## Emily Liu

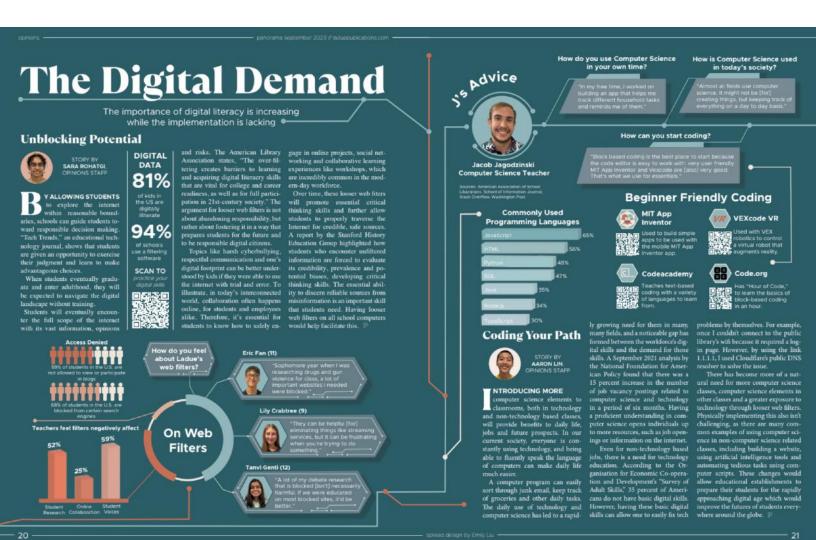
## Designer of the Year Application 2023-24

Nearly three summers ago, just a couple of days away from my freshman year, I decided that I was to become a student journalist. I was on one of the last stops of a school tour, where laying flat in a teal rolling cart was my first issue of the Panorama, our student newsmagazine. (The 2021 Senior Issue, to be exact) I had scarcely felt it before, but gazing upon the Studio-Ghibli-inspired cover adorned with soft flowers and climbing ivy, inspiration struck. I knew right there that I would spend the next three years telling stories on my school newsmagazine.

From then on, whether it be creating my own cover, designing infographics, or obsessing over folios, I fell in love with meaningful art and design. My passion truly ignited the beginning of my junior year, when I was offered to lead a section as Opinions Editor. The single-page, art — headline — body copy design of Opinions had always been limiting, so as editor, I wanted to focus not only on guiding my staffers but innovating upon this structure. In our first month, I was tasked with designing a spread featuring two different opinion stories on technology. The potential of those blank pages challenged me to craft a unique design for that issue and to continue innovating by designing infographics. Ever since, I've created one nearly every month for our magazine, communicating topics from pizza to transgender legislation through my art and data journalism. Each time, I emboldened myself to improve upon the previous design and as a result, have truly streamlined my design process and my identity as a creative.

Being able to connect with my audience through a visual medium has brought me so much fulfillment and has, I believe, made the magazine more accessible to many students in my community. As a designer, it's my goal to resonate with and appeal to my community in ways that text simply cannot. At my first journalism convention last year, I learned that visual information is processed 60,000 times faster than text. The truth is, a story will never be read and information will never be accessed if it isn't appealing enough to catch an eye. This is the responsibility I choose to bear each time I design. I may be biased in saying so, but each story we tell on the Panorama deserves to be seen, and through design, I now understand that I have a unique ability to support and enhance that story.

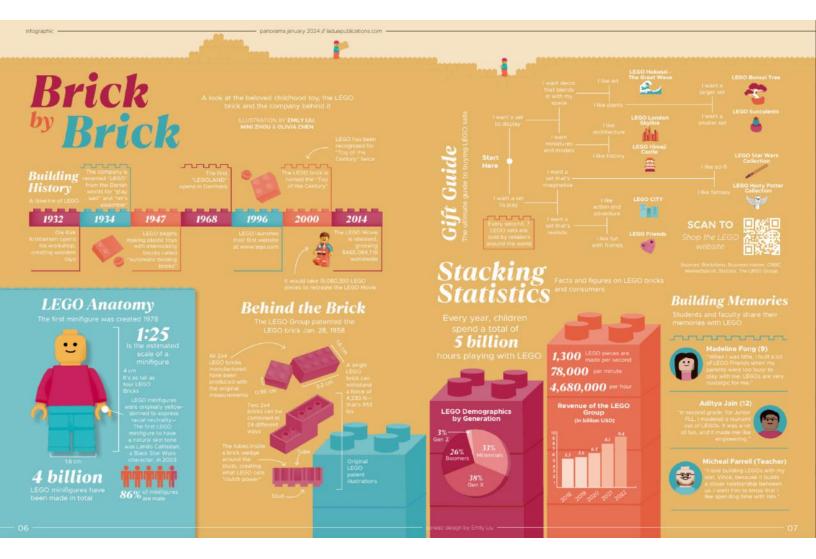
This past year, I feel fortunate to have been able to guide and teach many of my underclassmen in design. In turn, I've learned by watching them tap into their creativity how to push past the boundaries of my own creative ability. Next year, I have the privilege of leading our staff as Design Editor-in-Chief and am excited to continue helping others tell their stories through a visual medium. I hope to take the Panorama to new heights so that someday soon, someone else will feel inspired enough to stop, take a look and share in everything my incredible staff has been able to achieve.



