



*Jason
Zhang*



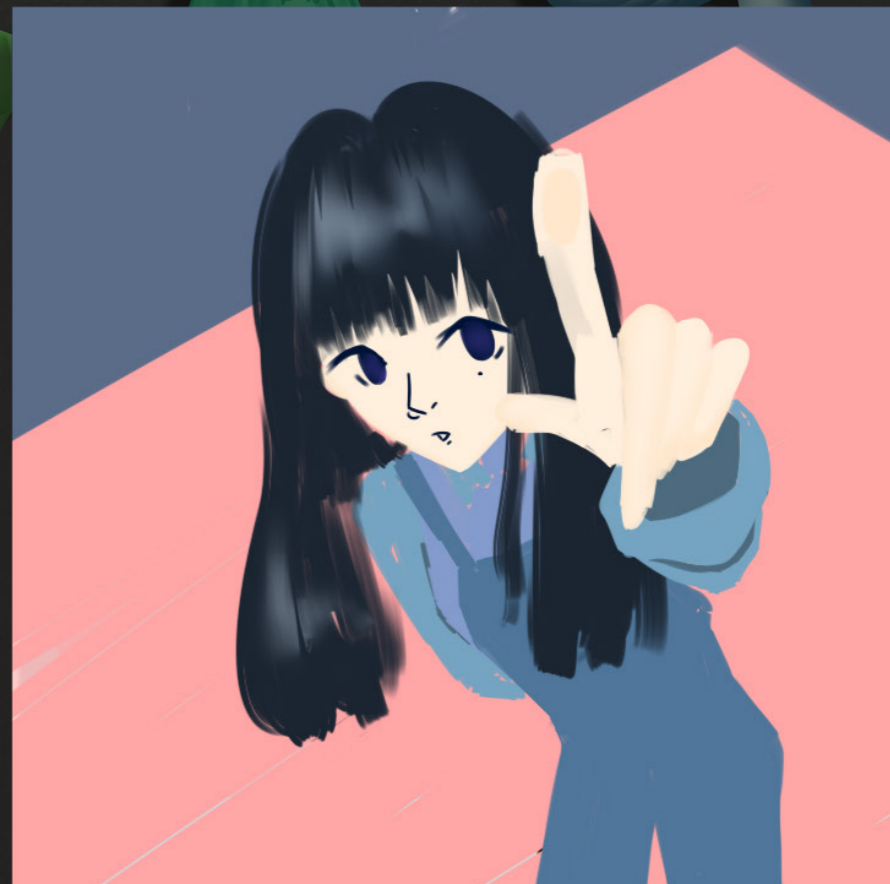


01: Music Album Design

In this brief, I developed a vinyl album cover and a merchandise collection for Dilettante, using her music and visual identity as the foundation for research-driven designs that engage her target audience.



Some refined thumbnails I created to explore and develop the strongest visual directions in response to the brief, selected from a broader range of concept experiments and initial sketches.



After selecting the thumbnail that I felt best reflected Dilettante's visual identity and artistic style, I began experimenting with colour schemes before moving into the development of the final artwork.



Launchpad®

14 October 2022
12 Songs, 36 minutes
© 2022 Dilettante

Lead Vocals: Francesca Pidgeon (except additional vocals by Adam Pardey on "Painting By Numbers" and "Keep Time")
Instruments: Francesca Pidgeon (clarinet, flute, saxophone, trumpet, cello, synth, piano, guitar, bass, percussion, drums)
Additional Instruments:
Adam Pardey (guitar, bass, trombone, music box, percussion, additional drums)
Jack Mee (drums)
Production: Francesca Pidgeon, Adam Pardey
Mixing:
Adam Pardey, Richard Formby (except "Single Serve" mixed by Adam Pardey and Hugo M Hardy)
Sequencing:
Francesca Pidgeon ("Single Serve", "Big Fish")
Adam Pardey ("Unaware", "Teeth")

INTRO
BIG FISH
SURROGATE LOVER
MOUTH SHUT
SINGLE SERVE
TEETH
UNAWARE
PAINTING BY NUMBERS
THE FACE THAT I HAVE GROWN
MEEK AND UNKIND
KEEP TIME
THICK AS WATER

