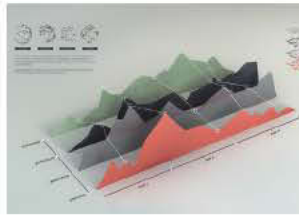


MOTTO:

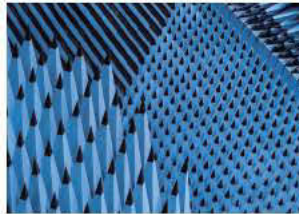
Good artists copy,
 great artists steal.

3 ATTRIBUTES:



SIMULATED

*Reproduced or made to resemble;
 Imitative in character.*



INTERESTING

*Add the funny elements to make
 the design more interesting.*



MEANINGFUL

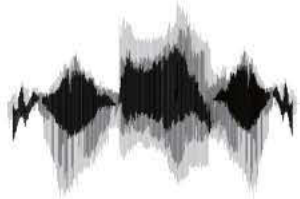
*Make the design tends to some
 meaning that easy remains by
 people.*

TRANSFORMING RULES:

ATTRIBUTES	HOW TO MOVE	HOW TO EXPEND	HOW TO DIVIDE	HOW TO CONNECT
SIMULATED	<p>S1: Make the same part of elements move forward the same action tends.</p>	<p>S2: Have more copy with increasing angle.</p>	<p>S3: Divide into pieces like cell division.</p>	<p>S4: Connect the similar color into one irregular piece.</p>
INTERESTING	<p>I1: Being rebel, go to the opposite direction.</p>	<p>I2: Copy the outer contour of the element and make it sharp for more volume.</p>	<p>I3: Use color/shape in the background to divide different layer.</p>	<p>I4: Add the same elements but different size in the same position.</p>
MEANINGFUL	<p>M1: Reduce half height but keep in the same shape.</p>	<p>M2: Add some additional "noise".</p>	<p>M3: Empty from the middle but still keep in the same outer contour.</p>	<p>M4: Use lines to link the same colors.</p>

FIRST PROJECT: GENERATIVE IDENTITY

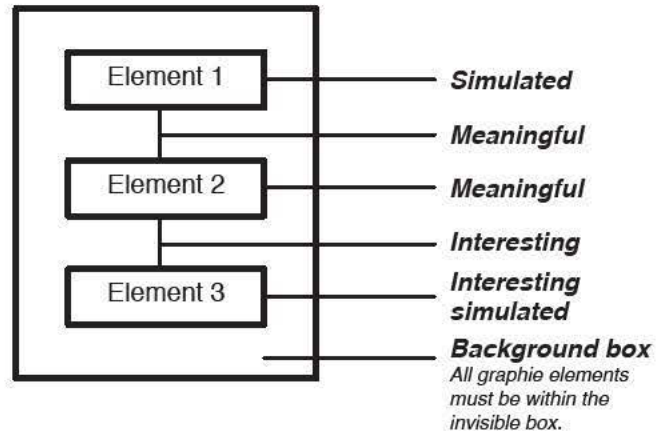
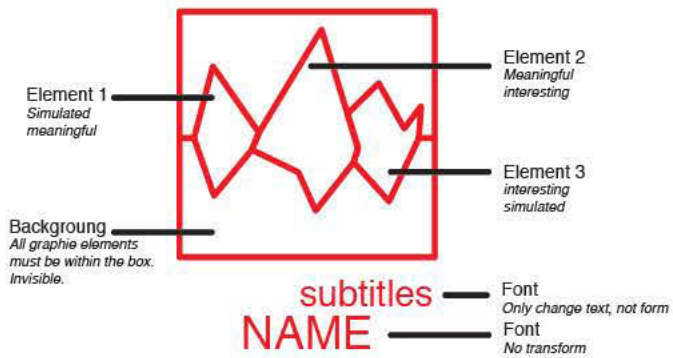
CATALYST



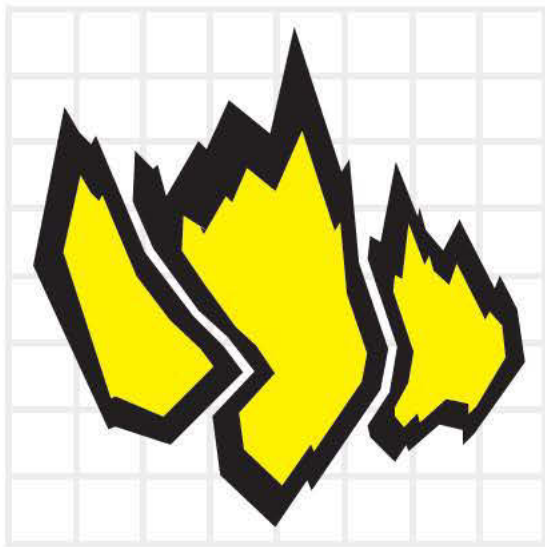
From the song *enter sandman* I divide the soundwave of each letters, and rearrange these into a final catalyst: soundwave of words: POP.

Then I simlpe the soundwave and transform it into my paradigm.

PARADIGM & LOGICAL CONNECTIONS



SCENARIOS / VARIATIONS



POP METAL
BIGWAVE



NOISE POP
BIGWAVE



NOISE POP
BIGWAVE



NOISE POP
BIGWAVE



NOISE POP
BIGWAVE

SECOND PROJECT: BOOK COVER

CATALYST



From the song *enter sandman* I divide the sound-wave of each letters, and rearrange these into a final catalyst: soundwave of words: POP.

Then I simlpe the soundwave and transform it into my paradigm.

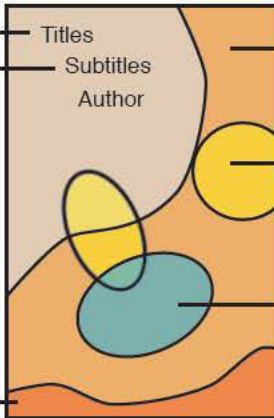
PARADIGM & LOGICAL CONNECTIONS

Background use simple color.

Background

Font
The position of titles, subtitles, author won't move.

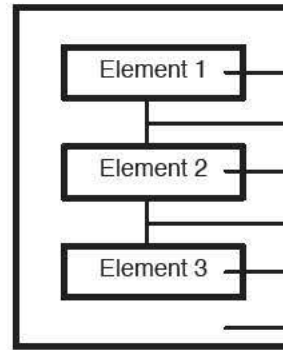
Decorative board
It is not necessary.



Element 3
Meaningful
In the back, as a kinds of background.

Element 1
Simulated
Interesting
Mean decorative element.

Element 2
Interesting
Simulated
Mean decorative element.



Simulated

Interesting

Interesting

Simulated

Meaningful

Background

TITLES/SUBTITLES/AUTHOR

These two elements must won't change.

SCENARIOS / VARIATIONS

