



UNLEASH YOUR CREATIVITY: explore your designs beyond borders, cultures, concepts, media, and disciplines

the 4th cross connections
global design festival in academia



CROSS CONNECTIONS 2024

INTERNACIONAL DESIGN COMPETICION

host institution

The University of Texas Rio Grande Valley | I M A S | CROWNVILLE MUSEUM OF FINE ART

co-host institution

LUCA | TEXAS STATE UNIVERSITY CORPUS CHRISTI | TRUMAN | IPCA | UWM | UNIVERSITY OF MINNESOTA

participating institution

SAIC | CAL POLY



**CROSS
CONNECTIONS 2024**
INTERNACIONAL DESIGN COMPETITION

DESIGN COMPETITION JURORS



Robert Hower

MFA – Cranbrook Academy of Art
President, and Executive Director,
United Designs Alliance 2022-2023

Professor & Chair Emeritus, Department of Art & Art History,
The University of Texas at Arlington.



Chien Hwang

MFA – ArtCenter College of Design
Head of Creative, Gusto, San Francisco

London International Awards (LIA) Jury – 2022, 2023
China International Advertising Festival Jury - 2009
AdStars Jury 2008, 2009, 2000



Bronze Award

**Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design**

TERCER
CONGRESO
INTERNACIONAL:
IMAGEN Y SOCIEDAD

LA IMAGEN
Y LO VIRTUAL



Transmisión en modalidad virtual a través de las redes sociales de la Facultad de Diseño.
Mayores informes: investigacion.diseño@uaem.mx / Tel: 777 3297000 ext. 2195
Av. Universidad No. 1001, Col Chamilpa, C.P. 62209, Cuernavaca, Morelos, México.

18
19
20
mayo
2022



FACULTAD DE
DISEÑO



IMACS

Especialidad en
Diseño Editorial



Bronze Award (Student)

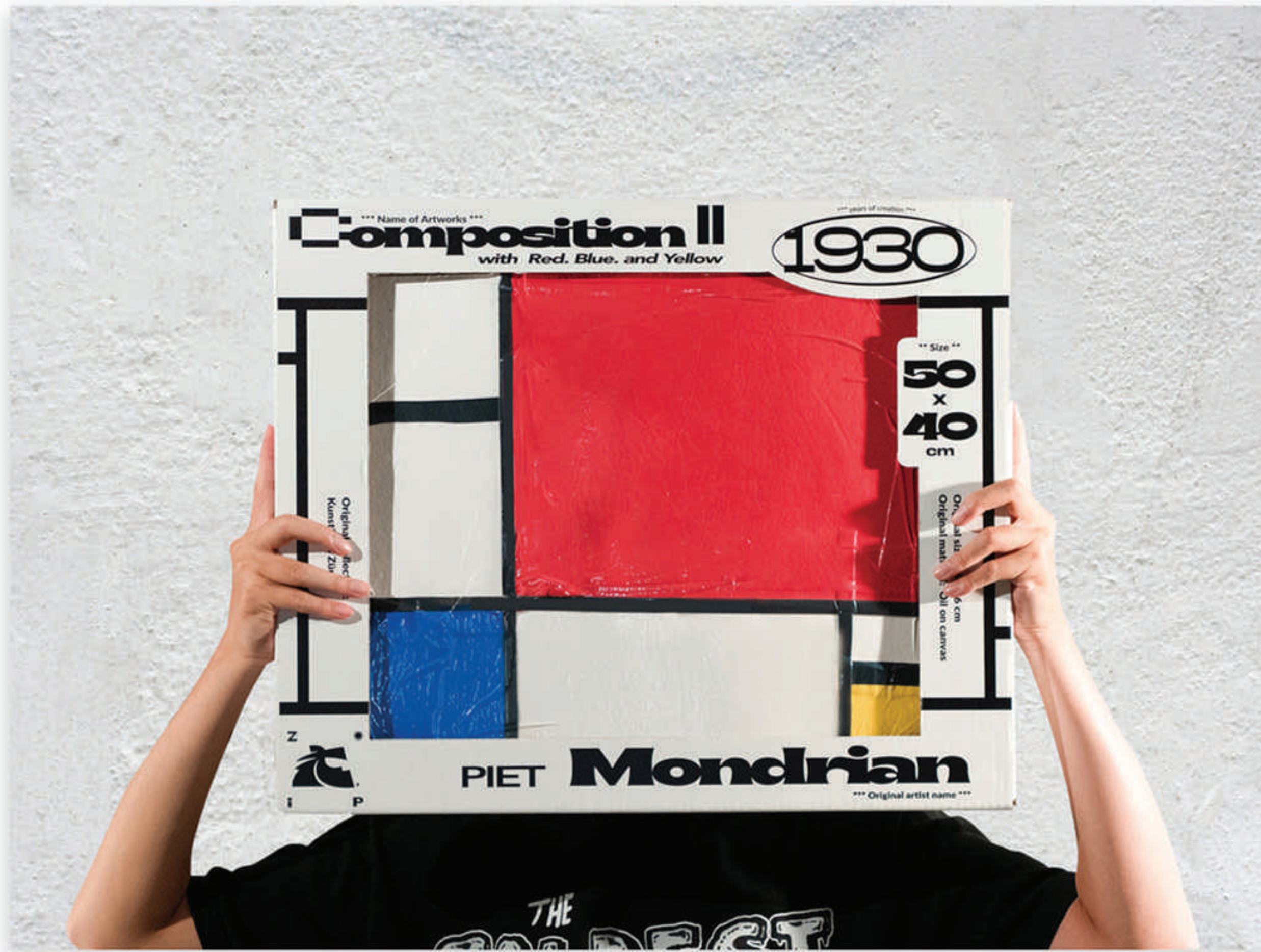
Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: La imagen y lo virtual

Media & Technology: Adobe Photoshop-Illustrator / Poster Design

Winner: **Héctor Poce deLeón**

Institution: Autonomous University of the State of Morelos, Mexico (UAEM)



Bronze Award (Student)
 Cross Connections 2024 International Competition of
 Visual Communication Design & Emerging Media Design

Work Title: Zipped Couture: Transforming Vintage Garments into Iconic Art Pieces
 Media & Technology: Adobe Photoshop-Illustrator-Premiere / Poster Design, Mograph
 Winner: **Heish Yun-Yu, Heish Hung Chih**
 Institution: National Taiwan University of Arts, Taiwan (NTUA)
 URL: <https://vimeo.com//924201877>



Bronze Award (Student)

Cross Connections 2024 International Competition of Visual Communication Design & Emerging Media Design

Work Title: Shenyang Palace Museum Collection Treasures

Media & Technology: Adobe Illustrator-Premiere-After Effects / Motion Graphics , 2D Animation

