

Xinjie Ma
Graphic Portfolio, 2015

An ambitious, self-motivated and resourceful graphic designer based in London with a fine art background. I enjoy using traditional methods with modern interpretation and techniques. With a keen eye for details, I have particular interests in typography and branding. I am also able to approach projects from a conceptual angle with proficiency in hand drawing and graphic reproduction.

LIGHT AND SPACE

A collection of printmaking works that explores the intricately complex nuances in the representation of *Light & Space*, the physical and the metaphysical

Black and white relief print with gold letterpress on 300g Somerset Satin paper, kraft poster tubes with gold folio labels

LIGHT AND SPACE

WINDOW & SHADOW

LIGHT AND SPACE



LIGHT AND SPACE



LIGHT AND SPACE



SERENDIPITY

The project is to interrogate that idea that design is not a thought experiment in front of a glowing screen, but a physical process of generating and accumulating ideas. It calls for the awareness to elevate the serendipitous discovery onto a design major strategy

Gatefold cover embossed with geometrical pattern, green cloth spine bound with matching green folio, concealed content pages at gatefold

SERENDIPITY



SERENDIPITY



Abstract Dark / Spray Paint

Abstract Dark /

These fragmental dots were sprayed on purposely in order to create an illusion of depth and space. The contrast between stimulating fluorescent red paint and deep dark background present a rhythmic composition.

The two pieces of black paper were planned to use as interior pages for my handmade book, but I carelessly dampened the edges. Later it turned to be a improvised protection to my book when I was spraying paint through the circle shaped holes on the drilled different size holes on the one plastic panel, when I sprayed one stencil, it is inevitable that spray paint would pass through the holes. Also, with some unconscious movement like rotation, relocation, I accidentally created those mysterious patterns.

Wrong Paper /

Brand Somerset, Arches and REX Rivers Specialised producing high quality printmaking substrates. Because of distinguishing features of a good printmaking paper, they are able to take on a lot of ink, often with multiple runs through a press,

without disintegrating or deforming. We rarely take a risk to challenge the possibility in the usage of materials.

I was looking for a substitute for Somerset Black Satin Paper, due to the lack of availability. The alternative Arches Black Paper is very expensive, so I am urgently seeking a more affordable replacement. I tried all I could find from the collage shop, the qualities are various, practically most of them

