

Assignment 1

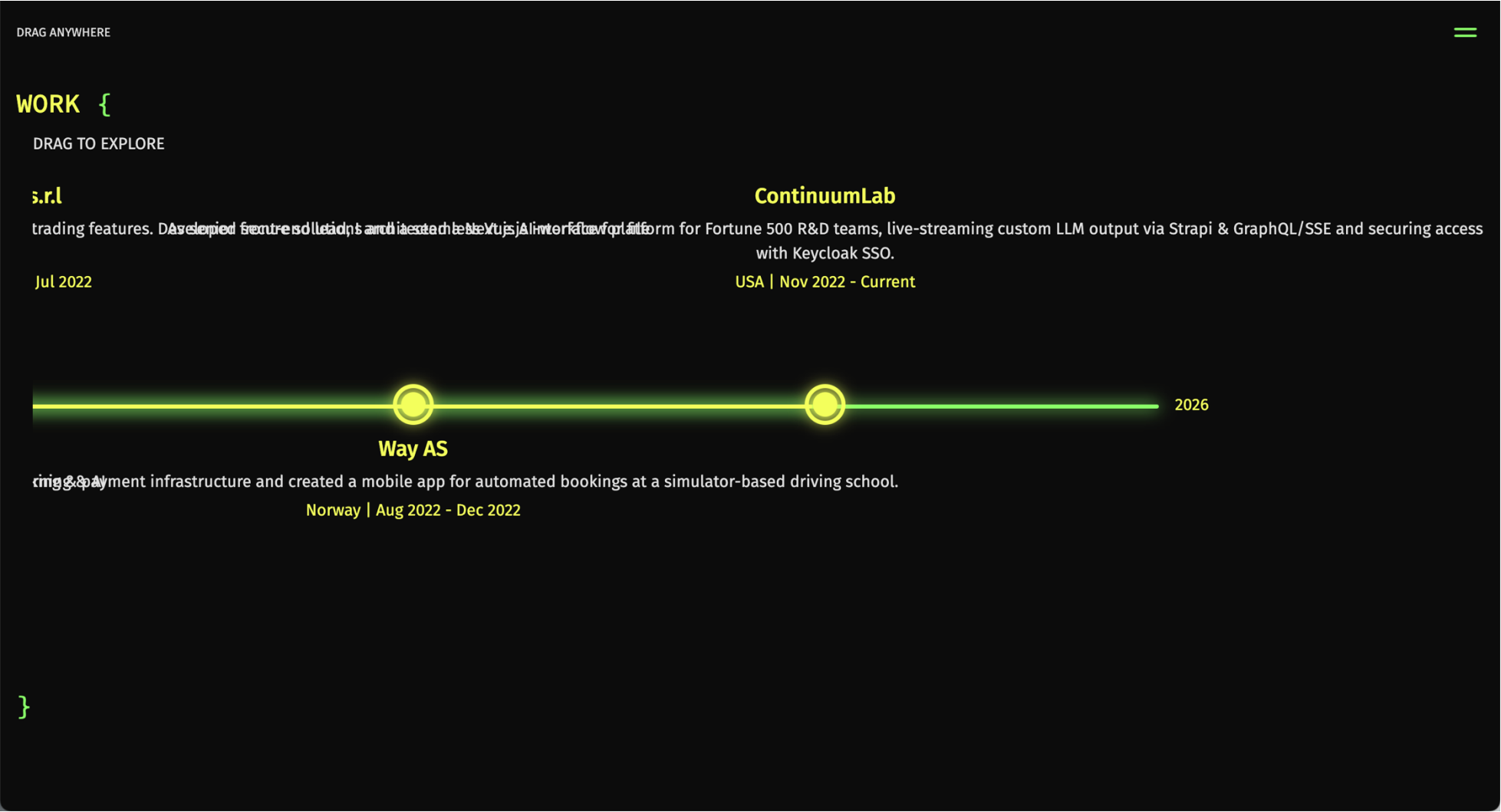
Yanlin Li 2400612

Good:



<https://peteroravec.com>

Good:

