



*Hello my name is William Fu*

*I am a Graphic Designer*

*will@willfu.co.uk*

*07903 961 740*

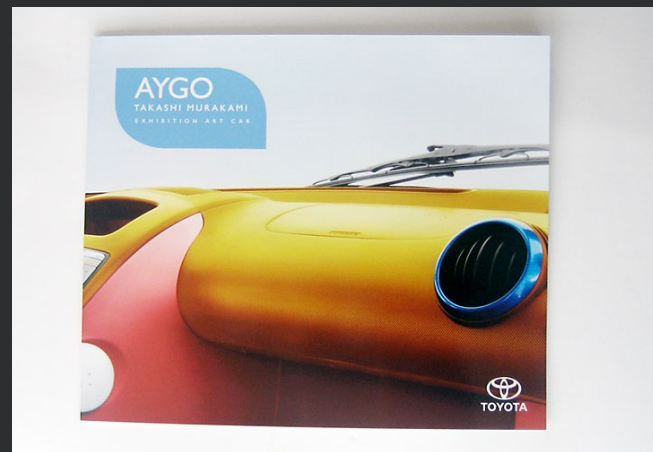
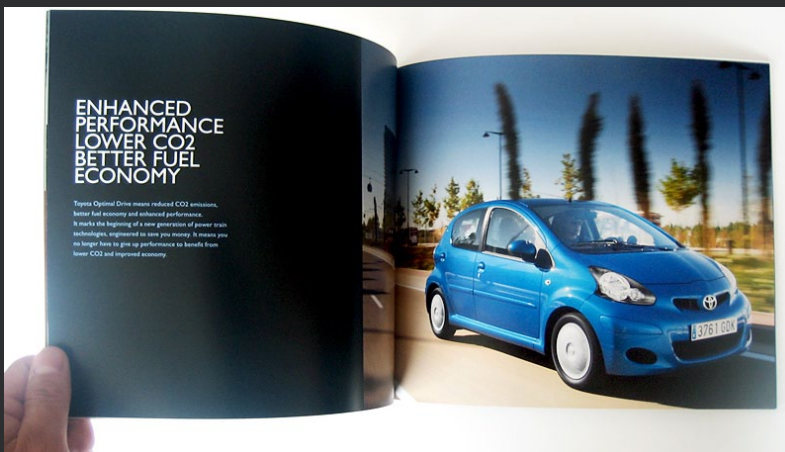
*To see more work please visit,*

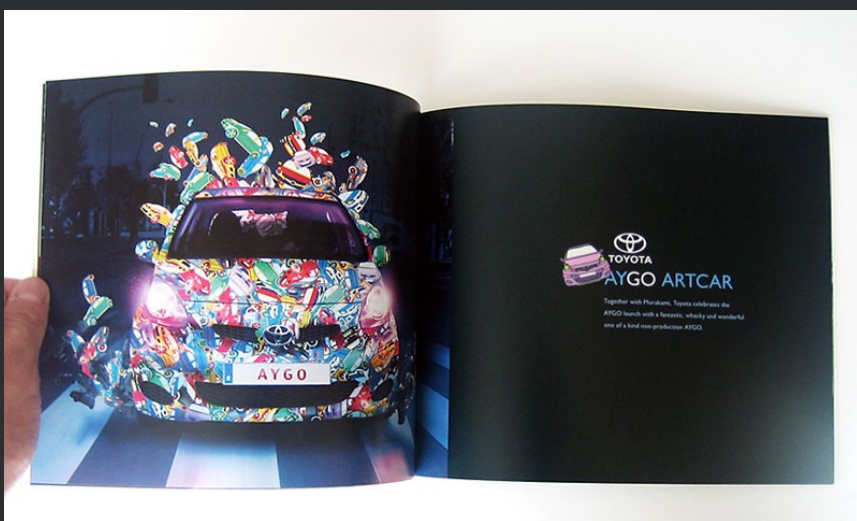
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### Art Car Promotional Brochure

