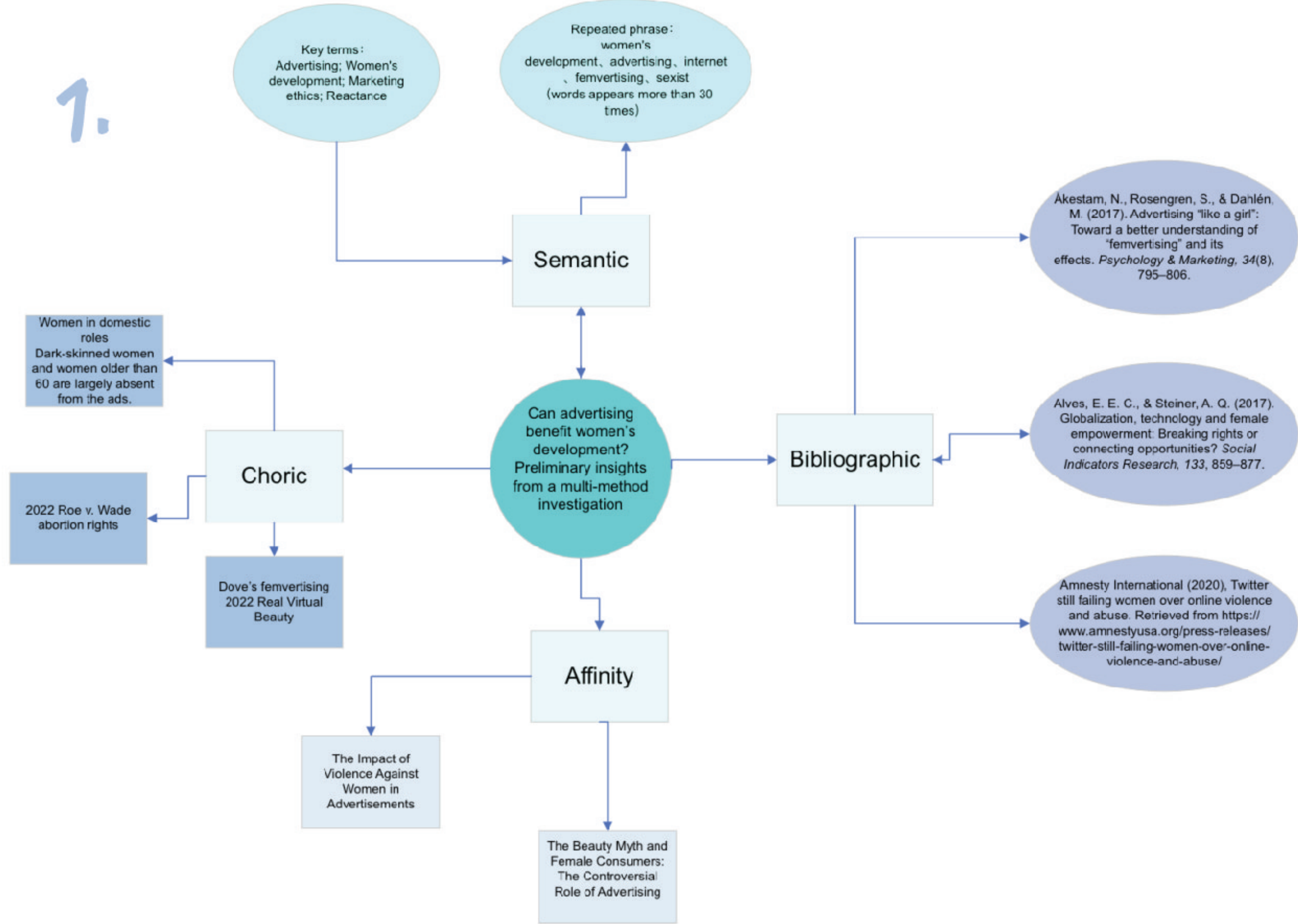
Advertisement and Women  
4 weeks English 1110 Project

This project explores how women are represented across various forms of media—including advertisements, films, and video games—and examines the significant impact these portrayals have on both women and society. Women's roles and images in media play a crucial part in shaping societal values, impacting perceptions, and influencing self-identity. Recognizing this, my project highlights the importance of portraying women in positive and realistic ways that affirm their rights and contributions as vital members of society.

