



# FASHION

SCANNER

GRADUATE THESIS  
WEB & NEW MEDIA DESIGN  
SHUO ZHANG  
03668902

# Table of contents

---

2-3	01 AUTOBIOGRAPHY
4-5	02 RESUME
6-7	03 PROTFOlio
8-9	04 ABSTRACT
10-11	05 STATEMENT OF INTEREST
12-14	07 INFLUENCES
15-18	08 RESEARCH
19-32	09 COMPETITIVE ANALYSIS
33-45	10 TECHNICAL SPECIFICATIONS
46-48	11 VISUAL DESIGN
49-52	12 PROOF OF CONCEPT
53-58	13 TIMELINE
	14 BIBLIOGRAPHY



## 0 | AUTOBIOGRAPHY

Hi, i am SHUO ZHANG. I came and grew up from China. I got my bachelor degree in 2011. My undergraduate major is industrial design (exhibition design). After I graduated I worked in an adverting and visual communication company for 1 year. I love such aspects of life as art, travelling and design. Since I was a child, I have visited many different and interesting place around the world as I like coming into contact with different people, experiencing different cultures during which I have gradually learnt to understand the world composed by seemingly simple points, lines and surfaces from unique angles and to record those beautiful moments by my eyes, painting and camera. For me design is the derivative of art and it serves a particular thing which can be made more humanized. Design adds personal feeling to lifeless objects and endows them with life and meanings as pictures and movies are blessed with colors. Design could influence people's emotions and arouse their affective association.



# 02 RESUME

zhangshuo19880910@gmail.com  
415-806-1070  
1 Saint Francis PL Apt.5608  
San Francisco, CA 94107

## Education

**MFA Web&New Media Design**  
Academy of Art University  
Expected Graduation Spring 2014

**BFA Industial Design**  
Tianjin University of Technology  
January 2012 - December 2012

## Experience

**Anhui Zongheng Advertising  
Communication Co. Ltd. of China.**

June 2010- August 2011 | Anhui, China  
Worked sa Advertising (Graphic) and exhibition  
design designer  
Involving:Visual communication, packaging design,  
exhibition events, industrial design and public relation

## Skill

**Design**  
Research, Synthesis Digital Photography Typography  
Graphic Design Advertising Design Industial Design

**Software**  
Photoshop Illustrator InDesign After Effect Dream-  
weaver Fireworks 3Dmax

**Programming**  
HTM  
CSS JavaScript

## Activities

**President of Psychological association**  
Tianjin University of Technology  
September 2009 – September2010

**President of Student Union**  
Tianjin University of Technology  
October 2008 – May 2010

**Group Leader of Student Industrial  
Design Organization**  
Tianjin University of Technology  
September 2008 – September 2010

## Awards

**Scholarship**  
Tianjin University of Technology  
From 2008 - 2009

**Scholarship at Student Union College of  
Fine Arts** Tianjin University ofTechnology  
From 2007 -2008

**Silver Metal**  
The “97 The Return of Hong Kong” National  
Young Children’s Art Calligraphy Competition  
July 1997

**Bronze award**  
The Tenth National Young Children’s Drawing  
Calligraphy Competition  
June 1997

**Bronze Award**  
“Little Star Cup” Oriental Children’s Grand Com-  
petition Fine Arts  
December 1996

**Silver Metal**  
China Place Cup National Young Children’s Art  
Calligraphy Competition  
November 1996

## Published Works

**Artwork “Leaking way”**  
Xin’an Newspaper  
January 2005

**Artwork “The Warmth of Sun”**  
Anhui business newspaper  
Aoril 2004

**Artwork “Smiling”**  
Anhui business newspaper  
April 2004

**Calligraphy Shown/published at China  
and  
Korea TCCE**  
October 1996

**Bronze Metal**  
Shuanglong Cup National Young Children’s Art  
Calligraphy Competition  
June 1996

**Silver Metal**  
Huiguang Cup National Young Children’s Art Cal-  
ligraphy Competition  
April 1996

**Gold metal** “Little Star Cup” Oriental Chil-  
dren’s Grand Competition Fine Arts  
December 1995

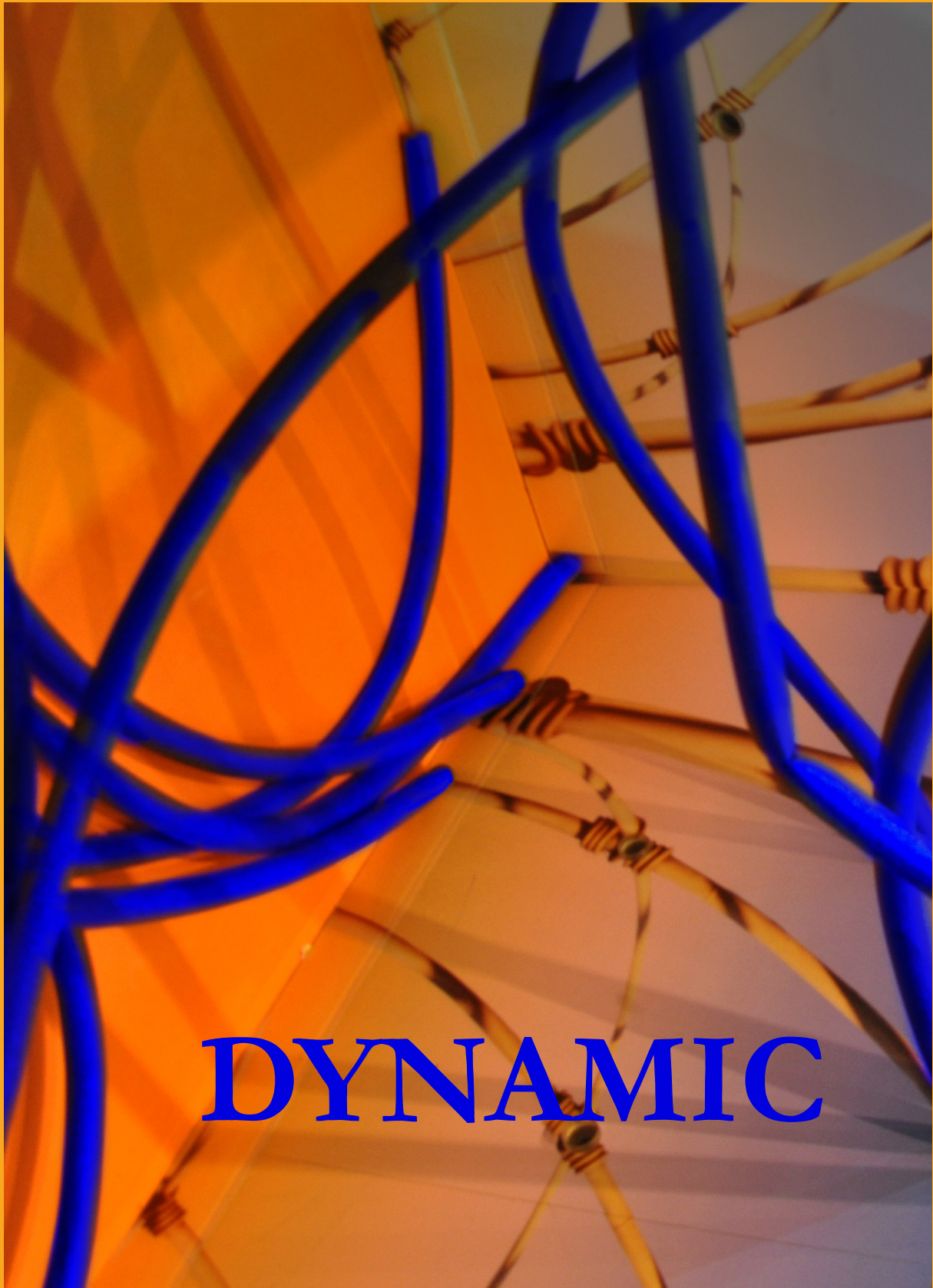
**Hefei of China—Japan QianQiao Children  
Painting Exhibition**  
November 1994

