

KEVIN TRAN
ILLUSTRATOR & DESIGNER



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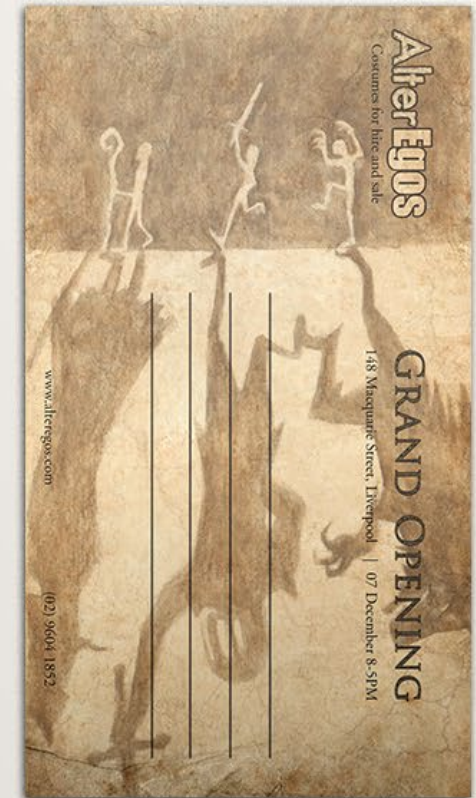
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BIOGRAPHY

Allow me to tell you a tale about Kevin Tran, a 21 year old graphic designer who graduated at Western Sydney University in Design (Visual Communication). He is currently advancing into the design industry with his expertise in illustration, animation and interactive design.

Kevin has a knack for creative illustration and narrative. His weapon of choice has always been the graphics tablets with the Adobe suite by his side. The sight of graceful compositions, striking colors and brevity excites him, and his previous experiences working with signage, real estate agencies and freelance clients has consistently been carried out with enthusiasm. He is determined to continue forward as a technical designer, finding greater challenges that hide within the ever growing design industry.

For him, design was a risky endeavour, but what he saw at the end of the path was a pursuable dream. "I want to be able to wield my passion with confidence and pride" he said, "I don't simply want to be another character in another story, but the narrator who tells the story."



