

# leading lights

## An eye for the fine art of design

Patrick Cheung has been creating art since he was a child, and now he's putting his talent for graphic design to good use, writes **Lauren James**

In a field like graphic design, it can take years to build an eye-catching portfolio. But thanks to the opportunities he's had at Yew Chung International School, Patrick Cheung Chi-ho has already created a sizeable collection of thought-provoking designs. The 16-year-old soaks up the essence and energy of Hong Kong and Korean pop culture to create memorable images in a variety of mediums.

Patrick traces his love of visual art to his fashion designer mum, who offered a window into the world of creativity when he was a baby.

"I clearly remember playing, discovering and enjoying an arty childhood at my mum's studio," he tells *Young Post*. "I have been exposed to the beauty of colours, print, patterns, fabrics and textures since I was small. That was really the starting point of my

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obsession with art."

Patrick started art classes (which he still attends) at primary school. He loves the freedom of art, but was drawn to graphic design as it applies creativity to function, and lets him see his work being used in real-world settings. "Art allows me to express my thoughts and feelings on daily life," he says. "I am passionate about graphic design, as it puts art to practical use. It is a visual language that connects people and their environment."

He describes his style as "Creativity with Strategy". This can clearly be seen on his Behance page, which is full of his creations,

from the poster for a school play to a series of leadership campaign posters for a classmate. But one of his proudest and most prominent projects to date has been working with the design team at the TEDxYCISHK event, a series of inspiring talks held at the school in June.

The team worked from a brief which asked for designs that incorporated the spirit of a Ted event and the theme "Beyond the Limit".

"I immediately started my research to understand what a TED event stands for: creativity, innovation and inspiring others," he says. "By understanding the value of the event, I was more prepared for the creative process."

Used to working alone on most of his projects, it was tough for Patrick to re-adjust to a team mindset. "When you're working in a team with 30 members, miscommunications, delays and mistakes can easily occur," he says.

But, he adds, "Team building, communication, planning and co-operation are essential for any task to be completed successfully. No matter how excellent my design is, a lack of any of those factors will not lead to successful outcome."

Patrick's striking design, seen here on the right, was used on all materials promoting the TEDx event: posters, social media posts, booklets, web advert banners, and more. Reflecting on his hard work, Patrick says: "The theme of the 2016 event inspired me to become a risk taker, and not to fear a challenge. It motivated me to keep moving forward."

Patrick hopes his work can also move humanity forward. "There is a lot of negativity, and a lot of unhappy things happening in the world right now," he says. "My ultimate goal is to use graphic design as a tool to make society care and take action towards different social issues; to contribute to society with creative ideas and actions."



Patrick Cheung has a passion for creativity, and has spent the last several years building up an impressive portfolio of interesting original designs



### Inside the mind of the designer!

#### What is your morning routine?

It's actually very simple: get out of bed, get ready for school ... the "special" part of my morning routine is on the MTR on my way to school, when I spend time on Pinterest, Tumblr, and other art and design related websites. I look at a variety of things, from product design to fashion design to graphic design, photography and more. They are some of my sources of inspiration, they keep me updated and aware of trends and changes in the creative industry.

#### What is your spirit animal?

The dragon. I was born in Hong Kong, and a dragon represents my identity as a Hongkonger. The dragon is a very powerful animal, which gives people a feeling of strength and independence. It can fly too, which really represents my love of freedom and creativity.

#### If you could take over anyone's body and live their life for a week, who would it be and why?

Phillipe Starck! He is my favourite designers of all time, a creative genius who often comes up with amazing designs and concepts. I like his work because it has a strong sense of abstractness. Some of his designs really blur the line between product design and art.

#### What pet peeves do you have?

Snoring. It's just annoying.

#### What's your favourite food?

Hot dogs. There is no actual reason why I like them, they just taste good.