# 03 PORTFOLIO



Project:  
Class:  
Software:  
Instructor:





Project:  
Class:  
Software:  
Instructor:







1480

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789012345678901234567890

Aa e

CHARACTERISTIC

GARAMOND

Garamond is the name given to a group of old-style serif typefaces named after the punch-cutter Claude Garamond (c. 1480–1561). Most of the Garamond faces are more closely related to the work of a later punch-cutter, Jean Jannon. A direct relationship between Garamond's letterforms and contemporary type can be found in the Roman versions of the typefaces Adobe Garamond, Granjon, Sabon, and Stempel Garamond.

HUMANIST | GARALDE | TRANSITIONAL | DIDONE | SLAB SERIF | LINEALE

BODONI

HUMANIST | GARLDE | TRANSITIONAL | DIDONE | SLAB SERIF | LINEALE

1789

CHARACTERISTIC

A d e

Bodoni is a series of serif typefaces first designed by Giambattista Bodoni (1740–1813) in 1798. The typeface is classified as Didone modern. Bodoni followed the ideas of John Baskerville, as found in the printing type Baskerville: increased stroke contrast and a more vertical, slightly condensed, upper case; but took them to a more extreme conclusion. Bodoni had a long career and his designs evolved and varied, ending with a typeface of narrower underlying structure with flat, unbracketed serifs, extreme contrast between thick and thin strokes, and an overall geometric construction.

Aa P

CHARACTERISTIC

Gill Sans is a sans-serif typeface designedby Eric Gill.The original design appeared in 1926 when Douglas Cleverdon opened a bookshop in his home town of Bristol, where Gill painted the fascia over the window in sans-serif capitals that would later be known as Gill Sans. In addition, Gill had sketched a design for Cleverdon, intended as a guide for him to make future notices and announcements.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789012345678901234567890

GILL SANS

HUMANIST | GARLDE | TRANSITIONAL | DIDONE | SLAB SERIF | LINEALE

1926

Project:  
Class:  
Software:  
Instructor:

My  
Style



NETFLIX

Questions? Call 1-866-579-7172 24 hours a day

Member Sign In



Watch TV shows & movies  
anytime, anywhere.  
Only \$7.99 a month.

Start Your Free Month

[Start Your 1 Month Free Trial](#) | [Browse Selection](#) | [How It Works](#)