Winner: **Wáng Shū-Ruì**

Institution: Luxun Academy of Fine Arts, China (LAFA)

URL: <https://vimeo.com/923992330>



Bronze Award (Student)

Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

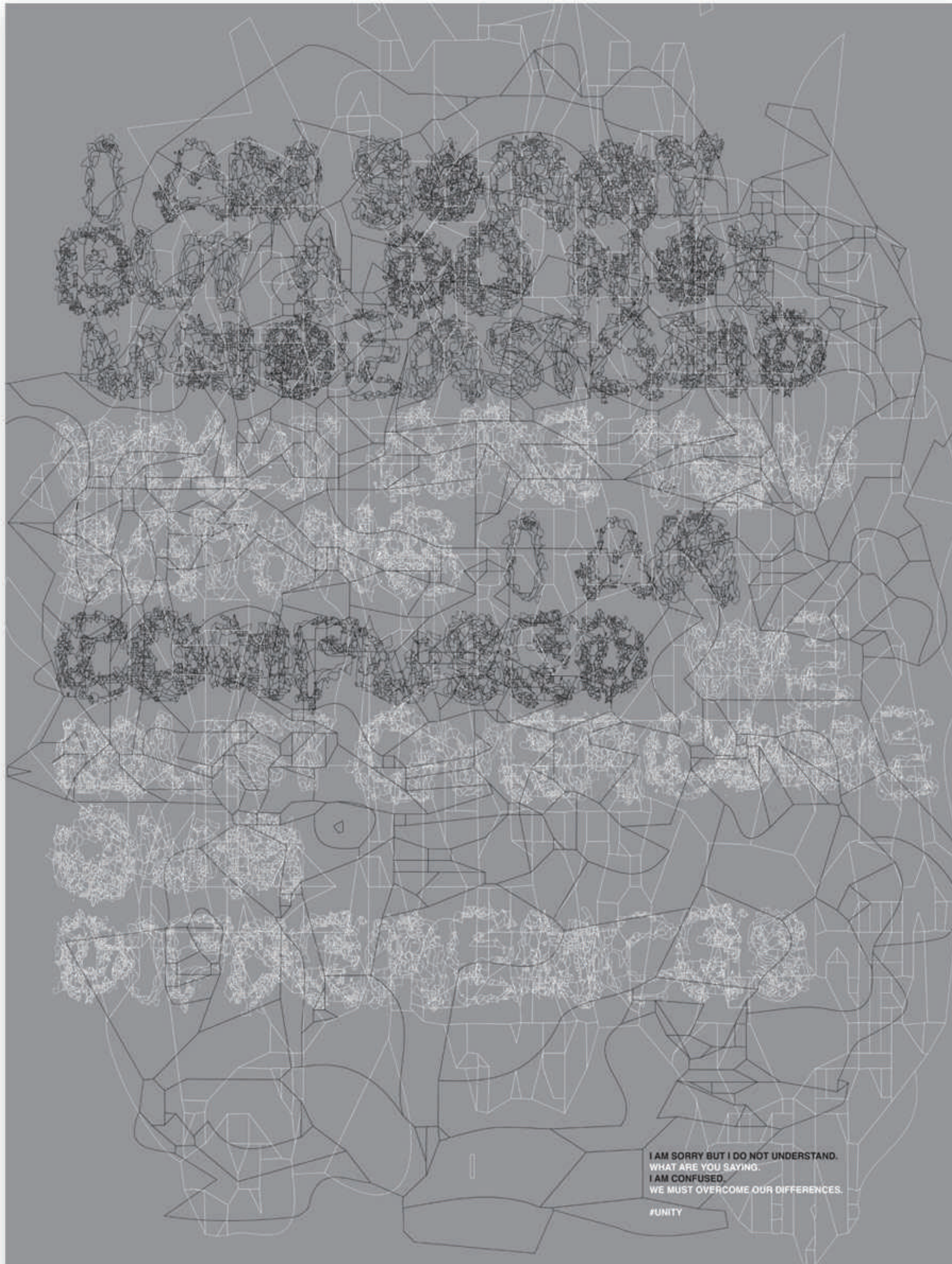
Work Title: Wired Echoes

Media & Technology: Cinema 4D, Adobe Premiere-After Effects / Motion Graphics

Winner: **Kenan Van Looveren**

Institution: LUCA School of Arts, Belgium (LUCA)

URL: <https://vimeo.com/923961888>



Bronze Award (Professional)
**Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design**

Work Title: Type Design and Typography Poster

Media & Technology: Adobe Illustrator / Poster Design, Experimental Typography

Winner: **Tore Terrasi**

Institution: The University of Texas at Arlington, USA (UTA)

INTENSIVE
ONE-DAY
WORKSHOP

HTML defines the structure of a web page; CSS lends style by controlling the presentation of elements.

This intensive one-day workshop is intended for students with little or no coding experience. Students will work with a text editing program to learn standards-compliant HTML and CSS from the ground up.

A focus on redundancy ensures coding concepts are fully understood and best practices reinforced.

SEATING IS
LIMITED

Seating is limited to 12 participants and assigned on a first-come, first-served basis.

Mark Stammers, from the VCD department, will teach the workshop. To register, email mstammers@saic.edu.

NO CODING
EXPERIENCE
NEEDED

BRING YOUR
LAPTOP

PACK A LUNCH

Sharp
Building

Rm 1115

9a-4p



ENROLL TODAY!

<!--
**Coding
Workshop**
Saturday
10.28



Bronze Award (Professional)
Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Coding Workshop Poster

Media & Technology: Adobe Illustrator / Poster Design, Typography

Winner: **Mark Stammers**

Institution: School of The Art Institute of Chicago, USA (SAIC)



Bronze Award (Professional)

Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Google ESL TVC

Media & Technology: Cinema 4D, Adobe Premiere-After Effects / Motion Graphics

Winner: **Tim Carvalho**

Institution: The University of Texas at Arlington, USA (UTA)

URL: <https://vimeo.com/923945163>



Silver Award

**Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design**



Introducing DOOF, the brand dedicated to delivering your dog's absolute favorite meals. Offering our customers the finest quality dog food available in the market, featuring 100% real, fresh ingredients. Don't miss out on exclusive deals and offers and explore our extensive range of products – become a free member by downloading our app today. Give your dog the nutrition they crave, give them DOOF.



Daisy Evans
 Description
 - 27 years old
 - Works as an office clerk
 - Loves her dog
 Main Goals
 - Daisy wants to ensure her dog has a happy and healthy life
 - Is looking for a brand that offers nutritious food for her dog
 - Prefers a brand that is transparent in product labeling
 - Wants a dog food brand that prioritizes only natural ingredients



Experience the app yourself!