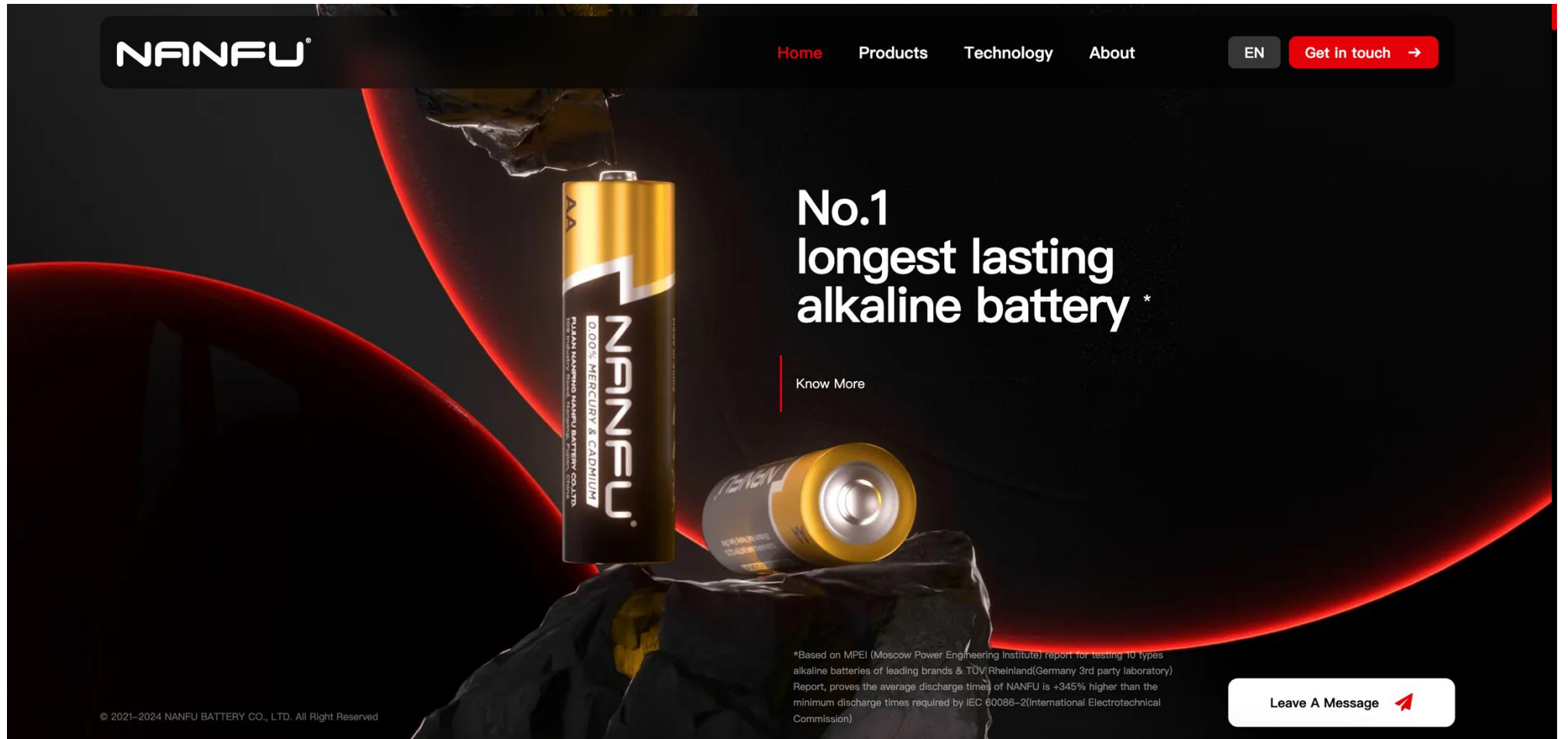


Good(my favour one):



<https://www.avogadro6.com/>

Good:



NANFU®

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No.1 longest lasting alkaline battery *

[Know More](#)

*Based on MPEI (Moscow Power Engineering Institute) report for testing 10 types alkaline batteries of leading brands & TÜV Rheinland(Germany 3rd party laboratory) Report, proves the average discharge times of NANFU is +345% higher than the minimum discharge times required by IEC 60086-2(International Electrotechnical Commission)

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<https://www.nanfu.global/>

Good:

mads hougesen

Hi, I'm Mads

I am a software developer from Denmark. Lover of all things programming. Lately I have been writing a lot of Ruby, PHP and Text.

I work @ cavea.io where I spend most of my time building tools for live streamers. Some projects I've worked on include:

- A tool for automatically capturing highlights in livestreams
- A platform for running [influencer campaigns](#) on Twitch
- Dozens of systems for tracking social media performance



Projects

mdsf

Format markdown code blocks using your favorite tools

Rust JavaScript TypeScript

hitt

File based HTTP testing tool focused on speed and simplicity.

Rust Lua Python

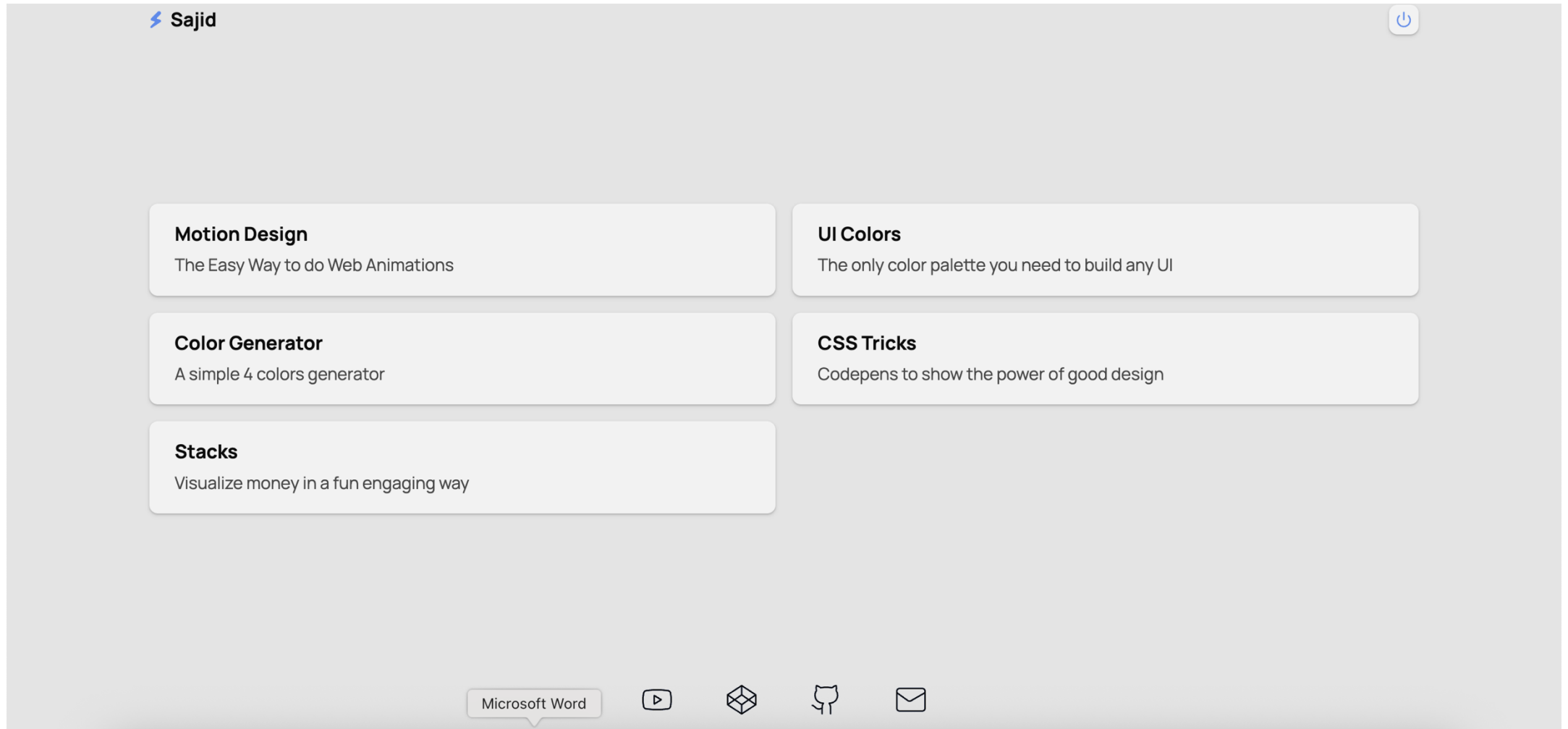
json2struct

Easily translate JSON into type definitions. With support for TypeScript, Python, Julia and Rust

TypeScript JavaScript Svelte

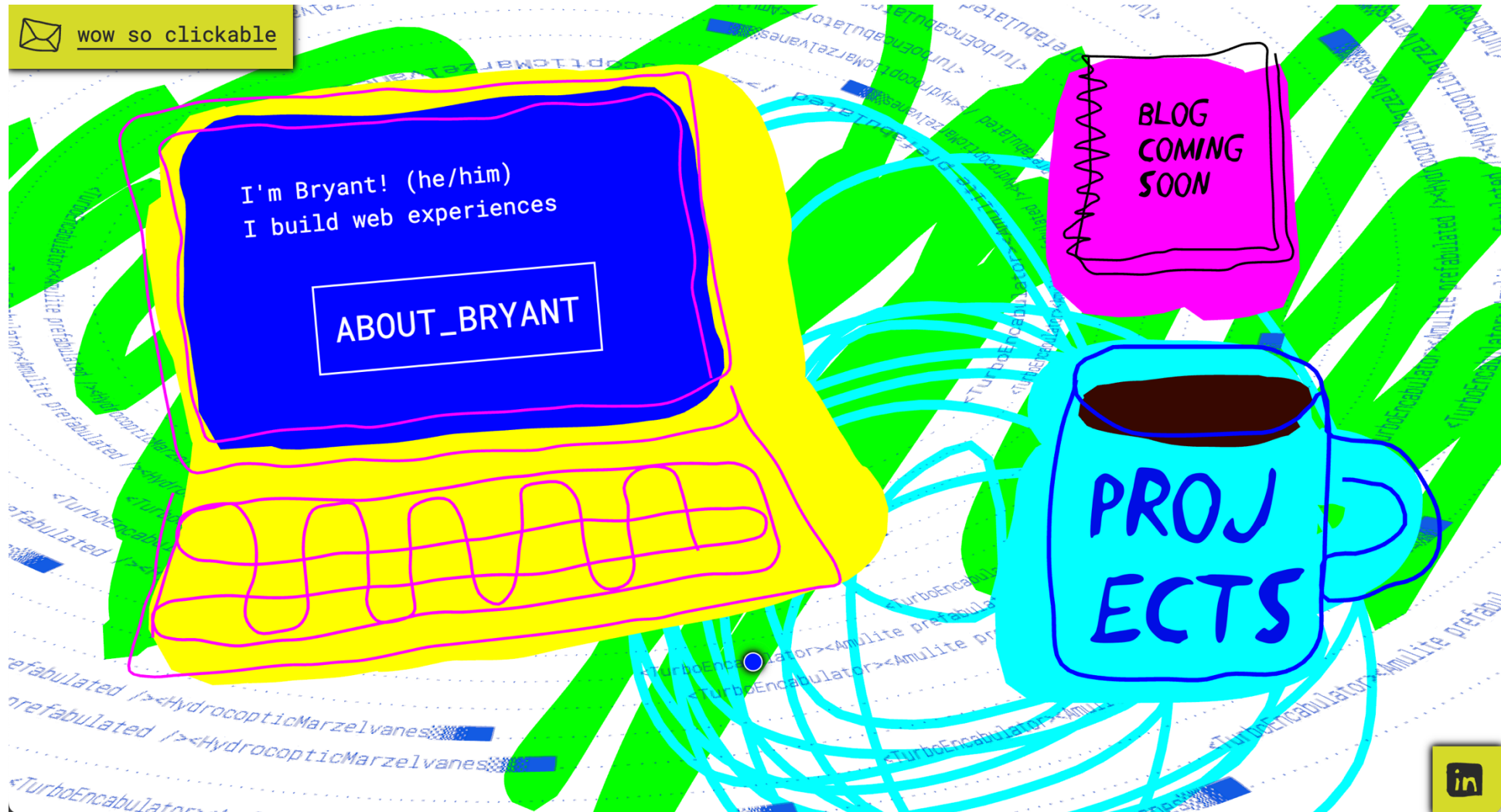
<https://mhouge.dk/>

Bad:



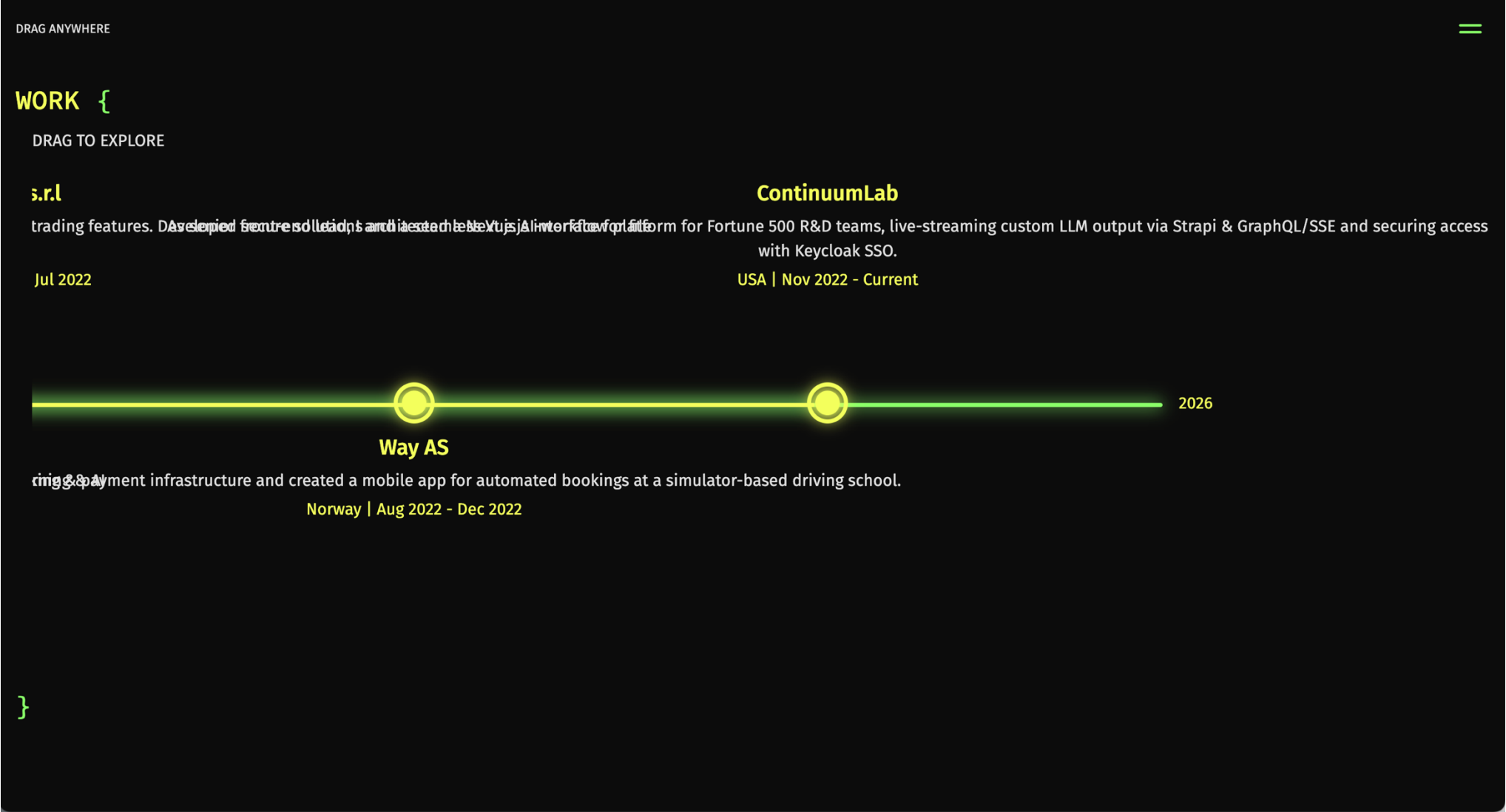
<https://www.iamsajid.com/>

Bad:

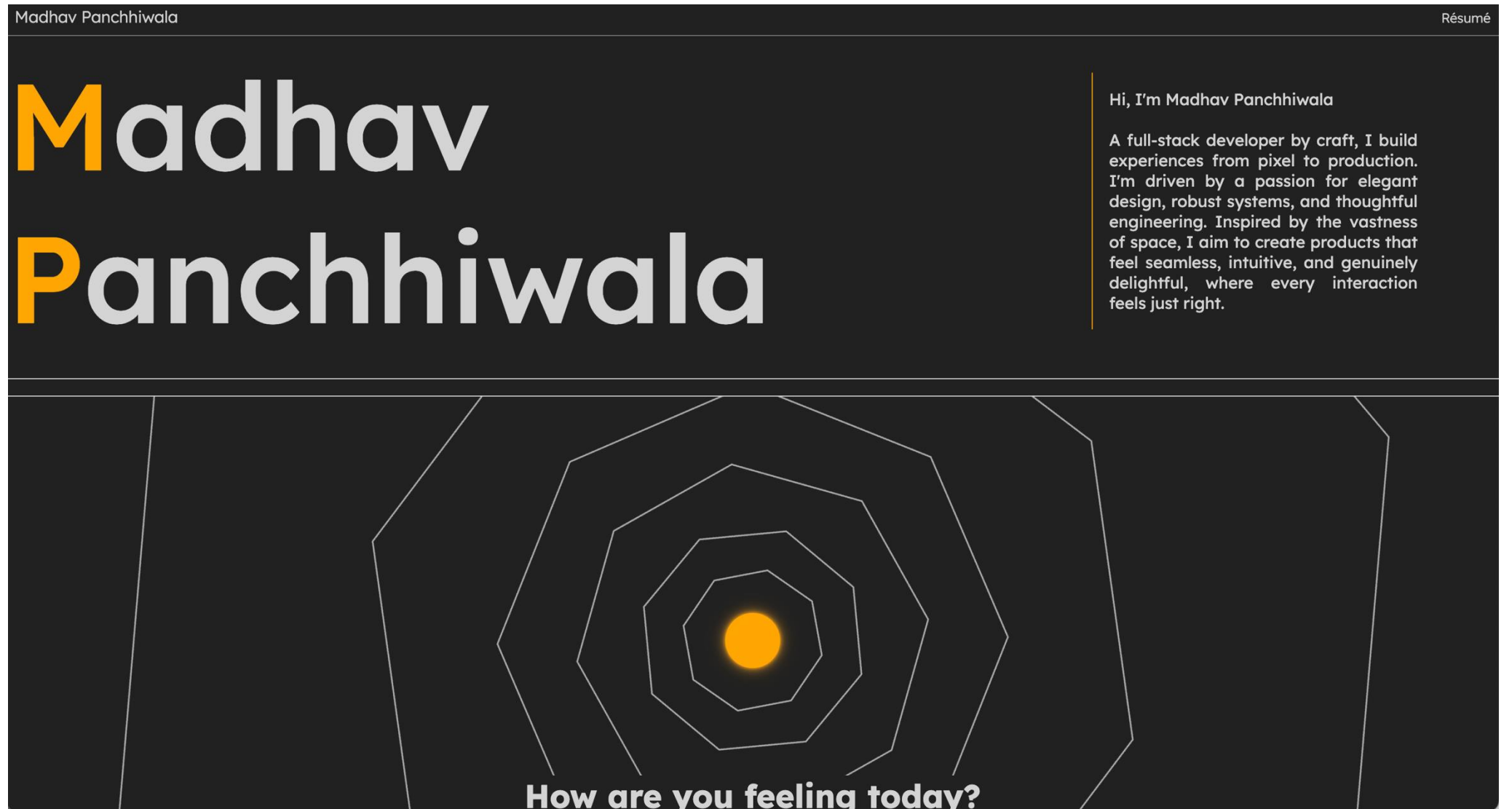


<https://bryantcodes.art/>

Bad:



Bad:



<https://www.madhavpanchhi.dev/>

Through researching these websites, I found that my favourite is the style of Avogado6's website, as it is very minimal and clear, with a clean and consistent overall design. Therefore, I will try my best to take inspiration from his layout, while also combining the strengths of other websites.

Based on my research and analysis, I have created some initial sketches for my website design.

My favourite website: avogado6.com

アボガド6



home

利用規約

works

shop

about/contact

MV集「おばけコレクション」・グッズ発売 ボーマス参加

2017

2018

2019

2020

2021

イラスト集「添い寝おばけの住む街」発売のお知らせ

2022

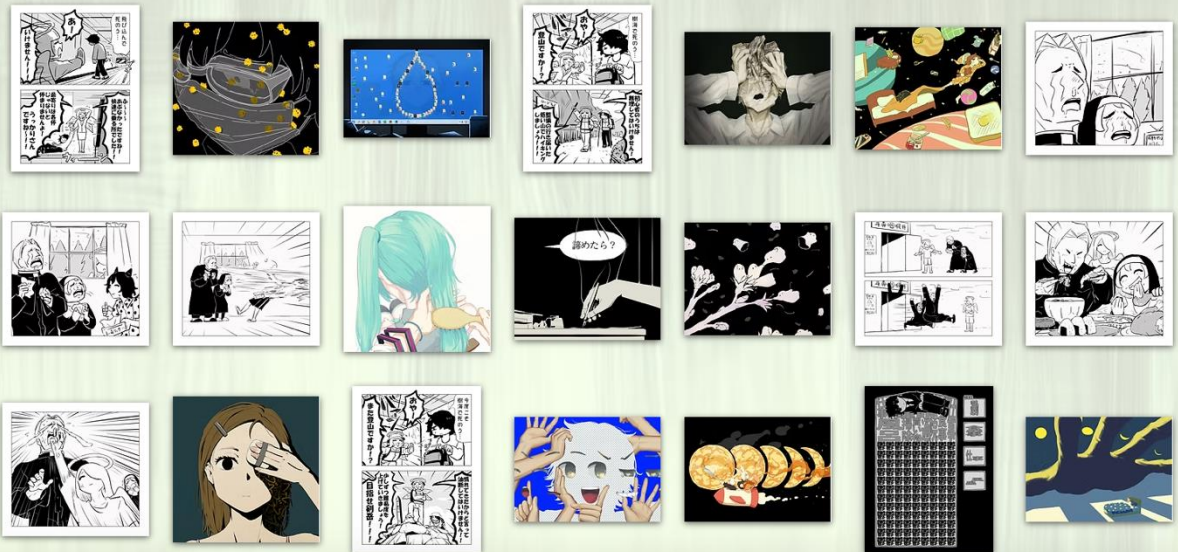
2023

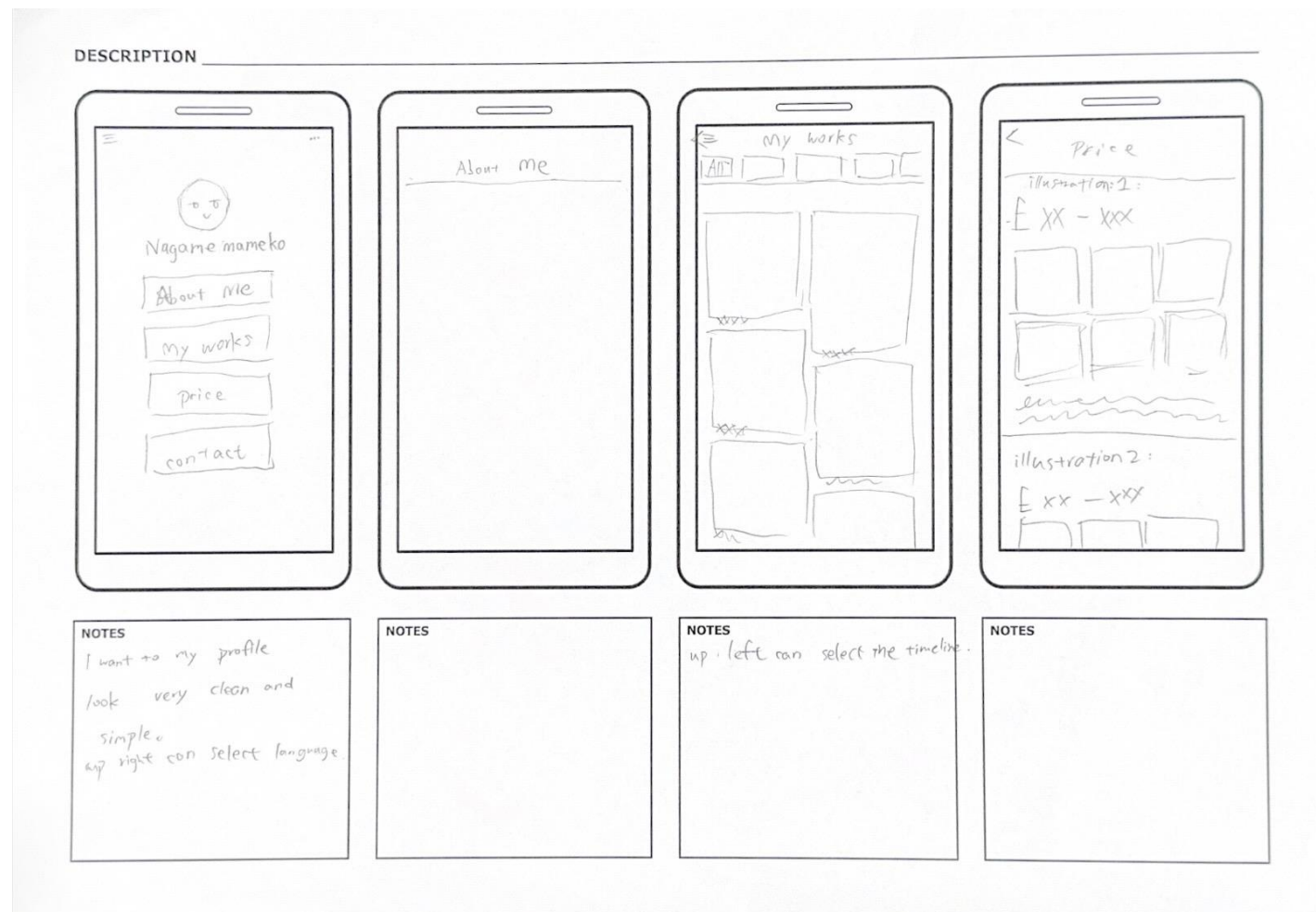
2024

2025

2026

2026.3





I designed how my website might look on a mobile device, although this is not my final template, as it is based on my own imagination. If I later rely on a website builder to create my site, the layout may change slightly.

My main intention is for the website to appear very clean and minimal, similar to Avogado6's style, conveying a sense of professionalism. I do not plan to include too many decorative elements, as I personally do not prefer adding ornamental illustrations or objects.

DESCRIPTION



In my website, I included an option to select different languages, as my target audience is not limited to English speakers. I also added a feature that allows viewers to browse my work by year, so that my projects are organised over time rather than all being presented together. This is my initial idea.

An important step in building my website and personal brand is creating my own business card. My initial idea is to include a highly representative illustration of my style on the card, so that clients can immediately understand my visual identity. The rest of the text will be kept simple, as I do not prefer excessive decoration or unnecessary design elements.



I started to research some example of artist's business card and learn from them.







**MADE
YOU
LOOK**

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Changemakers: Building your Personal Brand for Sustainable Employment
Personal Branding

Visual Exercise

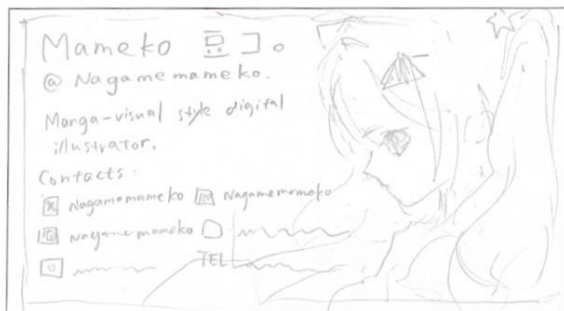
Design a business card (in the box below) for the person next to you and then give it to them.



How do you see yourself and your skills right now? Design a business card in the box below.



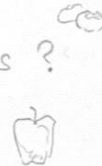
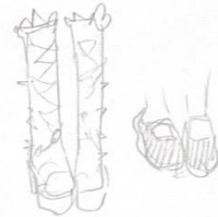
How do you want to be seen? Design a business card in the box below.



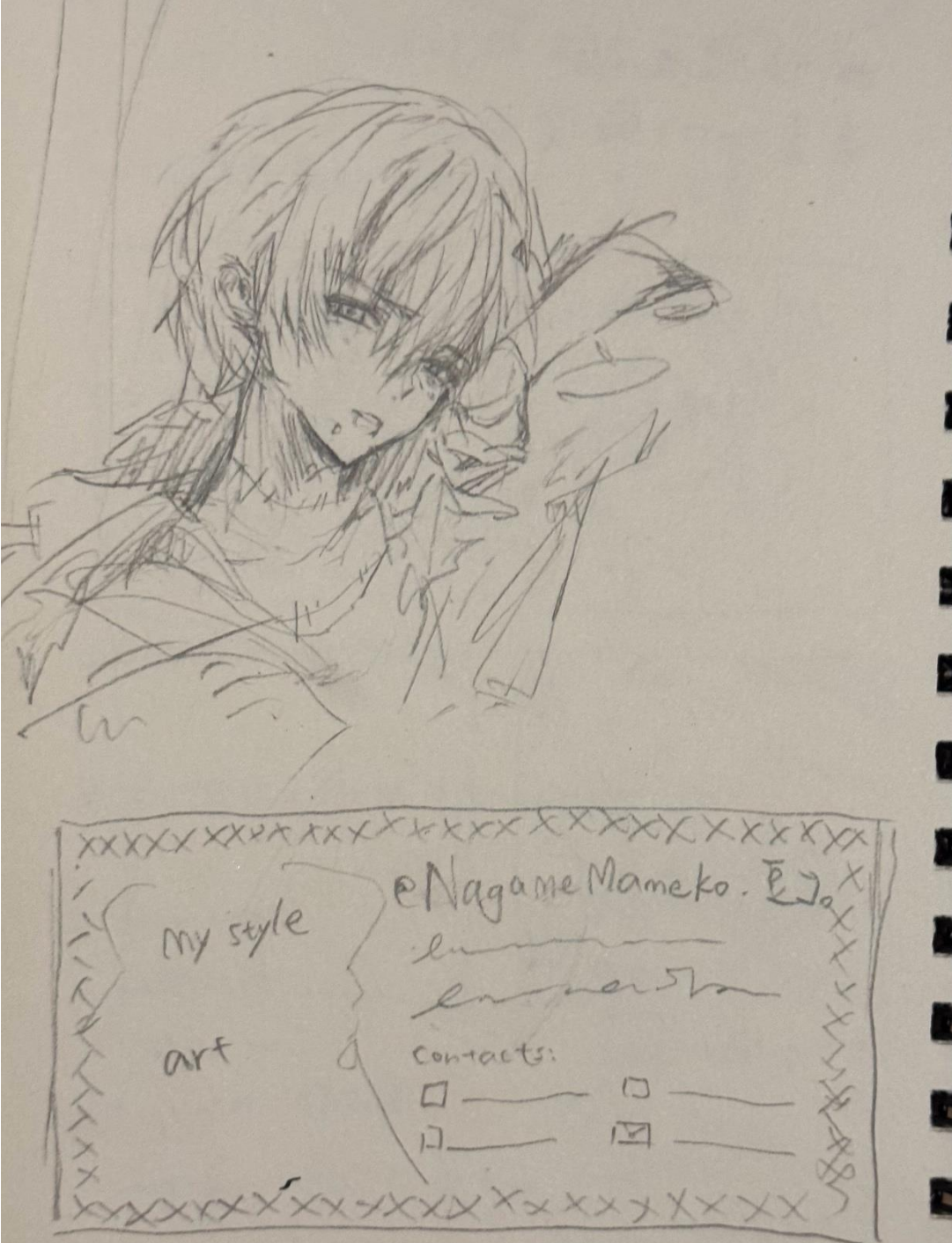
The first design was created by the classmate , based on her impression of me, as a business card for me. “Nagamemameko” is my nickname, and I see myself as a freelance illustrator who enjoys creating work with a strong personal style. From the second design onwards, they were created by myself. The second one was an initial attempt at designing a business card, but I felt that I was still following a more traditional format, so I was not very satisfied with it. By the third version, I started to treat the business card more like an illustration. I approached it as a full artwork, considering composition and the use of negative space, and incorporating a style that is highly representative of me. I am quite satisfied with this outcome.

