









可能 POSSIBILITY

因為未知,所以有可能。在每個設計專案, 有著各種知與未知。設計師的工作,是找尋 各種可能性,排解在知與未知之間的問題。 這是我認為的設計。

Because of "unknown", possibilities occur. There are various "known" & "unknown" in every design project. The duty of designers is to discover possibilities to answer the questions between "known" and "unknown". That is my belief for design.

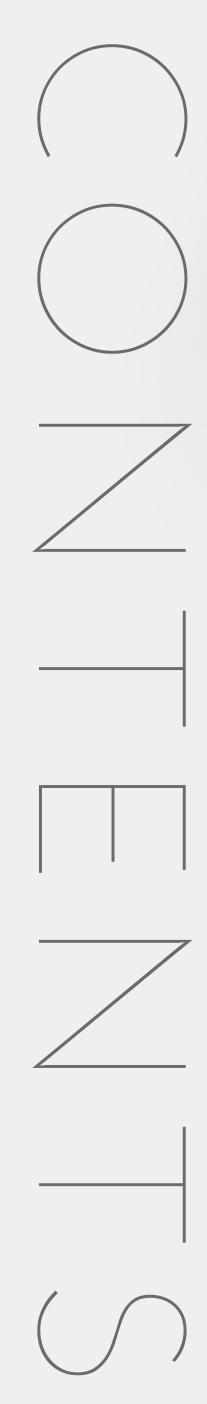


關於我 ABOUT KELVIN

我希望在設計的可能性中,想到獨特方案,創造屬於自己的視覺語言,用我的方法傳遞訊息。設計沒有一個標準答案,是一種要考慮到功能性及美學的複雜學問。設計不容易,但我喜歡在設計過程時突然冒出的各種念頭,它們就是各種可能的原型,如同我主視覺中那些冒出的奇妙形狀。這種對可能性的探索,成為了我對設計的熱誠與努力。

I hope to generate unique ideas from possibilities in design, and create my own visual language to communicate messages. Design has no model answer, so it is a complex wisdom with consideration on functionality and aesthetic value. It is not easy, but I love the moment when new ideas pops out during the design progress. They become origin of the possibilities. The pursuit of possibilities becomes my passion towards design.

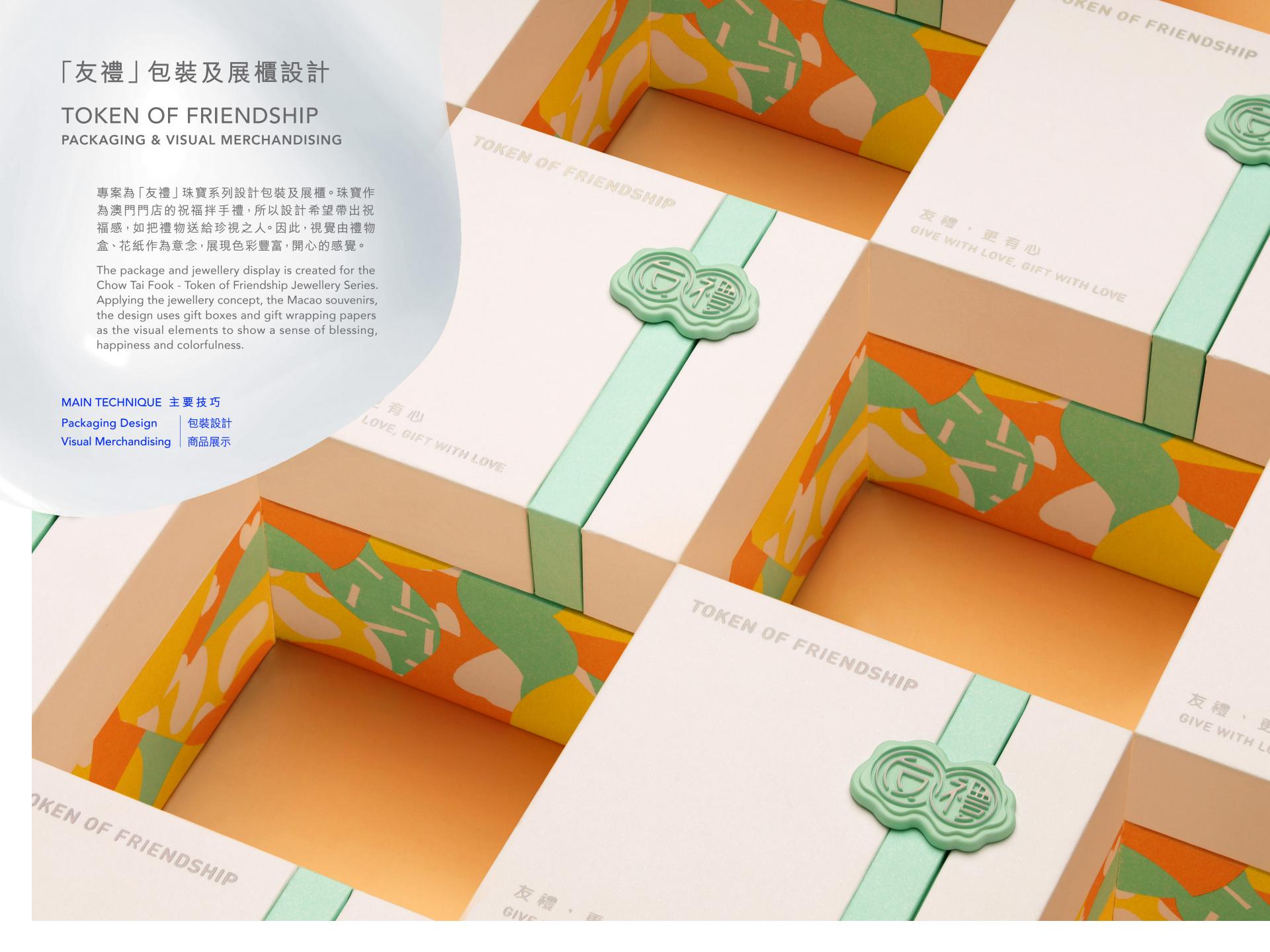
ABOUT



目錄 CONTENTS

PANDORA'S BOX Key Visual Design 「友禮」包裝及展櫃設計 「無菌可」品牌設計 TOKEN OF FRIENDSHIP Packaging & Visual Merchandising MUKINO Branding & Identity Design 圓來自祝福 「收成」展覽形象設計 O8 BLESSING FROM CIRCLE Red Pocket Design HARVEST Exhibition Identity Design ○ 9 樹仁金融科技課程介紹 不自殺指南 HKSYU FINTECH INTRO Key Visual Design THE ANTI SUICIDE GUIDANCE Integrated Kit Design 施德樓鉛筆包裝設計 舊上海街擴增實境體驗 OLD SHANGHAI STREET
Augmented Reality Experience PACKAGE OF MARS LUMOGRAPH Packaging Design 「THE RooM」品牌設計 4〇 標誌作品集 THE RooM LOGOFOLIO 42 Logo & Typography Design Branding & Identity Design

潘多拉的盒仔



禮物盒包裝

包裝的設計理念來自禮物盒。盒蓋加上假禮物絲帶形結構,並加上立體標誌組件,模仿蠟章,底層用上為「友禮」設計的花紋。整個精裝包裝,如同一個高級禮物盒,可讓用家收藏。

GIFTBOX PACKAGE

The concept of packaging design is inspired from giftbox. A ribbon-like component and wax-stamp-like logo is added on the lid of the package. Moreover, the bottom is wrapped with a customized TOF pattern. to present a look of a premium giftbox.



