

Portfolio

Boris Hou (Branding designer)

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About Me

Hi, I am Boris

I am a freelance branding designer under my business name BH Designs. I offer services, mainly branding design, but I have many other skills that are advantageous to my career.

I am well versed in many design programs, mainly illustrator, photoshop and InDesign adobe suites, as well as Premiere and After Effects and other animation programs such as Maya and unreal engine.

In my career, I aim to design a brand that could impact the world, having a brand that everyone knows and I could say that I designed or had a hand in its creation.



B H D E S I G N S



The design uses the designer's initials, "BH", to incorporate in a strong bolded frame around the letters, and the letters are simply outlined within the frame mimicking a Chinese window representing the designer's background culture as ethnically Chinese.

Poster

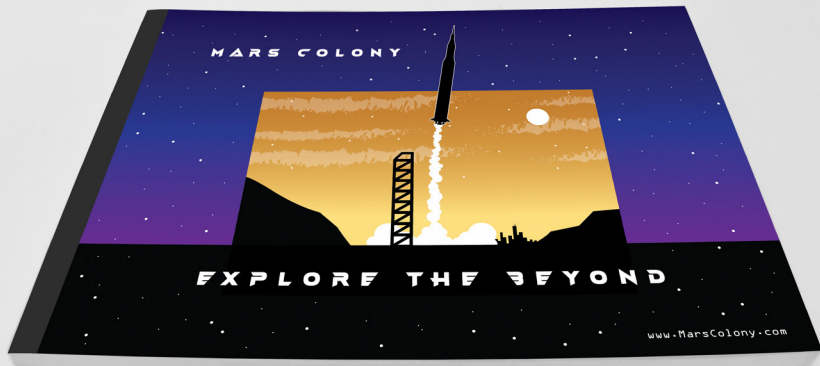
The Colonize mars Poster is designed to encourage the young audience to imagine and create their future on Mars by taking an interest in learning more about astronomy.

The poster depicts a rocket blasting off at night and flying outside a box as a metaphor for thinking outside the box, encouraging children to start thinking about the possibilities outside of our world and daring them to explore beyond the boundaries of the endless adventures of space exploration.





Book Cover



MELBOURNE MUSEUM



G E E L O N G L A W A S S O C I A T I O N



The Geelong Law Association desired an identity through their logo to convey a message of stability and supportive community to new or existing members. The logo reflects their ideals as represented by the letters forming a pillar inspired by roman architecture and stairs beneath leading towards the pillar.

LITTLE HERO

Protect your vision now



Deakin Eye Care Clinic Desires a method to communicate their information to the parents about amblyopia to build trust in continuing their child's treatment for amblyopia and provide an enjoyable therapy experience for the children with amblyopia.

LITTLE HERO

Protect your vision now



We Designed a booklet, mascot and logo for a campaign that helps to encourage children with amblyopia to continue with their therapy in hopes of fixing their condition for the benefit of their future.

Little Hero's Case Study

AMBLYOPIA

'LASY EYE'

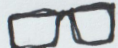


AMBLYOPIA IS AN ABNORMAL DEVELOPMENT IN ONE EYE OCCURS DURING CHILDHOOD, ~~SOMETIMES~~ OFTEN CAUSED BY PREMATURE BIRT OF FAMILY HISTORY.

TYPES OF AMBLYOPIA

1. STRABISMUS/STRABISMIC AMBLYOPIA
POOR MUSCLE CONTROL OR GROWTH IN ONE EYE CAUSING IT INWARDS OR OUTWARDS TO POINT INWARDS OR OUTWARDS.
2. ANISOMETROPIA / REFRACTIVE AMBLYOPIA
WHEN BOTH EYES BIRTH WITH DIFFEREN REFRACTIVE POWERS, SUCH AS FAR AND SHORT SIGHTED DUE TO DIFFERENT SIZE OF CURVATURE OF EACH EYE.
3. DEPRIVATION / DEPRIVATION AMBLYOPIA
WHICH ONE EYE IS DEPRIVE OF LIGHT

AMBLYOPIA HAVE TO BE TREATED AT A YOUNG AGE AND ~~ONLY~~ 2% OF CHILDREN VERB AFFECTED BY IT.

TREATMENTS.

- 
CORRECTIVE GLASSES OR EYE WEAR FOR REFRACTIVE AMBLYOPIA.
- 
EYE PATCH TO COVER THE BETTER EYE, THEREFORE TRAINS TO STRENGTHEN THE WEAK EYE.
- 
ATROPINE EYE DROP TO RELAX MUSCLES FROM THE EYE
- SURGERY
TO RE ALINE THE EYE MUSCLES.