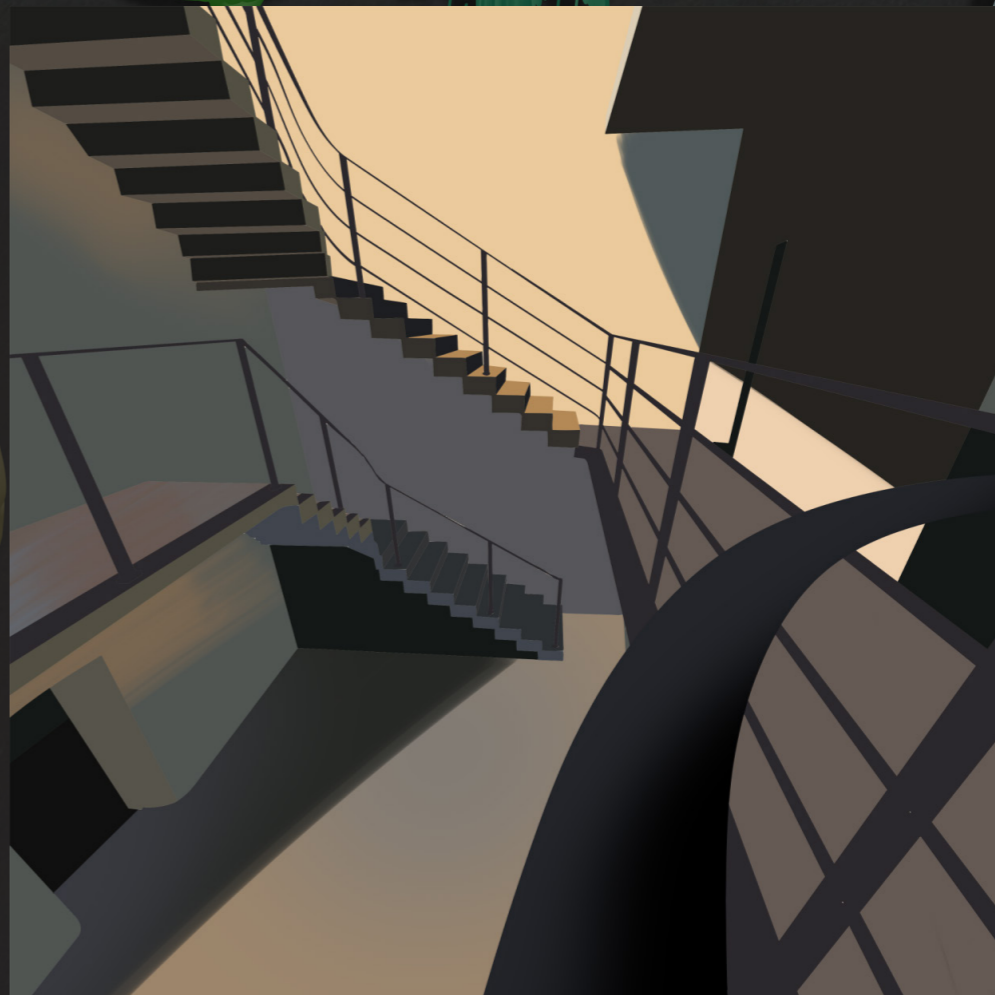
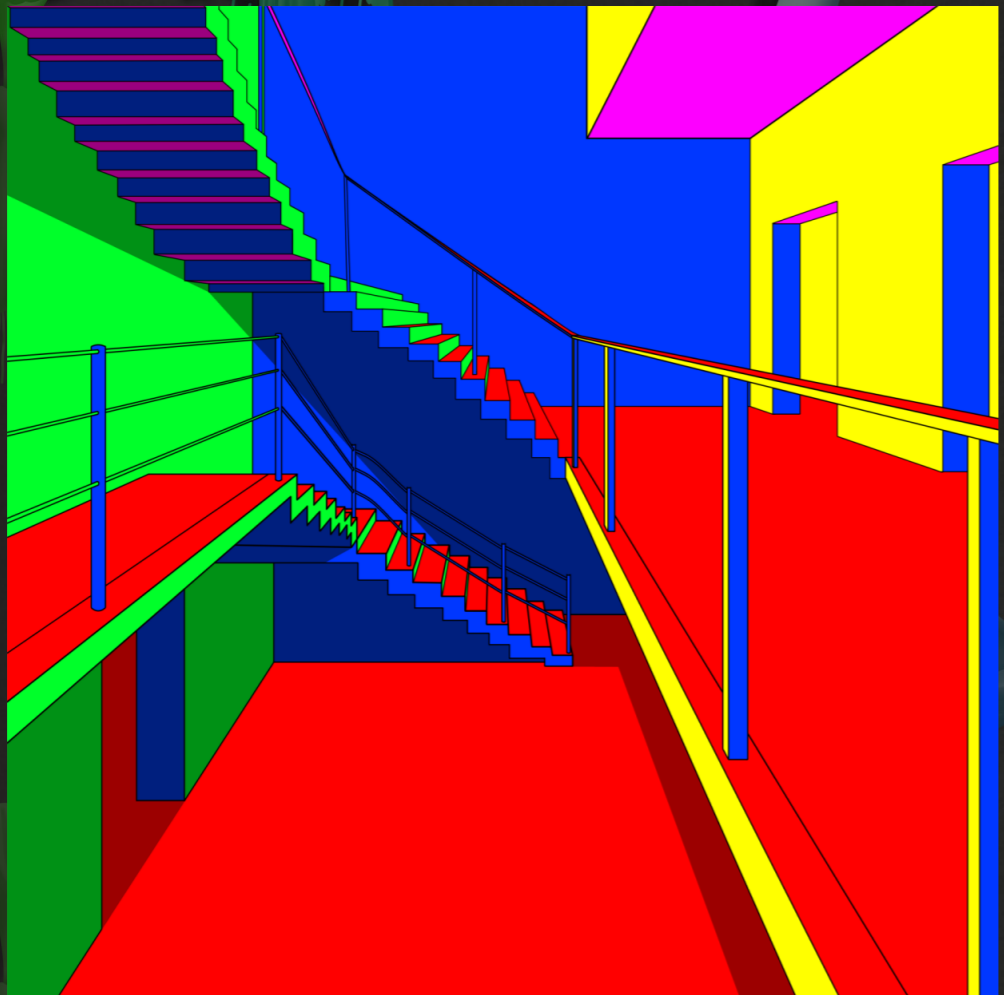