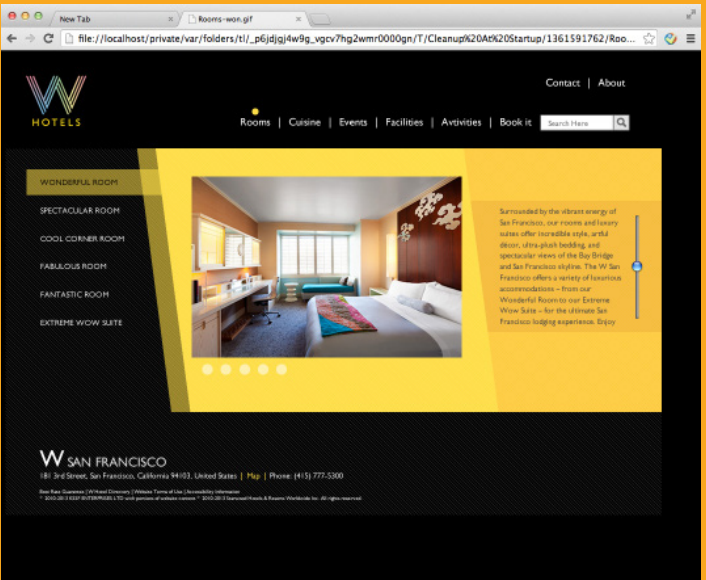
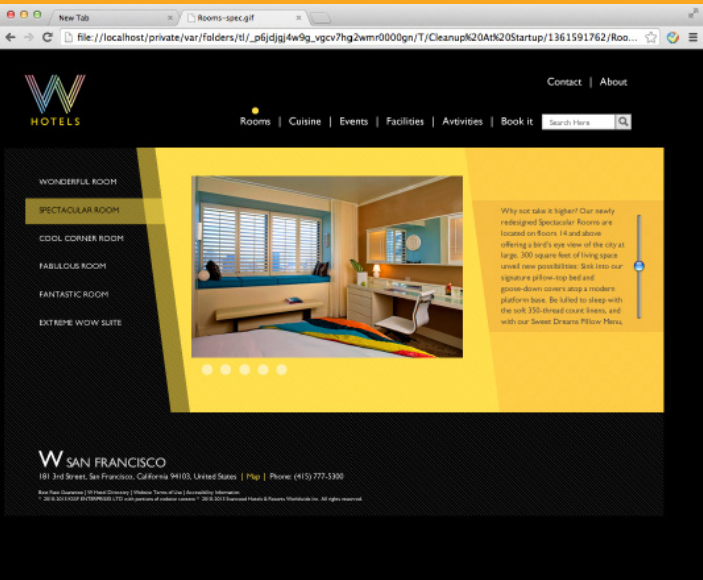
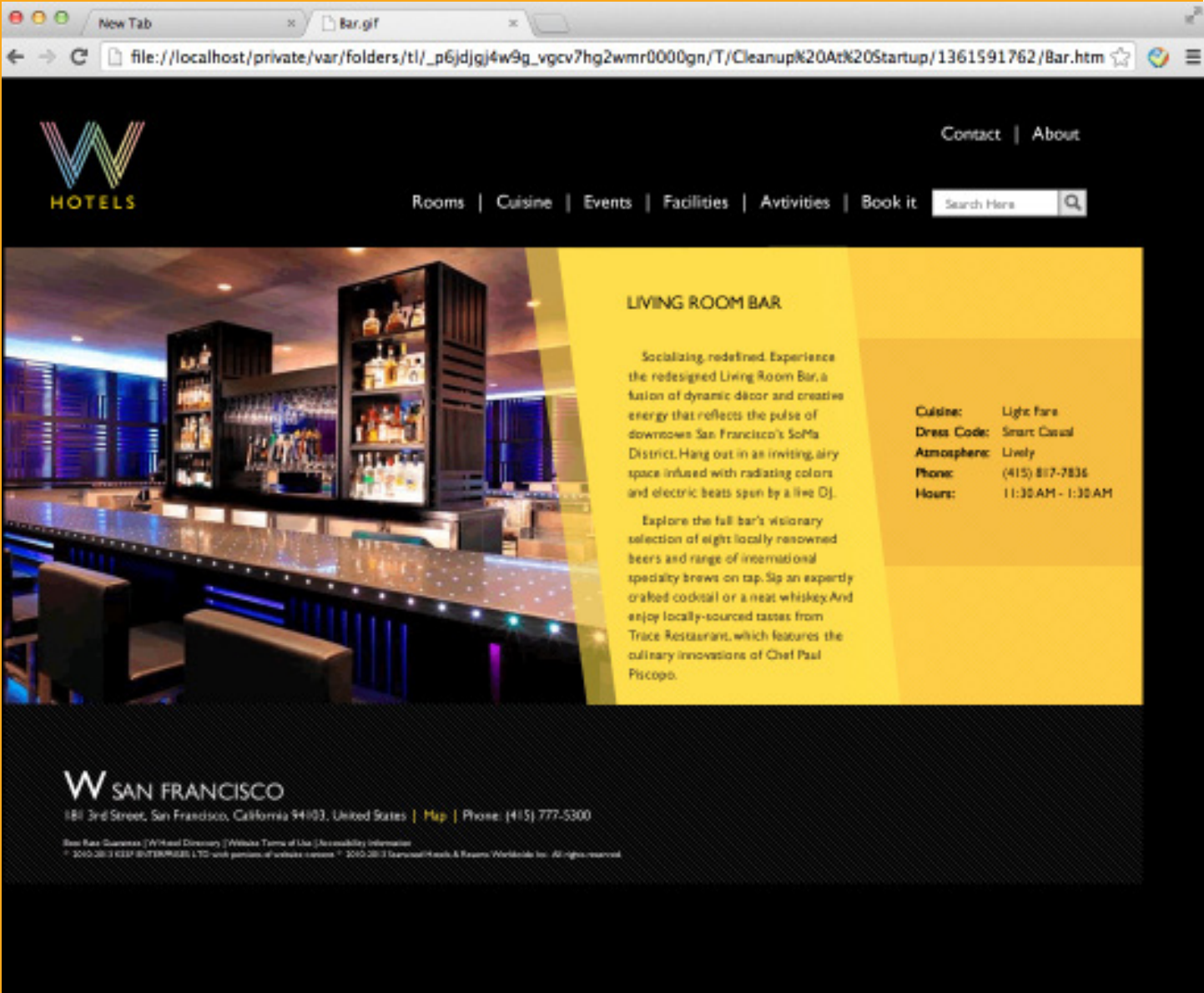
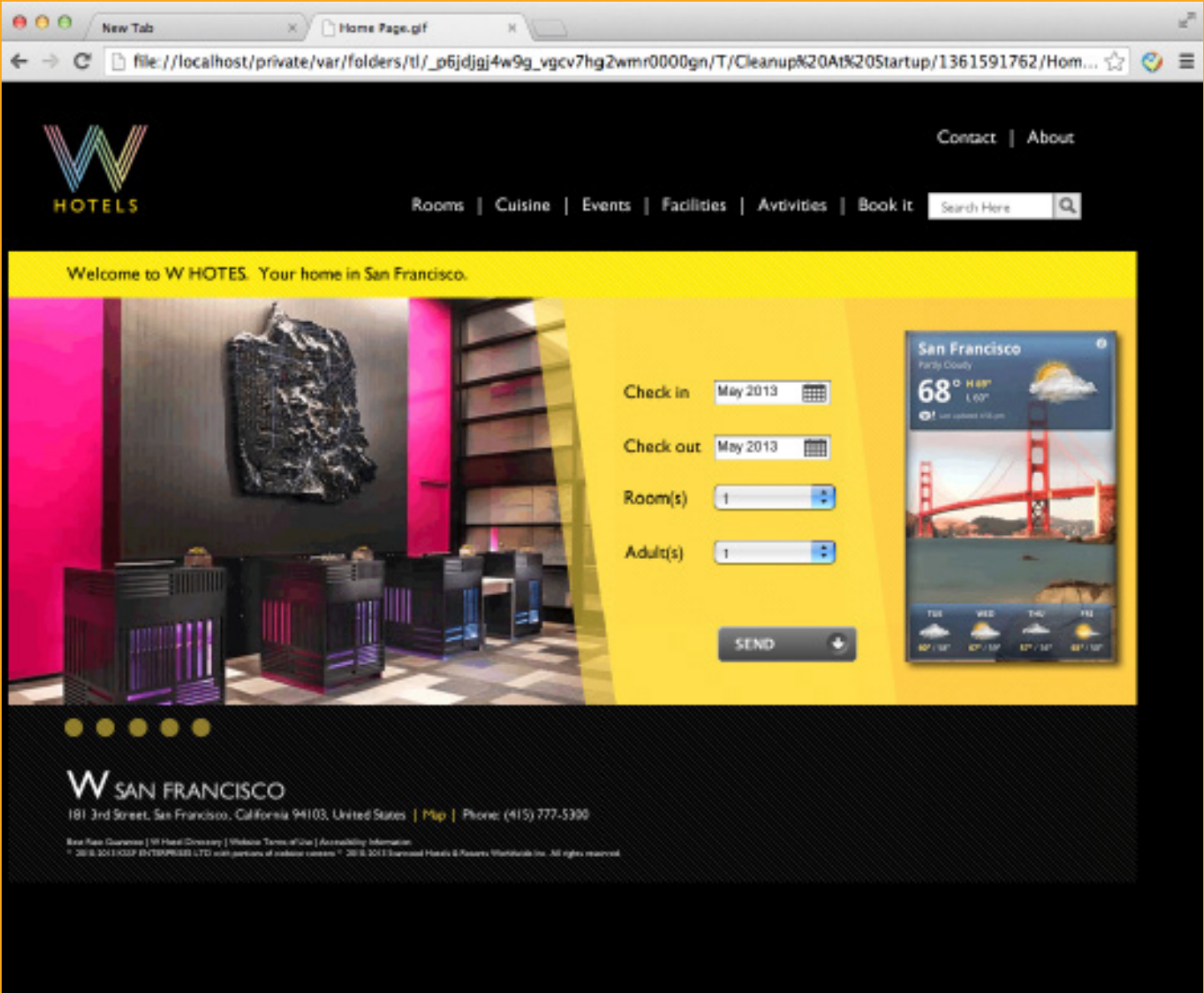