## Analytical Framework:

To organize our research, I used a worknet consisting of four key phases:

- Semantic Phase: Highlighted recurring themes like sexism and internet impact on advertising.
- Bibliographic Phase: Incorporated additional scholarly articles that analyzed stereotypes, empowerment, and the psychological effects of advertising on women.
- Affinity Phase: Examined the broader work of Ronald Paul Hill, focusing on marketing ethics and advertising's controversial role in shaping female identity.
- Choric Phase: Contextualized current social issues, such as the 2022 Roe v. Wade decision, alongside advertising trends in media, which reflect ongoing challenges and opportunities for gender representation.



## Alt Text

This worknet contains four parts. The middle of the worknet is my focal article “Can advertising benefit women's Development? Preliminary insights from a multi-method investigation”. The whole worknet has four branches which are semantic, bibliographic, affinity and choric. For the Semantic part I have the keywords drawn from the focal article, such as advertising, women's development, and marketing ethics. The repeating phrase including internet, femvertising and so on. Then move on to the bibliographic, I have three additional articles listed. For the affinity part I have two articles written by Ronald. One is “The impact of violence against women in advertisements” and the other one is “The beauty myth and female consumers: The controversial role of advertising”. For the last part choric, I have three things linked with the focal article. First, the advertisement usually features women in domestic roles and dark-skinned women and elder women are largely absent from the advertisements. Second, in 2022 Roe v. Wade had a further step. Third, Dove's femvertising had launched a campaign called Real Virtual Beauty.





1958 advertisement for Nilfisk vacuum cleaners



Still Killing Us Softly: Advertising's Image of Women



1969 advertisement for Hoover irons



1988 advertisement for Duval Pastis



1966 advertisement for Nilfisk vacuum cleaners

## 2. The advertisement and Women Archival Collage

Kilbourne's words, "It's an environment full of unhealthy images where they sacrifice women's health and well-being for profit"

The domestication of women is also reflected in advertisements for household goods. The advertisements constantly portray women's belonging to the family, which suggest a lower status.

1. Aside from the fact that women are often publicized in the same breath as domestic appliances, what else are women often portrayed as?
2. How does this biased information negatively affect women's physical and mental health?

1958 advertisement for Nilfisk Vacuum Cleaners: Free download, Borrow, and streaming. Internet Archive. (1958, January 10). <https://archive.org/details/1958-advertisement-for-nilfisk-vacuum-cleaners>.

Cambridge, MA: Cambridge Documentary Films. (1987, January 1). Still killing us softly: Advertising's image of women: Kilbourne, Jean: Free download, Borrow, and streaming. Internet Archive. <https://archive.org/details/stillkillingussoftlyadvertisingsimageofwomen>

1969 advertisement for Hoover Irons: Free download, borrow, and streaming. Internet Archive. (1969, April 12). <https://archive.org/details/1969-advertisement-for-hoover-ironers>

1988 advertisement for duval pastis: Free download, borrow, and streaming. Internet Archive. (1988, October 17). <https://archive.org/details/1988-advertisement-for-duval-pastis>

1966 advertisement for Nilfisk Vacuum Cleaners: Free download, Borrow, and streaming. Internet Archive. (1966, November 18). <https://archive.org/details/1966-advertisement-for-nilfisk-vacuum-cleaners>

## 3. Women AND Media

Nowadays we live in a media-filled era where people spend a lot of time every day on a wide variety of media. The information we view can subtly influence people's worldview and shape their perceptions of their surroundings. Women are often portrayed in the media, and different media portray women in different ways. However, the media often portrays women in the wrong way, even with untrue information. The media often portrays women from a male perspective, and this one-sided perspective makes it difficult to present women's messages correctly and leads to the marginalization of women.

- Common Media Facts
1. Women in video games dress revealingly
  2. Women are subordinate to men in movies
  3. Women are used to portray women as objects and housewives in advertisements.