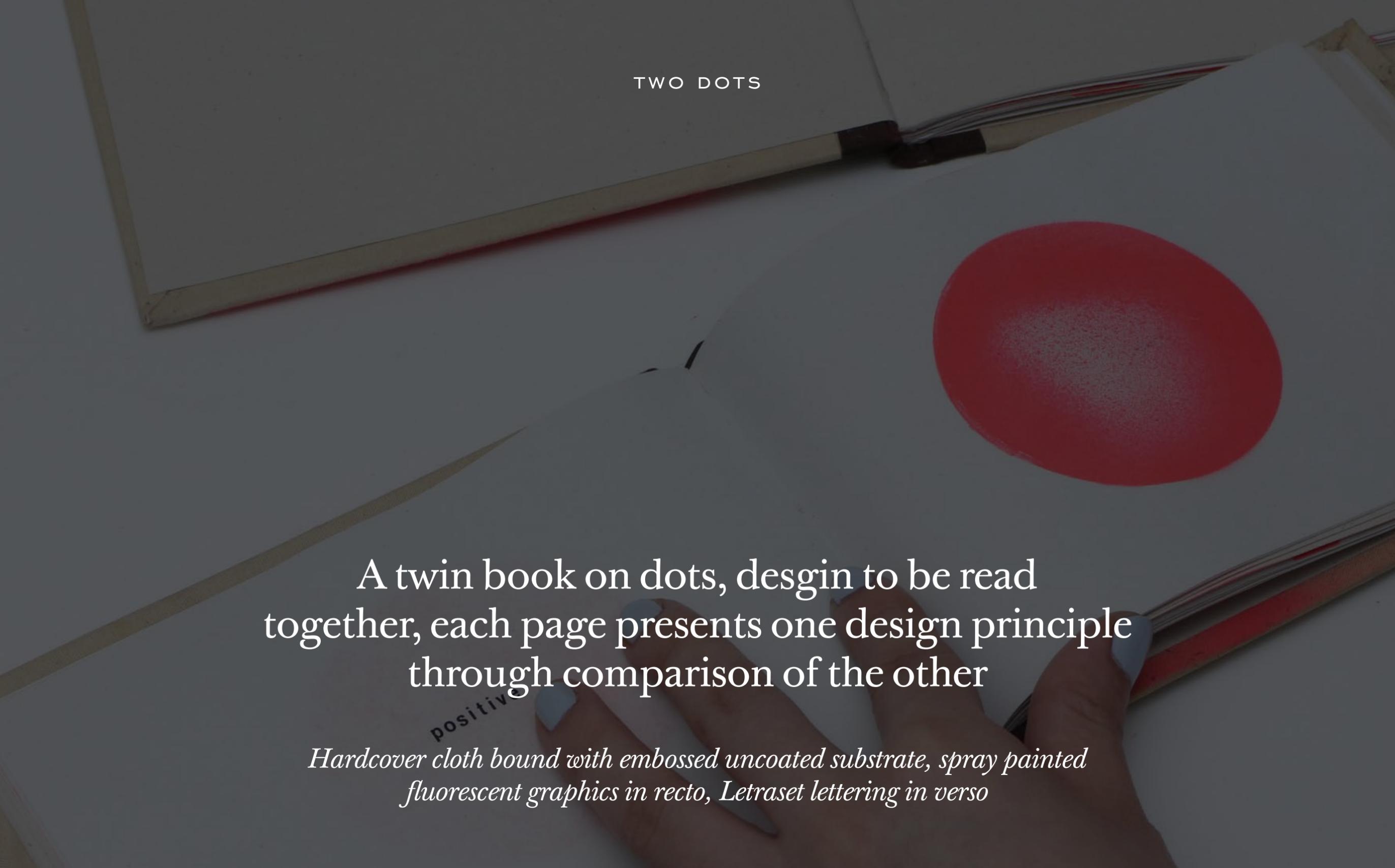
were less suitable for printmaking paper. However, it produces some really interesting results from those substitutes. What one can take away from such experience is that a wisdom of conventional wisdom contribute to the aesthetic are idiosyncratic.

The World of the
Two prints
plates.



Asian Day / 2004

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TWO DOTS

A twin book on dots, design to be read
together, each page presents one design principle
through comparison of the other

*Hardcover cloth bound with embossed uncoated substrate, spray painted
fluorescent graphics in recto, Letraset lettering in verso*