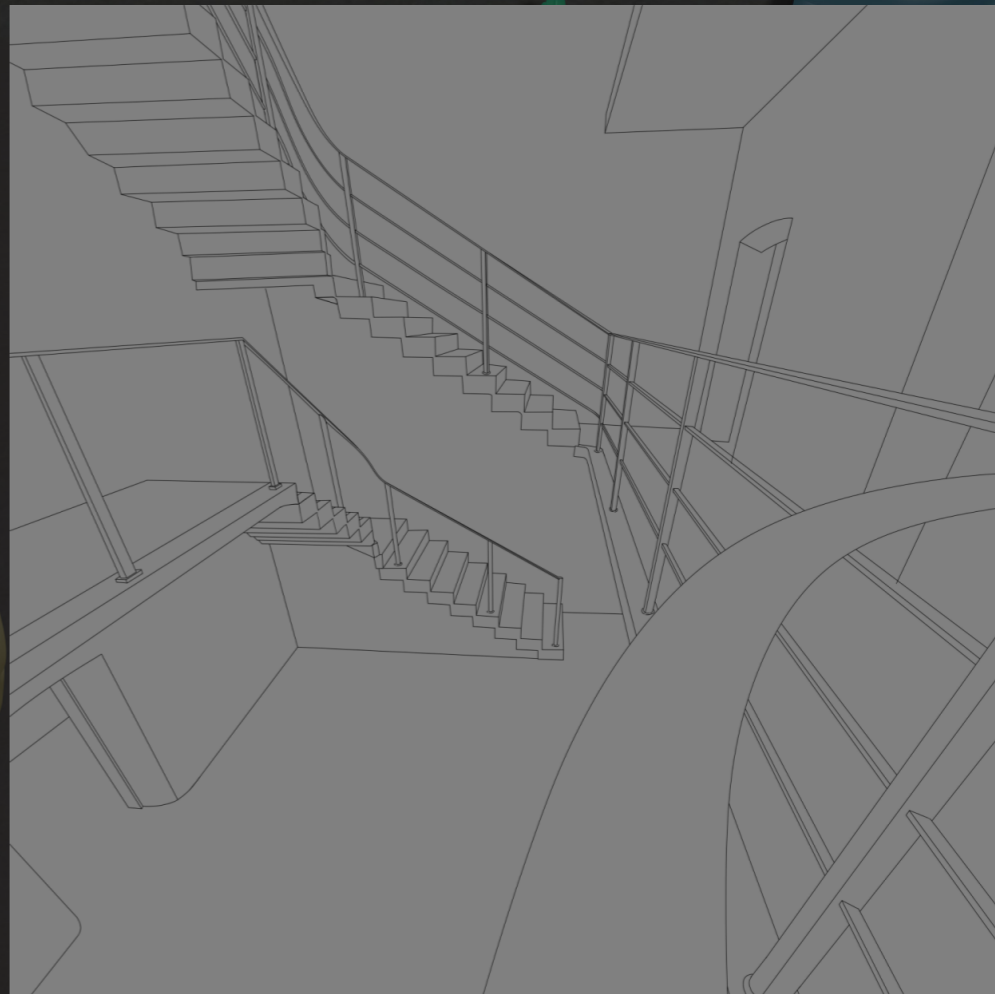