Silver Award (Student)
 Cross Connections 2024 International Competition of
 Visual Communication Design & Emerging Media Design

Work Title: DOOF App - UI/UX Design
 Media & Technology: Adobe Xd-Photoshop-Illustrator / UI Kit Design, Product Design
 Winner: **Jose Cansdales**
 Institution: The University of Texas Rio Grande Valley, USA (UTRGV)
 URL: <https://www.behance.net/gallery/153995265/DOOF-Branding-Campaign>



Silver Award (Student)

Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

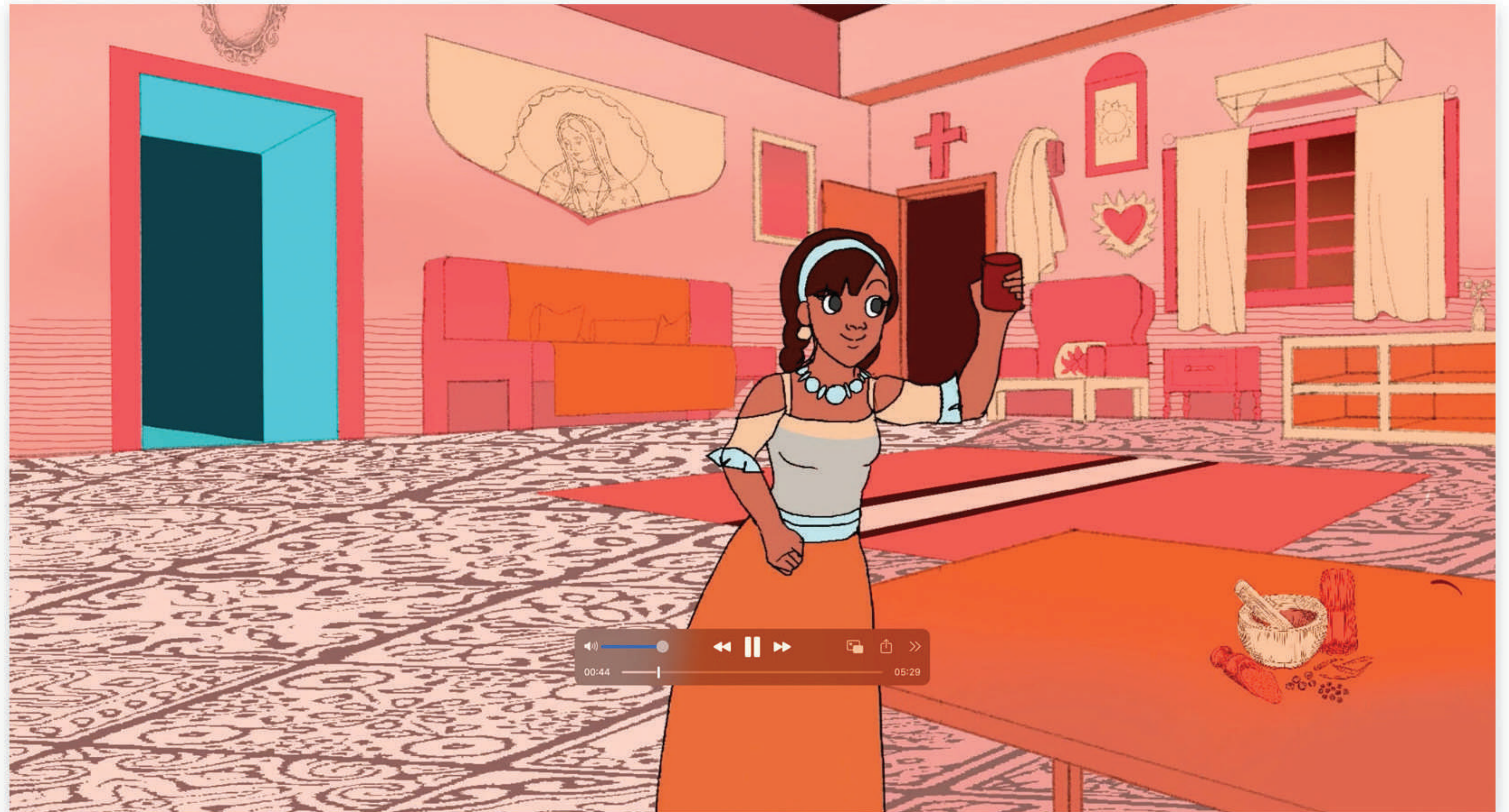
Work Title: Shengjing Beast Spectrum

Media & Technology: Adobe Animate-After Effects / Motion Graphics, 2D Animation

Winner: **Liu Si-Yu**

Institution: Luxun Academy of Fine Arts, China (LAFA)

URL: <https://vimeo.com/923991943>



Silver Award (Student)

Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Cadáver Exquisito

Media & Technology: Adobe Animate-After Effects / Motion Graphics, 2D Animation

Winner: **Sebastián Puente Aburto, Natalia Reyna Hernández, Elineth Aguilera Cámara, Camila Santiago González, Bertín López Ávalos, Mónica Jiménez Aranda, Valeria Caballero Ochoa, Liliana González De la Rosa**

Institution: University of Americas, Puebla, Mexico (UDLAP)

URL: <https://vimeo.com/923940410>



Silver Award (Professional)
Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Book Design - Basic Principles of Visual Communication
 Media & Technology: Adobe InDesign-Photoshop-Illustrator / Book Design
 Winner: **Albert Choi**
 Institution: Hanyang University, Korea (HYU)



**ASIAN
HERITAGE
CELEBRATION**★



Silver Award (Professional)