TWO DOTS

positive



TWO DOTS

up

down



TWO DOTS

LINE

line



ON PAPER GALLERY

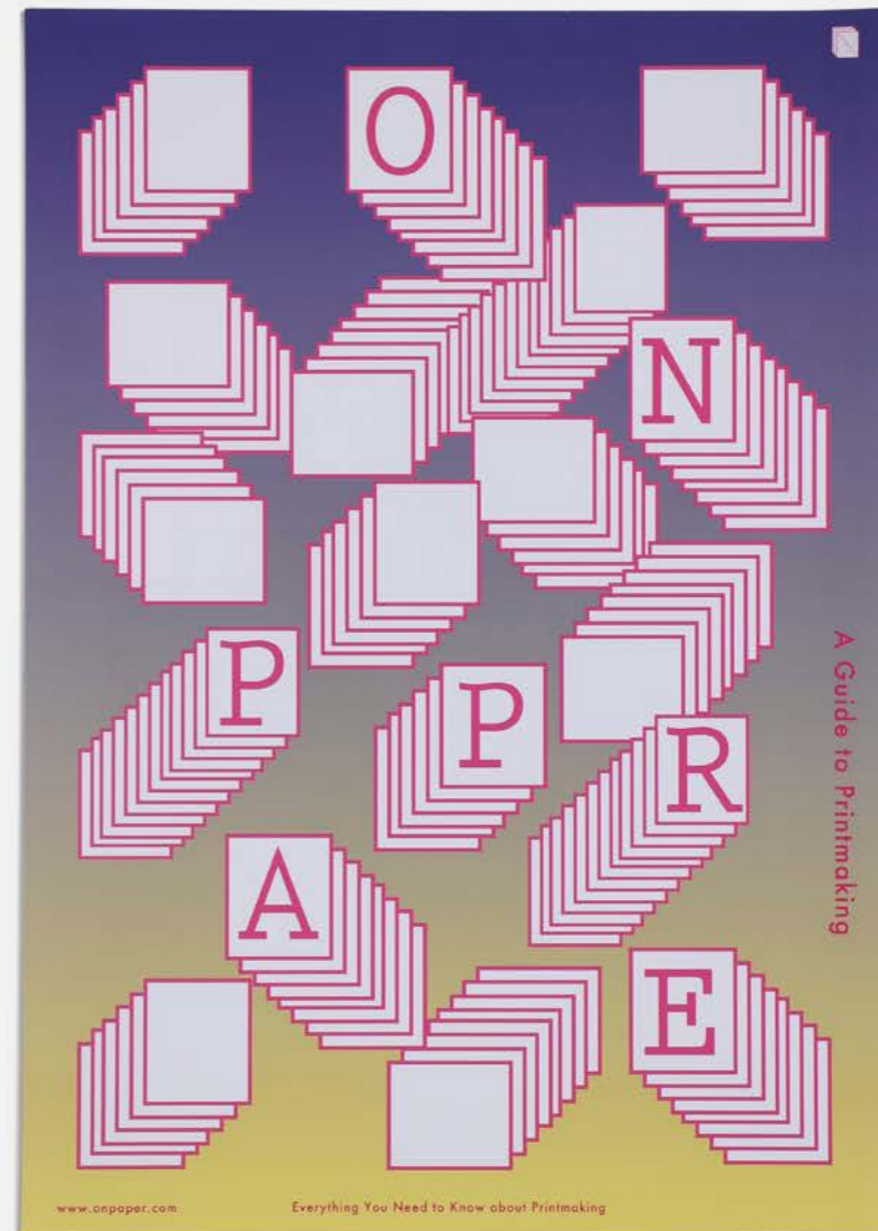
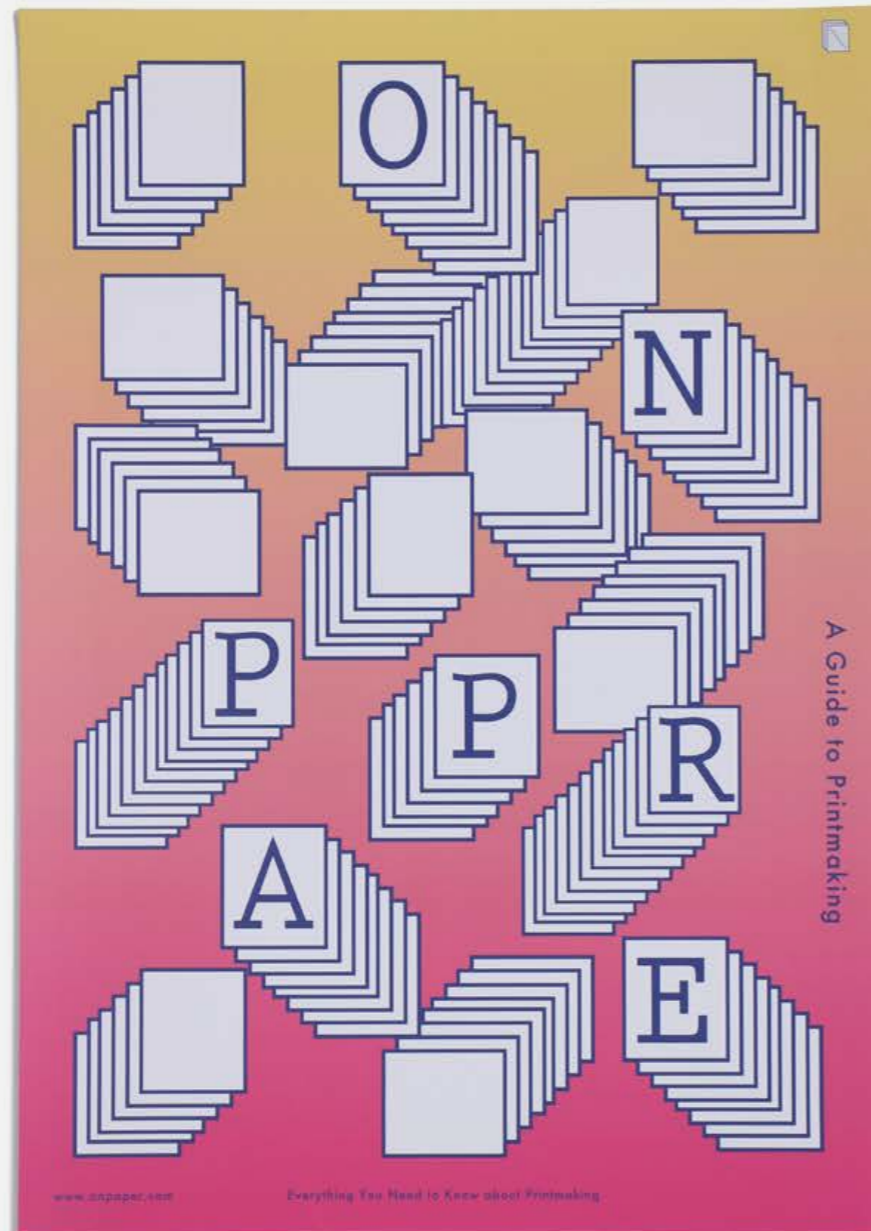
Promotional literature and website for *On Paper Gallery*. Aims at younger customers, the design uses bold graphics to express a sense of playfulness in the effort to introduce traditional printing techniques