包裝預覽 Overview of package

友禮花紋 TOF PATTERN



關心 Care



祝願 Blessing



歡樂 Happiness



層層花紙 Gift wrapping paper

標誌為周大福公司原有設計,非專案範疇 The design of logo is not included in the project



包裝內結構 Inner structure of package

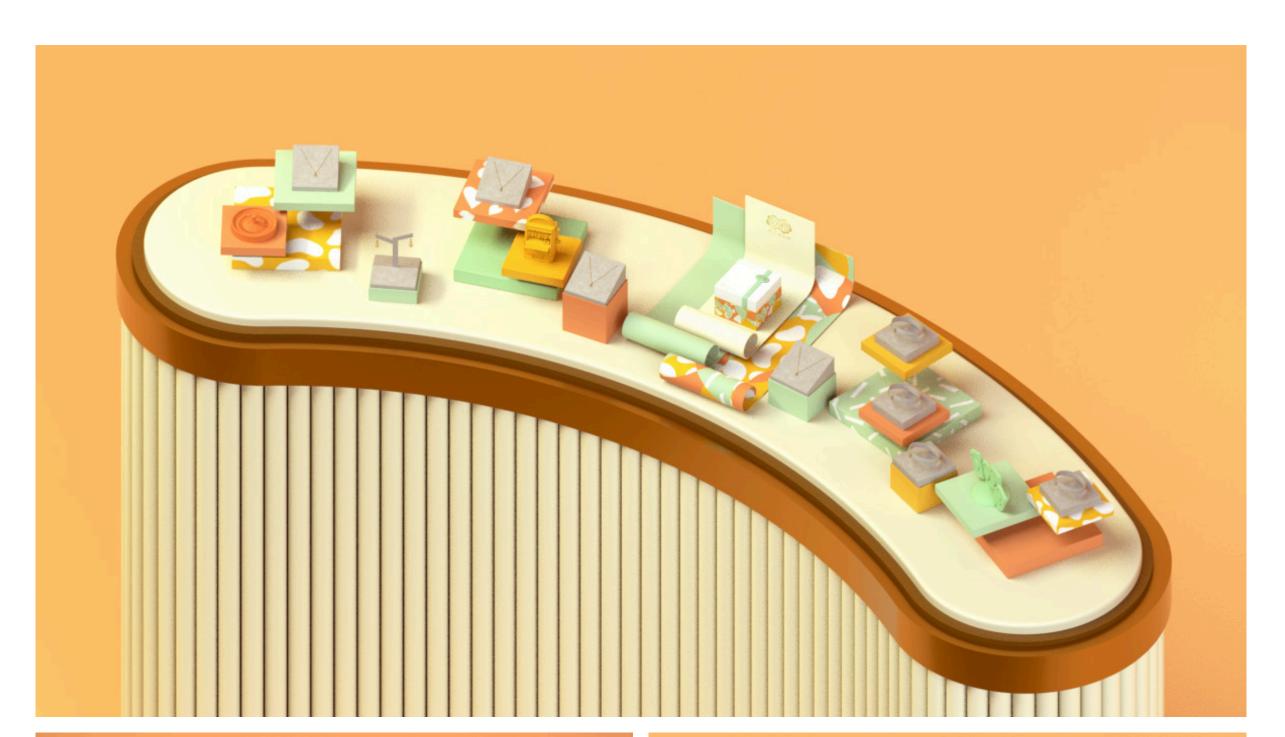
禮物儀式感

有別於一般珠寶盒的天地蓋或單開結構, 包裝使用雙開蓋結構。用家打開時需雙手 打開,富隆重感。此外,飾物芯用上可換 部件,增加銷售靈活性。

UNBOXING GIFT

Instead of using lid&base box or one-wayopened box as the structure, the design uses paired-lids box. When user opens the box, two hands is needed. It creates a richer experience of unboxing giftbox. Apart from that, the seat for jewellery is changable to enhance flexibility for sales.









飾座細節 Details of display

展櫃設計

運用主視覺的禮物盒及花紙概念,展櫃用 上特別型飾座。考慮到實用功能及耐用性, 以灰絨料襯金飾,仿皮作其他部分。同時 利用立體印刷作裝飾物。

VISUAL MERCHANDISING

Using the giftbox and wrapping paper concept, the display has special forms of jewellery seats. With consideration on functionality and durability, grey velvet matches golden jewelleries while PU is for other components. Also, 3D printed decoration is used.

MEDIA

1. Jewellery Package

2. Retail Display 2020

YEAR

CLIENT

NATURE

Chow Tai Fook Hong Kong

Company - Noiseless Design Ltd. Esther Mok Art Direction:

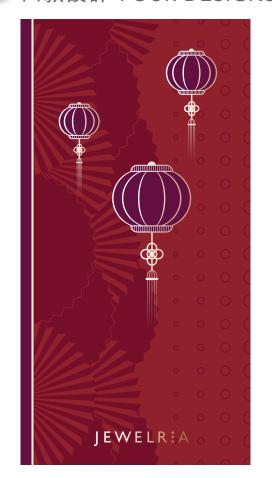
Photography:

Concept & Design: Kelvin Ho Morris Lai

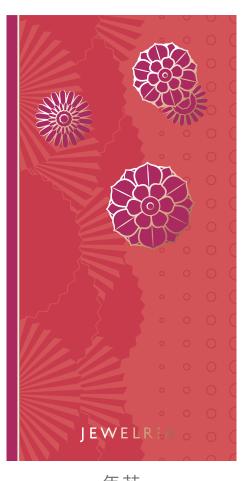




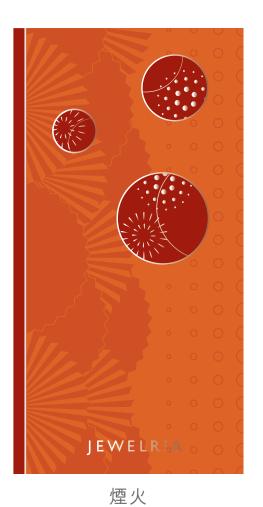
四款設計 FOUR DESIGNS



燈爖 Lantern



年花 Flower



定义 Firework



金錢 Coin

圓形祝福物

意念之「圓」取音自「緣」,希望有祝福之意頭。四種圓形祝福物用於利是設計上,包括燈爖、年花、煙火、金錢。希望收到利是的人,能從不同方面得到祝福。

CIRCLE SYMBOLS

The concept of circle came from "Yuen", meaning connection between people. Four blessing symbols with the "Yuen" concept is illustrated on the red pockets. They are lantern, flower, firework and coin. It is hoped that the receivers can get blessed from the red pockets.







利是細節 Details of red pockets

印刷工藝

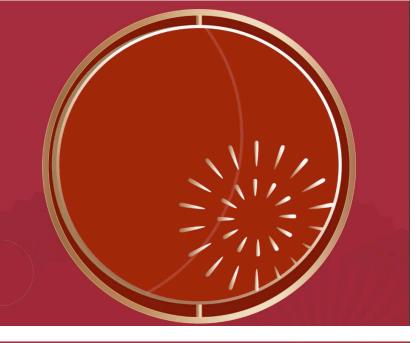
為了營造新年金光閃閃的喜慶及祝福感, 利是用上燙金為主要加工,再印上暗花, 增加豐富度。外包裝以燙金配印金之手 法,形成扇的立體感。

PRINTING & FINISHING

To present a blessing and celebration tone, the red pocket uses gold foil with subtle graphic. The outer package matches gold foil with metallic printing to create the shades of fan.









店內宣傳影片 Inshop promotional video

MEDIA

1. Red Pocket 2. Motion Graphic

YEAR CLIENT 2020

Jewelria China NATURE

Company - Noiseless Design Ltd. Esther Mok

Art Direction: Concept & Design: Esther Mok Kelvin Ho

Morris Lai Photography:

樹仁金融科技課程介紹

HKSYU FINTECH INTRO

KEY VISUAL DESIGN

此專案為香港樹仁大學金融科技課程的簡介及資料。主視覺用上立體圖像,表現學科的現代科技感。設計以微型世界的方式表達,描繪金融科技影響世界的未來。

Project is for HKSYU Fintech programme introduction. The key visual uses 3D graphic to match with modern and high-tech tone of programme. The miniature shows a future world with huge influence of fintech.

MAIN TECHNIQUE 主要技巧

Publication Design
Bilingual Layout
3D Graphic

印刷物設計 雙語排版 立體圖像



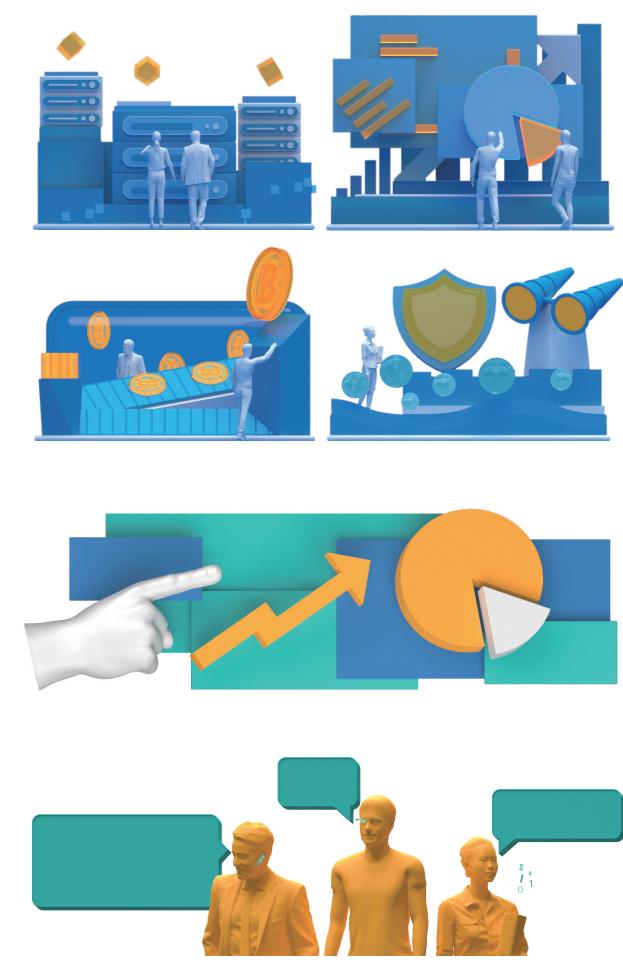




主視覺以立體圖像建構一個未來世界,每個字母展現了金融科技的不同範疇。

FINTECH WORLD

The alphabets in the keyvisual reveals different areas of Fintech. They combines and create a future world.