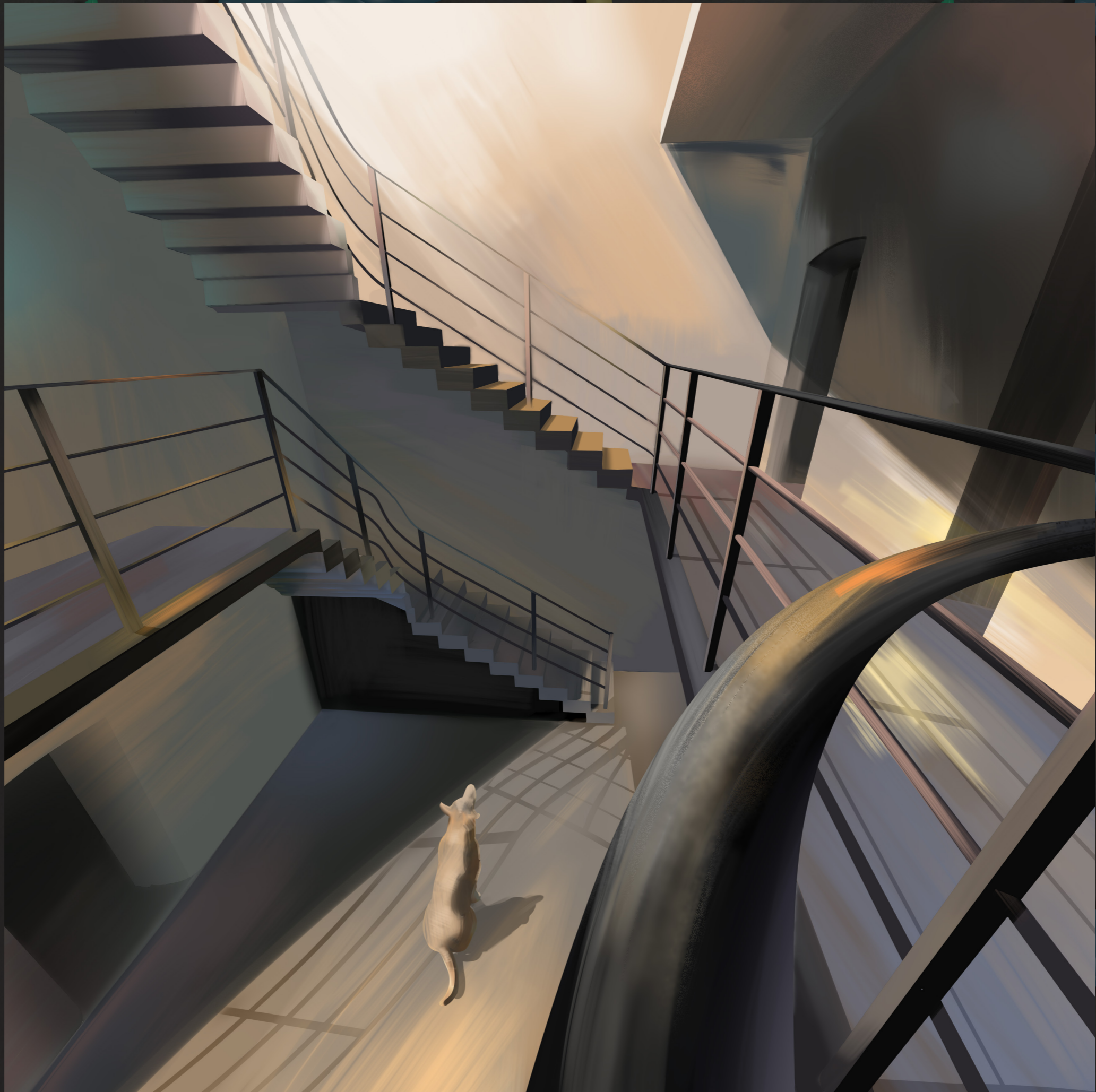


02: Lincoln Castle Promotion

In this brief, I was asked to create an original illustration for Lincoln Castle Gift Shop, capturing the essence of Lincoln's history through contemporary visual design that could be applied across a range of products and promotional contexts.