Digital Indigo on GF Smith Colorplan, website runs on Wordpress

ON PAPER GALLERY



ON PAPER GALLERY



ON PAPER GALLERY

let
us
start
to
print

Tips

Stencil

Screenprinting

www.onpaper.com



ON PAPER GALLERY

Feel stuck or
confused on
making prints
You cannot find
someone to help
you or you want to
sort it out by
yourself

Find our
self-service
machine
in workshop

Touchable screen
easy to use

We compiled and
briefed the most
important steps of
printmaking in
order to untangle
your puzzle

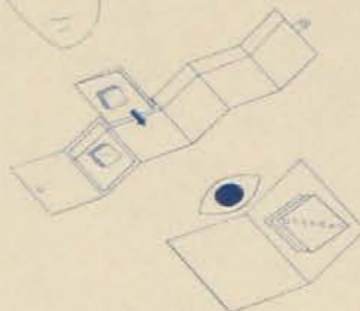
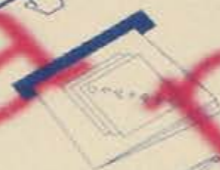
Print anything
you like
immediately

Bring
it
with
you
anywhere

Collect
them
into
our
designed
wallet

Get Inspired

Online
Website
Available



We compiled and
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ON PAPER GALLERY