立體插畫 3D illustration

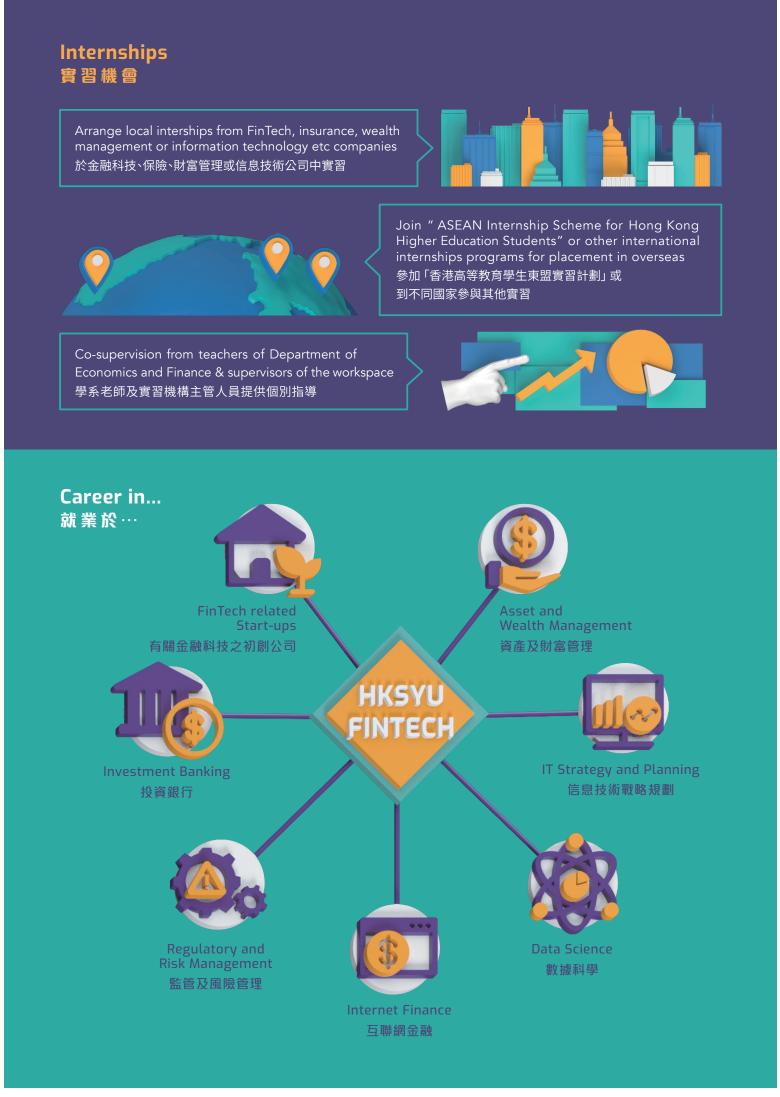
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頁面預覽 Preview of the pages

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MEDIA YEAR 1. Brochure 2020

NATURE Company - Noiseless Design Ltd.

Art Direction: Esther Mok

Art Direction: Esther Mok
Concept & Design: Kelvin Ho

施德樓鉛筆包裝設計

PACKAGE OF MARS LUMOGRAPH

PACKAGING DESIGN

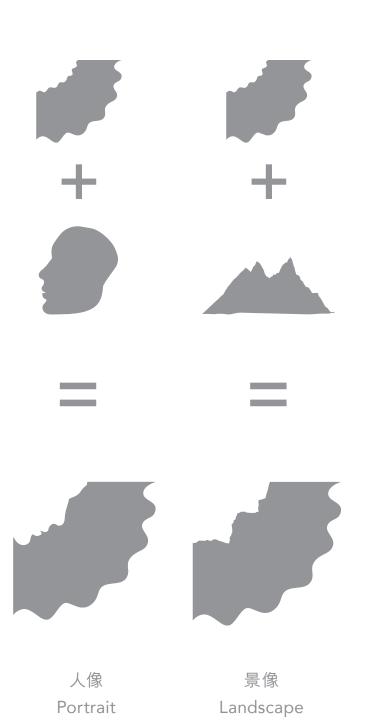


主視覺

設計運用了鉛筆碎作為主視覺,比喻為畫家的作品,並結合了人像及景像,導出其鉛筆作畫的兩大對象。同時,三款不同的鉛筆碎表現了三種鉛筆作畫手法:描線、織線及塗面。

MAIN VISUAL

The main visual uses pencil crumbs as a metaphor representing the production of artists. They combined with "Portrait" & "Landscape", the two main subjects in drawing. Moreover, the three different pencil crumbs also shows three pencil drawing methods: outline, hatching and surface making.

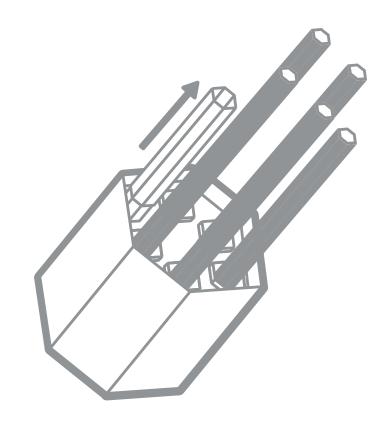




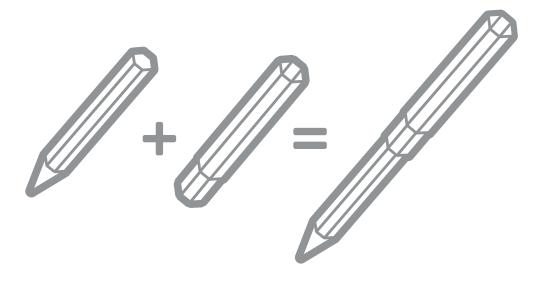
整體包裝預覽 Overview of package



鉛筆延長器 PENCIL EXTENDER



01 取出一個鉛筆座 Pull out one of the pencil stand



02 調轉鉛筆座[,]其尾端可作為鉛筆延長器 Flip the stand and use the bottom as an extender



MEDIA YEAR

1. Product Package

2018 NATURE

Individual

這是模擬專案,非正式商業項目 This is a simulated assignment

Components of package

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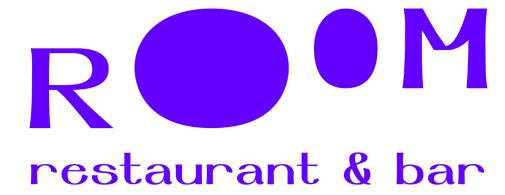
品牌形象

結合蟲洞及酒杯,形成主視覺, 意指人進入酒館,如進入讓人 忘記現實的酒精世界。

BRAND ESSENCE

The key visual merges worm hole and wine glass. It means that people enters the bar, as if they enter a worm hole and go into a pleasant world far from the reality.