Metaphor Gestalt

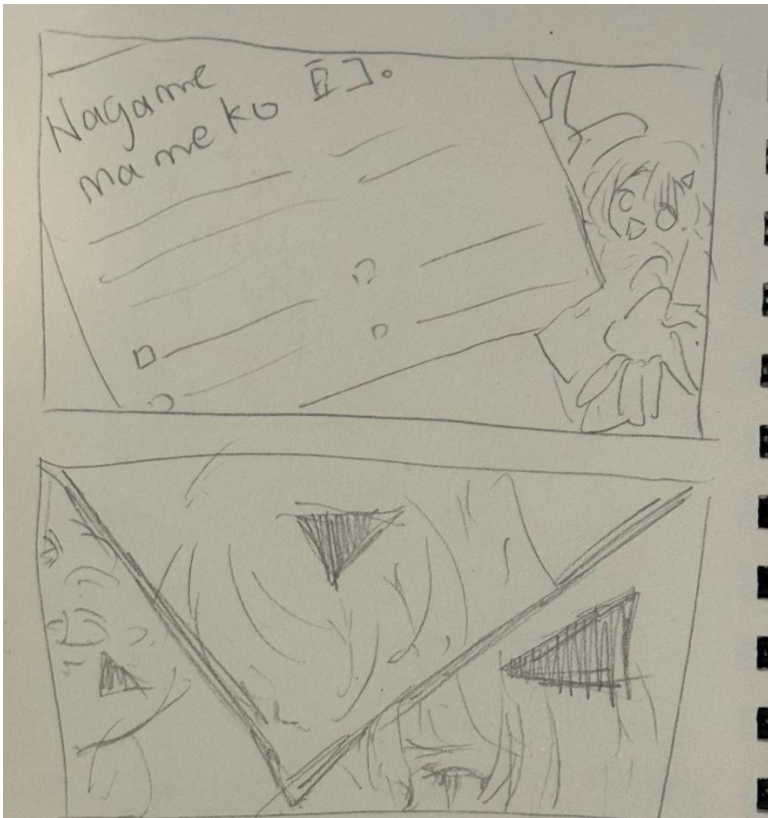
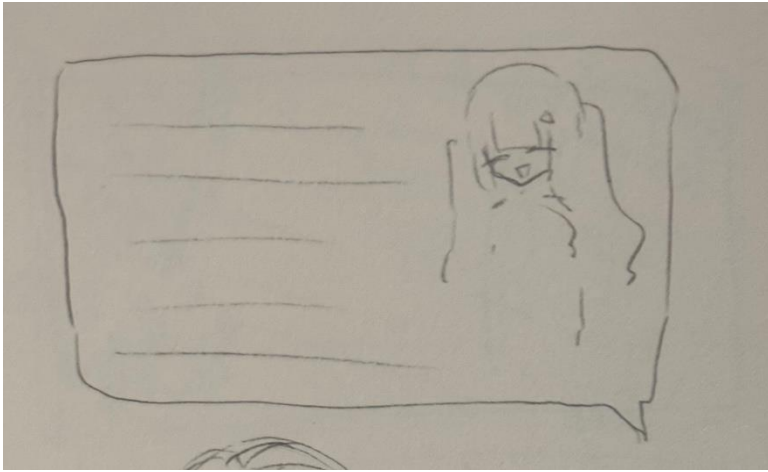
If my brand was a it would be

COLOUR	ANIMAL	TYPEFACE	DRINK	ARCHITECTURE
Light Grey white Black.	A fox 	Typeface	Sparkling water. coconut water. 	Castle! Cathedral 
HAIRSTYLE	LANDSCAPE	TREE	FRUIT	SMELL
 male female			Any berrys? Apple? 	Molly flower?
TRANSPORT	SHOE	JACKET	SINGER	ARTIST
			electricity Music. Any	myself :-