Use of the Netflix service and this Web site constitutes acceptance of our Terms of Use and Privacy Policy.  
© 1997-2013 Netflix, Inc. All rights reserved. U.S. Patent Nos. 6,584,450; 7,024,381; 7,631,323; 7,403,910; and 7,617,127. (us-east-1 87b08367 US) [2721/2 - ,en]

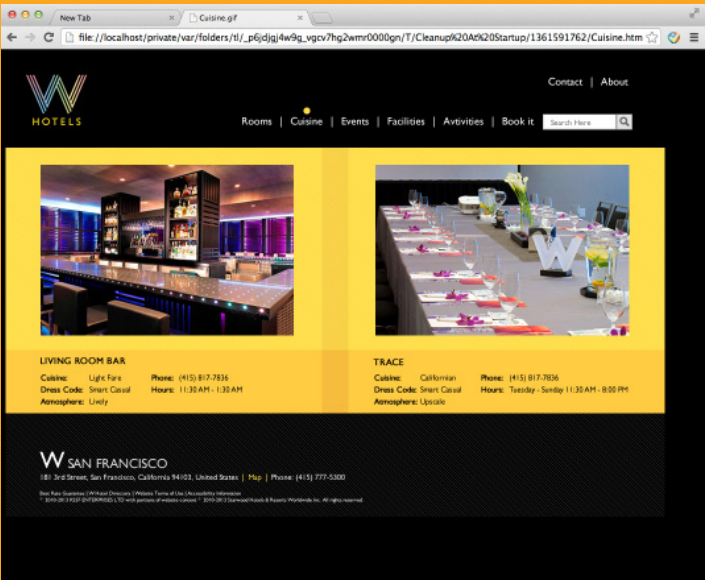
My  
Style

Project:  
Class:  
Software:  
Instructor:



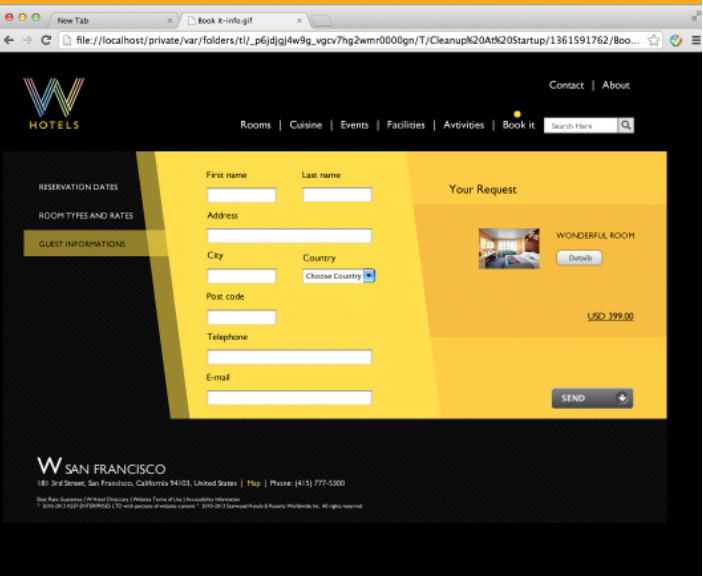
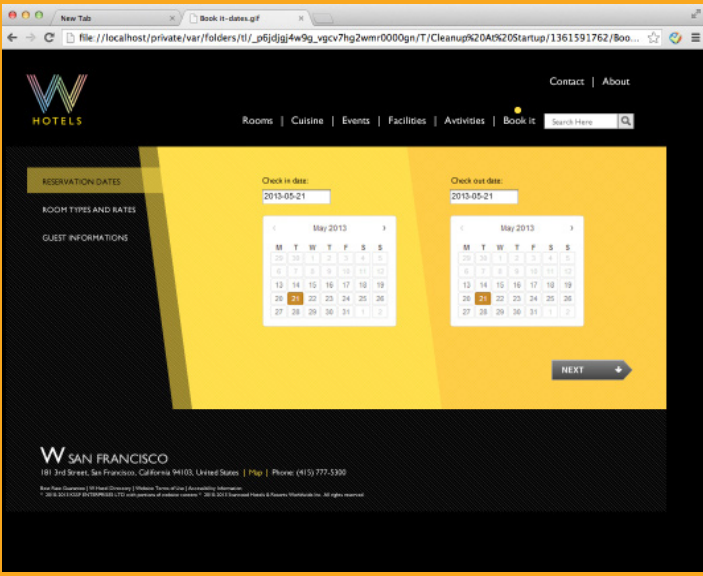
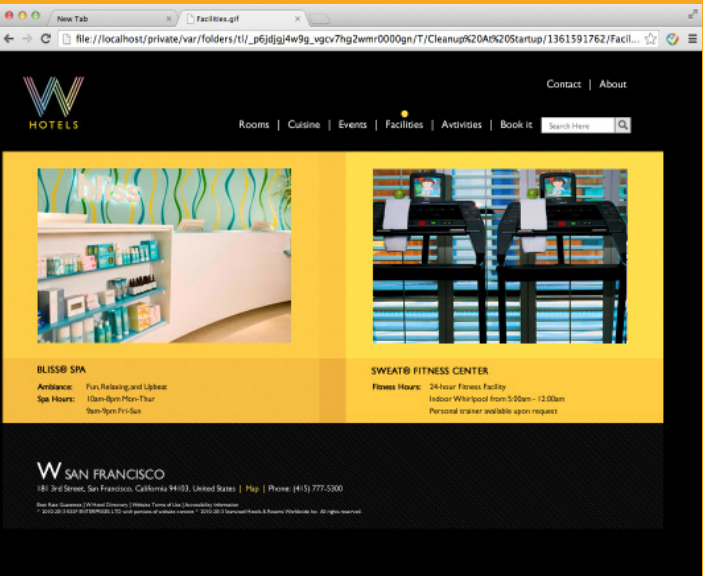