品牌標誌 Brand Logo

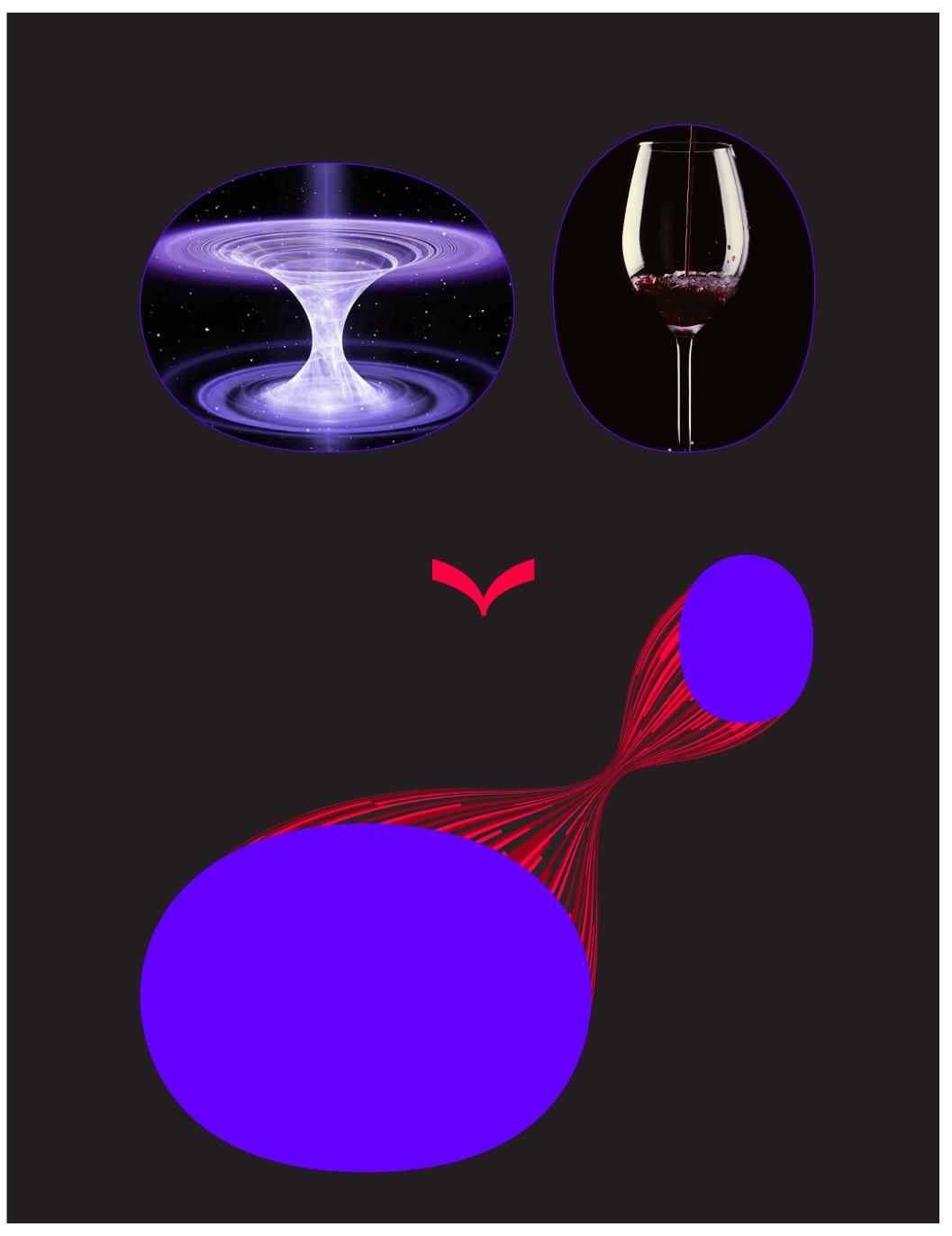


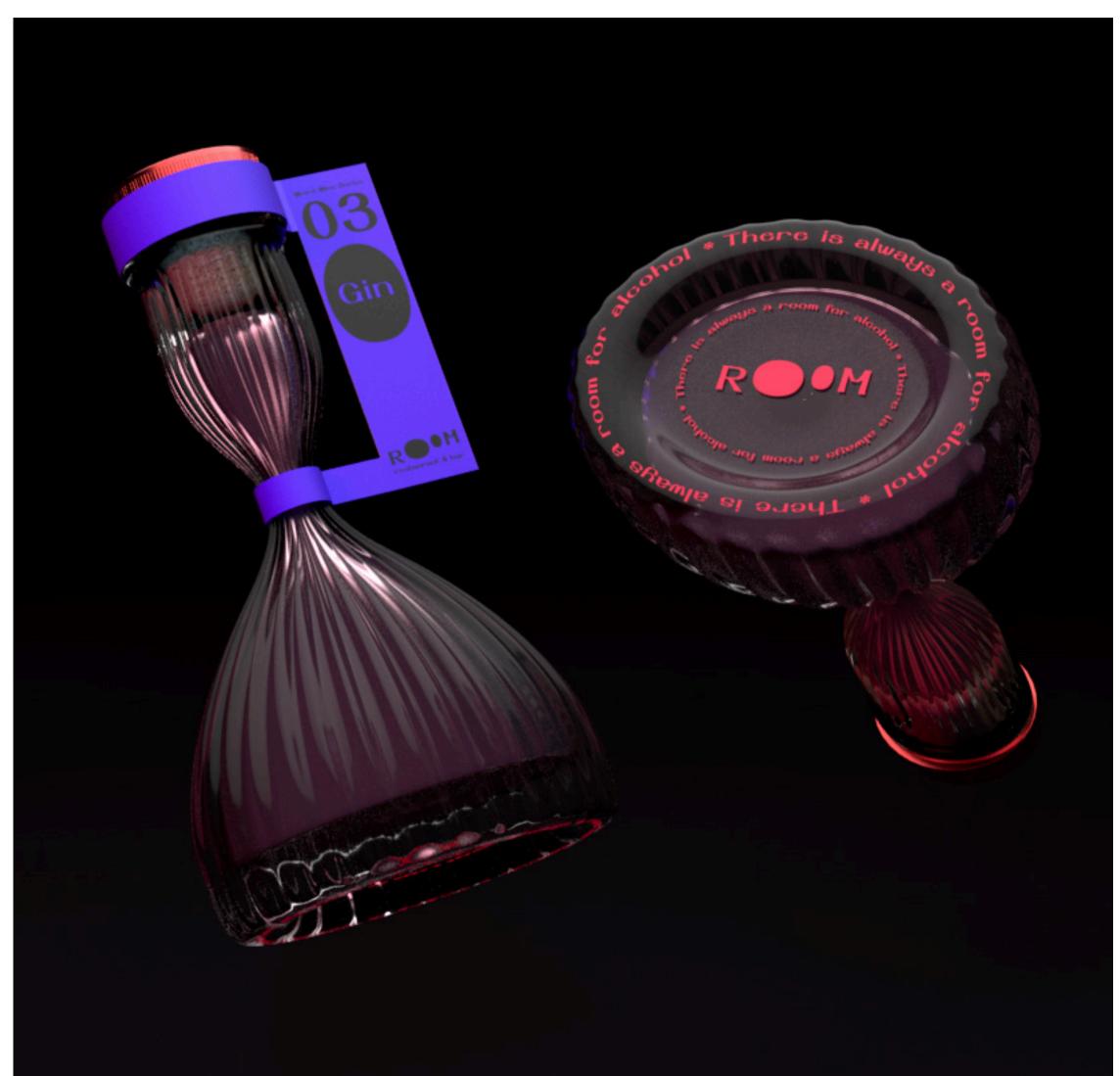
品牌理念 Brand Tagline

There is always a room for alcohol.