- Disadvantage
1. Women's self-confidence decreases
  2. Misconceptions of men about women
  3. Negative societal attitudes towards women

With these stereotypical messages in the media, women's rights are greatly affected. Whether it is the way women view themselves or the way society views women. When the image of women in the media is so perfect and becomes the mainstay of what is sought after, women begin to doubt themselves and treat themselves harshly. Women then begin to doubt themselves and treat themselves harshly, believing that they are not beautiful enough. A lot of **video games** will combine female sensuality with abilities, and it's rare to have a strong character but not a sexy characterization. This leads to a lot of prejudice that female sexuality is part of the ability, or even the reason for dominance. Some women feel unsure and anxious after playing games with sexualization because they believe they are less attractive and capable than they are in the game.

The media also leads to prejudice and we can often see women being hindered in the **workplace** because the social environment makes people think that women should give to their families. This makes it difficult for women to utilize their talents in the workplace. Women in finance, for example, are often perceived as less capable than men and not suitable for finance jobs. Hippel stated that "This workplace stereotyping may be exacerbated in the male-dominated field of finance to the extent that standing out in terms of gender promotes the ascription of stereotypic traits and roles to the target" (Hippel, et al, 2015). Stereotyping of women reduces their motivation and creates negative emotions.

The media will more often view women as an object made up of parts rather than whole person. For example, in some beer advertisements, they will have women dressed scantily holding a bottle of beer, which seemingly unconnected content is forcibly linked together. Because many **advertisements** target men as the main users, advertisers will be more interested in attracting men's attention. This causes women to become subordinate to men and their autonomy is compromised. These gendered advertisements affect society's perception of women and create a toxic environment.

Even though society is now progressing and paying more attention to women, these prejudices and influences are still being perpetuated. Society empowers women, but the reality is that because of the toxicity of this perception, women are still being marginalized and overwhelmed by men (Hsu, 2019). Women need more attention and help to deal with misinformation in the media and to avoid being harmed by such content through regulation and literacy.

### Reference

- Hsu, T. (2019, Dec 23). Still a 'Mad Men' World: The advertising industry has publicly embraced doing more to empower women, but it has continued to gender and stereotype them. New York Times. (1993). <https://procylla.phis-state.edu/cgi/viewcontent?https://www.robust.com/historical-news-papers/still-mad-men-women/docs/2748568f4012ee2>
- von Hippel, C., Sekaquetzewa, C., & McFarlane, M. (2015). Stereotype Threat Among Women in Finance: Negative Effects on Identity, Workplace Well-Being, and Recruiting. Psychology of Women Quarterly, 39(3), 405-414. <https://doi.org/10.1177/0146184315574501>

## Women AND Media Video Games

The video game industry is becoming more and more popular these days, and it has become one of the quickest and easiest ways for people to have fun. However, these games often contain **violent and sexualized content** towards women, and high selling video games tend to have these issues. At the same time, the gaming industry tends to ignore female gamers, they focus more on the needs of male gamers. As a result, gaming is an important part of the media and there is a lot of content that negatively affects women.

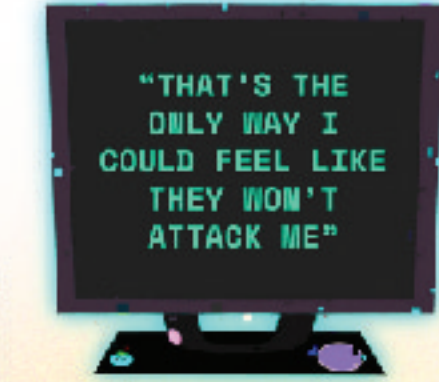


In the history of video games, manipulable female game characters only appeared in Girl's Garden in 1983, and in 1996 the famous Lara Croft female game character was created, who had both a sexy body and powerful abilities. Although these characters have certain abilities, the sexuality of these female characters is often demeaning, leading to negative attitudes towards women. Also, many games portray women as weak and waiting to be rescued, such as Princess Peach, the damsel in distress that we all know, and these games fail to inspire women to become gamers.



