



STILL+MOTION



ELAINE TU LING  
*motion + graphics + photography*

***Portfolio Book***



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STILL



## The Case For Crying

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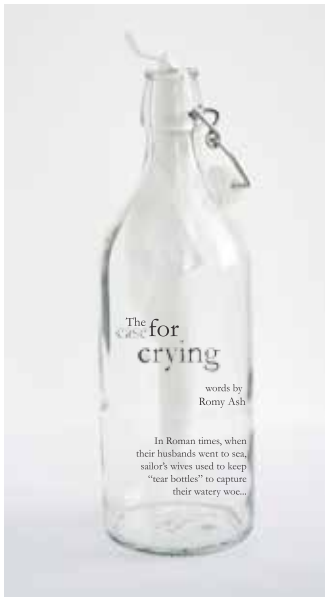
Relayout on existing article taken from the book "K I N F O L K" issue twelve.

Words by *Romy Ash*

Typeface used : Garamond

tears  
case  
crying





The case for  
crying  
words by  
Romy Ash

In Roman times, when  
their husbands went to sea,  
sailor's wives used to keep  
"tear bottles" to capture  
their watery woe...

Salty tears have a  
**COMMUNICATIVE** power  
**beyond**  
words and reason.  
But what happens when the waterworks are nothing but  
crocodile tears, caused by *exhaustion, frustration* or even a  
*stallions onion?*

## Spread 1

For the title, isolated "crying" to emphasize the theme.  
Bottle photography as background symbolized "tear bottle"  
mentioned in content. Enlarged word "beyond" as frame  
support for the paragraph, and made variation on point size  
to empasize keywords.

## Spread 2

Separated quotes with exaggerate double quotation marks  
on top of the whole spread to catch readers' attention.  
Sinking of "exhaustion" echo the word's meaning itself and  
let readers get the feel of this word.

“  
tears,  
idle tears, I know not  
what they mean.  
”  
- ALFRED LORD TENNYSON

In Roman times, when their  
husbands went to sea, sailor's wives  
used to keep "tear bottles" to  
capture their watery woe. When the  
sailors returned, they could literally  
measure how much their wives had  
really missed them: It was a pretty,  
albeit controlling, idea. But what  
was to stop the women from filling  
the jar with the seawater their love  
had sailed away on? It's as salty as  
tears, and it would certainly  
withstand a taste test.

**People don't have to be sad to cry.**

If I'd been a Roman sailor's wife, it  
would've been an easy deceit:  
When I'm tired, I can cry enough  
to fill a whole tear bottle without  
the slightest tinge of sadness.  
After all, tears can express the  
whole gamut of human emotion,  
and most of them don't deal with  
despair: They can represent ecstasy  
and joy right across the spectrum  
to fear, frustration, shock, powerlets,  
anger and empathy.

**But it's exhaustion** that brings  
me to tears.

Weeping when you're emotional a  
concoction of hormones that act as  
liquid painkiller to calm your mood.  
All of the other varieties -- the  
reflective tears that well when  
cutting onions, or the basal type  
you produce all day to keep your  
eyes clean -- are essentially  
crocodile tears, appearing without  
emotion. Crying could happen at  
any moment, for any reason, of  
even no reason at all. It requires a  
lot of explaining.



# Consider this:

I'm waiting at a stopover, midway through a long-haul flight to europe, which from my home in the southern Hemisphere takes a mere 24 hours.I have no idea what time it is, just that I'm bone tired.  
As we take off, I begin to cry.  
They are tired tears, but the woman sitting next to me pats my arm, gives me a tissue and tells me everything is going to be all right. When the seat belt sign turns off, the flight attendant notices me, crouches down and sighs,  
"Boys, I'm so sorry, love."  
I leave it a moment too late to correct her mistake and spend the flight living out this false story, simultaneously hoping for an upgrade and feeling deep shame at my unintended sham.  
The sympathetic flight attendant was responding to the communicative power of my tears. Little did she realize that the real message my tears were sending was go to sleep.  
Thomas Dixon, director of the Queen Mary centre for the History of Emotions (yes, there is such a center),

says there's a communicative power to weeping: It's part of language. When we cry, we are asking for help without words, or telling those around us how we're experiencing any one of a range of deep emotions.