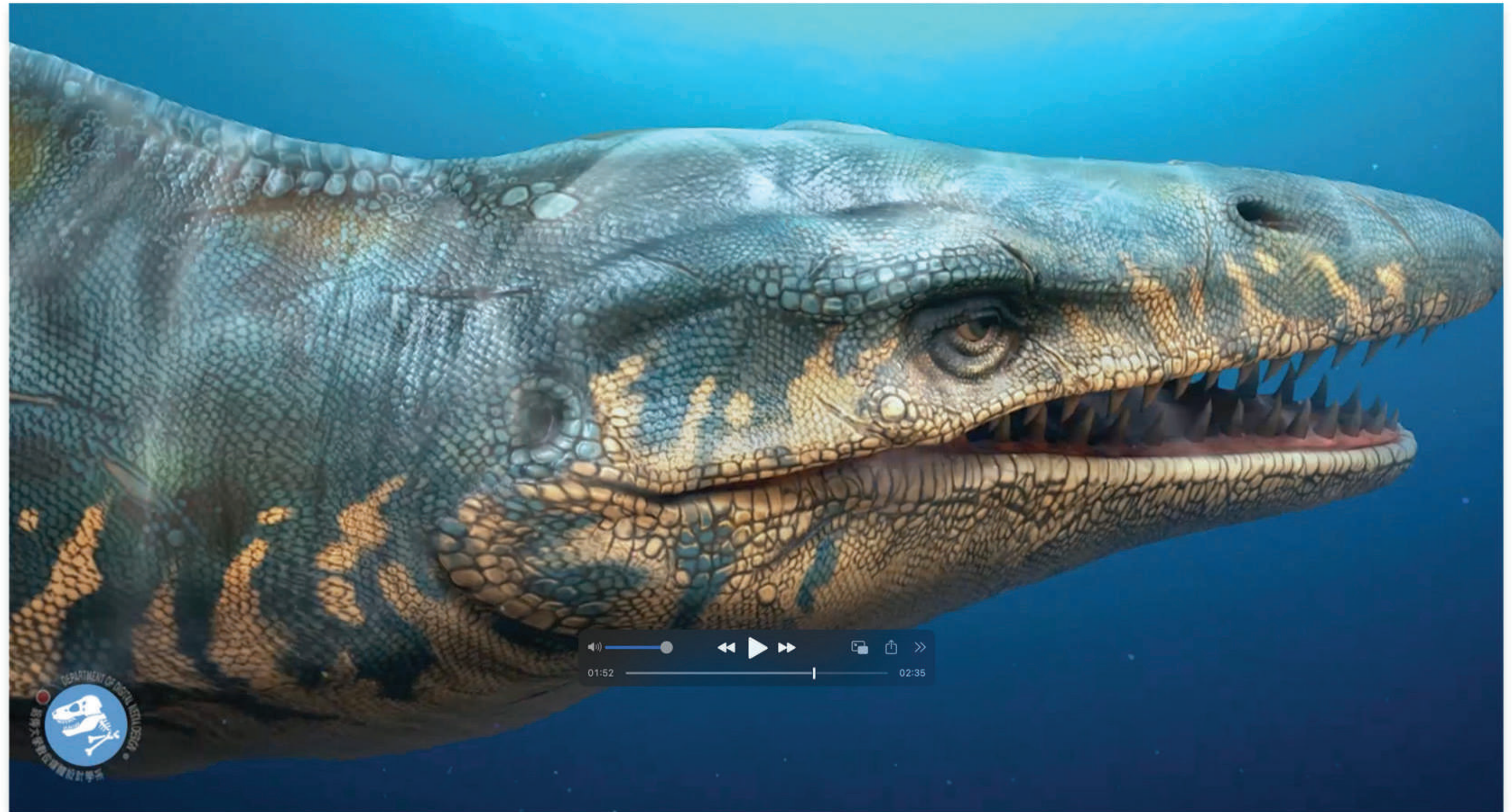
**Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design**

Work Title: Event Poster for Asian Heritage Celebration

Media & Technology: Adobe Illustrator / Poster Design

Winner: **Zenas Seiji Ikeda**

Institution: The University of Minnesota Twin Cities, USA (UMN)



Silver Award (Professional)

Cross Connections 2024 International Competition of Visual Communication Design & Emerging Media Design

Work Title: Mosasaur's Killing Fields

Media & Technology: Autodesk Maya, Adobe After Effects / 3D Modeling & 3D Animation, Motion Graphics

Winner: **Teng Poshu**

Institution: Ming Chuan University, Taiwan (MCU)

URL: <https://vimeo.com/924200410>



Silver Award (Professional)

Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Silicon Based Cloud

Media & Technology: Adobe Premiere-After Effects / Experimental Motion Graphics

Winner: **Wu Yi-Nan, Bian Kun, Fan Xiao-Bing**

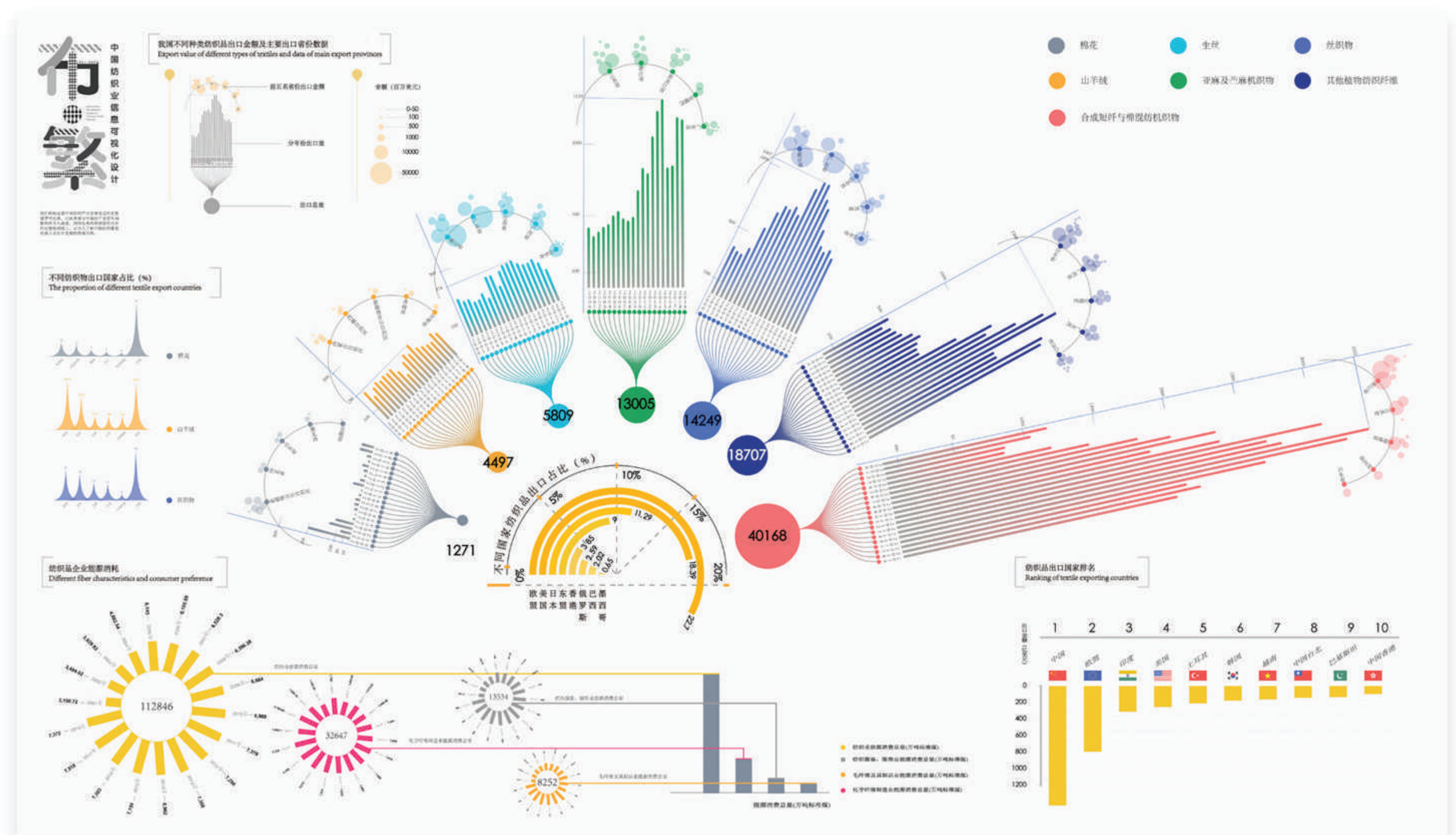
Institution: Luxun Academy of Fine Arts, China (LAFA)