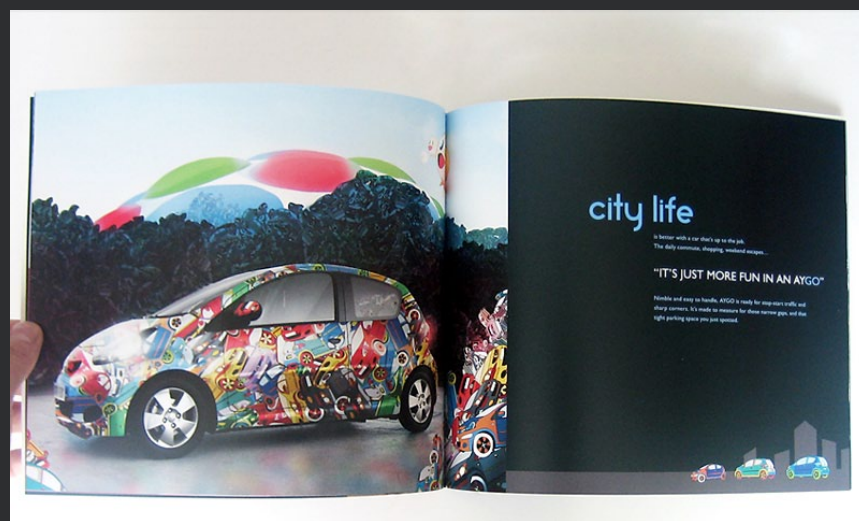
This brochure promotes the launch of the Toyota AYGO Art Car, in collaboration with Japanese artist Takashi Murakami. The brochure would be used at an exhibition promoting the artist and AYGO car launch. This was produced for the Branding & Advertising modules as part of my Foundation Degree.





TOYOTA  
AYGO ARTCAR

Together with Plastream, Toyota celebrates the  
AYGO launch with a fantastic, vibrant and wonderful  
one of a kind non-production AYGO.



city life

is better with a car that's up to the job.  
The daily commute, shopping, weekend escapes...

"IT'S JUST MORE FUN IN AN AYGO"

Manic and easy to handle, AYGO is ready for stop-and-go traffic and  
sharp corners. It's made to measure for those narrow gaps, and the  
high parking space you just opened.





### Inspirational Quotes Poster Design

These poster designs are part of a series of images that represent various inspirational quotes. I have used stock imagery from various artists, models, designers and photographers.



WILLIAM FU  
GRAPHIC DESIGNER

0790 3964740  
will@willfu.co.uk  
www.willfu.co.uk

**WLF**

**WLF**

Everytime you visit [www.willfu.co.uk](http://www.willfu.co.uk)  
a sad, poor, homeless penguin will be fed,  
clothed and sheltered.

Please Note: a sad, poor, homeless penguin may not actually be fed, clothed or sheltered.



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**Personal Promotion Project**

A5 postcard, and business card design.

# 50 Years of Helvetica Exhibition

The exhibition celebrates 50 years of Helvetica showcasing 50 pieces, each representing a year of the typeface. Showing encases, posters, images, and various other graphic media demonstrating the prevalent sans serif font.

Helvetica designed by Swiss designer Max Miedinger in conjunction with Eduard Hoffmann of the Swiss type foundry in 1957 during an era of modernist attitude in design style.

Originally based on the typeface Akzidenz Grotesk 1884, Helvetica is said to have assembled Aldo Novati Grossi to possess a more even and unified construction. Max Miedinger's typeface birthed as Neue Haas Grotesk before eventually being renamed Helvetica after the Latin name for "Switzerland" in 1960.

It was favourable to the corporate world, with rational design forms, smooth clean lines and non-distracting geometry cementing a highly durable typeface that encourages a universal approach to the use of Helvetica.

Today it is highly ambiguous amongst our lives ranging from the corporate world to branding consumerism, or anyone who wishes to plug into the elements Helvetica seems to deliver.

There is a sense that the uses of Helvetica has attracted blame towards the typeface regarding social conformity, its impact, along with unhelpful thinking, its being fairly ironic or much the typeface is used, the more unambiguous results.