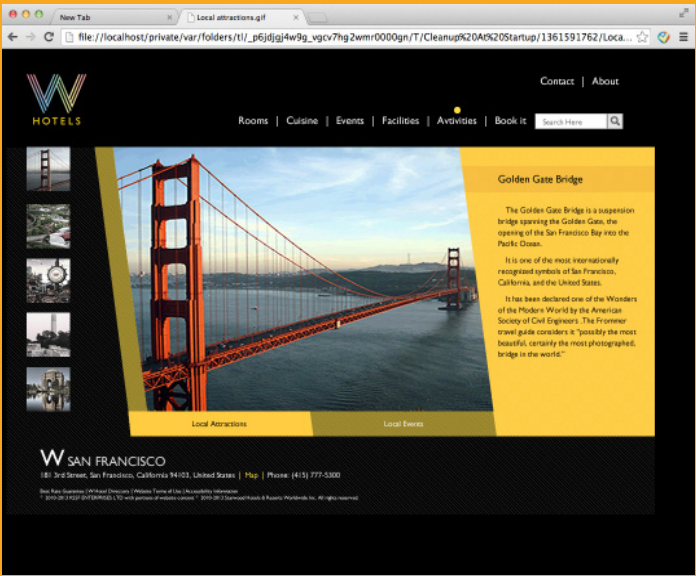
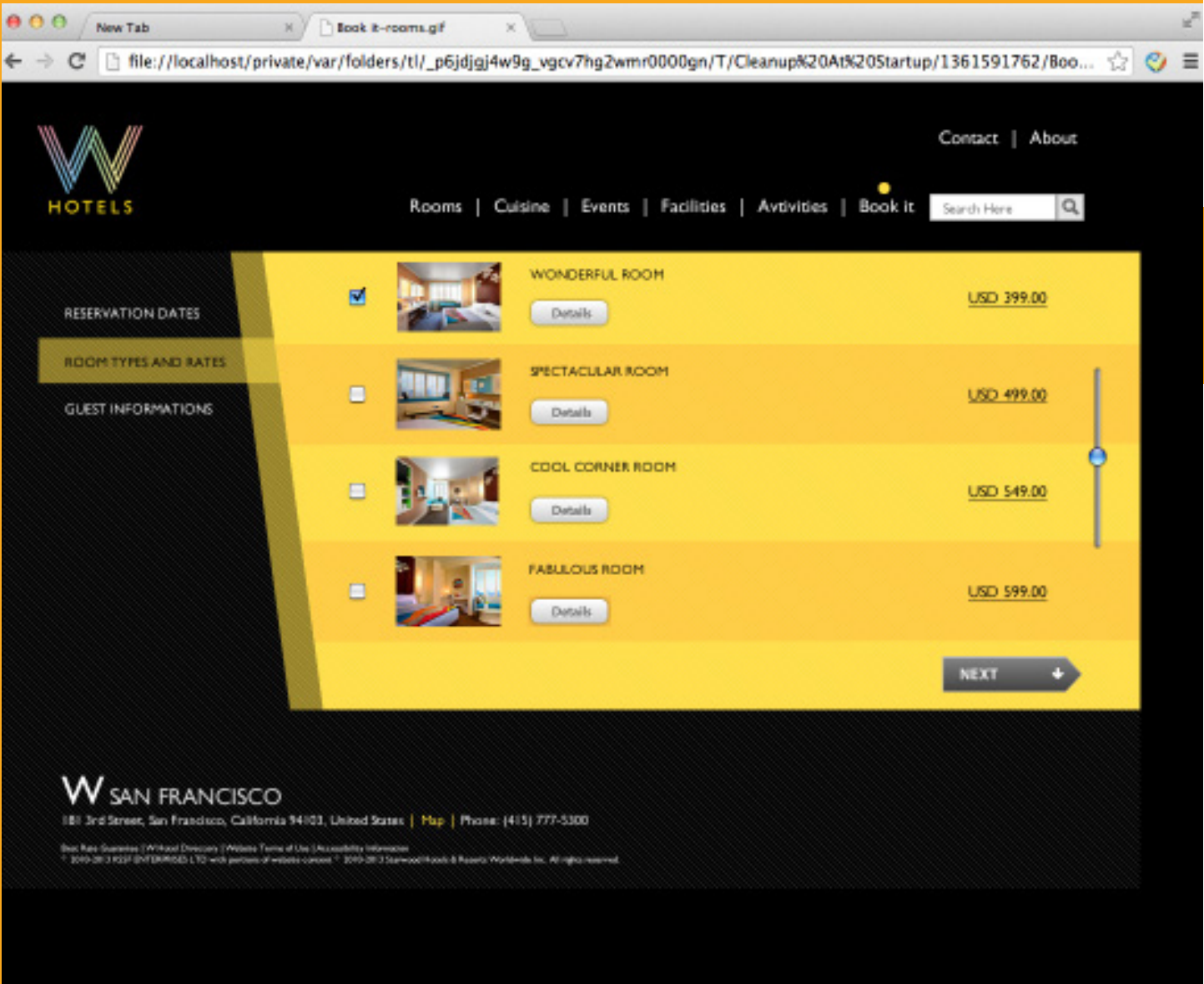
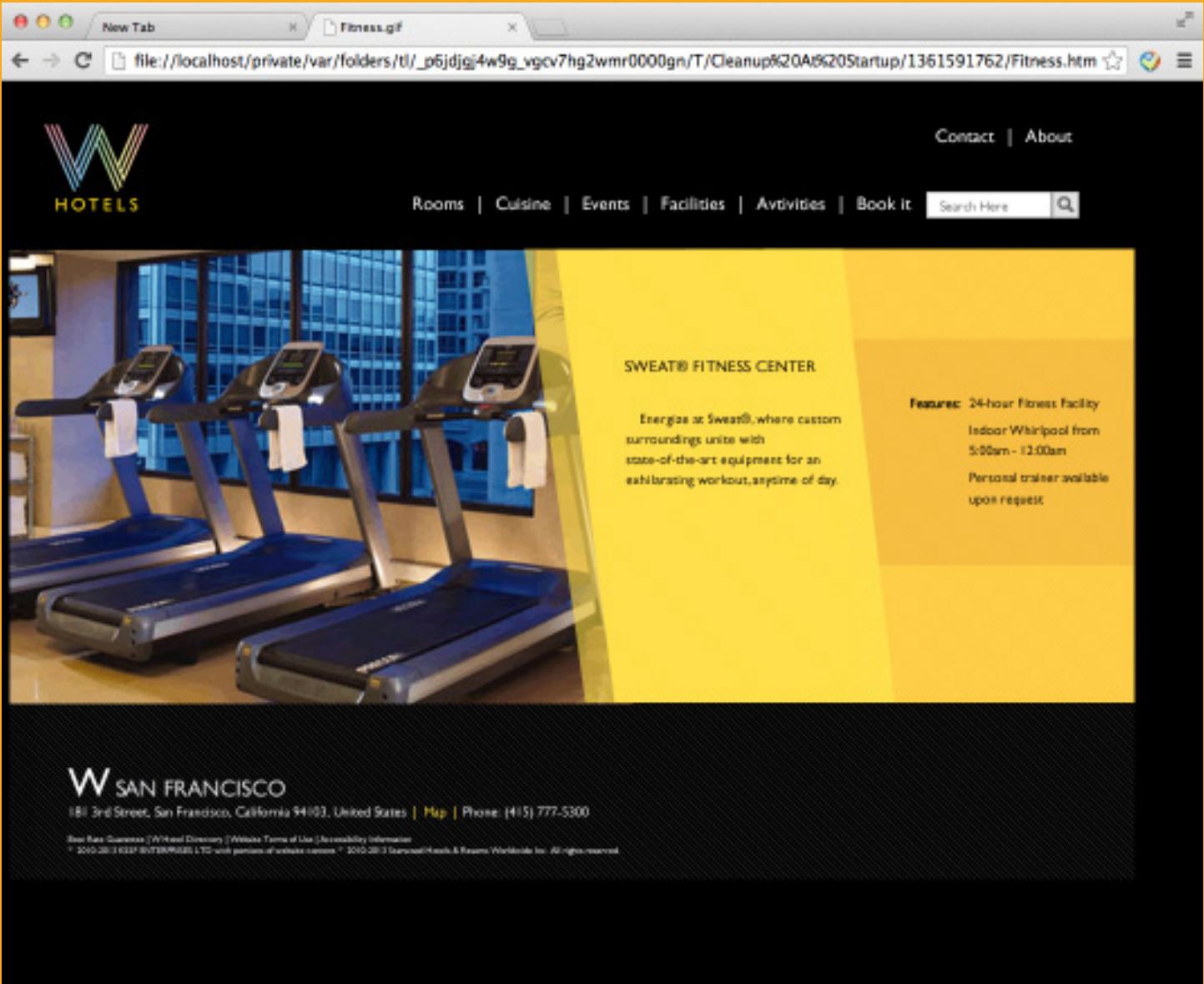