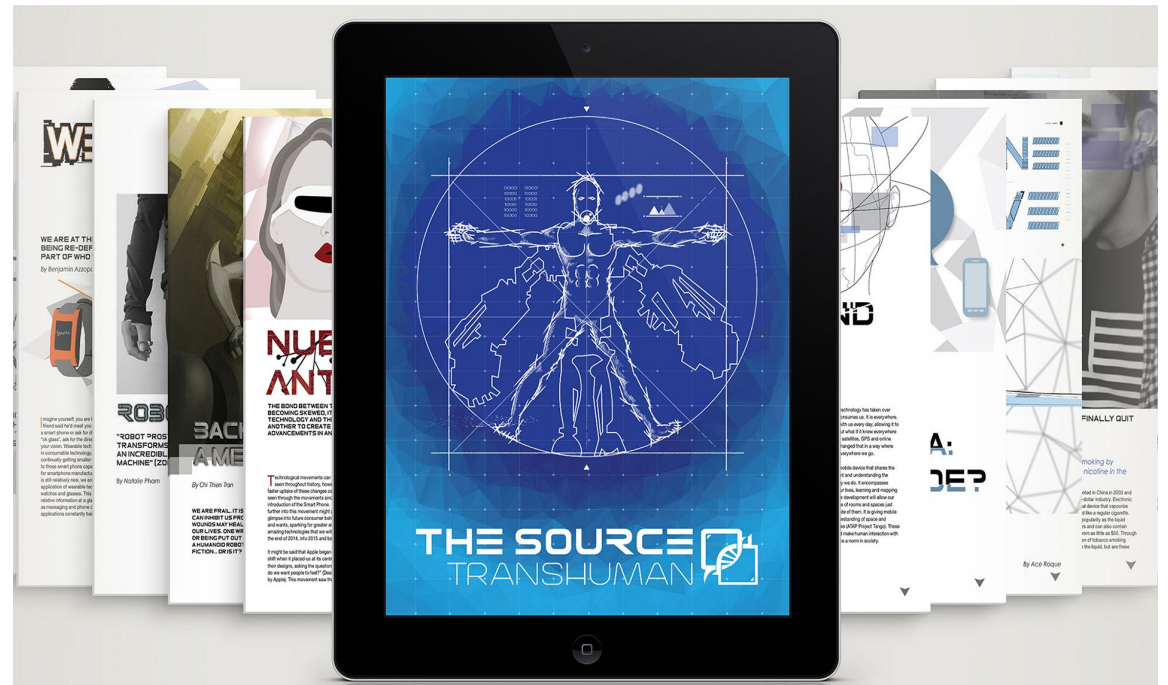
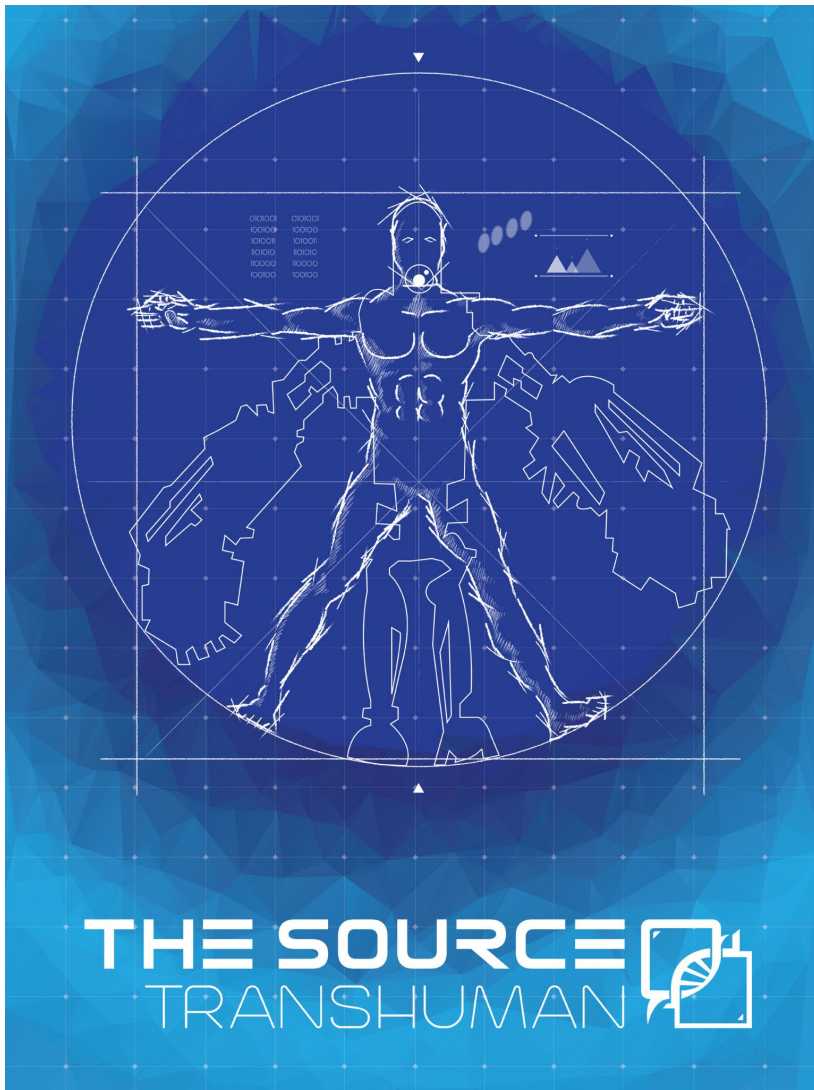
ALTER EGOS

Postcards

August 2013

This work is intended as a promotional item for the grand opening of a theoretical costuming store. The postcard is created through using watercolor pencils for the illustration and Photoshop for fine adjustments and addition of text. The motif of fantasy based characters reflects the target audience which is intended for a young

adults as well as costume enthusiasts. Three different postcards are designed not just to provide variety, but give incentive to trade, collect and thus keep the cards as a form of memorabilia denoting the opening of the store.