Gaming companies believe that men are the main core players in the gaming industry, so they prefer to make games that appeal to male players. This has led to **female gamers being ostracized and even subjected to vicious attacks that often involve sexual harassment and violence**. Fox argues that "survey on online harassment, respondents identified gaming as the most inequitable community in terms of its treatment of women" (Fox & Tang, 2017). Because of the imbalance in the ratio of men to women in the gaming environment leads to structural sexism that ignores women's contributions, experiences, and concerns. Many male gamers convey a toxic **Greek Masculinity**, asserting that gaming is a man thing, this notion can lead them to attack female gamers, devalue skills, and make sexist statements.

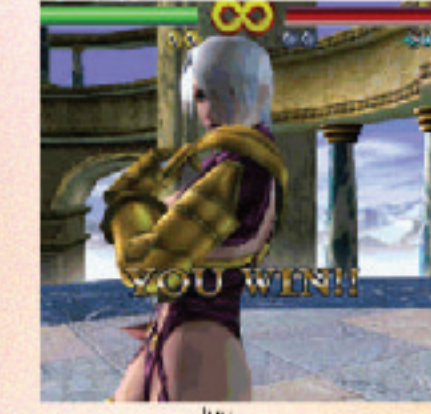
When games continue to spread this idea, the acceptance of this inequality rises and increases the likelihood of harassment and discrimination. When women encounter these issues, they usually protect themselves by gender masking and reporting the player, but more women choose to quit the game to avoid being victimized. These attacks can lead to women blaming themselves and enduring the harm they receive.



Lara Croft — a character and the main protagonist of Tomb Raider



Chun-Li — The first female fighter in the series from Street fighter KWI



Ivy — a character in the Soul series of fighting games

Examples of Sexualized Female Video Game Characters

In addition to the gamers, the characters of the games are also very damaging to women. Women are underrepresented, sexualized, and are secondary to male characters. Many video games overemphasize women's gendered traits, and they tend to dress revealingly and have very sexy bodies, which is hardly ever seen in real life. Many video games overemphasize the gendered nature of women, who tend to dress revealingly and have very sexy bodies, a perfect portrayal of a character that is almost impossible to see in real life. social comparison is very common, and upward comparison refers to the feeling of inadequacy that comes from comparing oneself to someone who is perceived to be superior to oneself. Downward comparison involves positive feelings when a person perceives themselves as superior (Tompkins & Lynch, 2018). Women tend to make comparisons to character roles in games, which are mostly upward comparisons, leading to negative feelings.

Playing a sexy character may affect a **woman's self-perception of her body**. It was found that after women played the role of a slim, bikini-clad female character in a beach volleyball game, their respect for their own bodies significantly decreased (Barlett & Harris, 2008). Objectification theory suggests that women view their bodies from the perspective of others, and that women may engage in self-deprecation and internalize negative evaluations. This can lead to anxiety in women and create misperceptions about their bodies. Also men are more inclined to objectify women after playing these games, which leads to discrimination and hostility. It has been found that when men have viewed content from games that objectify women, they are more tolerant of sexual harassment (Dill, et al., 2008).