DEMOGRAPHICS OF AMBLYOPIA.

2% IN AUSTRALIA WERE DIAGNOSED WITH AMBLYOPIA.

CHILDREN FROM UP TO **8 YEARS** ← THE CRITICAL PERIOD ARE TREATABLE WITH GREAT SUCCESS CHANCE. TO RECOVER.

PROBLEMS

AMBLYOPIA IS HARD TO DETECT EXCEPT A STRABISMIC AMBLYOPIA WHICH IS EASILY VISABLE.

CHILDREN HAVE TO GO THROUGH UNCOMFORTABLE TREATMENTS AND DURING TREATMENT, VISION WILL BECOME UNCLEAR.

LANGUAGE AND CULTURAL BARRIER PREVENTS PRT PARENTS TO FULLY UNDERSTAND AMBLYOPIA'S SEVERITY.

WED 7/17

The Brief

Deakin Eye Care Clinic Desires a method to communicate their information towards the parents about amblyopia to build a trust in continuing their child's treatment in amblyopia, and provide an enjoyable therapy experience for the children with amblyopia.

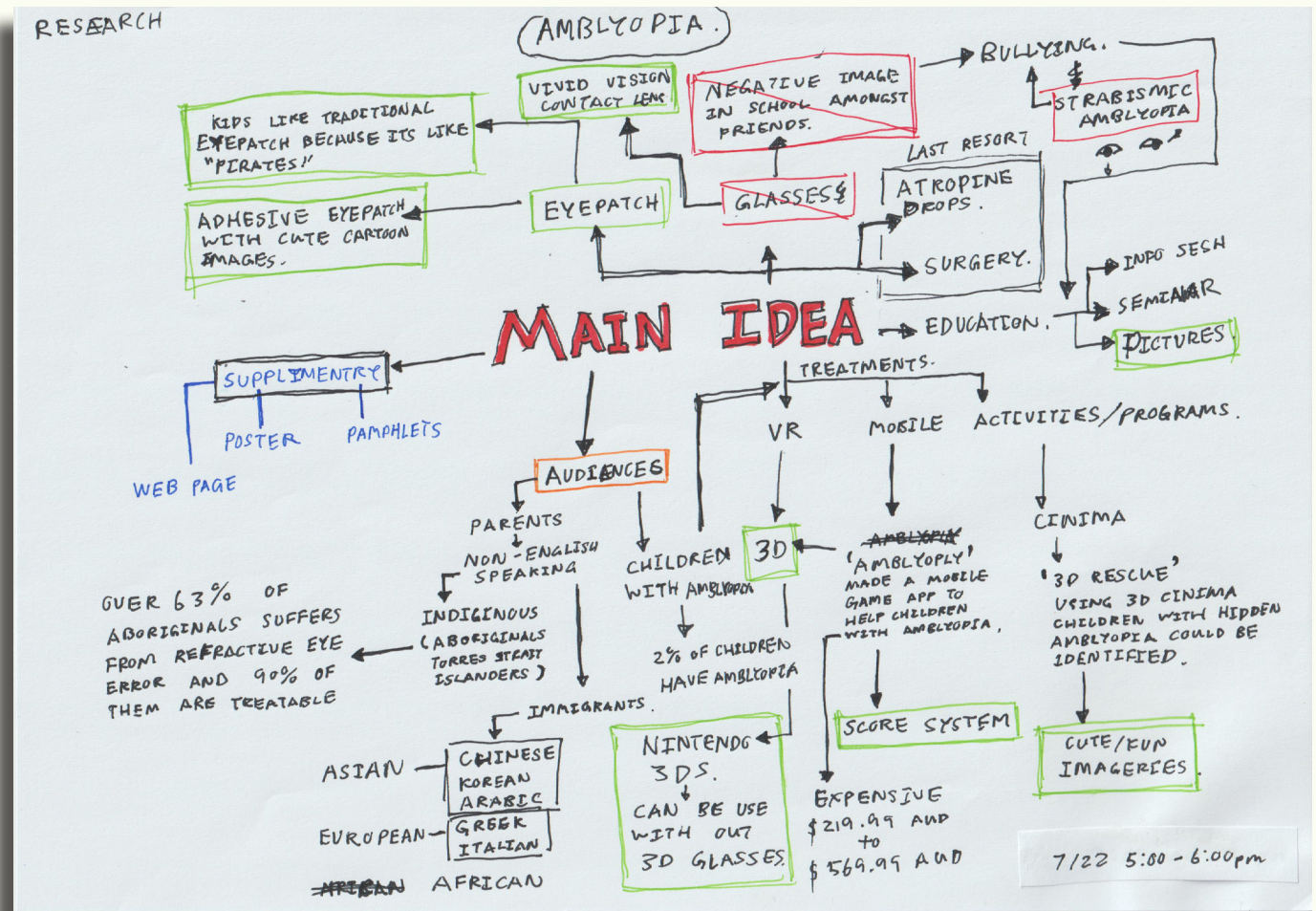
The Problems

Children of Amblyopia rejects treatment because it is too tedious and uncomfortable.

Many parents of these children came from foreign countries and speak very little English.

The patients are mostly foragers living in Australia which knows little to no English.

Patients and their guardians fail to understand amblyopia and the risk of forgoing the treatment.



LOGO DESIGN



LITTLE HERO

Save Your Vision Now



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save your vision now

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The project needed a logo for children to recognize, therefore I am responsible for creating a logo, an Identity for this campaign.

Each member to come up with a name and a tag line.

The logo is simple and bold with a positive smiling face that is wearing an eyepatch.

LITTLE
HERO 

Protect your vision now

Mascot



We Discovered that children like to follow a hero figure, so we decided to create a mascot to inspire children with amblyopia to be brave in undergoing their treatment.

The overall aesthetic of the brand will mimic a paper-cut like style therefore I made a paper-cut mockup of the mascot character sketched by me.