## Spread 3

Cliff shaped color block and curved sentence with falling words to echo the “deep emotion” mentioned in content.

## Spread 4

To emphasize the ending, changed color block into shape of road line creat a moving feel to echo with last sentence.  
Variation on point size and style to stand out keywords.

If there's one thing I've learned from my spontaneous bouts of tears, it is that it's okay to cry.

**It's even acceptable to cry in public.**

I've gotten better at explaining my tears, and sometimes I ignore their message to go to sleep and keep dancing, eating, talking.

With a wet, salty face,  
*I keep on...*

Fusion 2015

Branding posters and electronic VIP invitation direct mailer design for Fusion 2015 ( graduation show ), School of Interactive Digital Media, Nanyang Polytechnic, during the three months of final year project in school.

FUSION 15

CONNECTING THE DOTS

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in creating infinite connections and possibilities through a vast array of works from the unique individuals of the School of Interactive & Digital Media

venue

ATRIUM BLOCK A  
NANYANG POLYTECHNIC

date/time

VIP / ALUMNI

31 MARCH

Registration  
6.00 pm

Reception  
6.30 pm

Opening  
7.15 pm

OPEN TO PUBLIC

1 APRIL  
10 am-9pm

2 APRIL  
10 am-5pm

Digital Media Design  
(Interaction Design)

Digital Media Design  
(Games)

Digital Media Design  
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Technique Used

Elements in posters are originally created in Cinema 4D then composited into Illustrator.

## The Interpretation Study of Visual Artist - **Man Ray**

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Collage Interpretation based on artist study.

Theme: *Fashion*

By incorporating artist's artwork : *LA FORTUNE II* as background with fashion elements to express the artist's character and style.



**Photo Series** - “ *Untitled* ”

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I always like to capture scenes from daily life, explore and observe friends and love one. I Like to shoot them in different perspectives, creat strange visual and leavie my audiences to interpret themselves.



Untitled

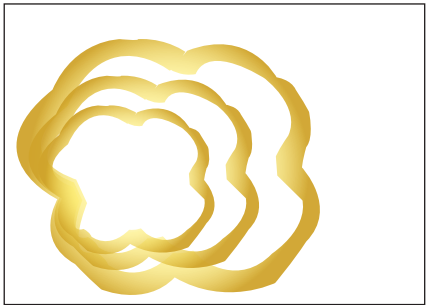
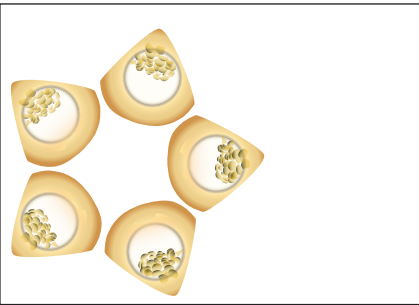
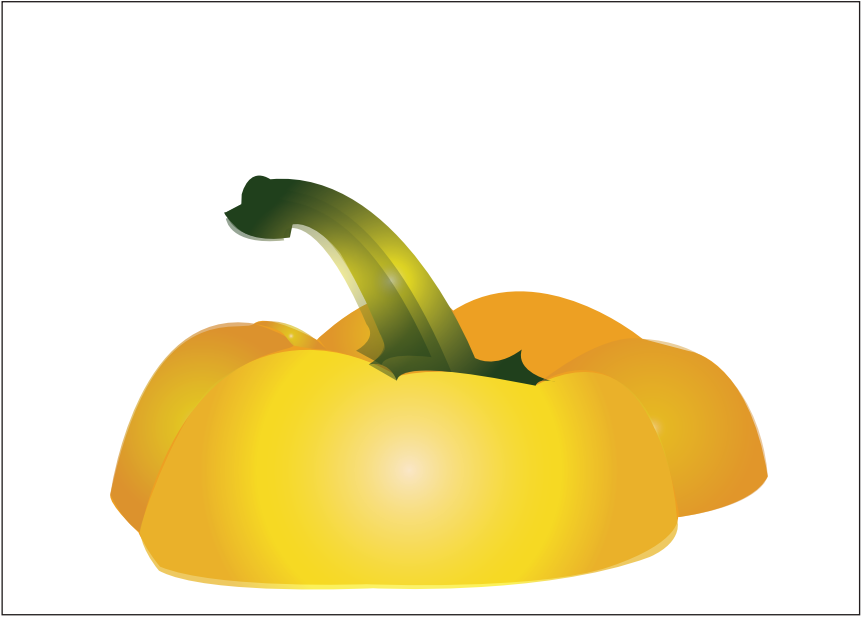




