

Blog 3 — Professional Skills & Conference Preparation

Name: Ziliang Yin

During the preparation for the Residuum Conference, I explored visual design not only as a creative process but also as a research-informed practice. I began by examining the visual identity of several academic and design-related conferences, focusing on elements such as layout, colour schemes, typography, and overall tone. I observed that many conferences adopt minimal and structured designs, often using strong visual hierarchies and limited colour palettes to maintain clarity and professionalism.

These observations influenced my own design decisions. Rather than creating overly complex visuals, I aimed to balance clarity and atmosphere. Given that my research focuses on the sublime in virtual reality, I chose to incorporate darker tones, high contrast, and large-scale imagery to suggest intensity and spatial depth, while still maintaining readability.

In practice, I used AI-generated images to support this visual direction. My prompts were guided by both my research theme and the visual patterns identified in other conferences, combining elements such as “vast space,” “monumental scale,” and “immersive atmosphere.” I then refined the outputs based on composition and relevance to the conference context.

I also considered how these visuals could function as promotional material. The aim was not only to present my research, but to attract attention and communicate a clear identity aligned with the Residuum Conference.

Through this process, I came to understand visual design as a form of translation between research ideas and audience engagement.