定製字體 - Eerie Sans Custom Font - Eerie Sans

ABCDEFGHIFKLM NOPQRSTUVWXYZ abcdefghifklmn opqrstuvwxyz









酒樽及包裝

以主視覺出發,做出特殊形狀的樽身。

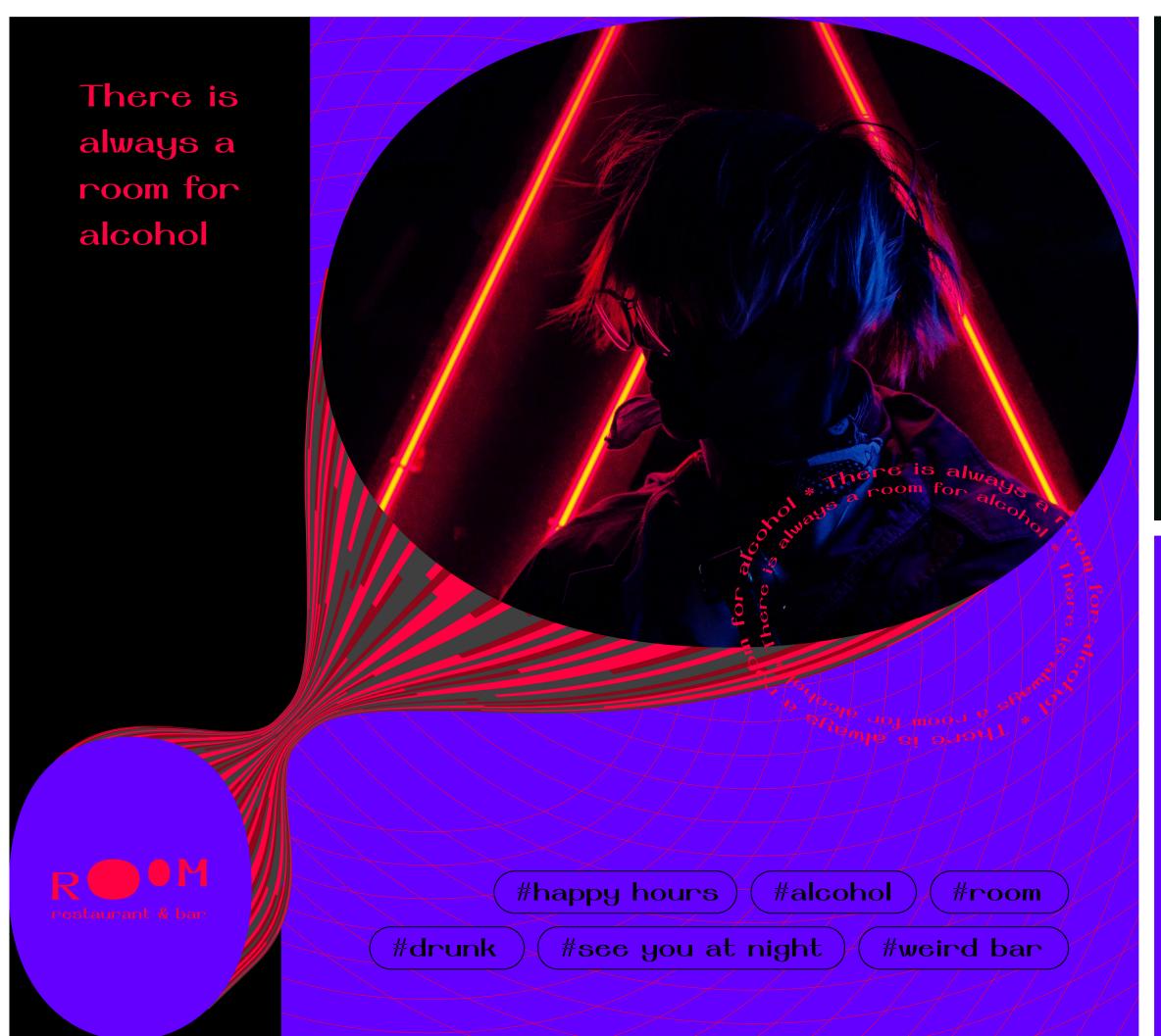
WINE BOTTLE & PACKAGE

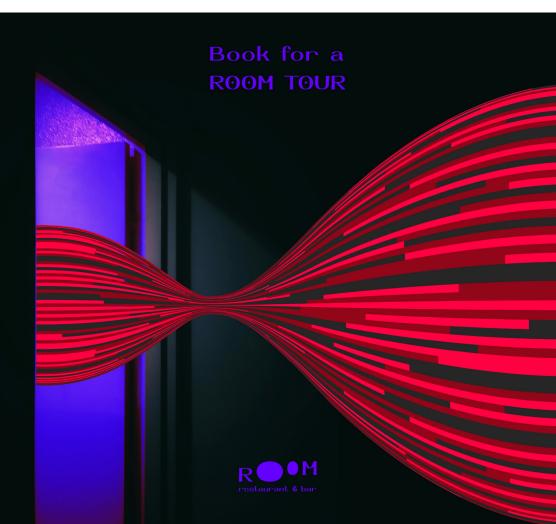
Inspired from the key visual, the wine bottle uses the special worm hole shapes.

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餐牌及杯墊 Menu and coaster







宣傳主視覺 Promotional key visual

MEDIA 1. Branding System

2. Package

3. Key Visual

YEAR

NATURE

Individual

2021



PANDORA'S STUDIO

KEY VISUAL DESIGN

專案為城市當代舞蹈團之舞蹈表演作主視覺設計,活動把舞蹈帶進電子世界,觀眾能於網上觀看舞者於盒仔內自由舞蹈,透過電子器材,觀眾如同打開潘多拉盒子。主視覺希望表現活動意念。

The project aims to design key visual for event of City Contemporary Dance Company. The concept of event is bringing dancing to digital world. It allows audience to watch a dancer live performance online through digital devices as if looking into the Pandora's box.

MAIN TECHNIQUE 主要技巧

Key Visual
Typography

主視覺設計 字體設計

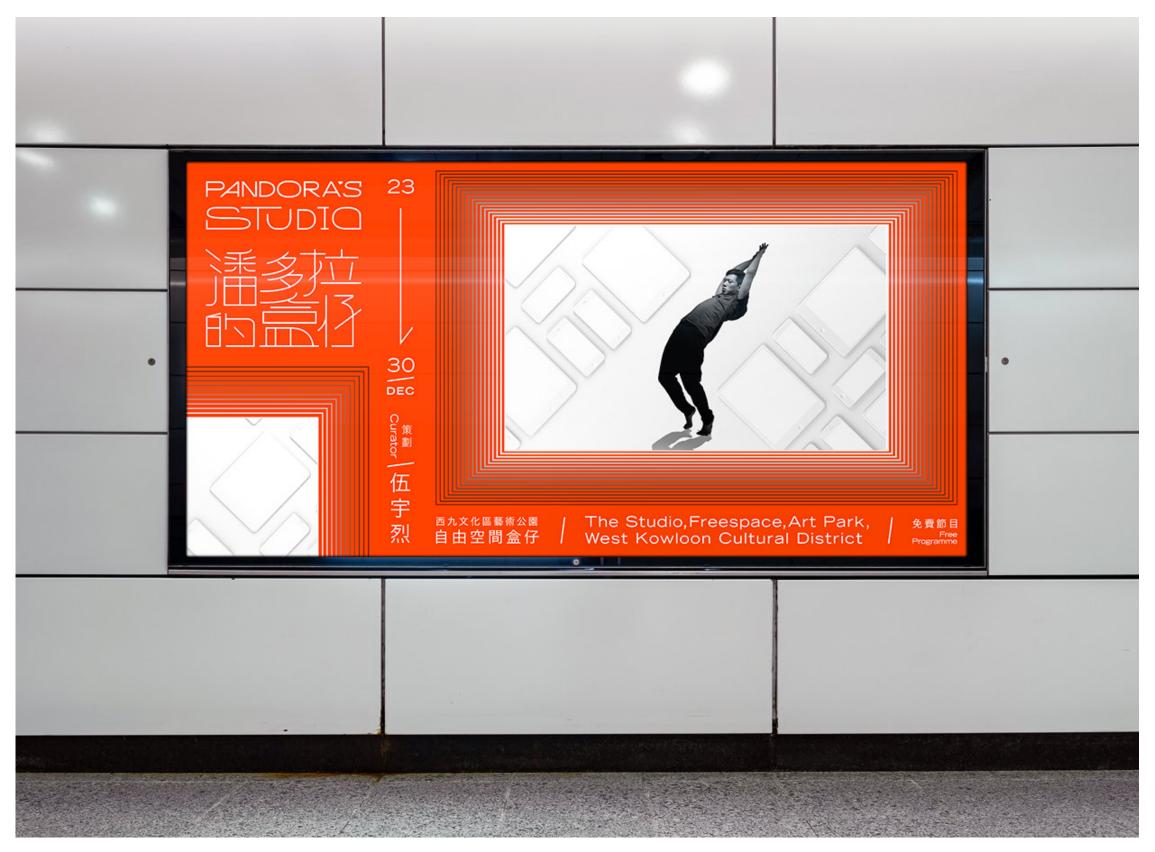


盒子視覺

主視覺以多重線條,製造四方盒的視覺 錯覺,讓觀眾如窺探盒子內的舞者,而 舞者正在電子器材間起舞。

ILLUSION OF A BOX

The main visual uses multiple strokes to create an illusion of a box. It lets audience feel like overlooking to the dancer, who is dancing in between digital devices.







社交媒體故事 Instagram story

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MEDIA YEAR 1. Key Visual

2020

CLIENT

City Contemporary Dance Company

NATURE

Company - Noiseless Design Ltd.
Concept & Design: Kelvin Ho

POSSIBILITY



品牌形象

品牌環繞三項重點作設計, 包括簡約、清新及淨化。

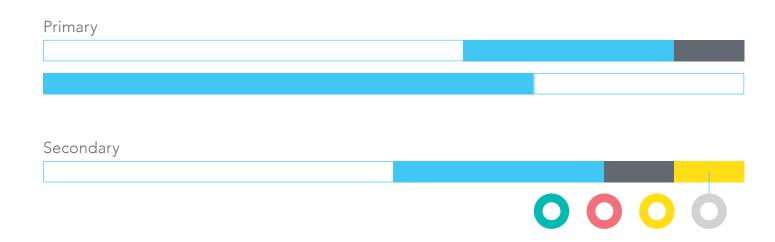
BRAND ESSENCE

Minimal, Clean and Purify is the three main keywords for the visual identity.