URL: <https://vimeo.com/924171468>



Gold Award

**Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design**



Gold Award Student

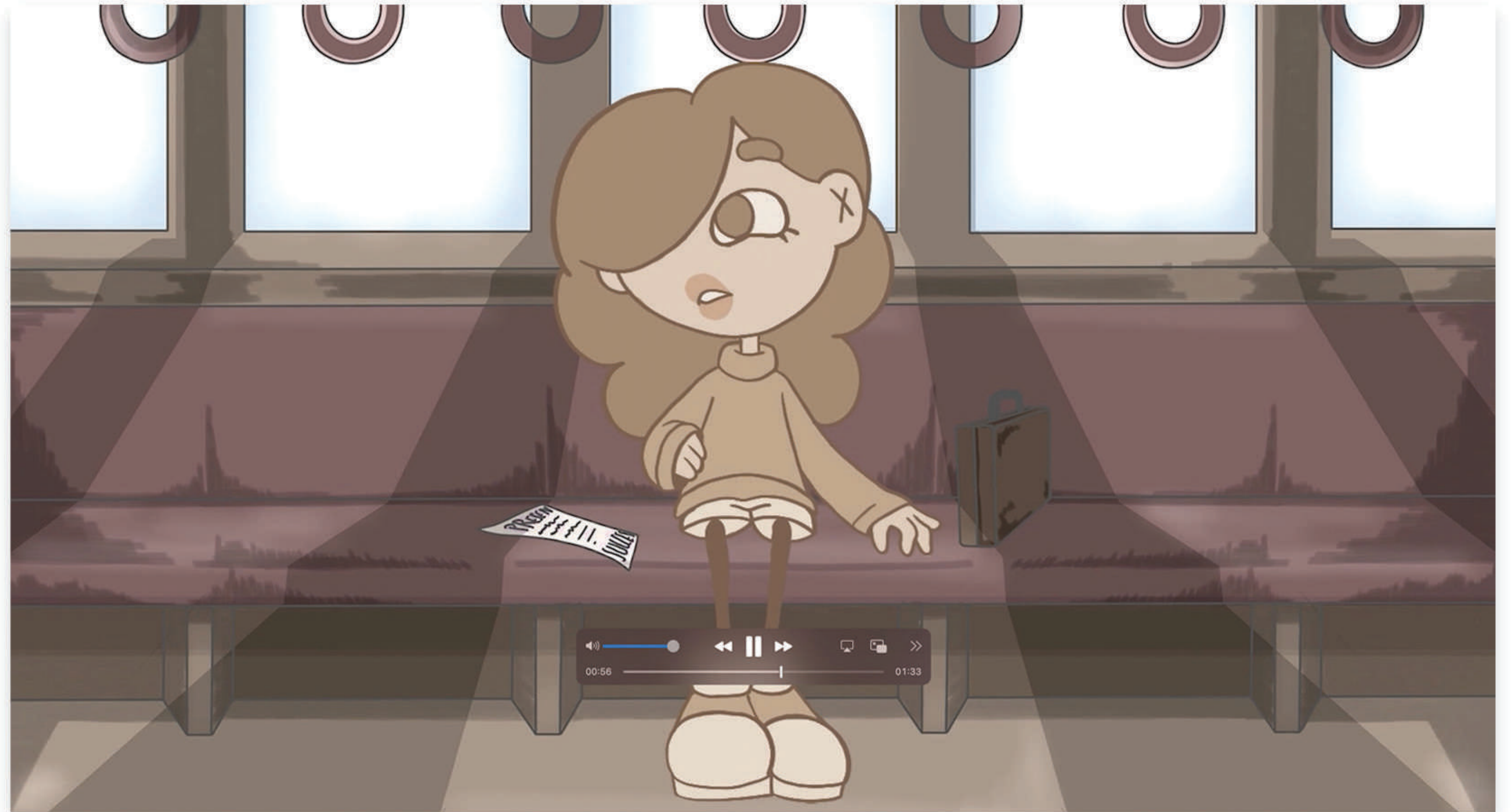
Cross Connections 2024 International Competition of Visual Communication Design & Emerging Media Design

Work Title: BuFan - Data Visualization of Contemporary Chinese Textile Industry

Media & Technology: Adobe Illustrator, Excel, Echarts / Data Visualization

Winner: **Bi Zhuo-Yi, Tao Yi-Ran, Song Zi-Meng**

Institution: Luxun Academy of Fine Arts, China (LAFA)