Paper cutout mock up by Boris Hou



With the help of our 3D modeller, Sofya Medvedeva, we created a Hero mascot named Bobby.

3D Model of LITTLE HERO Mascot by Sofya Medvedeva

INTERACTIVE BOOK.

BOOK WITH EYEBAR EXERCISE 1 FOR EYE DEVELOPMENT.

CUT OUTS.

BOOK THAT DEVELOPS INTO LEFT AND RIGHT.

DRAG A MASK

KIDS GETS TO DRAW AND DESIGN THEIR OWN EYE PATCH OR MASK.

KIDS WOULD LIKE TO CHOOSE AND WEAR WHAT IS IN THEIR IMAGINATION.

IMAGINATION

12:00 - 1:00 pm
7/27.

BOOKLET

DIAGRAM SHORT SENTENCES SIMPLE EXPLANATION.

AMBLYOPIA STRABISMIC

BRAIN

LEFT EYE RIGHT EYE

GOOD BAD

TRYING TO USE LESS WORDS AND MORE IMAGES UNDER STOOD BY MANY PEOPLE.

STORY

HI, I AM BRAIN

CHILDREN LIKE TO BE TOLD A STORY AND LEARN FROM THE MORAL.

KIDS WILL FEEL SYMPATHY FOR THE WEAK EYE. RELATED TO THEIR CONDITION.

YOU ARE STRONG I WILL BE YOUR FRIEND

I AM GOING TO LEAVE

LEFT EYE RIGHT EYE BRAIN

DAY 1 DAY 2 DAY 3 WEEK LATER

I WILL TRY HARDER

I'M FEELING BETTER

WE CAN BE FRIENDS

12 - 1:00 pm
7/27.

STORY

STORY 1

1 GIVE ME YOUR TOYS!! ALL OF IT!

HELP!! No!

2 I WILL SAVE YOU BY PUTTING ON MY EYE PATCH

OH NO

3 I LIKE THAT! THANKS BOBBY!!

"BOBBY SAVES THE DAY"

STORY 2

1 HI BOBBY! WHY ARE YOU WEARING EYE PATCH?

2 BECAUSE IT GIVES ME SUPER POWERS. HERE! WATCH!

3 WEEEEE

WOOW

"WHY ARE YOU WEARING EYE PATCH?"

STORY 3

BOBBY WHY IS MY VISION BLURRY? NEW HERO

IT TAKES TIME TO GO BY ONE OR A YEAR.

EACH DAY PUT ON THE EYE PATCH FOR AT LEAST 6 HRS!

OH AND WHEN YOU USE THE SUPER POWERS!

"HOW TO GET SUPER POWERS."

STORY 4

HELP IM DROWNING

WOOSH!!

HOW DID YOU FIND ME?

I HAVE SUPER VISION THX TO MY EYE PATCH

"SUPER VISION."

Comic

The idea is a short three sequenced, funny comic that exaggerates the power of the treatment by showing our mascot, bobby, the eye-patched hero shooting a laser beam out of his eye.

Comic



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