Project:  
Class:  
Software:  
Instructor:



My  
Style



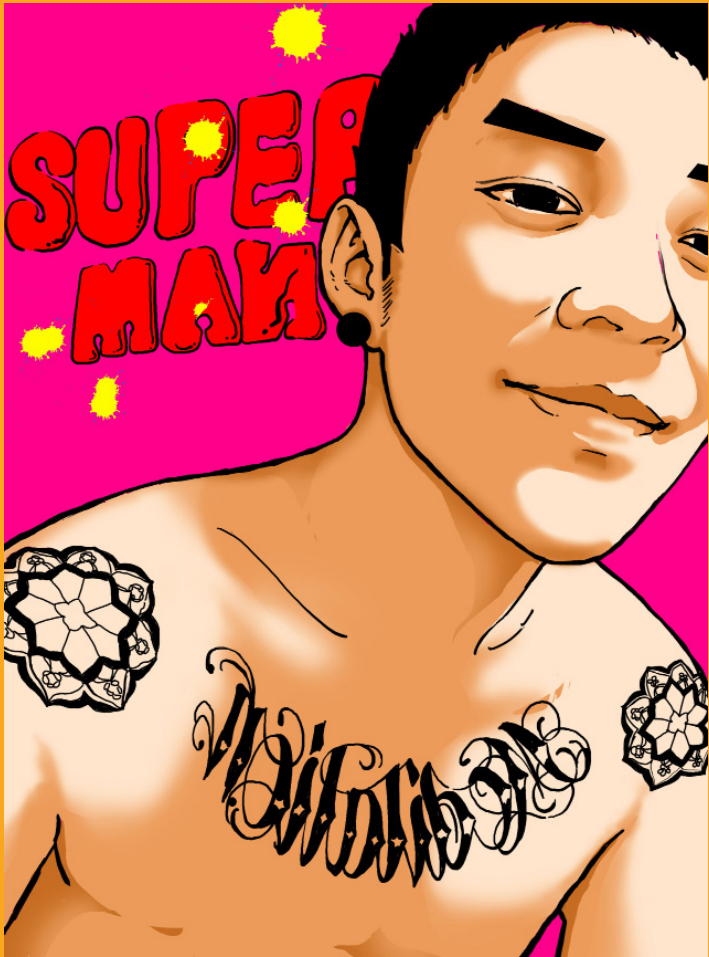


My Style















# 03 ABSTRACT

---

## Why I Chose to Do "Fashion Scanner"

Fashion industry had played an important part of ours daily life. Each year billion of dollars are being spend by consumer from all ages. Fashion Apps have also become an easy access to consumer when shopping for the fashion goods. The fashion industry had grown tremendously with fashion apps. Easy access to fashion goods, comparing prices, choices of goods, trends and etc. Studies shown there more men are utilizing the fashion apps when researching and buying their fashion goods. Keeping up the fashion trend and style. Each year more of fashion apps are created for easy access better serve the audience. As Coco Chanel said before, fashion is not something that in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening. Many peo-

ple dress trendy without knowing why, they only dress like this way because a certain clothe, that pair of shoes or an accessory because it is fashionable and is enough to do so, many of them wear some kind of clothe because they simply see other people wearing and think it's cool. "Fashion Scanner" is a Google glassware to help people to scan what they interested clothes in anywhere by using Google glasses. By using "Fashion Scanner" audience can get all the information about what they interested and they also can get local store position. They can use Google map to find the way to the local store and get it. Audience also can use glassware to find that stuff online, compare the price and shop online.



“ Fashion is not something that  
exists in dresses only.  
Fashion is in the sky, in the street,  
fashion has to do with ideas,  
the way we live, what is happening. ”

— *COCO Chanel*



# 04 STATEMENT OF INTEREST

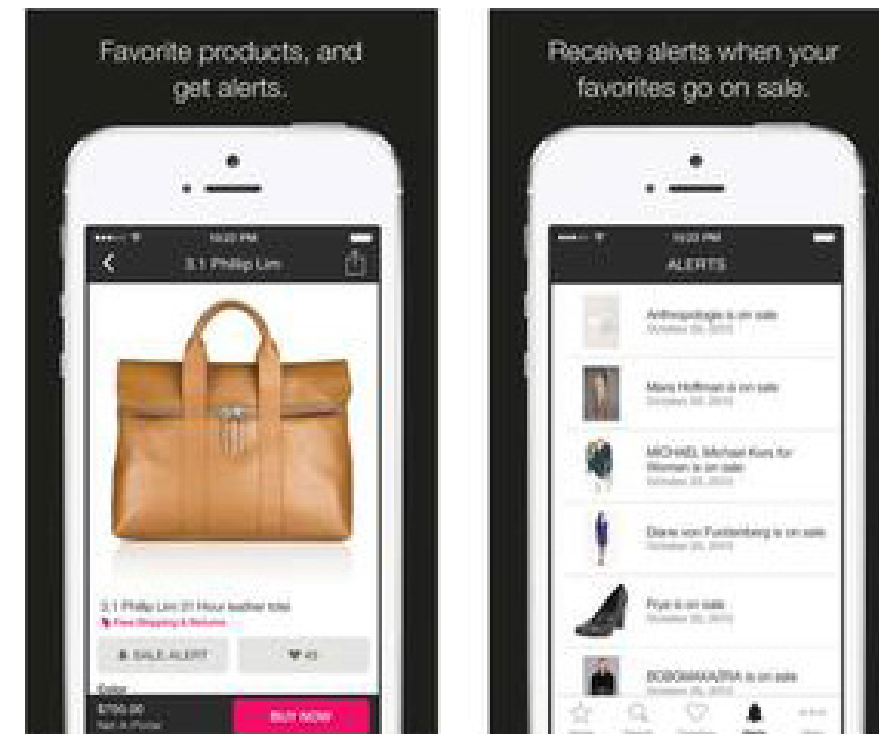
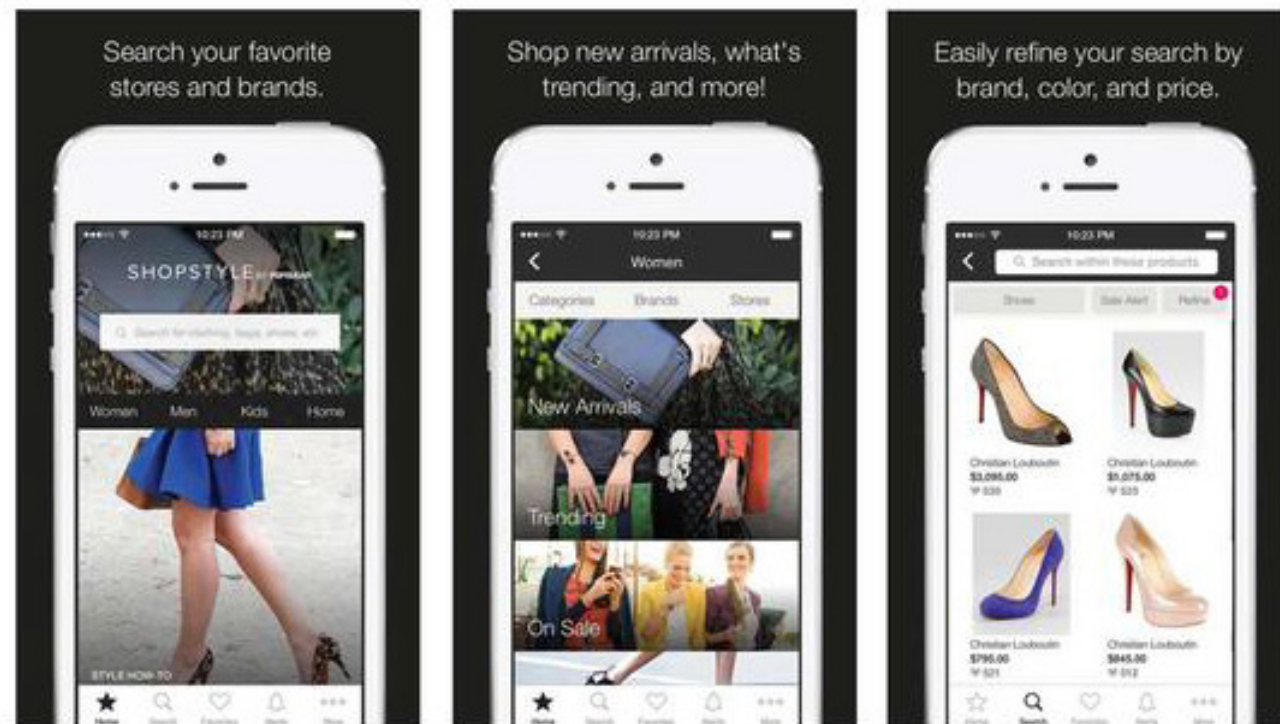
---