THE SOURCE: TRANSHUMAN

Publication

November 2014









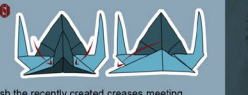

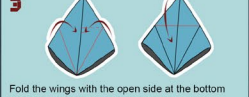
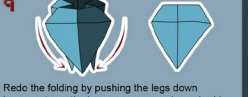
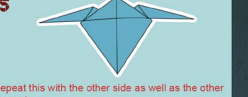












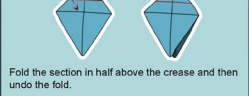




Source: Transhuman is an online publication project initiated by Western Sydney University as part of an annual assessment. Students were placed into various roles such as art directors, image directors, typographers, extra content managers, technical managers and etc., functioning as a collective design team.

The goal of this assessment is to develop content about the prevalence of technology within modern lifestyles on a digital platform (which was showcased alongside with a print based interpretation). In my article, I reviewed recent utilizations of robotics to return disabled policing officers back to the field whilst also covering the ethical implications and further developments.



How to Make an Origami Dragon

Instructions by Jared Forsyth
<http://www.instructables.com/id/How-to-fold-an-Origami-Dragon/>

Base	Body	Head and Tail 1	Wings	Head and Tail 2
<p>1</p>  <p>Fold the paper in direct halves; down, across and diagonals.</p>	<p>7</p>  <p>Open and undo the paper via lifting the legs. The folds and creases should have the paper naturally bent.</p>	<p>13</p>  <p>Repeat this with the other side. These appendages form the neck and the tail of the dragon.</p>	<p>19</p>  <p>Fold both of the edges wings along the base of the body, creating creases. Return the wing to its neutral position.</p>	<p>25</p>  <p>Grabbing the tail, carefully bend it down and pinch the bends that it creates. This will secure the bend and cause the neck to 'curve' down.</p>
<p>2</p>  <p>Push in the corners of the paper towards each other in the center with the exterior of paper facing out.</p>	<p>8</p>  <p>From the center of the page, push the most inner square inwards.</p>	<p>14</p>  <p>Picking one of the flaps of the neck/tail; fold the section following the edges and pinching the bend that is made from the fold.</p>	<p>20</p>  <p>Push the recently created creases meeting together in the middle. This causes the wing to collapse and make a perpendicular to the base. Fold the protruding flap along the base.</p>	<p>26</p>  <p>Repeat this step along the neck. 4 bends should be sufficient however it can be varied based on preference. Ensure that there is a short spacing between each bend.</p>
<p>3</p>  <p>Fold the wings with the open side at the bottom making a right angle with the center crease. Between these folds at the top, fold the tip down.</p>	<p>9</p>  <p>Redo the folding by pushing the legs down however keep the inner square remain pushed in.</p>	<p>15</p>  <p>Repeat this with the other side as well as the other appendage.</p>	<p>21</p>  <p>Fold the long end up to the crease at the bottom, running parallel with the base of the neck. Fold the short end up to the top of the same crease and running parallel with the recently created fold.</p>	<p>27</p>  <p>Using the same method from step 25, bend the tail down and pinch the bend.</p>
<p>4</p>  <p>Pull up the corner and fold it up; the sides should collapse accordingly.</p>	<p>10</p>  <p>Fold the corners on the end with the pushed in center. Repeat this with the other side.</p>	<p>16</p>  <p>Grab on the appendage and pull it up whilst inverting the fold. Create a bend at about a third of the length from the middle. Pinch the folding so that it retains its position.</p>	<p>22</p>  <p>Open the inside of the wing and create a fold along the base of the back leg to the span/roof of the wing.</p>	<p>28</p>  <p>Repeating step 26, use the method however 1 less than the head (This is to make the tail more distinguishable from the head).</p>
<p>5</p>  <p>Once the walls have collapsed in, fold the flap back down into its original position. Repeat steps 3 to 5 this with the other side.</p>	<p>11</p>  <p>Flip the flaps so the previous folds are facing each other.</p>	<p>17</p>  <p>Repeat this with the other side.</p>	<p>23</p>  <p>The previous fold will cause the wing to close inwards. Solidify this change by folding along the crease from the span/roof of the wing to the center of the base.</p>	<p>29</p>  <p>With remaining end section on the neck, fold it back and secure it between the bends or via adhesives.</p>
<p>6</p>  <p>Fold the section in half above the crease and then undo the fold.</p>	<p>12</p>  <p>Lift the leg between the folds made in step 10, raising it so that the edge is perpendicular to the sides. Pinch the bends to secure it in position.</p>	<p>18</p>  <p>With the large flaps, fold it up along the crease/base. Repeat this with the other side. These will form the wings.</p>	<p>24</p>  <p>Fold the opposite corner from the back leg along the base. Fold the protruding piece in half to form the front leg. Repeat the entirety from step 19 to 24 with the other side.</p>	<p>30</p>  <p>The final completed origami dragon, shown in a dynamic pose.</p>

