

# YUTONG LU

## Contact

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## Software Skills

Procreate

★★★★★

Adobe Photoshop

★★★★★

Adobe InDesign

★★★★★

Adobe Premiere Pro

★★★★★

Unity

★★★★★

Nomad

★★★★★

## EDUCATIONAL BACKGROUND

**The University of Edinburgh, College of Art.** Edinburgh, UK  
**Bachelor of Arts: Illustration (BA Hons)** Sep 2020 - Jul 2024

(Related Courses: Graphic design, Visual communication and Animation)

## PERSONAL PROJECTS

2020 A riso print comic created for the book 'The heart of Midlothian', exhibited in the National Library of Scotland. This experience has enhanced my visual communication skills.

2022 Worked with Edinburgh International Book Festival Communities, creating two editorial illustrations, producing cohesive, visually appealing results for their technical journals and publications, and all were published on their official website pages. This experience has honed my comprehension of the text and my time management skills as an illustrator.

2023 Poster design created for the Artist and book zine fair, "Bookmarks". I used Illustrator, Procreate, and Photoshop skills to create unique images and layouts. This experience helped me become more proficient with Adobe software and learn event promotion skills.



## PRACTICAL EXPERIENCES

**Shortlisted in the Batsford competition** 05/2023  
 My illustration was shortlisted in the esteemed Batsford 2023 Competition. Crafted around the theme of Peace, it resonated with judges and fellow artists alike. This journey has been a profound learning experience, pushing the boundaries of my artistic capabilities.

**Collaboration with Children in Scotland** 10/2023  
 Taking the initiative, I initially submitted my editorial illustration to Children in Scotland for consideration. My work was chosen to be published in Issue 5 of their magazine. This selection underscores my proactive approach and the recognition of my creative capabilities by the organization.

**Collaboration with Crumble Magazine** 05/2023  
 I collaborated with Crumble Magazine to publish my editorial illustration in Issue 5 of their magazine. This experience underscored my proficiency in translating complex concepts into visually compelling narratives, demonstrating a keen understanding of editorial illustration design and storytelling skills.

**Collective project: RedCubed** 10/2022  
 During my university term, I actively participated in a six-member anti-menstrual poverty group named RedCubed. I collaborated with the charity ActionAid to create a series of menstrual-themed artworks. This collective effort involved organizing a successful charity sale and hosting an exhibition to showcase our work. Through this experience, I honed my group coordination, self-promotion, and I gained practical knowledge in exhibition organization.

## Skills and Abilities

- Demonstrated expertise in visual communication, effectively conveying complex ideas through various mediums.
- Proven ability to multitask, managing multiple projects concurrently while maintaining high standards of quality and efficiency.
- Proficient in diverse software, including Photoshop, InDesign, Nomad, Adobe Premiere Pro, and Unity, leveraging technology to enhance creative output.
- Skilled in various printing techniques such as intaglio, lino cut, riso, gocco, screen, and letterpress.
- Exceptional time management skills, consistently meeting deadlines and delivering results in fast-paced environments.
- Collaborative team player, adept at working with diverse teams to achieve common goals and foster innovation.

## Printing Skills

Intaglio Print

★★★★★

Lino Cut Print

★★★★★

Gocco Print

★★★★★

Riso Print

★★★★★

Letterpress Print

★★★★★

Screen Print

★★★★★



# YUTONG LU



ILLUSTRATOR

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## Fast and Lost: A Critique of Modern Speed Culture

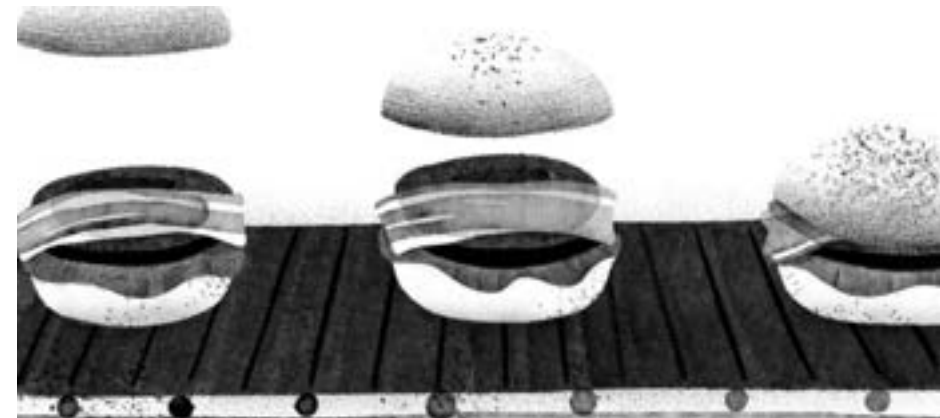
In today's fast-paced world, "Fast and Lost" examines how the rapid pace of modern life can obscure our core values. I delve into speed versus depth using **Procreate** for frame-by-frame illustration and **Adobe Premiere Pro** for video editing. Through concise animations, I prompt viewers to reflect on the importance of slowing down and preserving patience amidst the frenzy of daily life.