Process







03 Data Visualisation

For this project, I was asked to create a poster visualising global happiness data using the Cantril Ladder Happiness Dataset.



I focused on refining the visual language of the final composition. Since the Netherlands and Afghanistan would be represented through contrasting versions of the same flower, I experimented with colour, texture, and rendering to clearly communicate vitality versus decay while maintaining stylistic consistency. The inclusion of caterpillars introduced a symbolic reference to conflict and destruction.





04: Ethics and Society

This project explores the social pressures faced by sexual minorities in contemporary Chinese society through the ethical question: Am I still myself if part of me is forced to remain hidden?



I developed the concept of Lost Soul (丢魂), inspired by the traditional Chinese belief that losing part of one's soul fundamentally alters the self. This metaphor reflects the experience of concealing identity under sustained social pressure, while Chinese folk symbolism and spiritual imagery provide a culturally specific visual language.



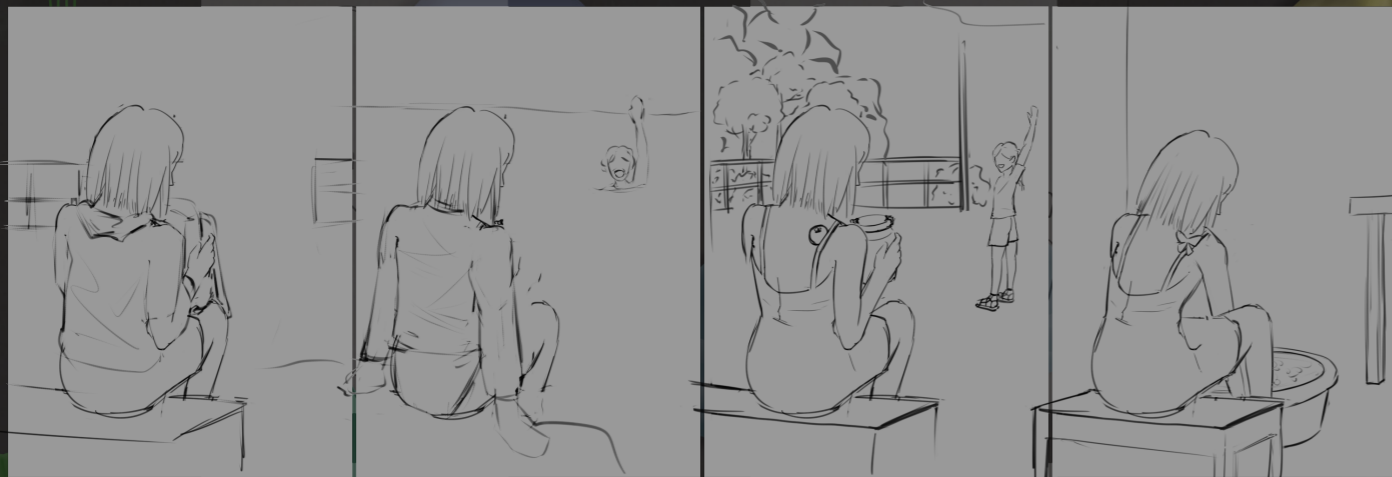
The final piece uses a predominantly black-and-white palette to create an oppressive atmosphere of silence and suppression, with red typography highlighting the concept of Lost Soul. The elongated vertical composition reinforces confinement, while faceless figures surrounding the protagonist symbolise collective indifference. The hand pulling away part of the soul represents the gradual loss of identity caused by forced invisibility.



05: Book Reinterpretation





In this project, I was asked to reinterpret a literary work through contemporary illustration, exploring how visual storytelling can offer a fresh perspective on an existing text.

The Canning Season is a novel about two abandoned girls who gradually find healing and belonging through an unexpected relationship with two elderly women. I was drawn to its unusual balance of dark humour, warmth, and emotional healing, which inspired my visual response.



Through thumbnail exploration, I experimented with different narrative compositions before focusing on the emotional contrast and parallels between the two generations. My final concept aimed to create a mirrored visual relationship between the two scenes, using lighting, domestic space, and blueberry vines as symbolic elements to suggest memory, preservation, and emotional connection.



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