ORIGAMI DRAGON INSTRUCTIONALS

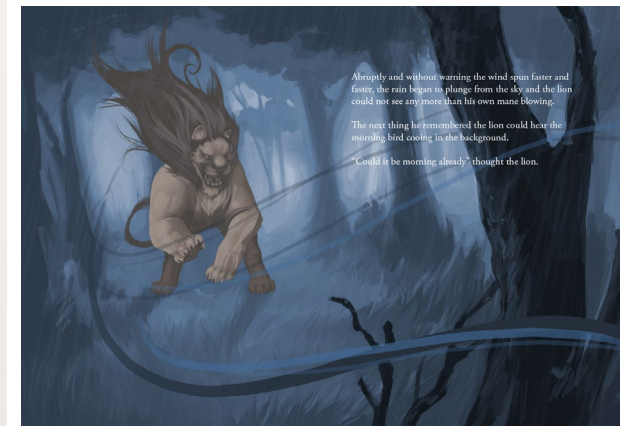
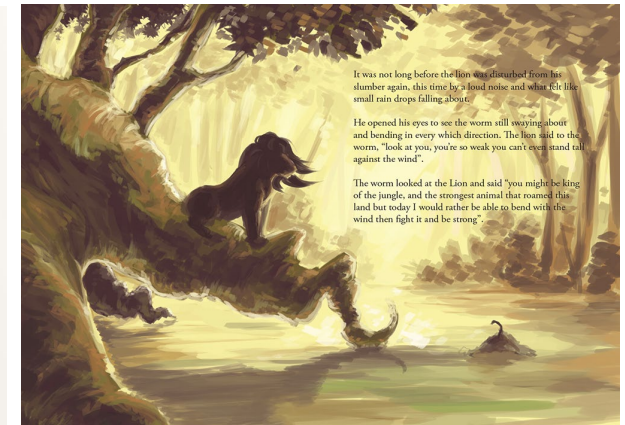
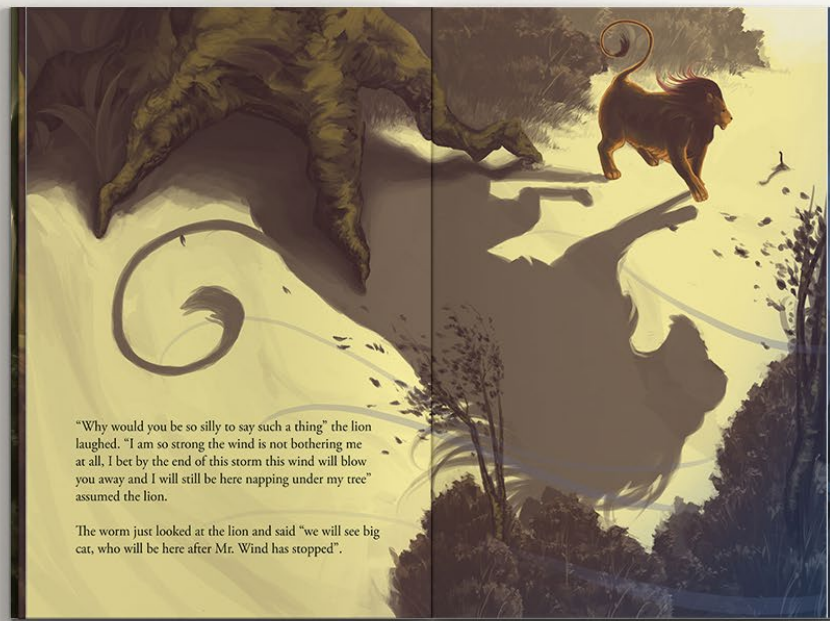
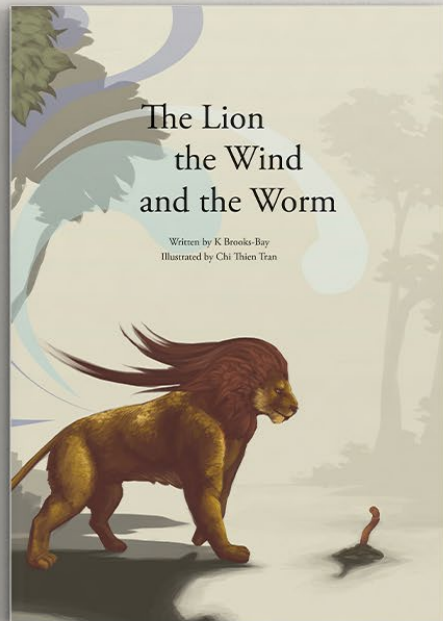
Poster, Instructionals