Before I started to do this concept, I tried to figure out what thing is the people around the world are concerned about every day. No matter the race, age or social identity. At the same time this issue will make people's life more beautiful. It also can make people seems happier and more confident in their social network.

I think this problem is fashion. As for what fashion is, besides being an extension of personality, or a mood, or a way of expressing inner creativity, it's also a kind of mask. I love the transformative quality, the effect that an item of clothing can have on the way people see other people and the way they might see themselves. There's something about the right pair of pants or a fabulous pair of shoes that can bring out a confidence in someone that they didn't realize they had. Despite how much fashion deals with the surface, it's the effect it has on the way they feel as opposed to the way they look that makes it so amazing.



# 05 INFLUENCES



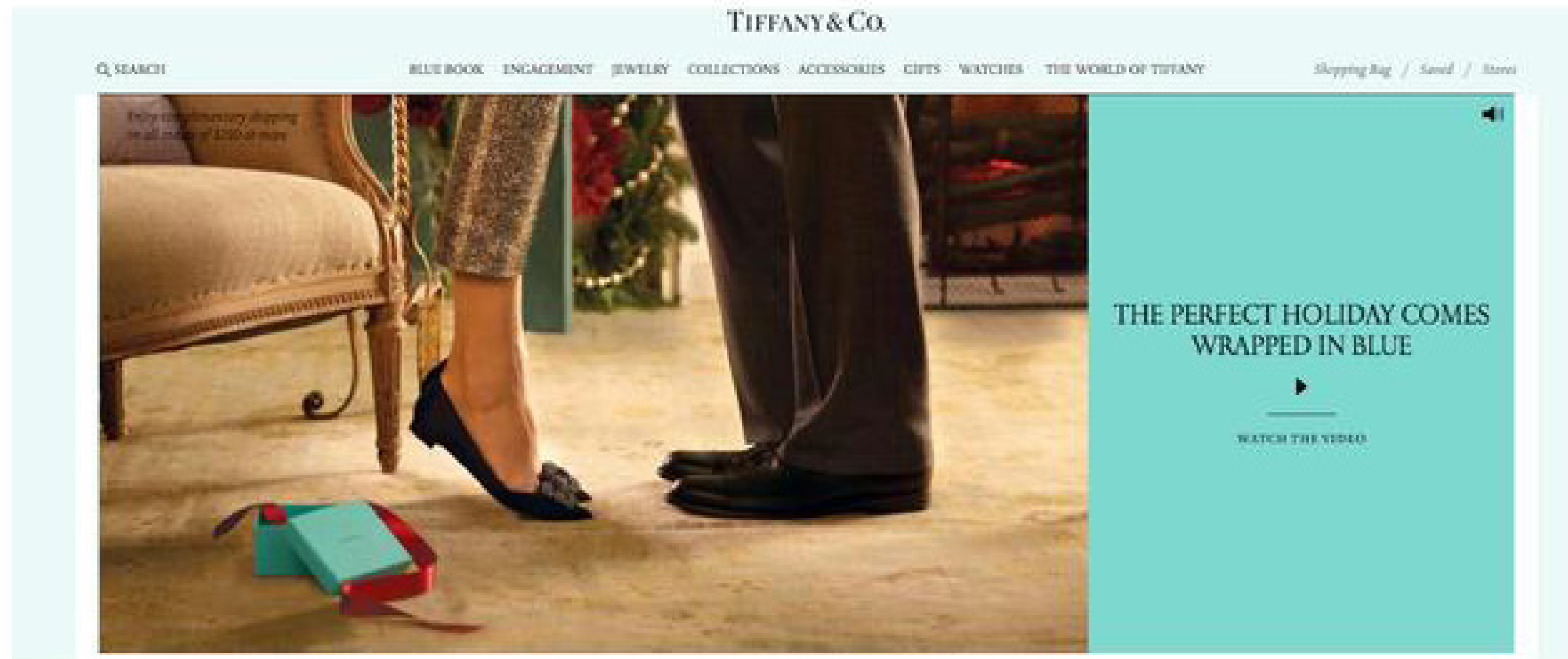
**Shop Style** is a very good app for online shopping. ShopStyle makes online shopping quick, easy, and fun, giving audience access to millions of products and brands from top retailers on their phones or tablet. Browse the latest trends, shop the hottest sales, and dress for every occasion with the ShopStyle app. I really like this app, because the interface of this app is simple and clean. Audience can easily follow the steps to get what they want.





Sometimes a mirror just isn't enough. Whether you are at home or out shopping, we could all use a second opinion. **Love it or Lose It** is the latest fashion iPhone app that gives you that second opinion and more. All you have to do is snap some photos of the item (or outfit) in question and send it out to your network of friends and fellow fashionistas on the Love It or Lose It platform. Then, within seconds, people will weigh in and give you their thoughts. Love it or loss it is a very powerful app to connect with your friends to share your style and get feedback from them.





*I'm choosing Tiffany's website as one of my inspiration based on how simple and functional it is. The whole web site just has one primary color and all the navigation are easy to find and easy to use. It also can give audience very strong feeling. It very easy to remember.*



# 04 RESEARCH



# Technical Specifications



Visual Design

# Proof of Concept



# Timeline

Bibliography