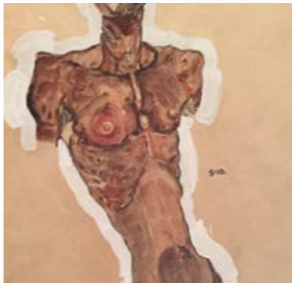
展 品

亨利皇家赛舟会
尼古拉斯·哈钦森



展 品

双人舞
佐洛卡罗斯 罗伯兹

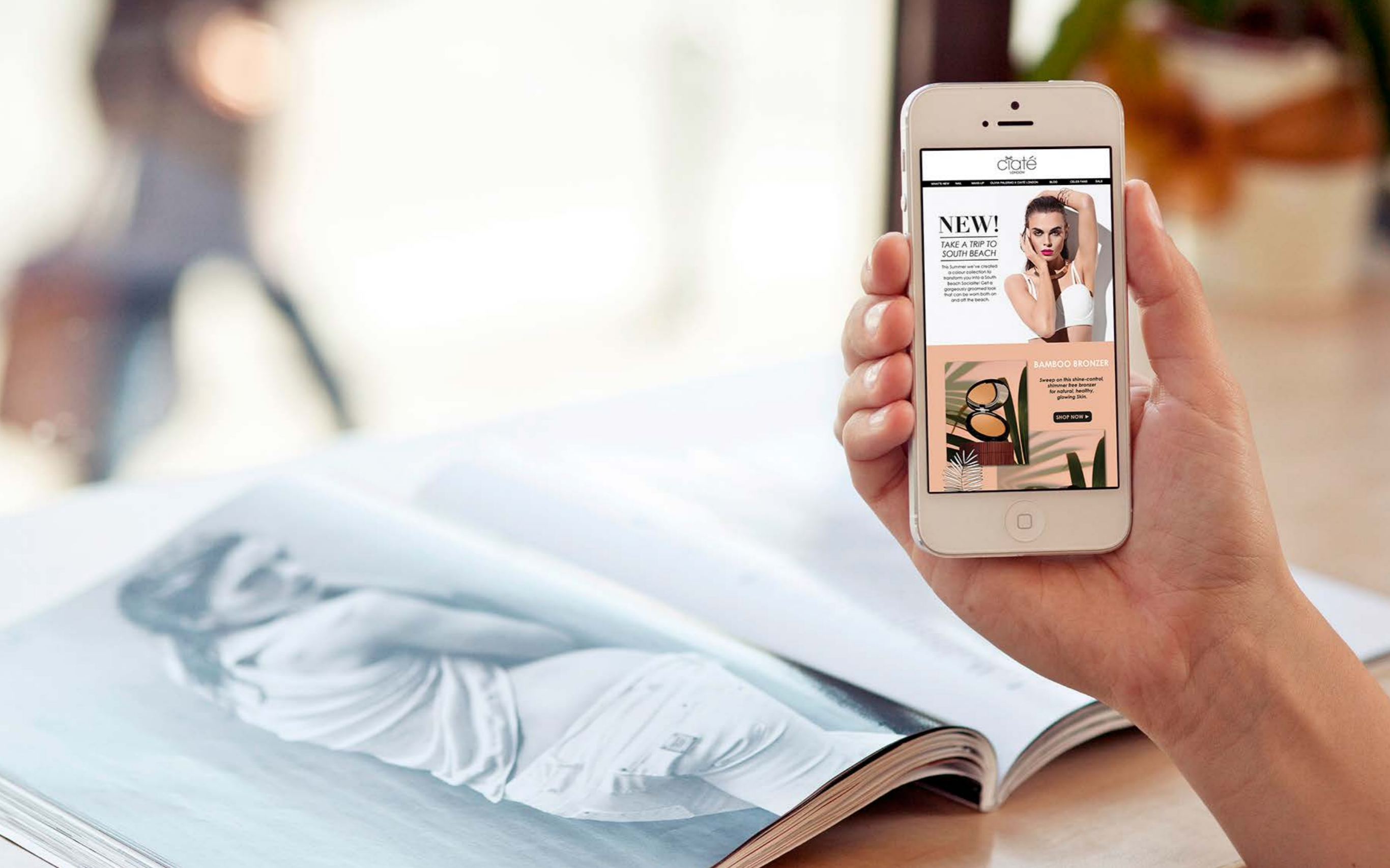


CIATÉ LONDON

ciaté
LONDON

An e-shot campaign to launch south beach
socialite colour cosmetic collection from
Ciaté London.

HTML Email



ciaté
LONDON

NEW!

TAKE A TRIP TO
SOUTH BEACH

This Summer we've created
a colour collection to
transform you into a South
Beach Socialite! Get a
gorgeously groomed look
that can be worn both on
and off the beach.



BAMBOO BRONZER



Sweep on this shine-control
shimmer free bronzer
for natural, healthy,
glowing skin.

SHOP NOW





BCOLIIDE

Identity design for London based
Independent fashion label BCollide

*Logo, typography and colour palette with a series of
stationery design and promotional literature*

BCOLIIDE

B Colliide

London Fashion Week
AW15

BCOLIIDE

BCOLIIDE

BCOLLIDE

BCollide

www.BCollide.com

BCollide

www.BCollide.com



WOMEN

A project to celebrate the diversity of femininity. A series of iconic imagery are created to illustrate the natural beauty of women from various culture

*Screw bound hardcover with black velvet, wrapped in polymer jacket
with gloss gold dry transfer*

WOMEN

WOMEN

WOMEN

increased since the esta-
ble statistics are difficult
mentation of the One Ch.
stantially lower social status of
ple of Spain - recognize the indepen-
labor to women may vary in the d
ed by their class in Spanish society. T
narily include child rearing, gardening,
rk, and religious activities. At present, man
mary status as homemakers to become act
ons, politics, and the military. Apart from att
a noble women" in Spain's history, Spanish women
ng their role as women of present-day Spain "withou

once
excelled
ed feminine