定制標準字標誌 Logotype

MUKINO 可ムキンオ

品牌配色 **Brand Color Palette**



品牌字型 **Brand Typeface**

Title

思源黑體 (BLACK)

FUTURA (BOLD)

Content

思源黑體 (Regular)

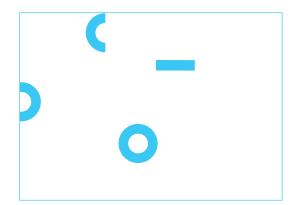
Helvetica (Regular)

輔助圖像

Supporting Graphic



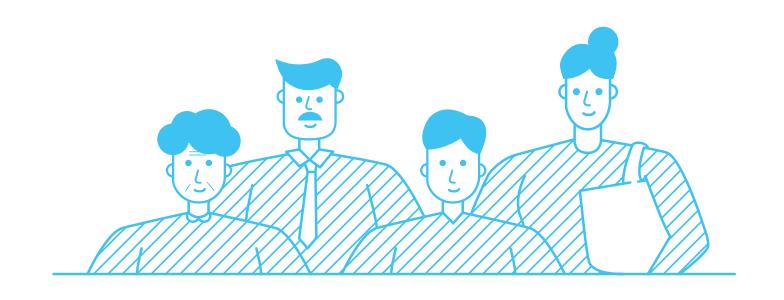




二氧化氯是 MUKINO 的重點元素。 視覺元素希望能隱含此元素,把二氧化 氯的化學式 CIO2 圖像化。

Carbon Chloride is the key selling point of Mukino product. Its chemical formula is implied in the supporting graphic.

插畫風格 Illustration Style











Brochure

 Branding System
 Package
 Brochure MEDIA

2019

YEAR

CLIENT MUKINO

NATURE Individual





藝術作物

蘿蔔由紙張中拔出,以連結「收成」的比喻及藝術。仔細觀看,蘿蔔由不同的作畫筆觸組成及包圍。

ART CROPS

In the main visual, the carrot is coming out from paper. It echoes the theme Harvest and art exhibition. When looking into the details, the carrots are constructed with different drawing and painting media.



蘿蔔身由油畫筆觸構成;蘿蔔身凹位 由鉛筆筆觸構成;蘿蔔身的圓點由水 筆筆觸構成;蘿蔔葉由水彩筆觸構成。

BRUSHWORK MONTAGE

Oil paint brushwork creates carrot body; Pencil lines creates the dents; Marker creates dots on carrot; Water Color creates carrot leaf.









實際展覽場地 Adaptation in exhibition

MEDIA

2018

Poster
 Invitation Card

3. Display Boards

YEAR

CLIENT Harbour City Individual

NATURE

不自殺指南

THE ANTI SUICIDE GUIDANCE

INTEGRATED KIT DESIGN

設計提供一系列工具,幫助自殺念頭者減低或控制其想法,以視覺傳達展示資訊、吸引參與、提供指引、影響情感,從而改變它們的想法和行為。

The Anti-Suicide Guidance includes a set of design for helping suicidal ideator to deal with and minimise their suicidal thought. It is aspired that visual communication can take a role to change user's behaviour and thinking.

MAIN TECHNIQUE 主要技巧

Packaging Design Publication

Interactive Design
Experience Design

互動設計 體驗設計

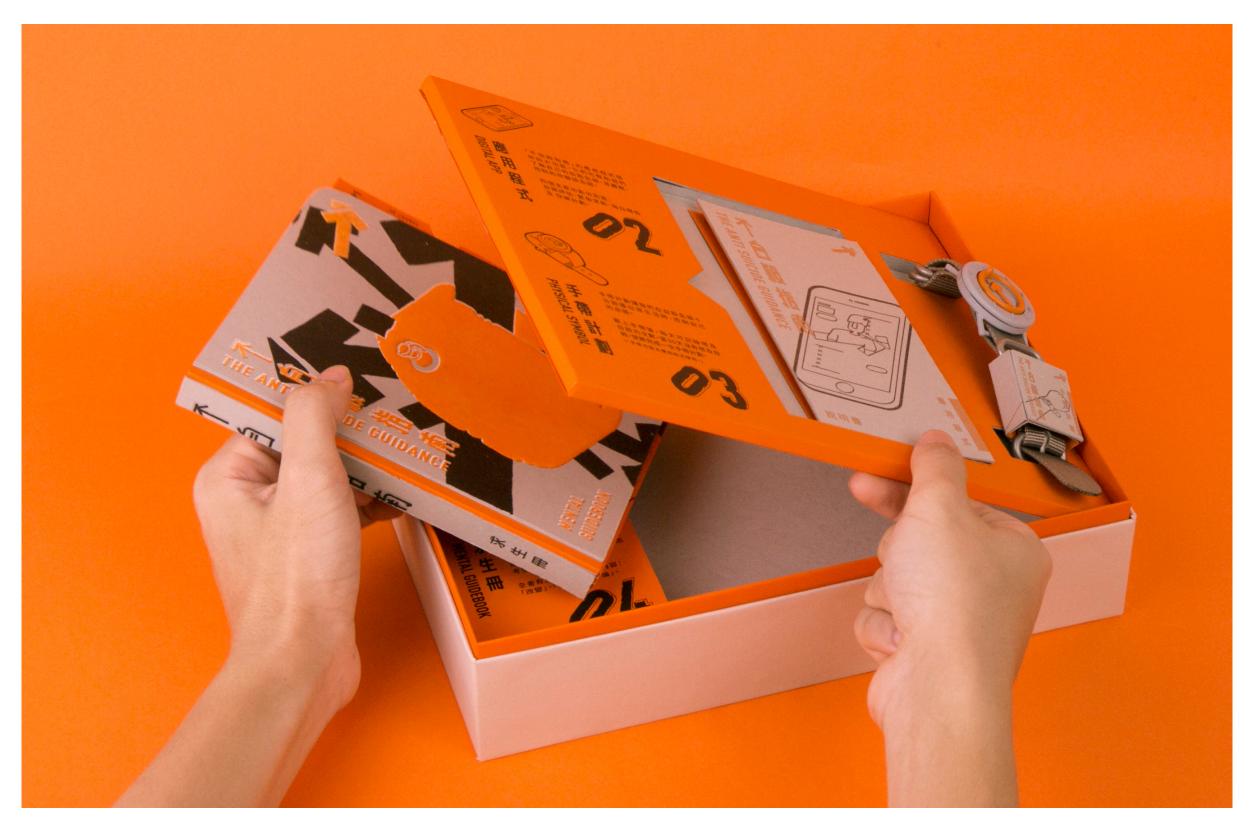
包裝設計

書藉設計



POSSIBILITY

SUIDANCE







整體包裝設計 Overview of package

視覺形象

運用了游泳袖作為比喻,表達「學習求生」 之意。我們在學習求生技能一游泳時, 需用上游泳袖;我們在學習求生思想時, 則需用上「不自殺指南」。

VISUAL IDENTITY

Swimming armband is used as a visual metaphor implying the meaning of "Learning of survival". We use swimming armbands to learn physical survival skills, swimming, while we use The Anti Suicide Guidance for learning mental survival skills.

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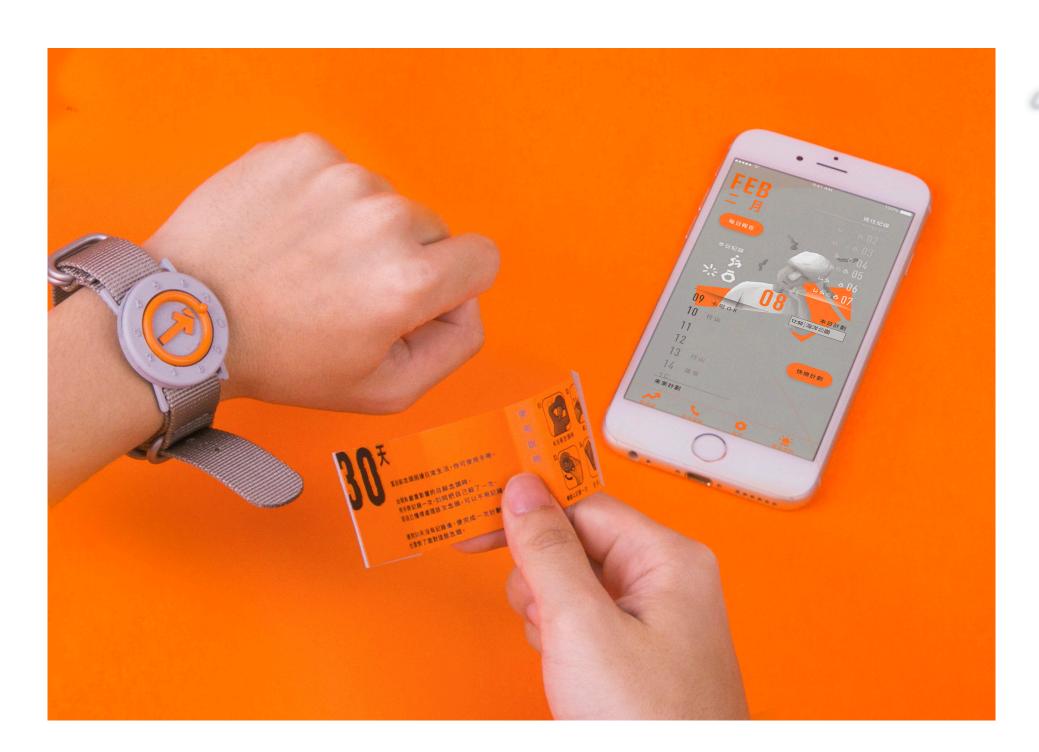