Gold Award Student

Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

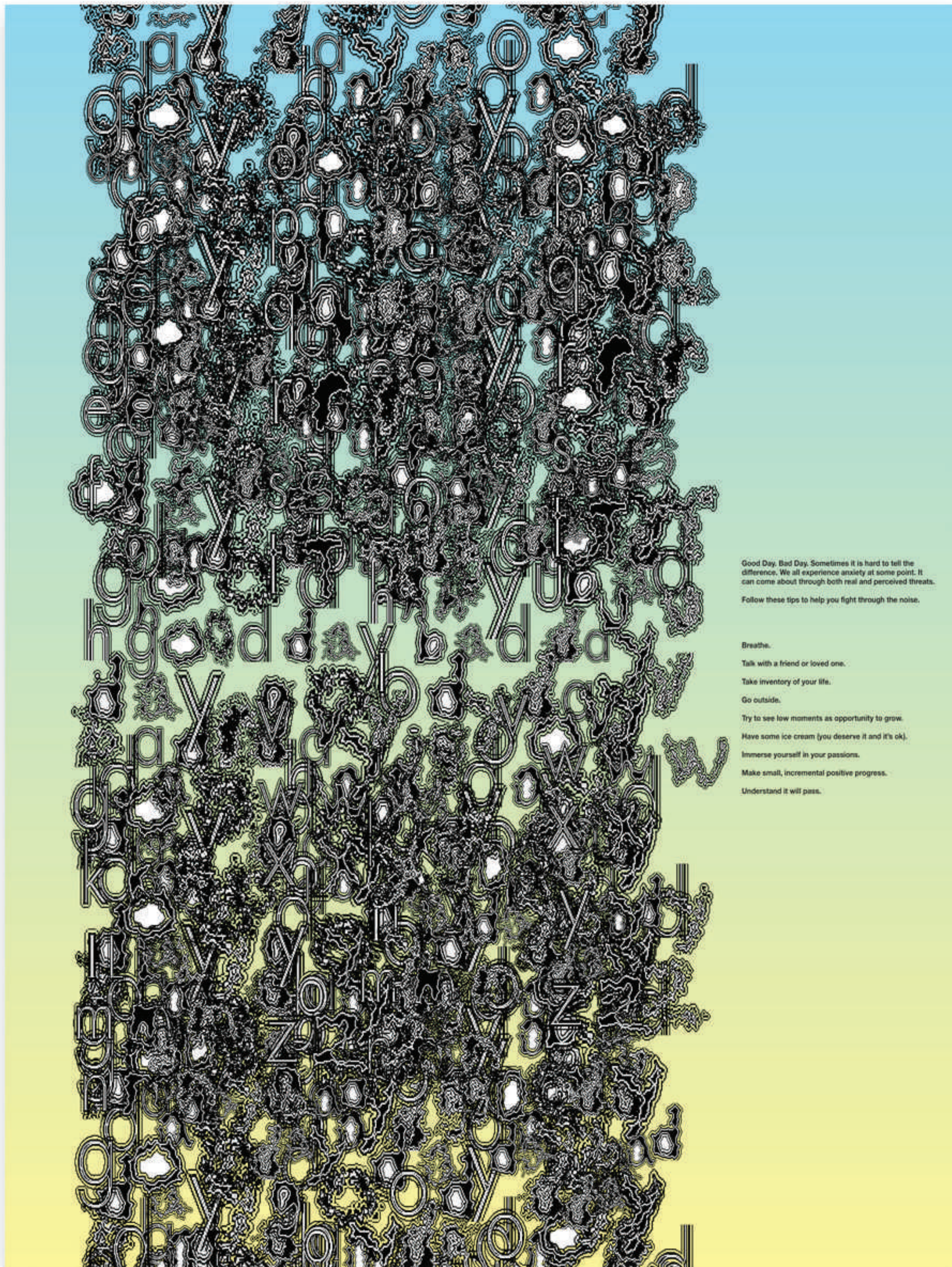
Work Title: Nutria

Media & Technology: Adobe Animate-After Effects / 2D Animation

Winner: **Morgan Braeckman**

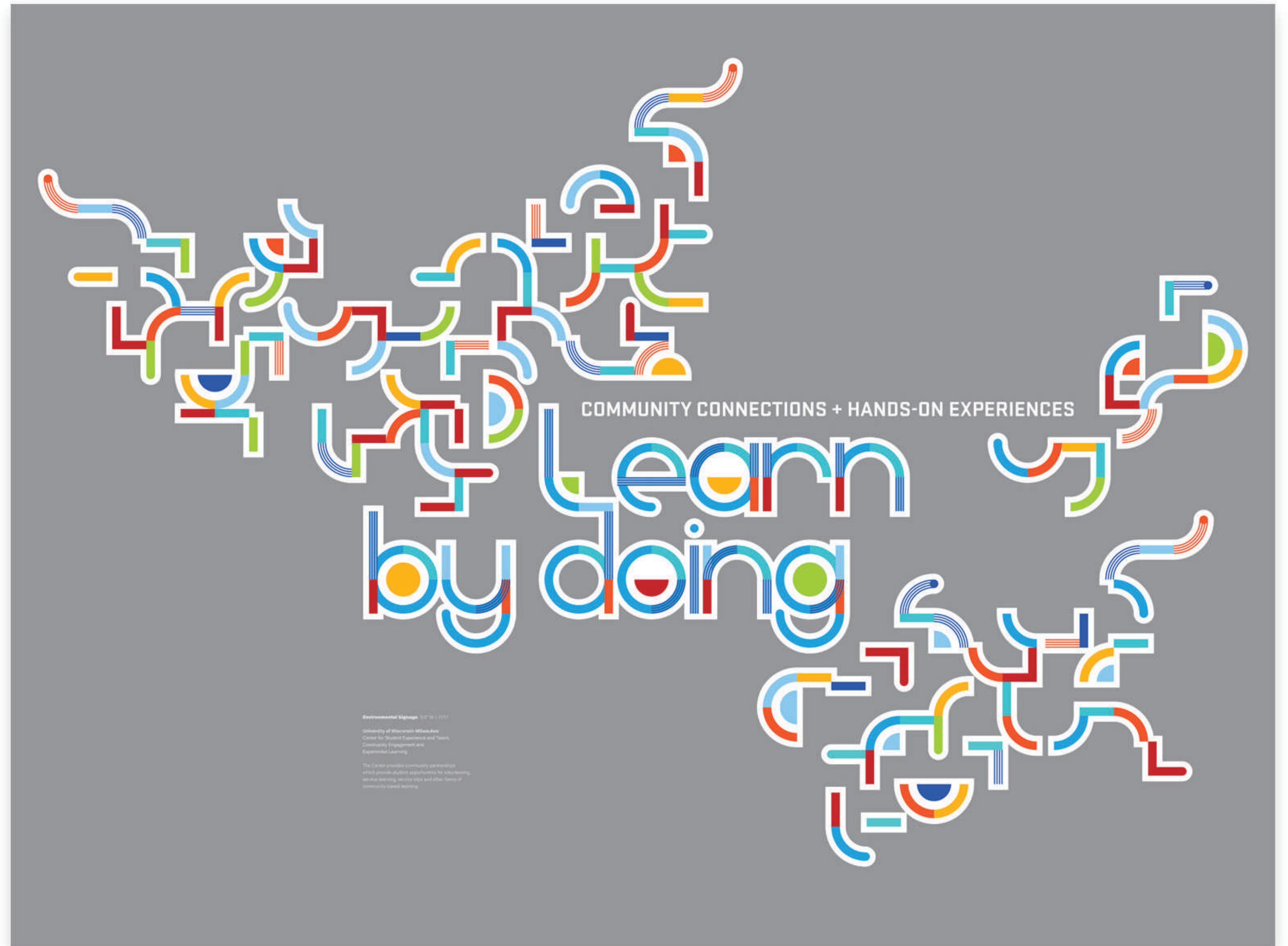
Institution: LUCA School of Arts, Belgium (LUCA)

URL: <https://vimeo.com/923958713>



Gold Award Professional
Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Good Day Bad Day - Experimental Typography Poster
Media & Technology: Adobe Illustrator / Typography, Poster Design
Winner: **Tore Terrasi**
Institution: The University of Texas at Arlington, USA (UTA)



Gold Award Professional
Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Environmental Signage