### References:

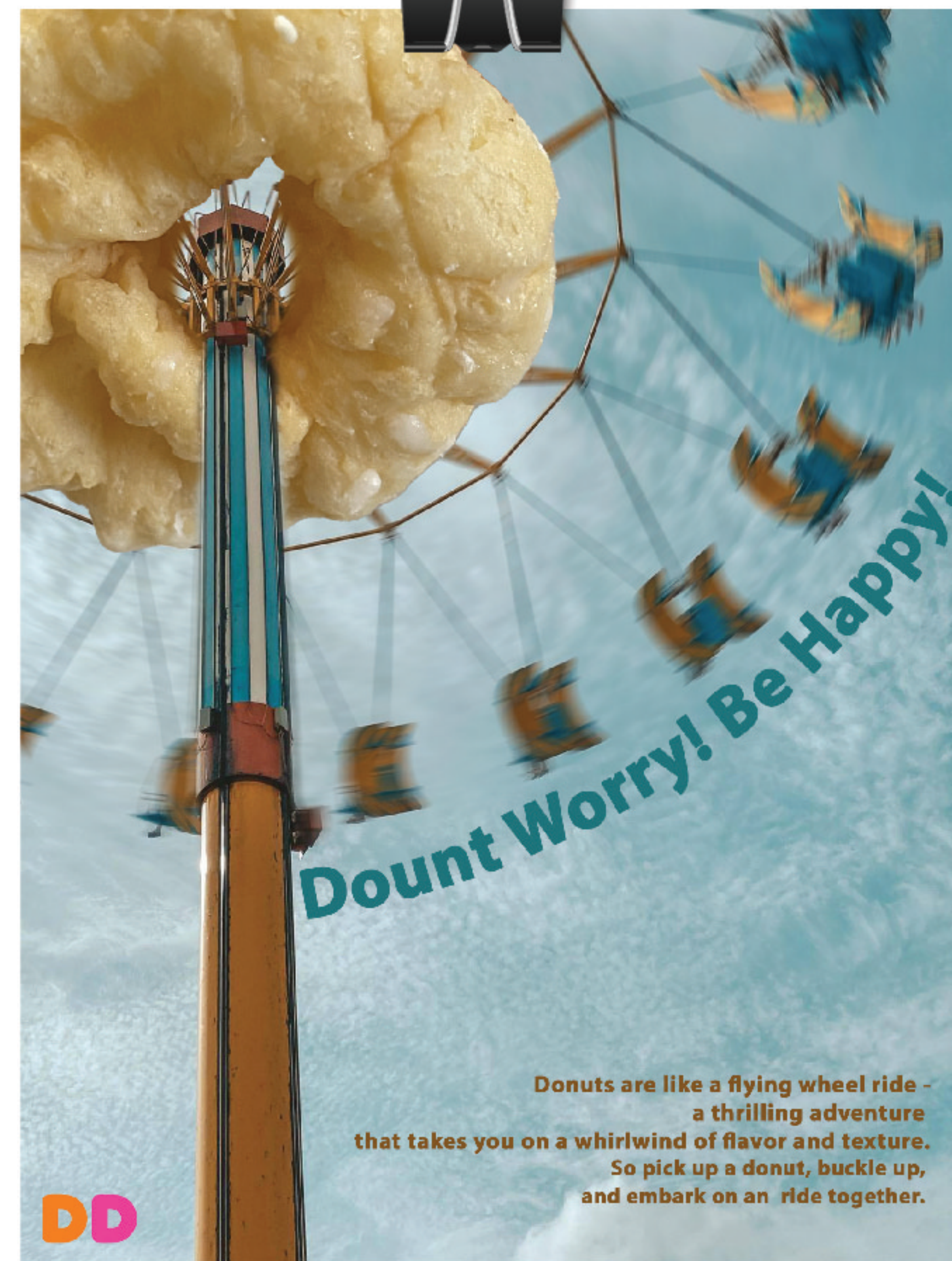
- Fox, J., & Tang, W. Y. (2017). Women's experiences with general and sexual harassment in online video games: Rumination, organizational responsiveness, withdrawal, and coping strategies. New Media & Society, 19(8), 1290-1307. <https://doi.org/10.1177/1461444816636708>
- Barlett, C. P., & Harris, R. J. (2008). The impact of body emphasizing video games on body image concerns in men and women. Sex Roles, 53(7-8), 885-891. <https://doi.org/10.1007/s11199-008-9457-8>
- Dill, K. E., Brown, B. P., & Collins, M. A. (2008). Effects of exposure to sex-stereotyped video game characters on tolerance of sexual harassment. Journal of Experimental Social Psychology, 44(3), 1402-1406. <https://doi.org/10.1016/j.jesp.2008.03.002>
- Tompkins, J. E., & Lynch, T. (2018). The Contexts Surrounding Sexual Content in Digital Games. In J. J. Angerson, C. (eds), Video Game Influences on Aggression, Cognition, and Attention. Springer, Cham. [https://doi.org/10.1007/978-3-319-30495-0\\_10](https://doi.org/10.1007/978-3-319-30495-0_10)

This project builds upon themes I explored in a previous project focused on the portrayal of women in advertising.