Project 1

2D Animation



Link to the final animation and GIFs: <https://luyutong020728.wixsite.com/mysite>



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Additionally, I extend the narrative by integrating GIFs as the second outcome of this project, providing a deeper insight into the negative repercussions of this fast-paced way of living.



Project 1

GIF

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Link to the final animation: <https://vimeo.com/889175917?share=copy>

Project 2

3D Animation

## ILLUSTRATOR

### Defying "Beauty Duty": A 3D Animation Project

In response to the trending phenomenon of "Beauty Duty" in China, I've created a 3D animation to challenge societal beauty standards. Using **Nomad** for 3D modeling, **Unity** for dynamic animations, and **Adobe Premiere Pro** for seamless video editing, this project explores the implications of conforming to perceived aesthetic norms. By visually depicting the consequences, I aim to inspire dialogue and promote a more inclusive definition of beauty.



Some screenshots of the final presented 3D animation:

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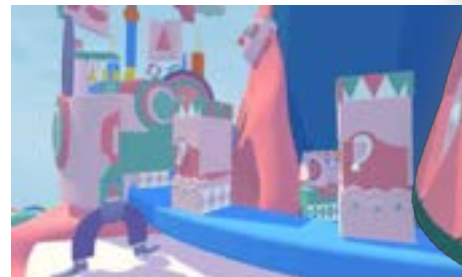


ILLUSTRATOR

Link to the final animation: <https://vimeo.com/889175917?share=copy>

Project 2

3D Animation



Some screenshots of the final presented 3D animation:

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## ILLUSTRATOR

### Musical Childhood: A Vibrant Illustration

Partnering with Children in Scotland, I've contributed an illustration celebrating the enchanting influence of music on childhood. Using Procreate, I crafted a vibrant scene featuring a young girl with a CD player, symbolizing the boundless joy music brings. Surrounding characters represent the imaginative world music fosters, offering solace and sparking creativity. This illustration highlights music's pivotal role in children's development, promoting a message of optimism and wonder.



Digital, 154.6mm x 117.5mm



Project 3

Editorial

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ILLUSTRATOR

## Umbrella Culture: A Handcrafted Artist book

Explore the world of Chinese umbrella culture through my handcrafted zine. Combining digital and traditional methods, including Gocco print and hand stitching, I documented my visit to the Chinese Umbrella Museum during the summer break. This unique project captures the essence of umbrella culture, featuring history, stories, and artistry, all presented in a visually engaging pop-up book format. Immerse yourself in the world's first umbrella-themed museum through this carefully crafted and visually striking zine.



Project 4

Artist book

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Project 5

Picture book



Inspired by Newton's apple story, this children's book explores gravity through the perspectives of diverse characters. I utilized drawing software such as Photoshop and Procreate. It encourages curiosity and creativity, using minimal text and vibrant visuals to engage young readers.

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## ILLUSTRATOR



Scan the QR code to view my final AR installation.

This project is a bold exploration of the intersection of gender and menstruation. It's a journey that highlights the fact that not all individuals who menstruate identify as women. My focus, particularly, has been on the transgender community. I've used Nomad Sculpt software extensively for this project. The core of my work is to challenge the misconception that menstruation is exclusive to women, fostering a more inclusive and open-minded society.

This final shoot utilised AR technology, combining a virtual installation with physical zines and packaging boxes for presentation. **The collection of outcomes** includes:

1. 'The corner': An AR modelling installation
2. A zine introducing the installations: Size: 60cm(W) x 12cm(L) Digital illustration, riso print
3. Two versions of boxes for packaging the zine.



Front view

Side view



Project 6

AR Installation

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ILLUSTRATOR

This project was inspired by zoos still hosting animal performances in China. I utilised Rock Paint materials to create six artworks, swapping the perspectives of humans and animals. Animals become spectators, while humans are depicted as performers. I aim to evoke empathy and highlight animals' challenges behind every performance.



Project 8

Paintings

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Project 9

Installation



This project visually interprets the original story of Peter Pan by the Scottish novelist Sir James Matthew Barrie. It's a collaborative effort, with my role focused on narrating the story through the perspective of one of the main characters, Wendy. I utilised acrylics, air-dry clay, and cardboard in this installation.

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