不反悔誓言

不反悔誓言是不自殺指南的開始。用家 先把它充氣,簽上名字,便代表參加了計 劃,同時向自己承諾努力學習求生思想。 設計希望把沉悶和不討好的發誓體驗變 得有趣深刻,以一個具記憶點的行動, 使自我承諾及保護因素具體化。當用家 在生活中有自殺念頭時,可想起此誓言 及當中內容,幫助自己處理不當想法。

VOW

The vow works as the start of project. User can inflate it to reveal content and sign on it to promise not to commit suicide. The interesting interaction can make the dull and unpleasant vowing memorable. So, it can result in a concrete self affirmation and protective factor. When the users encounter suicidal thought, the action on the vow and the content can remind them to control their condition.



應用程式

不自殺指南的應用程式提供四大功能, 幫助我們了解自己的自殺念頭,並觀察、 控制和改變該念頭。

四個主要功能分別是:自我評估、緊急求助、每日報告及快樂計劃。

DIGITAL APP

Digital application provides four main functions, including Self-assessment, Emergency help, Daily report & Happiness plan. They can help us understand on our suicidal thought, so as to observe, control and change the thought.

手帶計劃

手帶計劃讓我們在自殺念頭十分困擾日常生活時,控制自己的念頭。戴上手帶後,每天可記錄想及自殺的次數。當三十天沒有想及自殺,便算完成一次手帶計劃。 手帶可配合應用程式使用。

PHYSICAL SYMBOL

Physical symbol is a project helping us to control our suicidal thought when having severe thought influences our daily lives. After wearing it, we can record the time of thinking about suicide. 30 days without suicidal thought is target of each project. It can be used with the digital app.

◎ 四大功能 FOUR FUNCTIONS



自我評估 Risk Assessment



緊急求助 Emergency Help

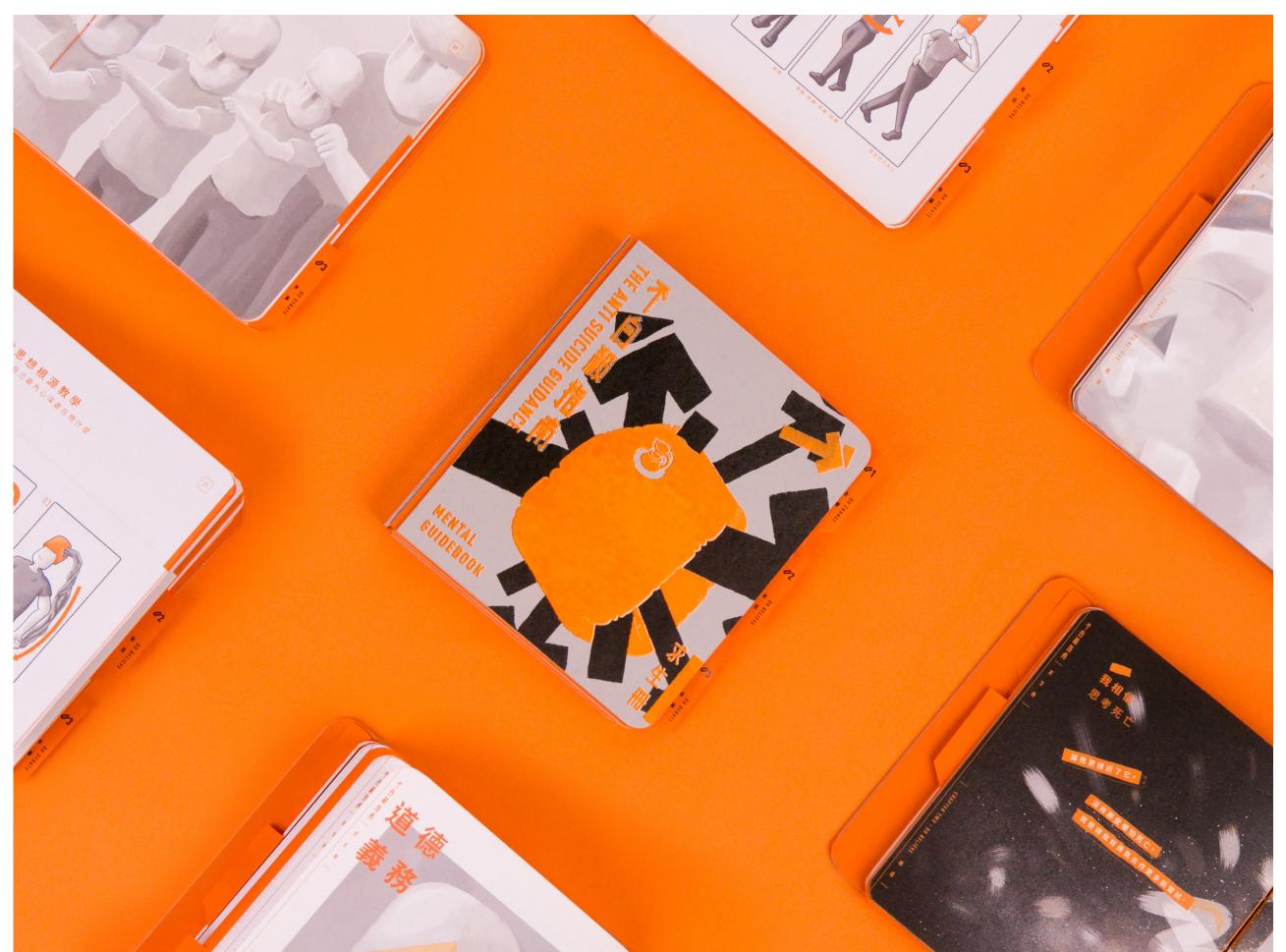


每日報告 Daily Report



快樂計劃 Happiness Plan











求生書

除了改變我們的行為和習慣,了解及思考 生命對我們降低自殺念頭十分重要。 求生冊運用插畫的形式,配合一些有關生 命和自殺的文字,引發我們思考生命。

MENTAL GUIDEBOOK

Mental guidebook helps us to understand and reflect on life lessons. It is essential for minimizing suicidal thought. The publication uses illustration with inspiring quotes to trigger our thinking on life and suicide.

MEDIA

Kit Set Package
 Experience Design

3. App

4. Publication 2016

YEAR NATURE

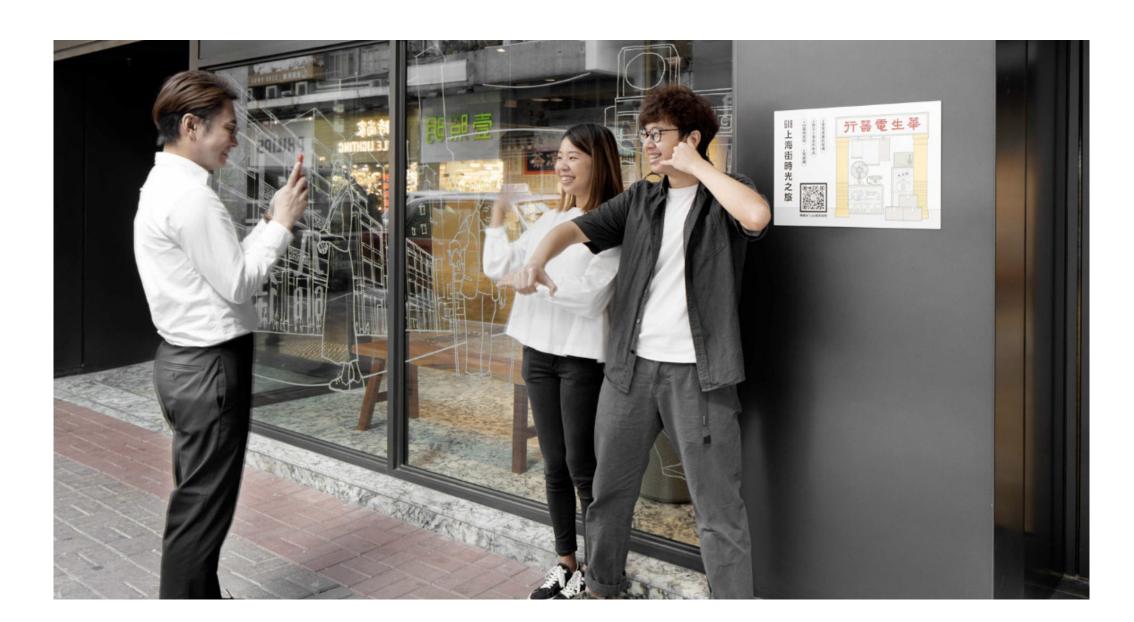
Individual

斯 | 埭 | 强 | 设 | 计 | 奖 KAN TAI-KEUNG DESIGN AWARD

設計獲得2018年靳埭強設計獎入選獎

Project is awarded for KAN TAI-KEUNG DESIGN AWARD (Selection Award)