The left two pages of whole my research show case. I have divided the topic of women and media into three main sections: advertising, games, and films. The portrayal of women in these media contains both positive and negative content that affects people in one way or another.

I hope to be able to use this infographic to enable more people to recognize how the media misrepresents women and the issues women face.





## Ad Campaign with Emotional Appeal

### Donut Worry, Be Happy! ——Playful Donut Ad Campaign

2000x1500, 300 resolution 2023

#### Project Overview:

This ad campaign was designed to create a fun and emotionally uplifting connection with the audience, using the theme of amusement park rides to associate donuts with feelings of joy and adventure. The campaign consists of three distinct print ads, each created using Photoshop Layer Comps to highlight different variations of the same core message: enjoying a donut is like experiencing a thrilling, joyful ride.



1.

**Target Audience:**

The target audience for this campaign is young adults and families who enjoy sweet treats and appreciate light-hearted, whimsical messaging. The campaign is designed to be displayed in digital and print formats, particularly in locations where a vibrant, upbeat tone will resonate, such as cafes, amusement parks, and social media platforms.



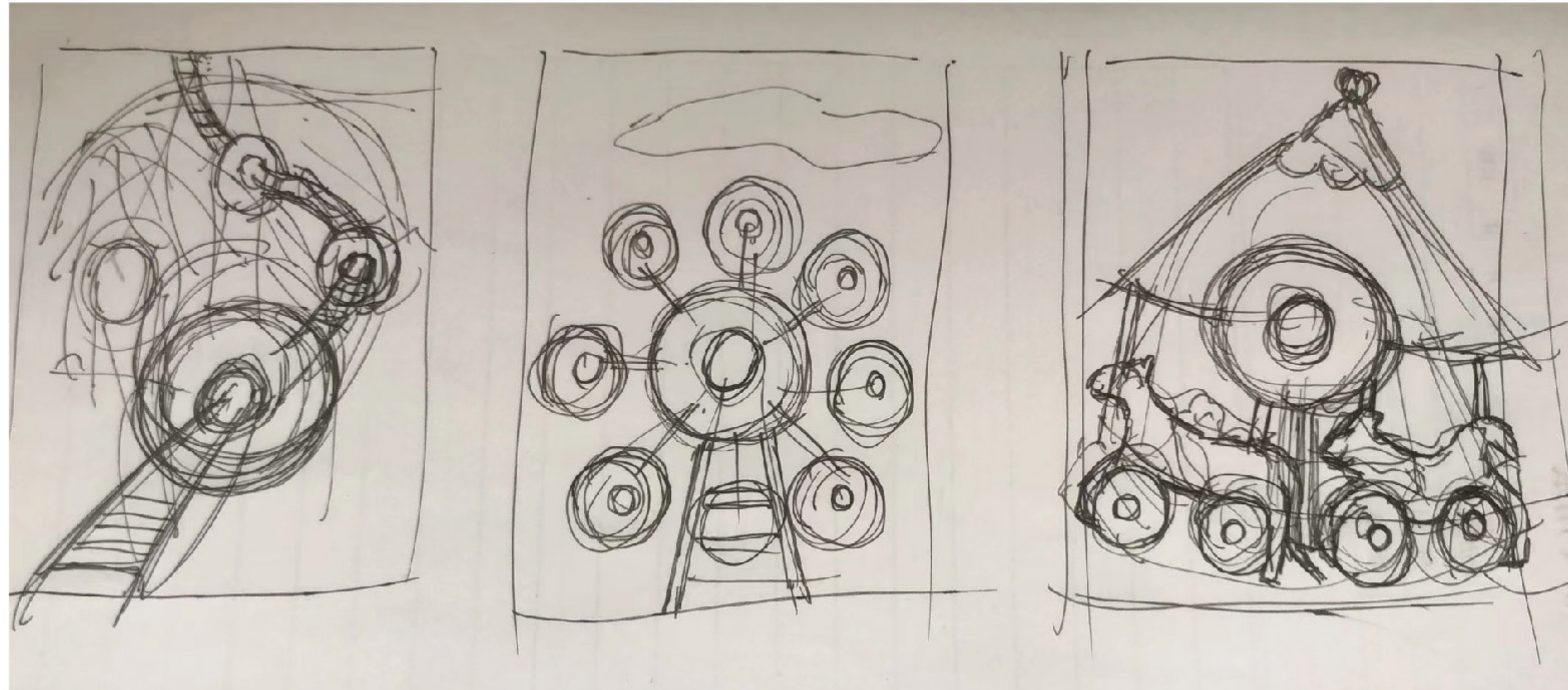
Photo from Dunkin



2.

**Research and Inspiration:**

During the initial research phase, I not only looked into donut brands' ads online, but I also decided to visit the donut shops to gain a first-hand understanding. I went to the Dunkin' Donut and Buckeye donuts on high street, observing the surrounding, customer interactions, and, of course, tasting a variety of donuts. Through this experience, I could better appreciate the simple and pure happiness that donuts bring to people. Sitting in the shop, enjoying a frosted donut, I was instantly reminded of childhood moments. This feeling of simple joy is what I aimed to capture in the ads.



3.

**Design Process:**

Inspired by my research and store visits, I chose amusement park rides as the core visual element for the campaign. The round shape of the doughnut reminds me of a lot of rides, some of which include a general circle. At the same time, donuts are more than just a treat—they offer an emotional experience, much like riding a Ferris wheel or a swing chair. Light, exciting, and fun. This ad campaign try connected the experience of eating donuts with the excitement and joy of visiting an amusement park. Children and adults can see this poster, think of their fun at the amusement park, and buy doughnuts to get the same sweetness.





