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PROJECT 01 //  
**CRYSTAL LIGHT REBRANDING**



**rebrand // repackage** Crystal Light has always been a product that stressed the importance of health, but while the public perception of health has changed over the years, the branding of Crystal Light has not. Thus revisions were made to the brand logotype, advertising, and packaging to reflect the ideals of a modern, healthy lifestyle and to expand the Crystal Light brand beyond that of just powdered mixes and bottled beverages.

PROJECT 02 //  
**FAST FORWARD MAGAZINE**



**extreme // adrenaline** "Fast forward" is a term coined by snowboarders to describe someone that enjoys all types of activities based around speed and risk. Thus the term was an appropriate choice for a magazine based on winter sports. The magazine was given an overall clean design to reflect the atmosphere of the winter environment as well as distinguish itself from other magazines of this type in the industry.

PROJECT 03 //  
**WHEN WE ARE GONE**



**loves // deterioration** When We Are Gone is a love story about the love that we have for each other, our possessions, and the similarities that these two types of love share. The love we have for each other, much like the love we have for our possessions, must be nurtured or else it will deteriorate over time. To illustrate this comparison photographs of abandoned homes in various states of decay, once prized possessions, serve as a symbol of this love.

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PROJECT 04 //  
TYPE SURVEY II PORTFOLIO



**typography // academia** This portfolio serves as a collection of the work created in the Type Survey II course at the Academy of Art University. The overall body of work for this course, which included the reproduction of works by historical typographers such as Hermann Zapf and Firmin Didot, exuded historical and academic importance. Thus all the items created in this project were designed to look like traditional academic workbooks.

PROJECT 05 //  
HOW TO USE THIS PAPER



**instructional // whimsy** How to Use this Paper was created in partnership with Cenveo, Inc. of San Francisco and is designed to highlight the abilities of their Goss 150 non-heatset web press. This project focused on the importance of the paper by listing a series of activities that can be carried out with the paper itself, encouraging the reader not only to read the content, but to also use it for other paper-related projects.

PROJECT 06 //  
THE RED CORD



**historical // folklore** The red cord is a Chinese folktale which tells us that all couples are born attached to each other with an invisible red cord, thus all men and women are destined to be together even before they have met. To reflect the subject matter and the origin of the story, the red cord motif is used throughout the storybook, used not only to bind the book itself but also for decorative purposes. Illustrations were created using brush art and cutouts to reflect the cultural origins of the story.

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PROJECT 07 //  
**A LITTLE MORE CONVERSATION**



**unpaused // conversation** Perhaps the most difficult aspect of speaking with a stranger is maintaining the flow of a discussion. A Little More Conversation is a tool that assists in these situations in the form of six 20-card decks, with each deck covering a different theme. These facts are presented in card form so that they can be discreetly pulled out used during a chat. One need not worry about a lull in a conversation ever again.

PROJECT 08 //  
**TO BE THE WEED**



**urban // survival** To Be the Weed tells the story of plantlife in the urban environment. Plantlife continues to survive and even thrive in cities despite the constant threat of annihilation by humans, a trait that mankind should look upon with admiration. To reflect the grit of the setting for this story, the illustrations are done in the style of spray-painted templates and the entire book is enclosed in a metal cover.

PROJECT 09 //  
**A PRIMER OF VISUAL LITERACY**



**redesign // repackage** This project is a redesign of *A Primer of Visual Literacy* by Donis A. Dondis. The simple paperback design of the original *Primer* detracted from the importance of the information within, and thus the redesign increased the dimensions of the book as well as encased the contents in a hardbound cover to emphasize the importance of the content. The new design was also adorned in red and the cover was covered in cloth and embossed with one of Dondis's classic illustrations.