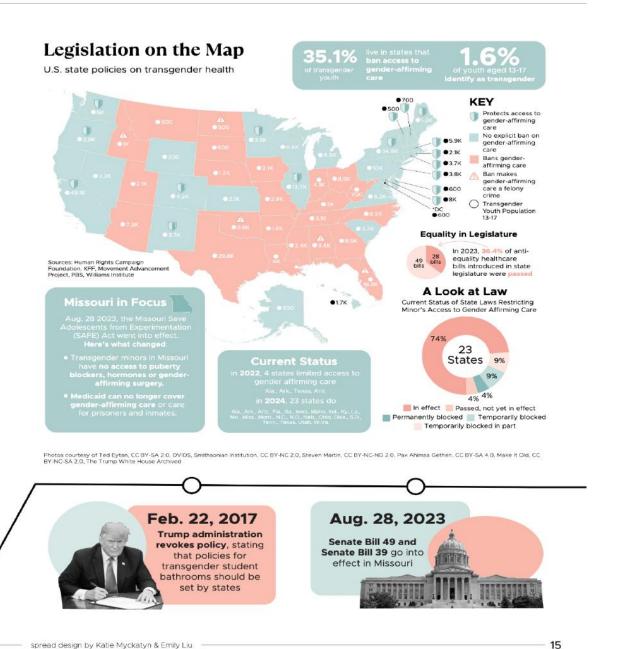
For this piece I wanted to design a cohesive spread that brought together both stories while still being able to visually express that there were two different authors and topics. With an underlying theme of technology, I chose to incorporate a geometric design, with lines mimicing a mother-board to represent the current state of technology and irregular polygons influenced by futuristic aesthetics to represent innovation. Lastly, I visually indicated the individuality of both stories by utilizing primarily blue and orange colors on "Unblocking Potential" and blue and white on "Coding Your Path."



This was the first infographic I created for our speciality issue, the Food Issue. I wanted to utilize primarily photo in this piece so I took the challenge to photoshop 5 pizzas into one for the mod on the left page, and layered pizza ingredients together digitally for "Bake it Yourself." When designing this infographic, it was initially difficult to arrange the dimensions and location of each mod to establish hierarchy, but I ended up placing one large pizza mod towards the top and one towards the bottom on the other side to draw the reader's eye.



When designing this piece I wanted to retain much of the childhood whimsy of playing with LEGOs by choosing bold colors and designing creative elements such as the LEGO men "building" the infographic on the top and the headshots under "Building Memories" being LEGO representations of the individual. Creating the art for each of the LEGO bricks was the most challenging aspect of this piece because I needed to retain perfect dimensions of each brick for each perspective. Additionally, I incorporated subtle nods to LEGO in aspects of my mod such as making the dividing lines in "Building Memories" appear like stacked bricks to retain the feel of play and suspension of belief.



This piece is one page out of multiple spreads, however, my main contribution was creating the infographic featured here. While I had previously featured light-hearted topics, I wanted to challenge myself here to tackle a complex and controversial subject matter with the dignity that it deserved. For the design, I focused on making it mainly informational, which is why there is a lack of illustration, in order to best represent the statistics in a wholistic and transparent manner.

When I recieved the color palette for this infographic, I knew I wanted to play around with utilizing "atypical" colors to represent a subject by depicting marine life in warm toned colors. I also wanted to improve upon my previous infographics by incorporating a strong central graphic to draw the eye of the reader and make the spread less visually overwhelming. One of my main goals for this piece was to represent a more difficult topic in an approchable way to encourage my community to take action.