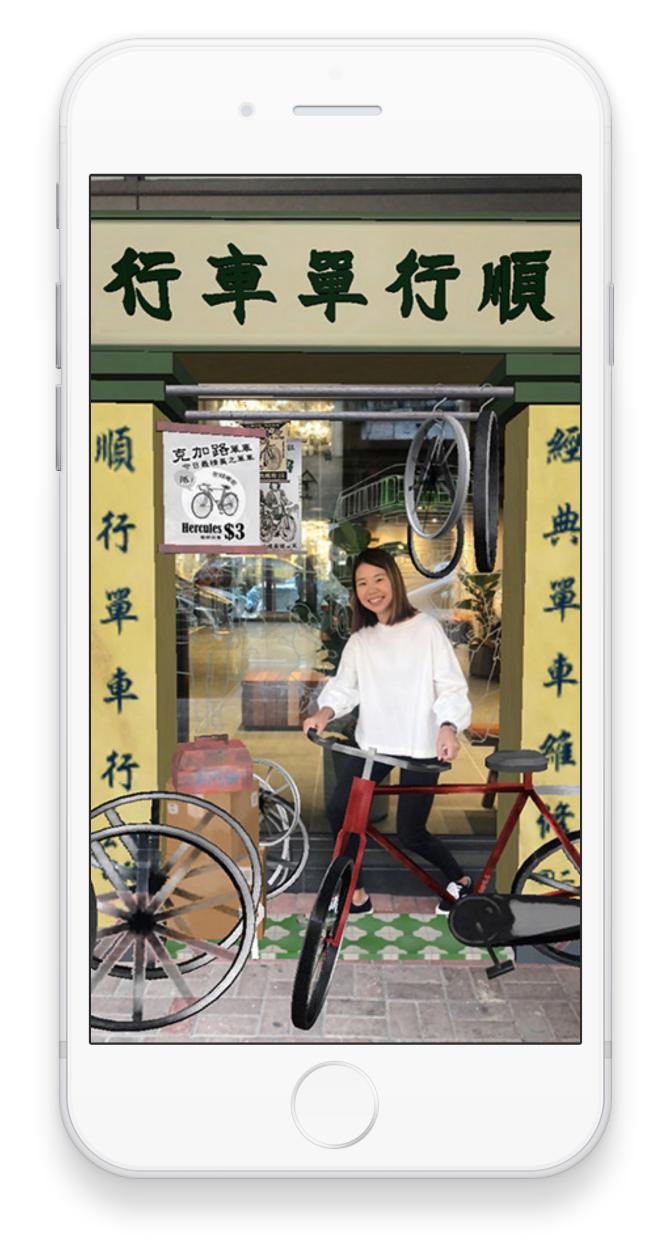
舊店鋪

首先重現的是上海街的舊店鋪,包括華 生電器行及順行單車街。透過參考市區 重建局的研究,盡量表現當時面貌。

OLD STORES

The old stores from Shanghai Street are reformed, including Wahseng Electrical Store & Sunheng Bicycle Store. Through referencing URA's studies, the classical look and feel is shown.





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花崗岩柱

原建築之花崗岩柱具豐富的歷史價值, 故以保留。其特別之處為依年代以增 的多層結構。設計展示及介紹柱身, 以作教育用途。

GRANITE PILLAR

The granite pillar preserved from the old building has rich historical value. Its multiple layers are increased through years. The design aims to demonstrate the layers for educational purpose.







康樂街景

康樂街舊時為販雀之地。配合插畫鳥 籠位置,設計展現多個鳥籠飄浮空中, 觀者能站在底下,與鳥籠互動。

VIEW OF HONG LOK STREET

Hong Lok Street was a market selling birds. Matching with the positions on the illustration, the design showcases numerous bird cages floating. People can interact with the cages and take interesting photos.





設計獲得2020年紅點設計獎 (Brands & Communication)

Project is awarded for 2020 REDDOT DESIGN AWARD (Brands & Communication)

MEDIA
YEAR
CLIENT
NATURE

Augmented Reality Experience
 2020

Urban Renewal Authority

Company - Noiseless Design Ltd.
Creative Director: Christopher Lee

Concept & Design: Fly Chan
3D Modelling: Isaac Cheung

Kelvin Ho
Interface Design: Hung Chung

Morris Lai

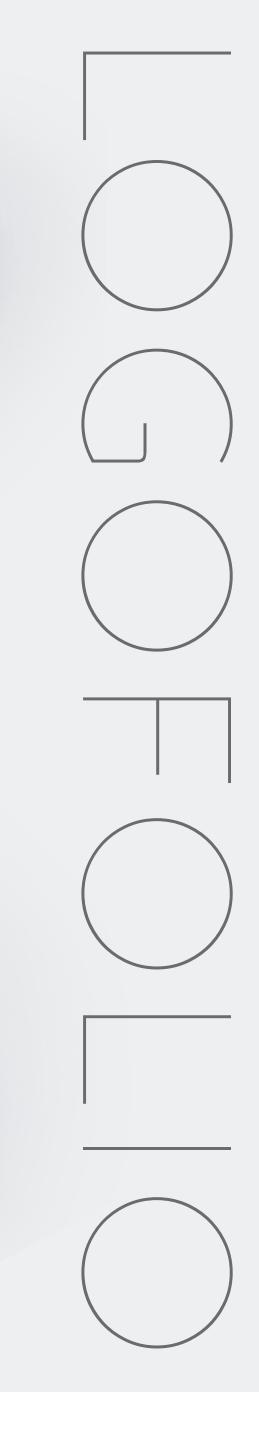
Illustration: Meiyan Lee

39

Programme: Cherrypicks

標誌作品集

LOGOFOLIO



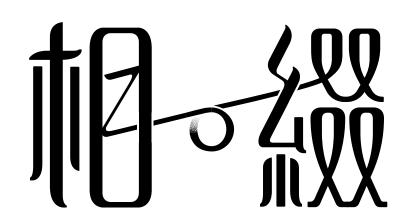
浪漫 Romantic 精緻 Sophisticated

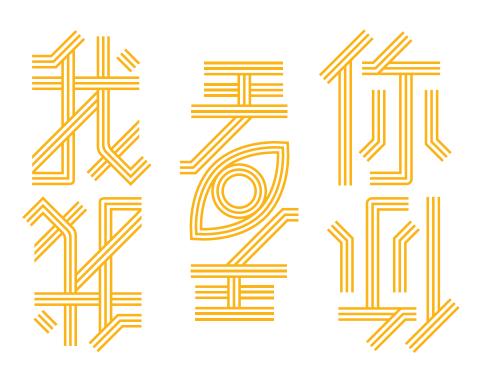
我看你·你看我

趣味 Fun | 戲劇 Dramatic



LOGOFOLIO





周大福旗下珠寶系列標誌

Chow Tai Fook Jewellery Series Logo

舞團表演主視覺字體

Typography For Dance Performance Key Visual

SENSE

自然 Natural 氣質 Polished

iMi

女性 Girlish | 優雅 Elegant





選品店標誌

Selection Shop Logo

珠寶品牌標誌

Jewellery Brand Logo

PORTFOLIO 2021

POSSIBILITY

KELVIN HO · COMMUNICATION DESIGNER

LOGOFOLIO





周大福旗下珠寶系列標誌

Chow Tai Fook Jewellery Series Logo

食品清潔劑品牌標誌

Food Cleansers Brand Logo

絢色 THE SPECTRUM

高貴 Classy | 優雅 Elegant

順流

藝術 Artistic | 實驗性 Experimental



珠寶品牌標誌

Jewellery Brand Logo

藝術海報字體

Typography For Art Poster





我在尋找可能,我可能嗎?

I am searching for possibilities. Am I possible?

聯絡我 CONTACT ME

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INSTAGRAM designfrankenstein

PORTFOLIO 2021 POSSIBILITY