### Bickford's Beer Label

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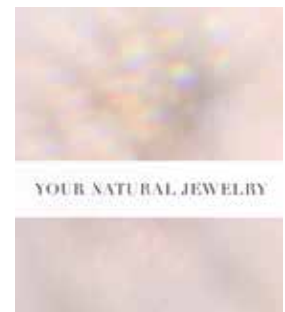
This is a redesigned on Bickford's beer label. Analyzed chosen Vegitable by cutted into parts and formed into patterns by Illustration.





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*MOTION*



**Your Natural Jewelry**

This is a conceptual short film made to promote girls' self-confidence. Instead of wearing unnecessary jewelry, just a bright smile and natural skin radiance are actually your best natural jewelry.



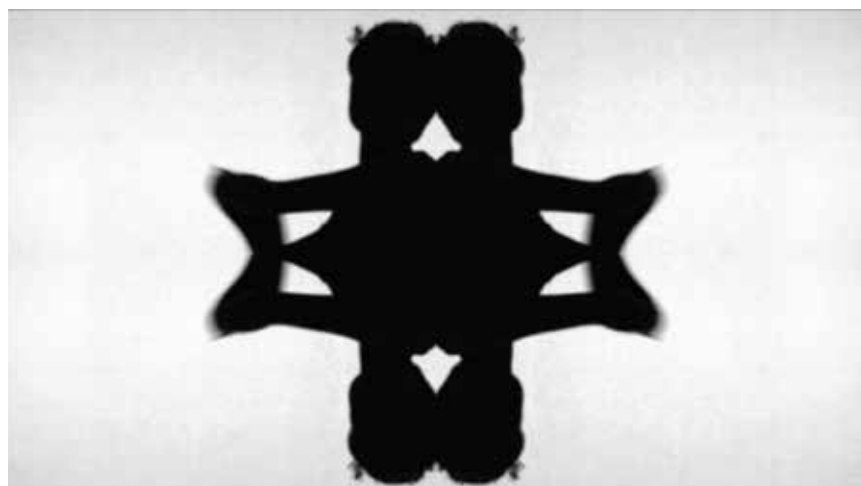


## **L'embuscade cache** - *The Hidden Ambush*

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This experimental film is to demonstrate feelings of clenched, tightness and breathless when people wearing those uncomfortable outfits. They are just like the pupa waiting for the day of freedom and release.







## Gong Bao Frog Meat

Motion graphic video of cooking recipe instruction competition for Jurong Frog Farm, Singapore.  
Won *second prize*, selection by client and youtube supporters.