March 2013

This project involves the visualization of a textual or poorly visually represented set of instructions. Text and images are organized to present necessary information for the reader to digest each step in a clear and straight forward tone. Several layout, color and positional principles are used to established eye flow reflecting the order of instructions.

The style and presentation of the illustrations is also simplified in order to support the readability and assists the reader throughout the process.





THE LION, THE WIND AND THE WORM

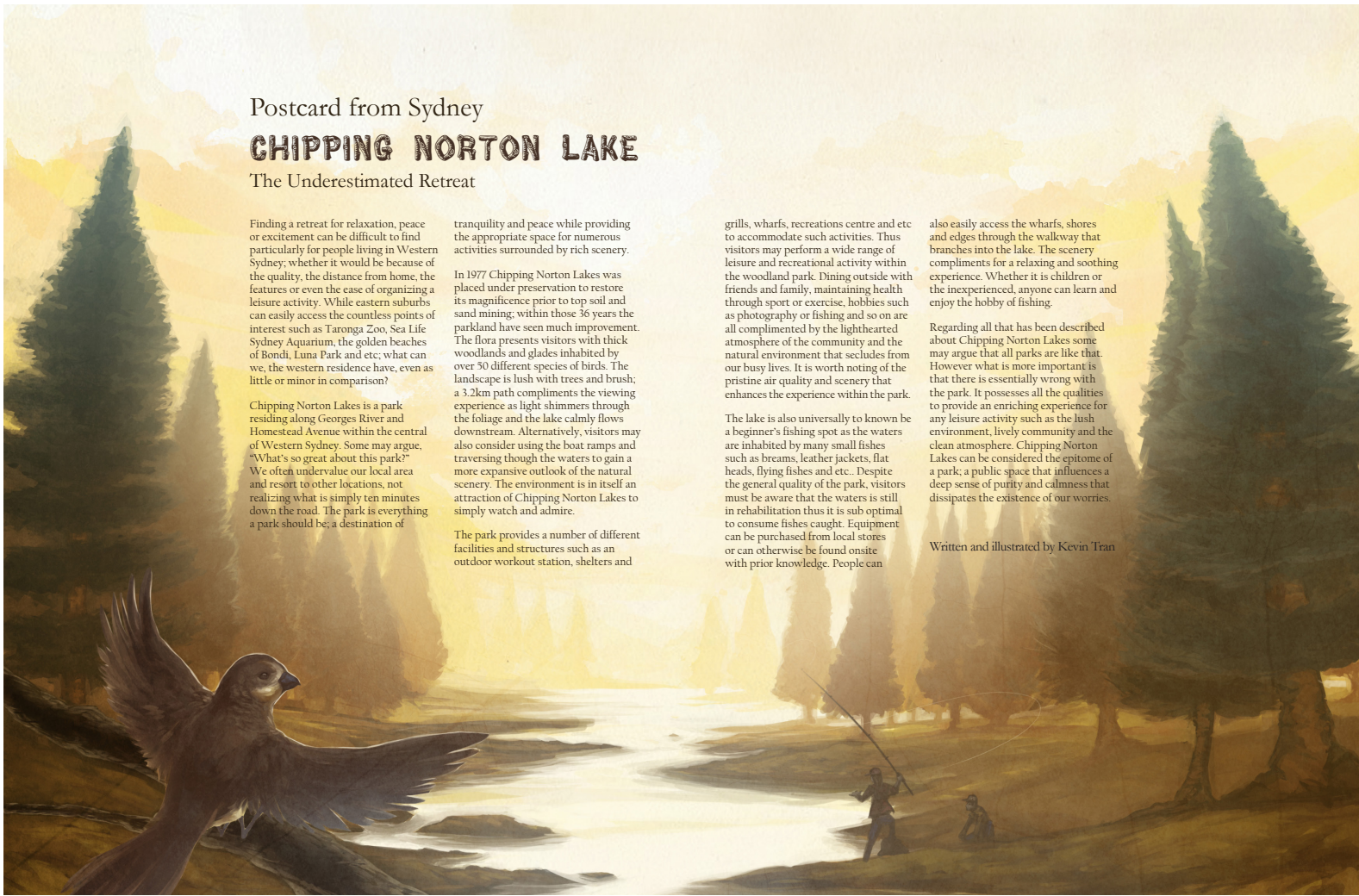
Children's Book

June 2013

The brief of this project required the selection of a short story or a lyric and giving the narrative a visual representation or interpretation. The story speaks about the morals of being able to bend or adapt; to avoid resistance, stubbornness and arrogance. The book is targeted towards children and young adults and it features 12 digitally illustrated pages along with text layout.

This project received fairly positive responses and it was showcased to new coming students for the Western Sydney University Orientation Day of 2013.





Postcard from Sydney
CHIPPING NORTON LAKE
The Underestimated Retreat

Finding a retreat for relaxation, peace or excitement can be difficult to find particularly for people living in Western Sydney; whether it would be because of the quality, the distance from home, the features or even the ease of organizing a leisure activity. While eastern suburbs can easily access the countless points of interest such as Taronga Zoo, Sea Life Sydney Aquarium, the golden beaches of Bondi, Luna Park and etc; what can we, the western residence have, even as little or minor in comparison?

Chipping Norton Lakes is a park residing along Georges River and Homestead Avenue within the central of Western Sydney. Some may argue, "What's so great about this park?" We often undervalue our local area and resort to other locations, not realizing what is simply ten minutes down the road. The park is everything a park should be; a destination of

tranquility and peace while providing the appropriate space for numerous activities surrounded by rich scenery.