01 Helvetica sketches from the gallery work

02 Purple tones

03 Orange based in Helvetica



1973 / Darren Felt  
■ I Love New York

Darren Felt's typographic image represents the phrase 'I Love New York' by arranging the type letters that suggests New York's iconic skyscrapers and the letter 'I' which is almost obscured from the word 'New'. Although unsure of the intentions, Darren Felt's piece felt contemporary even 30 years on. This may have been selected for the exhibition to highlight Helvetica's modern attitude.

1992 / Alexander Gelman  
▲ 42nd President

This submission builds an image using the shapes found in the negative space that surrounds face. Reading the actual message or word in Gelman's piece is rather baffling with only a couple of clear and distinguishable letters. The 42nd president also provided no obvious relation to the imagery. As a whole the piece stands out due to the bold colour combination and forms an abstract graphic form.

2003 / Phankshula  
● To the Appear born in with Love.

The 3rd piece selected uses the typeface in a minimal manner, small and quite isolated on black. The image focuses on an illustration on the poster 1885, regarded by NASA as the 10th planet discovered in 2003. The imagery strikes the word, but the type complements the idea of space, isolation and thus respecting the font to apply its own statement.



## Design Reports

Various design related articles.

# Cuban Revolutionary Propaganda

BY WILLIAM IV

The Cuban Revolution represents an era of guerrilla movement within Cuba. The fight to successfully overthrow Fulbright Batista regime was largely led by Fidel Castro and his brother Raul, as well as the world icon Che Guevara.

The revolution occurred during the early 1950s and for better or worse the decade became to be a significant cultural production. However also exhibited itself by varying, low resolution and abstract in nature.

The one region after 1960 was considered to be the most modern regarding conventional political and cultural propaganda process. However also exhibited itself by varying, low resolution and abstract in nature.

Recent relating to the narrative, it's based around in southeast Cuba's region in 1960s and the Cuban public. The narrative often centered on 'The Boy of the Bay' because it was a key figure in the 1950s Cuban revolution.

Other genres were social, economic and political reform. A lot of high resolution were created being aimed into the marketplace to reach readers and writing in various content theories.



During the period of new contemporaries in the art movement, Pop Art associated with America such as Andy Warhol provided avenues to work with the highly iconic image.

One of the most recognized images was one a high contrast red and black version of the Che Guevara photo in 1968 made by artist Jay Regener.

There have been many further representations of Guevara's iconic image. He had used the movement to explore, as he would release the image to spread the idea of revolution. Although the image which inspired Guevara in general, high art, was when the image had been used within advertisements of Cuba.

Contemporary use of the image are still widely popular in today, on its meaning and communication have been used successfully, as it has become a common symbol, gesture, and other visual references to those who had remained by the revolutionary movement, to those who played role in its success.

"To see the image of Che Guevara to still exist is a clear sign his name and memory. He never should be used, he was too short, and that should not be associated with his iconized memory."

"As a supporter of the idea for which Che Guevara died, I can see some little resemblance to those who wish to propagate his memory and the cause of social justice." - Raul

## T-Shirt Designs

The theme of Asian and oriental food for online sale.

### Yum Tofu Tee

PRODUCT OPTIONS:

Guys



Girls



Kids



Onesie



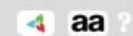
### Wasabi Tee

PRODUCT OPTIONS:

Guys



Girls



Kids



Onesie





中国板岩  
China  
slate

THE LEADING SPECIALISTS IN CHINESE ROOFING SLATE

### History

China Slate was formed in 1997 by Fergus Liu, a chartered quantity surveyor and successful entrepreneur based in Derbyshire, UK.

He has been assisting the Chinese people to develop the Chinese slate business since the early nineties. His objective was for China Slate to import high quality Chinese slate to meet the demands of Western markets.

The management team of China Slate work closely with the Chinese government and local villages to develop high-grade, popular slates. By introducing modern quality control methods and technology, customers can be assured the quality and finish matches the high standard they expect. As a result, we now have distributors and stockists throughout the UK and around the world.