Media & Technology: Adobe Illustrator / Poster Design, Typography

Winner: **Robert Grame**

Institution: University of Wisconsin Milwaukee, USA (UWM)

Moutai Immersive Interactive Experience Design



Title / Moutai Immersive Interactive Experience

Client
Moutai China

Studio
Central Academy of Fine Arts Public Art and Experience Design Studio

Year Produced
2023

Description

Being Moutai Cultural Experience Center is a themed immersive art interactive experience space created by the Public Art and Experience Design Studio team of the Central Academy of Fine Arts. As a well-known liquor brand, Moutai is gradually facing problems such as a younger audience and changing lifestyles. Therefore, the design team focused on Chinese wine culture and Moutai myths and legends. Covering the history, culture, craftsmanship and full range of Moutai products combined with new media interaction methods, it creates a new experience of Moutai culture. Through multi-dimensional experience design innovation, the team intervenes in design thinking from the five senses of sight, hearing, smell, taste and touch, so that the audience can experience Moutai culture and humanistic values in a contextual and integrated manner, allowing the beauty of technology and art to collide and integrate with each other, creating a better environment for Moutai fans and Young people create a cultural urban destination blessed by art.



Wine Aroma Visualization Dynamic Interactive Device

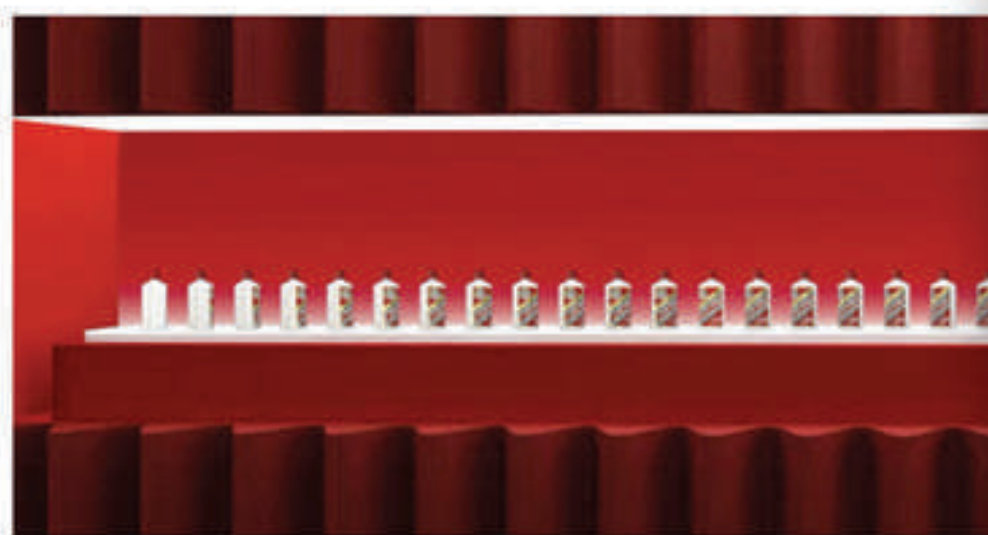


The visualization system uses the rich stories of the traditional liquor Moutai with the combination of mechanical structure and digital painting, allowing the audience to feel the beauty of the history of Moutai through the interactive experience. In the process, the design team integrates the traditional Chinese aesthetic and the modern digital technology, creating a unique and interactive experience for the audience. The design team also focuses on the user experience, ensuring that the interaction is intuitive and enjoyable. The visualization system is designed to be both aesthetically pleasing and functional, providing a rich and engaging experience for the audience.

Online Toasting—ten-screen Mechanical Image Interactive Device



Combined with the digital painting and mechanical structure, the design team creates a unique and interactive experience for the audience. The design team also focuses on the user experience, ensuring that the interaction is intuitive and enjoyable. The visualization system is designed to be both aesthetically pleasing and functional, providing a rich and engaging experience for the audience.



Gold Award Professional Cross Connections 2024 International Competition of Visual Communication Design & Emerging Media Design

Work Title: Moutai Immersive Interactive Experience

Client: KWEICHOW MOUTAI

Media & Technology: 3D Studio Max, AutoCAD, Adobe Illustrator-Photoshop-Premiere, After Effects, TouchDesigner, Unity / Brand Promotion Campaign

Winner: **Sun Ou, Lu Ying-Ying, Zhang Wang, Wang Chen-Hao, Song Ruoxing, Hu Zhi-Guang**