加入醬清，  
蠔油和糖



選折器皿  
SELECT UTENSIL



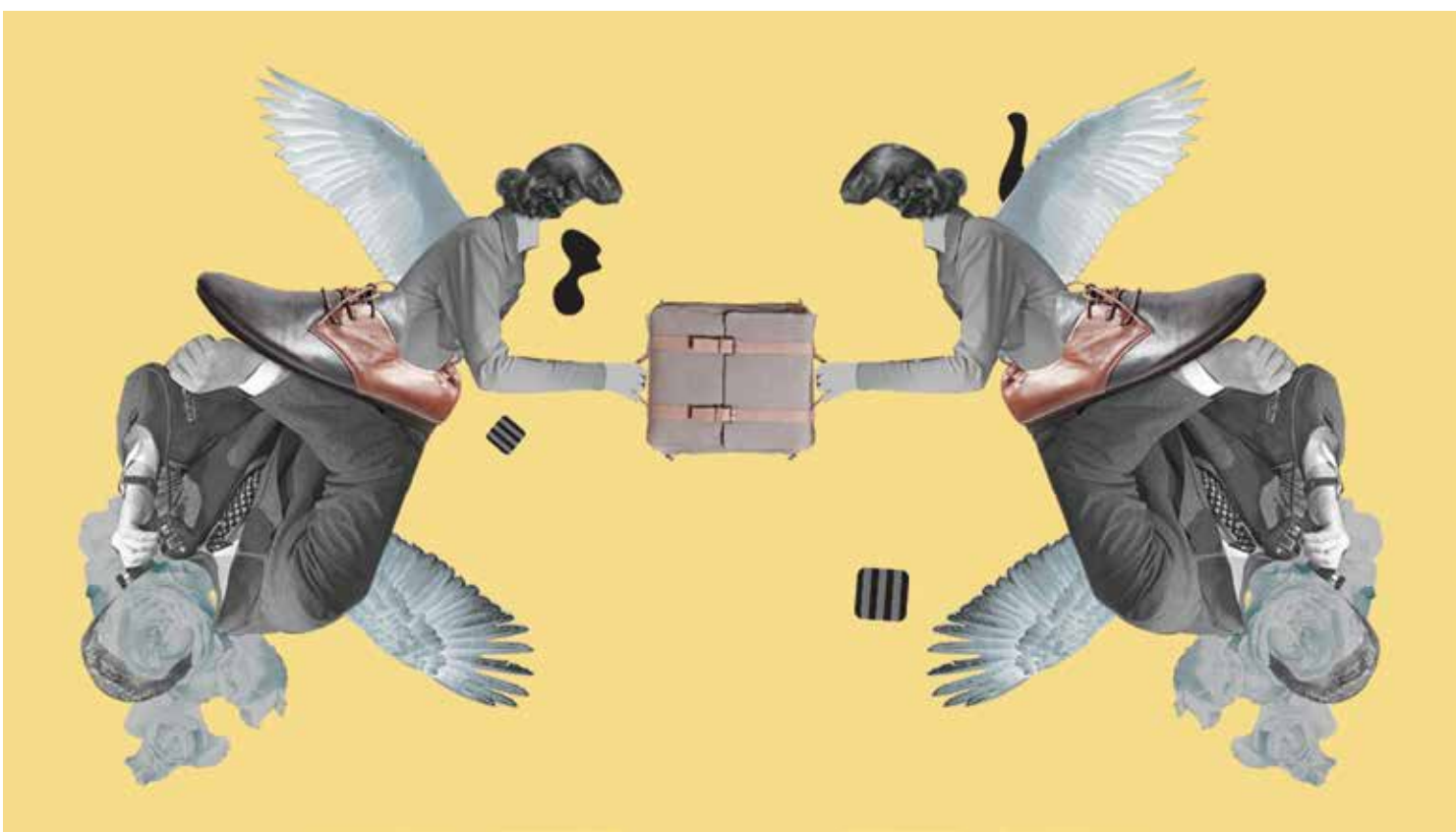
## Masterpiece

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Hong Kong based fashion brand - VOLARE's designer believes that less is more and wants users to share into the creation process; it is customer's attitude and how they use it, to let the product become something new and unique.

In this TV commercial video, using minimalist type of style approach by moving collages, looking simply weird yet with acceptable visual like those art works placed in museum. It is the best piece of artwork in fashion that the world can offer. You could become a fanciful masterpiece showcasing Valore's quirky, original and fun image.





The Lion City Mods

A motion graphic video introduce about the begining and historical development of Singapore’s Modernist.





## Always Good to Change

Pure stop motion video used hundred of printed photos to showcase different outfits, brings out the joy of making change in life.





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**FOR MORE WORKS**

[www.elainetu.com](http://www.elainetu.com)