Much of the quality slate deposits are located in inaccessible mountains and it is our long term objective to install the infrastructure necessary to reach them, and to create immediate employment for local labourers.



## Brochure Design for China Slate Ltd.

Various A4 spread examples.



### CORPORATE SOCIAL RESPONSIBILITY: COMMITTED TO A SUSTAINABLE FUTURE



**TRUSTED TRADITION VALUE**  
Slate production in China still uses mainly traditional methods, utilizing natural technology and relying on a high skilled force to produce a high finished quality product.

**QUALITY SUBSTANCE**  
China Slate's mission is to bring products to ongoing commitment to customer satisfaction and quality. Each slate is individually inspected and finished. We are also ISO 9001 certified.

**ENVIRONMENTAL POLICY**  
China Slate is working towards ISO 14001 to help control and minimize its environmental impact. Our slate production does not employ any chemical dyes where necessary.

**SUSTAINABLE FUTURE ETHICAL AND TRADE AGREEMENTS**  
China Slate's management has been committed to fair trade practices, the annual trade agreement to 2 and the surrounding land. The challenge is then negotiated with government under local government supervision.

We have made time and effort in training and educating the local people infrastructure investments and employment opportunities have helped improve standards of living for local villages.

### WHEN NATURAL QUALITY COUNTS

Chinese slate some 400 mi team carefully the highest quality individual and

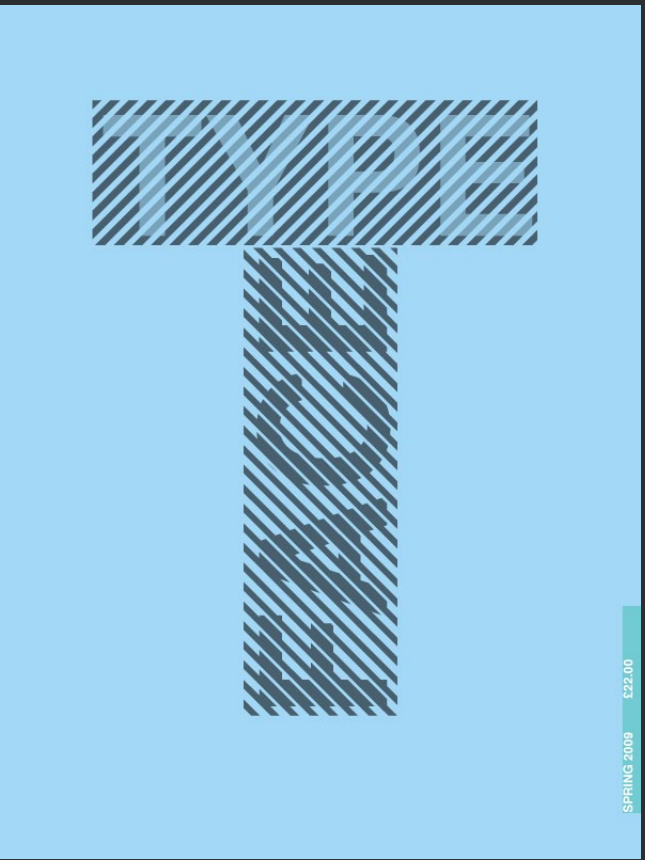
Following strict inspections regularly by the Laboratory of Geosciences, Beijing in China. They are fully compliant with BS EN12426:2004 and American A1. Our slate will withstand the most

Quality inspections are carried out regularly selected, sorted and approved. It is monitored to identify the quality they can be tracked right up to the supplied product and pre-graded to



### Type Face Magazine

A project to design the front cover and page spread of a new magazine on typography as part of my Foundation Degree.



# DIABLO



## Diablo Sports

Logo and Advert design for a new martial arts sports brand DIABLO as part of my Foundation Degree. The logotype communicates the idea of adrenaline, movement and precision of martial arts through its sharp on the edge elements alongside its stylized curves. The circle being broken into suggests the brands philosophy of breaking the boundaries and taking it to the next level.