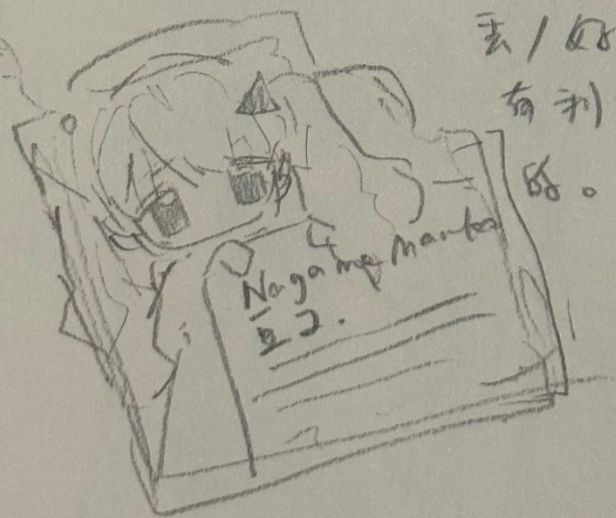
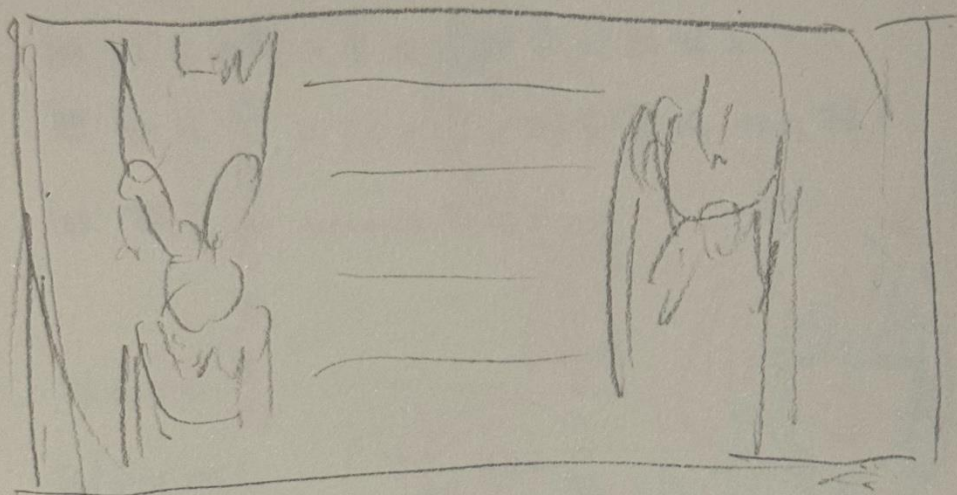
I then used this chart to reflect on my understanding of my own style. I created small illustrations under the corresponding keywords to represent my visual approach. I believe my style has already developed a certain level of consistency, but this exercise was very helpful for me.



After reflecting on my style through the keywords above, I went on to design more business card variations. I created a new composition, and the crosses placed around it may represent my personal style and character. While some people prefer to decorate their designs with cute elements like plush figures or bows, I chose to use crosses as a form of embellishment. These small decorative differences can reflect significant variations in an artist's personality. I also included a more stylistically distinctive illustration at the top, which I intend to place within the frame below. In addition, as I am a multilingual user, I included my name in two languages on the business card.



For further experimentation with my business card design, I began exploring non-rectangular formats instead of a standard shape. I developed a speech-bubble form, placing my own character design beside it, along with a short message to clients and my personal information. I also experimented with creating compositions within the card itself, treating it more like a small artwork. In addition, I tried an approach where one side of the card is dedicated entirely to my illustration, while all of my information is placed on the back.



将名片转换
为别人不舍得
丢/好看的。
有利用价值
的。

提案：名片构成。

I also explored another innovative approach to business cards by moving away from the traditional card format and instead designing it as a keychain. A keychain may be more likely to be kept and appreciated by clients, especially if it is visually appealing. Some clients might choose to keep it because they like the design, and since it carries my personal information, it is less likely to be discarded. It could also serve as a lasting reminder, allowing clients to remember me at a later time.

Personal website

By comparing various different websites, many of them require payment and one needs to purchase domain names as well. The process is quite troublesome. Therefore, I chose to follow Tash's workshop practice. Using Adobe Portfolio as my personal website. I think it can clearly display my works and categories, and the introduction is easy for others to read.

<https://yanlinli.myportfolio.com>

Yanlin Li

Uni Works

Independent works

Contact



My OCs

2026



fanart

2026



commission works

2026

Yanlin Li

Uni Works

Independent works

Contact



Workshops

2026



Mangas

2026



Life drawing

2026

Yanlin Li

Uni Works

Independent works

Contact

Contact

X

RedNote

Nagamenameko@gmail.com

Zander letter

Dear lexie,

You are already on a clear path. You did not become a full-time illustrator because of a sudden improvement, but because you took your practice seriously, planned your creative direction, and consistently followed through with it.

In your final year of university, you became more focused on developing your own visual language. You consciously worked on building a personal style, focusing on emotional expression and atmosphere, combined with your strength in low-saturation colour palettes. You created a series of illustrations centred around emotional themes, which not only demonstrated your technical ability but also helped establish a consistent and recognisable visual identity.

Alongside your academic work, you consistently shared your artwork on social media. By the time you graduated, you had already built a strong following and gained recognition within commission communities. You opened commissions two to three times a year, and each time received hundreds, sometimes thousands, of requests. After graduating, you continued to manage your social media more consistently and began collaborating with merchandise companies to produce and sell products based on your work.

You also developed your illustrations and original characters into a personal IP that could be expanded over time. You explored how your work could exist across different formats, such as illustration books, postcards, and other merchandise. This allowed your work to move beyond individual pieces and become part of a larger, ongoing creative system.

In addition, you began to commercialise your work more actively. You organised a larger body of illustrations into a published art book and started selling it. You also collaborated with product-based businesses to turn your work into art prints and small-scale merchandise, which you promoted and sold through online platforms. This helped you build a more stable source of income while also increasing the visibility of your work.

In terms of your working approach, you gradually found a rhythm that suited you. Rather than accepting every opportunity, you became more selective, choosing projects that aligned with your style and personal interests. This allowed you to maintain both the quality of your work and your long-term creative motivation. To support yourself financially, you built a balanced structure that included commissions, personal product sales, and a consistent online presence. These different areas supported each other, allowing you to maintain creative independence while also having financial stability.

Looking back, you were not always confident, and you did not always feel in control. However, you never stopped creating. By regularly reviewing your work, you were able to recognise both your progress and the areas that needed improvement, and you learned to approach your development in a more rational and sustainable way.

So right now, you do not need to suddenly become perfect. You just need to keep creating, keep building your path, and allow yourself to enjoy the process.

Yours,
Lexie