In 1977 Chipping Norton Lakes was placed under preservation to restore its magnificence prior to top soil and sand mining; within those 36 years the parkland have seen much improvement. The flora presents visitors with thick woodlands and glades inhabited by over 50 different species of birds. The landscape is lush with trees and brush; a 3.2km path compliments the viewing experience as light shimmers through the foliage and the lake calmly flows downstream. Alternatively, visitors may also consider using the boat ramps and traversing through the waters to gain a more expansive outlook of the natural scenery. The environment is in itself an attraction of Chipping Norton Lakes so simply watch and admire.

The park provides a number of different facilities and structures such as an outdoor workout station, shelters and

grills, wharfs, recreations centre and etc to accommodate such activities. Thus visitors may perform a wide range of leisure and recreational activity within the woodland park. Dining outside with friends and family, maintaining health through sport or exercise, hobbies such as photography or fishing and so on are all complimented by the lighthearted atmosphere of the community and the natural environment that secludes from our busy lives. It is worth noting of the pristine air quality and scenery that enhances the experience within the park.

The lake is also universally known to be a beginner's fishing spot as the waters are inhabited by many small fishes such as breams, leather jackets, flat heads, flying fishes and etc. Despite the general quality of the park, visitors must be aware that the waters is still in rehabilitation thus it is sub optimal to consume fishes caught. Equipment can be purchased from local stores or can otherwise be found onsite with prior knowledge. People can

also easily access the wharfs, shores and edges through the walkway that branches into the lake. The scenery compliments for a relaxing and soothing experience. Whether it is children or the inexperienced, anyone can learn and enjoy the hobby of fishing.

Regarding all that has been described about Chipping Norton Lakes some may argue that all parks are like that. However what is more important is that there is essentially wrong with the park. It possesses all the qualities to provide an enriching experience for any leisure activity such as the lush environment, lively community and the clean atmosphere. Chipping Norton Lakes can be considered the epitome of a park; a public space that influences a deep sense of purity and calmness that dissipates the existence of our worries.

Written and illustrated by Kevin Tran



POST CARD FROM SYDNEY

Travel Magazine Article

September 2013

As part of a university project, we were assigned to promote an area of our choice through illustrating attractive qualities. Chipping Norton Lake is known for being a common area for entry level fishing and it's underestimated scenery, thus the article attempts to bring out the relaxing and delightful atmosphere of the locale. The main focuses of the illustration was to connote 'vastness' and 'peace'.

It is also note-worthy that the color scheme was also carefully considered to incorporate the colors of yellow, green and orange, symbolic of happiness, harmony and peace.