## **Cinemagraph and Multiple "Me"** **—— A Reflection on Spring After the Epidemic**

**Cinemagraph: The Flower Mask**  
2023

### **Project Overview:**

This project consists of two interconnected parts: a Cinemagraph and a Multiple "Me" composite. This Multiple "Me" project on the left shows me participating in various activities under the sun, on the beautiful Oval—reading, running, playing, and spending time with friends. The Flower Mask reflect my personal experience during the epidemic and my long-awaited return to enjoying life outdoors in the spring. It aim to evoke emotions of renewal and freedom through storytelling, motion, and hythm.



## Multiple "Me": Spring on Oval

### Project Background:

After years of quarantine and isolation, I was finally able to take off my mask and enjoy the sunshine outdoors. This Multiple "Me" project shows me participating in various activities under the sun, on the beautiful Oval—reading, running, playing, and spending time with friends. Each version of "me" represents the freedom and joy that has been regained after the pandemic.

### Process:

I used the illusion of space to create a dynamic composition with larger figures in the foreground and smaller figures in the distance. By maintaining a stable shooting Angle and capturing yourself in different poses, make as many different movements as possible to help form a complete picture later on. During the shoot, think about how to combine all the images into one frame and be able to create a sense of interaction and movement in the frame.



1.



2.



3.



4.





# 1. Cinemagraph: The Flower Mask

## Project Background:

For three years, the epidemic kept me from experiencing the beauty of spring. I spent much of my time indoors, quarantined, and wearing a mask whenever I ventured outside. Through this work I hope to express my desire to reconnect with nature and enjoy the bright colors and fragrance of spring.



## 2. Research and Inspiration:

I explored the concept of cinemagraphs and studied how subtle, repeated motions can create emotional resonance. I decided to combine the mask—symbolic of the epidemic—with flowers that represent the spring season, illustrating my desire for renewal.



## 3.



I made my own flower mask to symbolize the isolation and lack of freedom brought on by COVID-19, and the flowers on the mask represent a longing for outdoors and a yearning for spring. The work draws attention to itself by using rhythmic, circular movements, flower petals and subtle tremors of clothing collars. I hope that this subtle action can arouse people's sense of feeling, like smelling flowers, and invite the audience to look forward to the beauty of spring after the epidemic with me.

## 4.







THANKS!

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