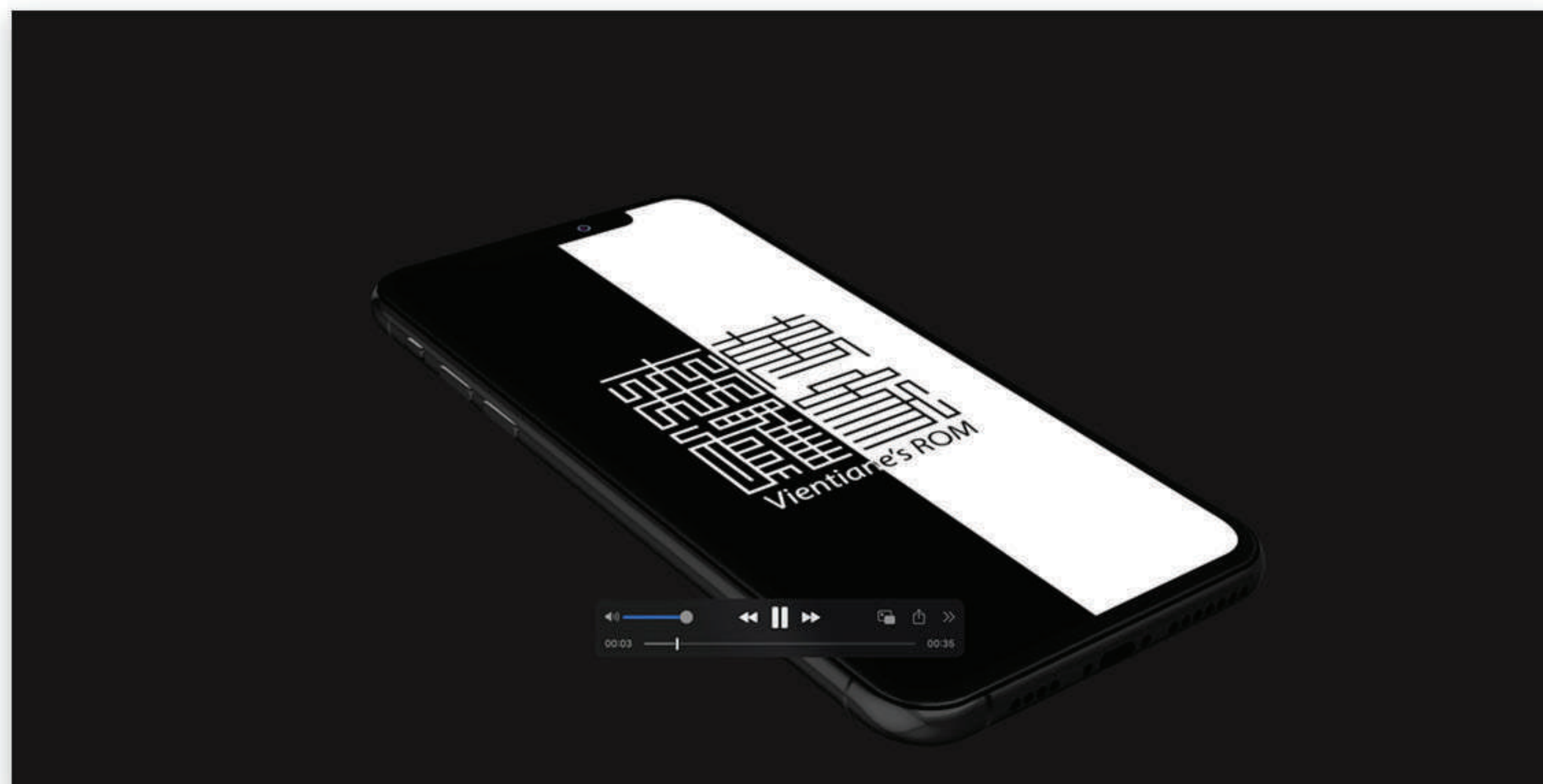
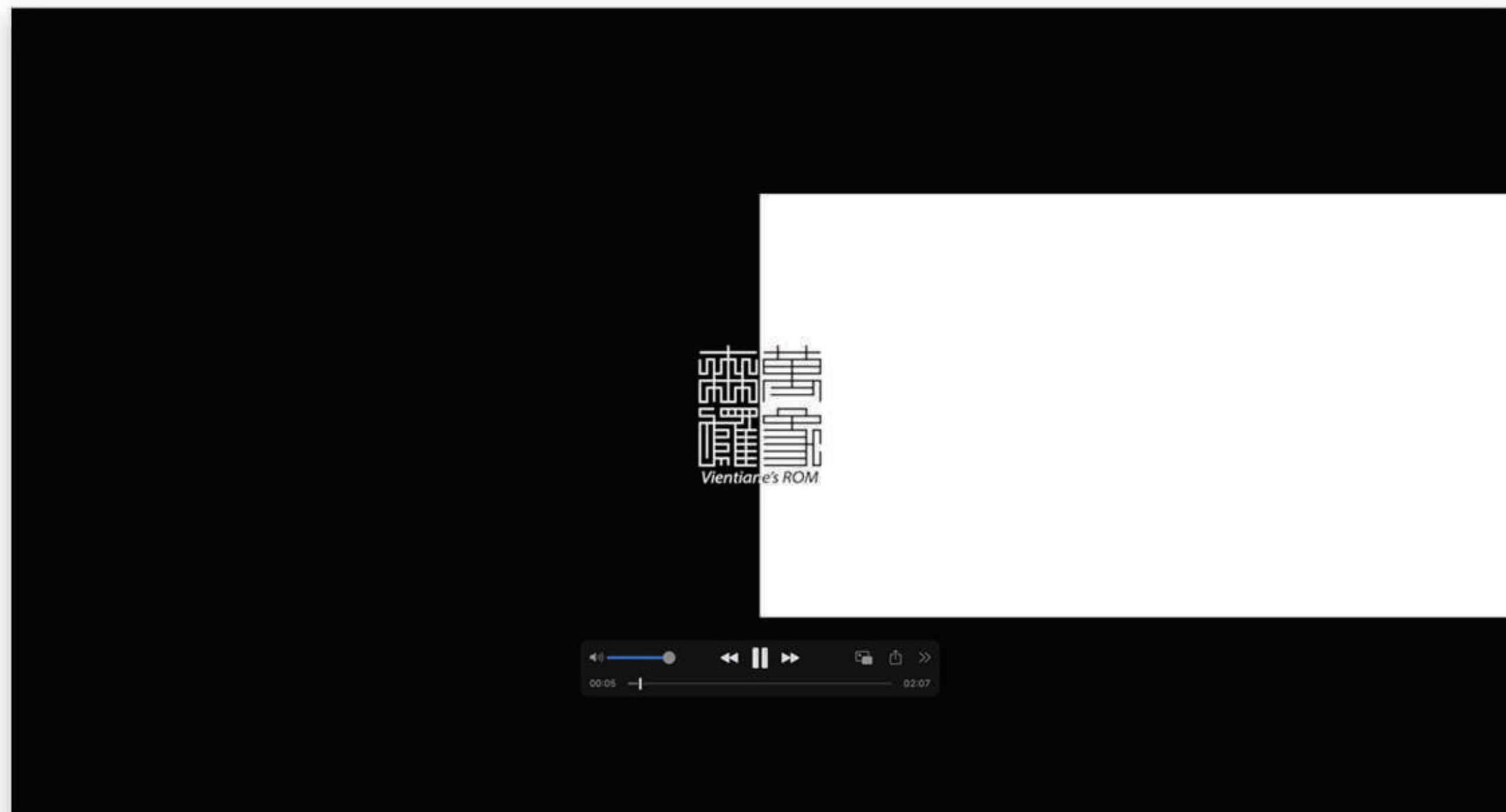
Institution: Central Academy of Fine Arts, China (CAFA)

URL: <https://vimeo.com/923982690>



Grand Award

**Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design**



Grand Award Student

Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Vientiane's Rom

Media & Technology: Cinema 4D, Adobe After Effects-Premiere Pro, JSplacement

Winner: **Wang Rong-He**

Institution: Luxun Academy of Fine Arts, China (LAFA)

URL-1: <https://vimeo.com/924198479>

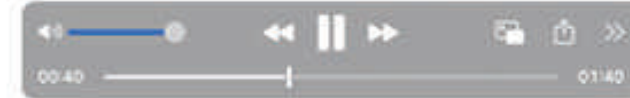
URL-2: <https://vimeo.com/924197966>



Google Developer Summit
China 2022

共码未来

CODE FOR BETTER —



Grand Award Professional
Cross Connections 2024 International Competition of
Visual Communication Design & Emerging Media Design

Work Title: Code For Better - Event Promotion

Client: Google China

Media & Technology: Adobe Illustrator-Premiere-After Effects, Cinema 4D /
Motion Graphics, Event Promotion

Winner: **Lu Ying-Ying**

Institution: Central Academy of Fine Arts, China (CAFA)

URL: <https://vimeo.com/923982051>

URL: <https://vimeo.com/923981783> (Code For Better Trailer)