EQUITY & DIVERSITY

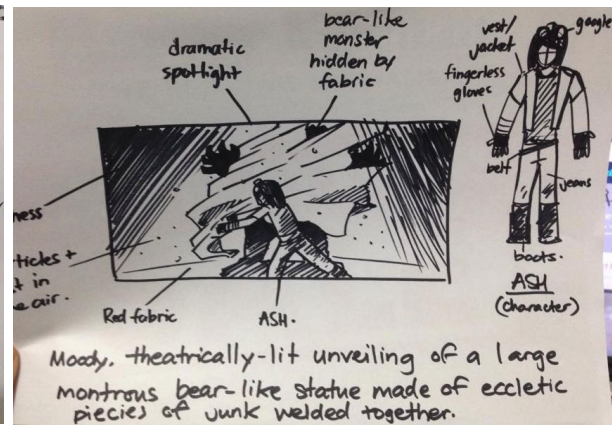
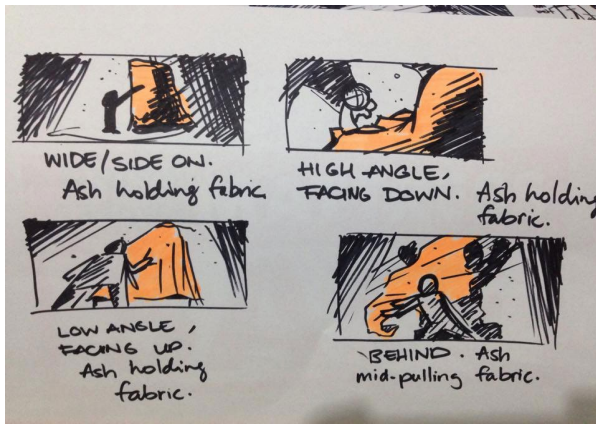
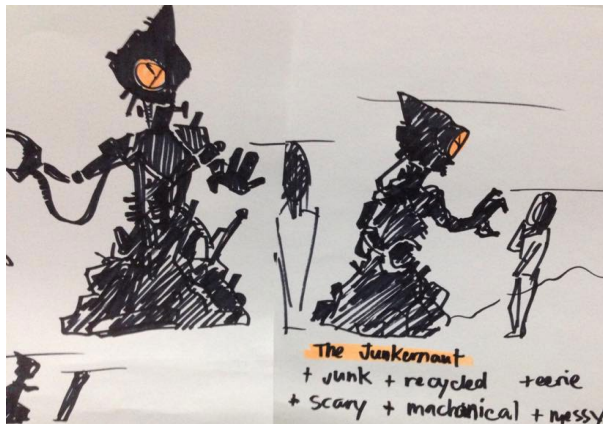
Calendar

July 2015

The Equity and Diversity is a local unit that supports WSU students who are affected by racism, sexism, prejudice or other forms of discrimination. For this year, the calendar addresses gender equality towards women in the workforce (more specifically in STEM occupations).

The concept revolves around idea of being boundless; that success is only gated by the person's efforts. Another consideration in the design of the cover were the incorporation of Western Sydney University's new corporate colors.





'JUNK' CONCEPT ART

Illustration

January 2015

Junk is a short film written and directed by Emily Stokes, David Minh Tam Nguyen and Jamie Pascoe. The images was commissioned to help develop the visuals, mood and presentation of the film. The images were also provided to crowd-funding supporters as prints.

Additional details about the film and its development can be found at:

www.pozible.com/project/197105 or www.facebook.com/junkshortfilm



DAYBREAK

Interactive, Game

October 2015

Daybreak is a pitch for a game that revolves around the issues of climate change and conservation. Being given a narrative and a mythical context, the project utilizes the concept of gaming as a helpful medium in providing visibility, support or interest in the particular issue. The overarching goal for this project is to influence player responsibility and agency through story-telling and genuine curiosity.

In the game, you play as a wanderer who found a helpless bird in the woods. This bird is a child of the sun who has lost its parent through the smoke of civilization and the fading of stars in the sky. If the hatchling is not able to find its way back and continue the day and night cycle, the world and its inhabitants will be in grave peril.



STAND UP

Campaign, Mobile Application

September 2014

Working alongside with several other design students, I was assigned to develop a campaign or solution to aid in discrimination. From conducted research, a notable characteristic in public occurrences of racism is the lack of response from not only the victim but also the bystanders

The application centers itself on bonding the community and reducing cultural barriers, misinformation or ignorance. The application is features an informational section, a community platform and a geolocation beacon that can be triggered to signal to other users of a racial dispute.



GO THE DISTANCE

Photography

July 2014

In this task, I was to interpret the lyrics of 'Go the Distance' by Michael Bolton in a photographic format. Experimenting of narrative approaches, I wanted to expand upon the utilization of paper photography; preceding the ad "Akropolis Christmas" by TAPE. The series of photos were later composed into a booklet accompanied by their respective text.



SCRIBBLES

Illustrations

Ofcourse in my own time I like to draw random bits of the things that interest me (more often than not, it usually involves video games). In these personal projects I often try to experiment with different techniques and limitations, whether it be speed painting, changing up styles, using different sets of brushes, etc.





