

# 2<sup>nd</sup> International Conference on **Computer Graphics & Animation**

September 21-22, 2015 San Antonio, USA

## Visual translation

**Yvonne Cao**

Texas Christian University, USA

The visual consistency of branding makes a significant difference when successfully introduced to another culture. The study focuses on how to facilitate a smooth visual transition in western branding from Latin letters to Chinese characters. To move beyond traditional Chinese type design, Visual Translation introduces a new method for designing Chinese typefaces using existing Latin typefaces. This web-based educational tool seeks to help Chinese graphic design students and type enthusiasts, with emphasis on designers who are working in a cross-cultural environment to maintain visual consistency for branding.

## Biography

Yvonne Cao is a graphic designer, typographer, and educator. She holds an MFA in Graphic Design from Louisiana State University. She received her BA in Mass Communication with a concentration in TV production from Human Normal University in China 2009. In 2007, she joined in an honors exchange program at Middle Tennessee State University where she studied Electronic Media Communication. Between degrees she worked as a creative director in Hunan Vision International Advertising Co. in China. During her studies at LSU, she worked as a graphic design instructor and an active graphic designer in GDSO (Design Office). In 2012, she served as an Assistant Professor of Graphic design at University of Mary Hardin-Baylor, where she taught Graphic Design I & II, Typography and Interactive Design. Her professional graphic design work has received recognition from AIGA (American professional organization for design) and the American Advertising Federation.

[yvonne.cao@tcu.edu](mailto:yvonne.cao@tcu.edu)

## Notes: