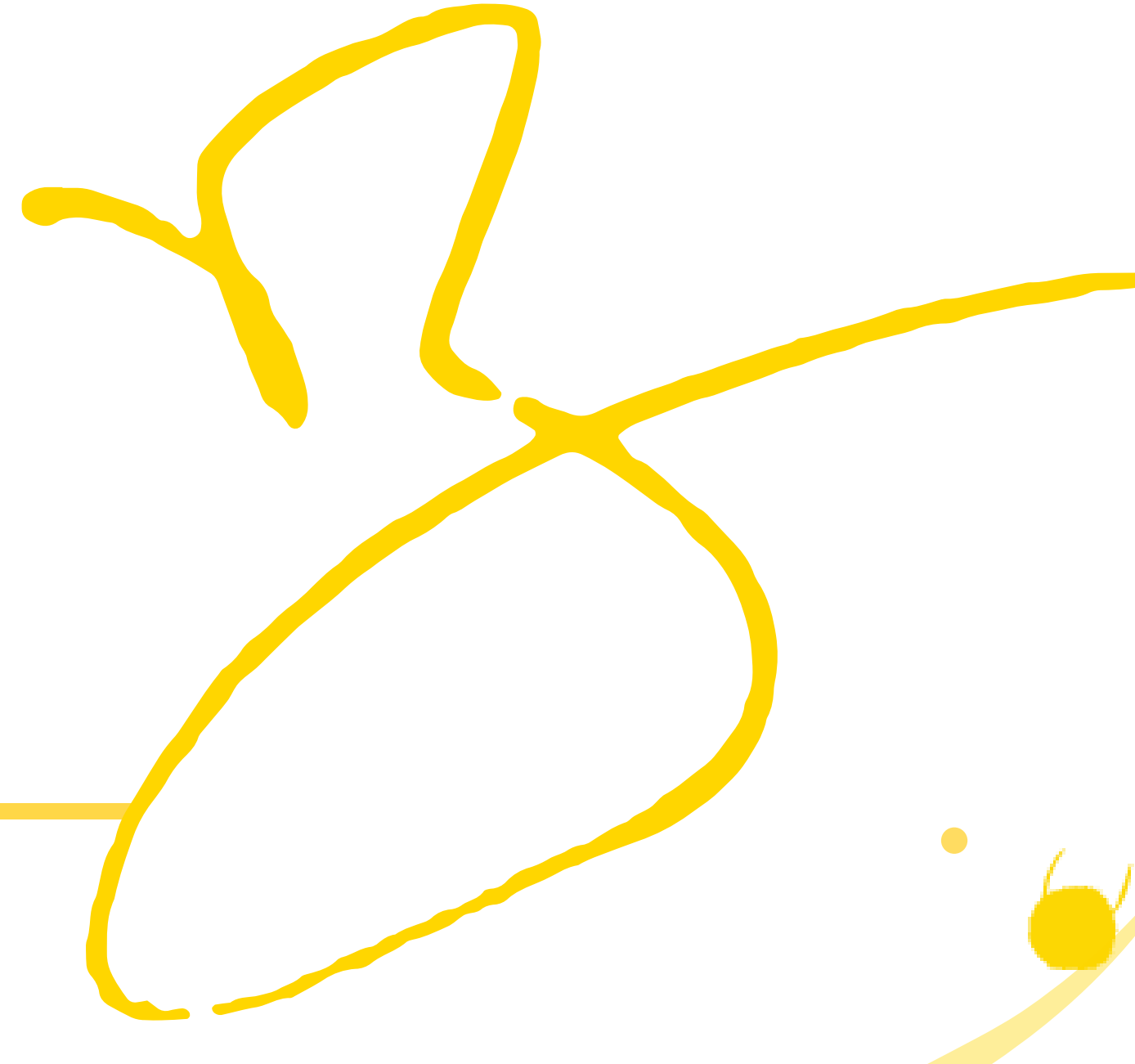


BERYL WANG

Themed Entertainment Design: 3D Visualization Interactive Design





Samudra

An Olympic City Park for Bali

Group Project

LENGTH

One Week for 2024
TEA APAC Design Challenge

My Roles

Creative Direction;
Ideation Sketch;
Interactive Design;
3D Graphics;



Gesture Interaction



Guests do the correct gesture to light the frame of interactive screen, as if relaying an actual torch.

“Torch Relay”

- Olympic & Culture -



Architectural Language Progressing

Ancient



Modern

5 Paths – 5 Rings



Water Projected
Flame & Show





Leifeng Pagoda

Attraction Facade Overview

The DARK RIDE tells the story of how Green Snake falls into Shulo City because of obsession curse, and her thrilling survival and escaping experience from there in Shulo.

4F-2F:

Queueing Down排队区域

Going alongside the middle Column, which tells the background story in wood carving way.

沿着每层中心的巨大木雕柱子拾阶而下，游客将了解青蛇坠入修罗城前的故事

1F:

Entrance

入口

B1: Exit/ Merchandising

出口/零售区

Individual Project

Date

2021 Fall
+ 2024 Spring

My Roles

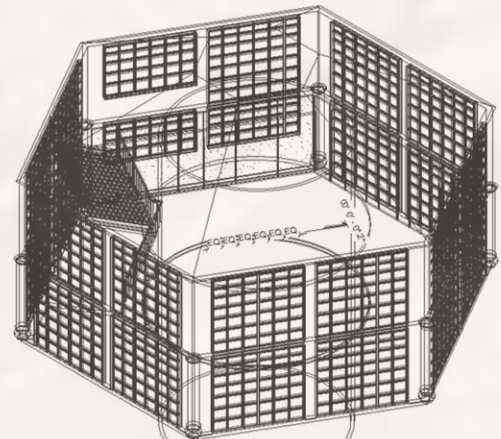
Concept Design,
3d Modelling &
Rendering,
Master Planning

Toolset

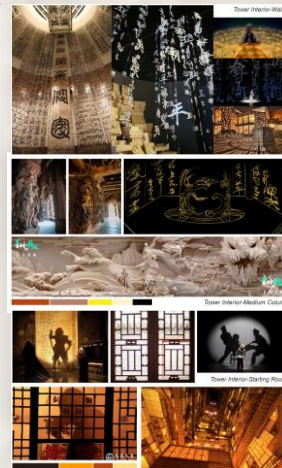
Unreal Engine, Revit, Enscape,
Maya, Cinema4D,
Procreate,
Hand-fabrication

青蛇劫起 II

Green Snake Tribulation Dark Ride Concept



Revit Model



Mood Boards

Queuing Area

Is going down inside Lei Feng Pagoda, telling the background story: How and why White Snake has been imprisoned by the monk for thousand years in this Pagoda.

Guests observe the first movie's key plot from the **wood sculpture**, when going down in the tower to the first-floor attraction entrance.

Main Show

Middle Column

Scripture



Key Attraction Scenes

The DARK RIDE combines the experience of LAND&WATER ride.



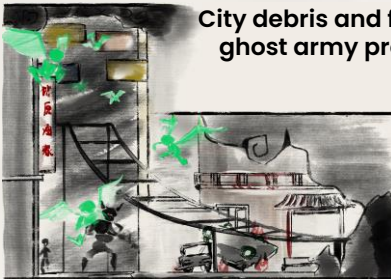
1. Hit to the Shuro City



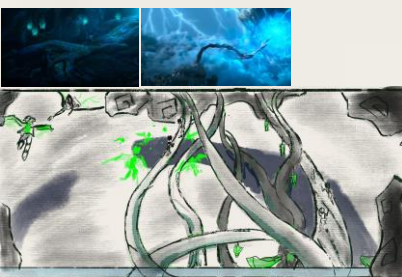
2. the First Tribulation

3.1. Wind Catastrophe

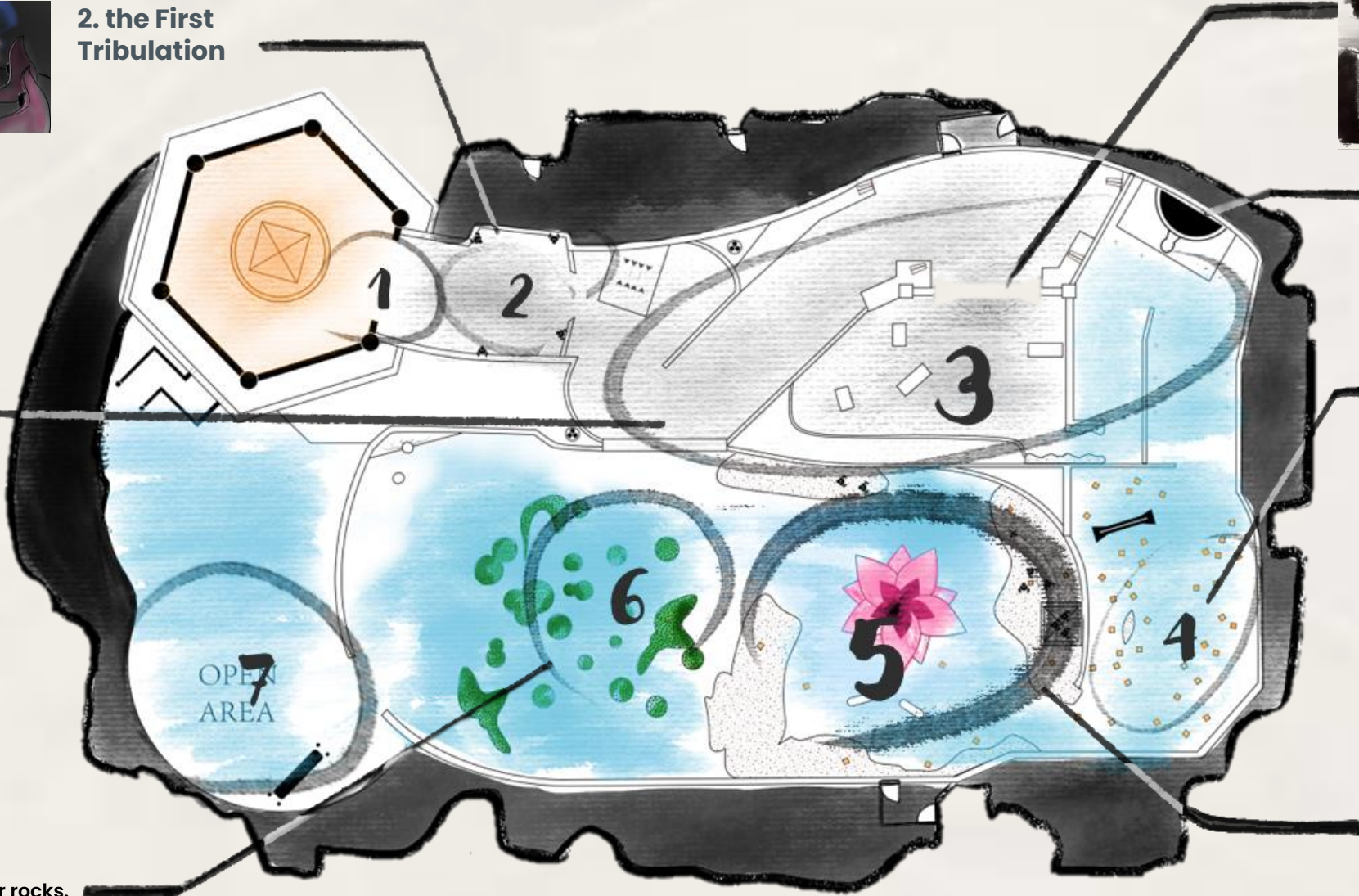
City debris and fires. And ghost army projections



6. Vine to the Sky



Shulo City's shadow is projected on the inner rocks. Petal Boats move around to see 3 sceneries.

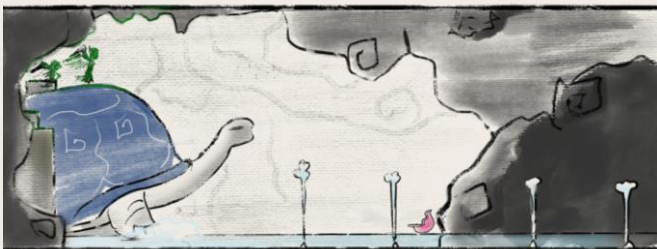


3.2. Fire Catastrophe

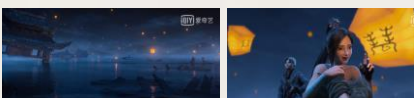
Real Fires come from both of phoenix sides. When in Wanyee Supermarket, see ghosts rushing into the house, ruining and killing.

3.3. Water Catastrophe

Giant turtle and the ghosts animatronics. Sprinkling waters by the ramps' side way.



4. Lantern Lake



Lanterns are animatronics, snoring at first, triggered when Petals Boats come in, to move around

5. Lake of Nonexistence

This Is the climax, the fox girl turns into a fox, and



Land Area Water Area Rock Exterior

3D Visualization – Scene 4 to Scene 5

Three water ride sections are showcased here. From the right to the left: *Lantern Lake*, to *Lake of Nonexistence*. Rendered by Unreal Engine. LED Content from the original movie.

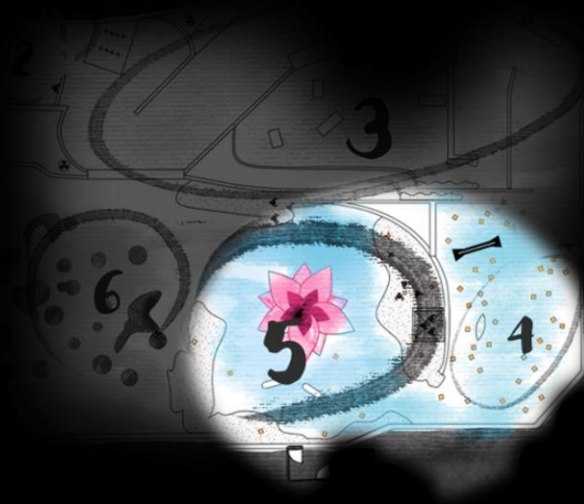
5. Lake of Nonexistence

The Fox shows up on the LED Screen then the water screen projection.

Bull Monster Breaking in

4. Lantern Lake

The Fox shows up on the LED Screen then the water screen projection.



↑ Process Work

Scene 4 to 5 Detailed POVs

POVs on the petal boat vehicle are shown here – from the right to the left: **Lantern Lake**, to **Lake of Nonexistence**. Rendered by Unreal Engine. LED Content are from the original movie.



⑦ The boat continues to turn around, pushed by the water to the other side of the lotus.



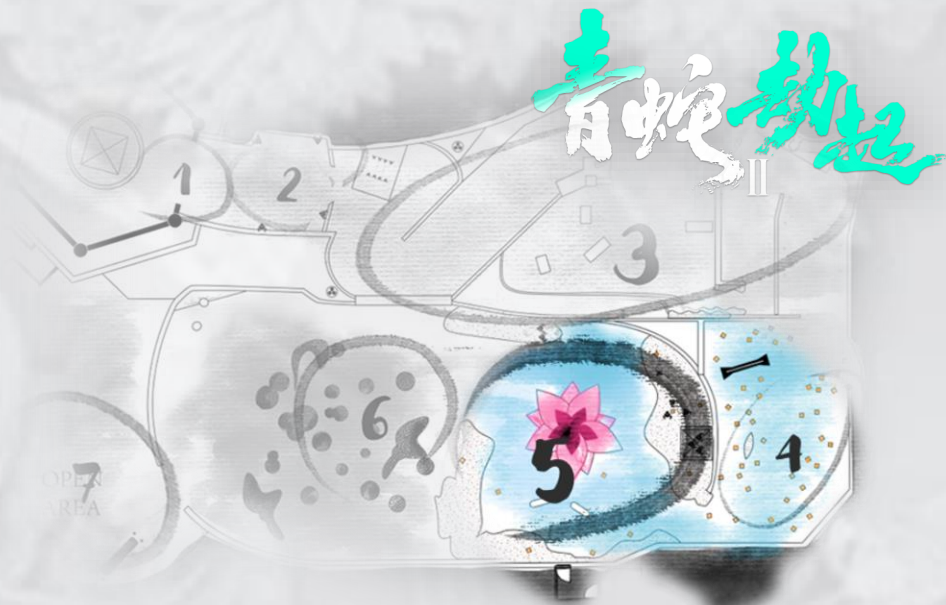
⑥ A giant lotus appears suddenly behind their boats (enlightened).



⑤ The Petal boat is brought to the direction she goes by the vortex.



③ The Petal boat is brought to the direction the Fox goes by the vortex.



⑧ The Giant Fox came out from the lotus and saved Qing and Bai, as well as the other Petal boats! They are sent away by the wave after...



④ LED SCREEN: Master Baoqing turns from a girl into a giant fox and waters away. A vortex appeared on the water's surface. All the guests are getting sucked!



② The Bull Monster with his troop follows Qing and Bai to go down to the Lake of Nonexistence. A combat is about to start.



① Guests Encounter the soul lanterns over the river surface after the Water Catastrophe. Around them are lots of city debris from that.



“The LED wall is changing! Click on it! 🖱️”

FOX STORE
Green Snake Tribulation Dark Ride

Retailing Store at 1F Leifeng Pagoda

Process Work



Attack on Titan
進撃の巨人

Interactive Queue for "3D Maneuver
Gear" VR Simulator in Location

Utgard Castle

Utgard Castle is a location-based VR attraction concept integrating the interactives into the queue design in the theme of Attack on Titan. It enhances the perception by the undulating floor, loosen and tightened fabrics, projection, and environmental audio. The

Individual Project

My Roles

Interactive Design & User Testing;
Game Design; 3D Visualization;
Unreal Engine VR Game Prototype;
Storyboarding

DATE

01/2024-05/2024





3rd Floor : Main Game Experience



2nd Floor: Training

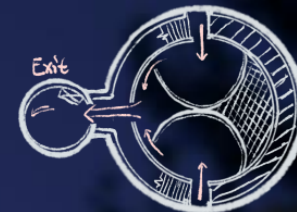


1st Floor: Queueing/Pre-History



It contains 3 Show Elements lying on three different floors.
The first and second floors are queuing area, while the third floor is where the attraction is.

3FL



2nd FL



1st FL



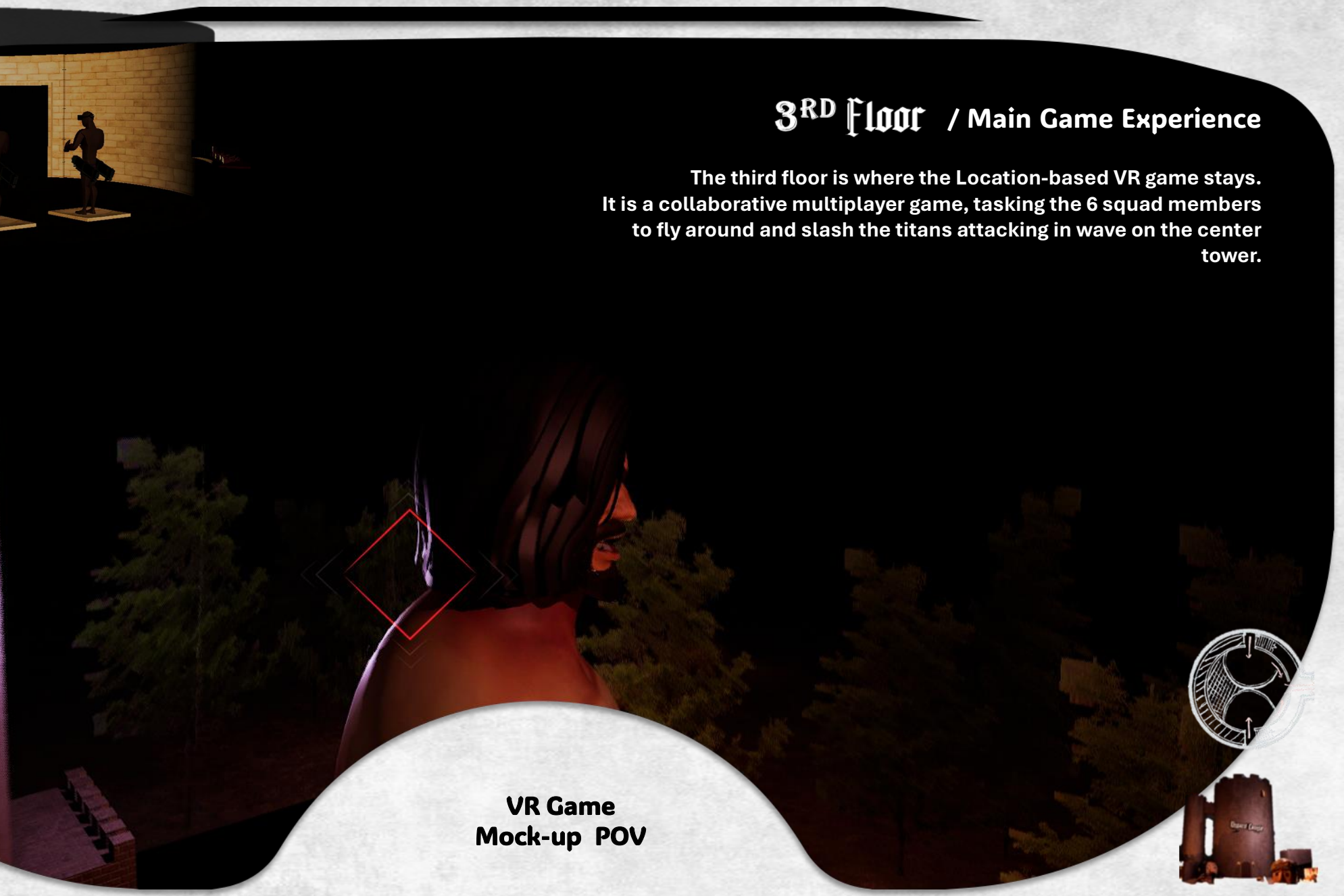
Utgard Castle

3D Maneuver Gear
Blade Controller



3RD Floor / Main Game Experience

The third floor is where the Location-based VR game stays. It is a collaborative multiplayer game, tasking the 6 squad members to fly around and slash the titans attacking in wave on the center tower.



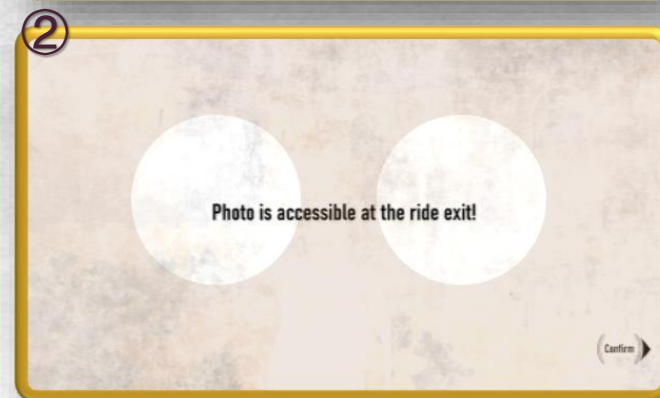
VR Game
Mock-up POV





1ST Floor / Scale Up Room Spiral Queueing centering the tower scale models

The scale model in the middle is a replica of the incoming virtual game environment. The closer you walk to the castle, the better you'll see there are projected little scout members being scared away by you – because you are identified as a titan in this room.



AR Binocular Function Indication – ①②

The AR interactives educate guests who are unfamiliar with "Titans", who are the horrifying enemies in the anime and the incoming VR game, that "Titans are gigantic humanoid creatures that devour humans." The scale model at the center is a replica of the virtual environment in the final VR game experience.

2ND Floor / Speech Show and Role Assignments**2ND Floor** / Interactive Training

- ① After a short speech, the “captain” cast member instructs the 24 guests to form 6 people squads, and decide to be a SLASHER or a SHOOTER.
- ② When there is a Titan peaking in (as a projection), it is time to move upstairs to start the mission!

**2ND Floor** / Interactive TrainingScreen 1:
Flying Training RecallScreen2:
Shooting Training RecallScreen3:
Slashing Training Recall

Station 1

Station 2

Station 3

Guests are divided into two levels, one committing they are confident enough to slash the enemy “Titans” are going upstairs to start their games in this round; while the other group is not confident and stay for more interactive training.

USER TESTNIG 1
& 2

General Experience Feedback;
Testing if the queueing area gives
enough information to the final VR game
experience.

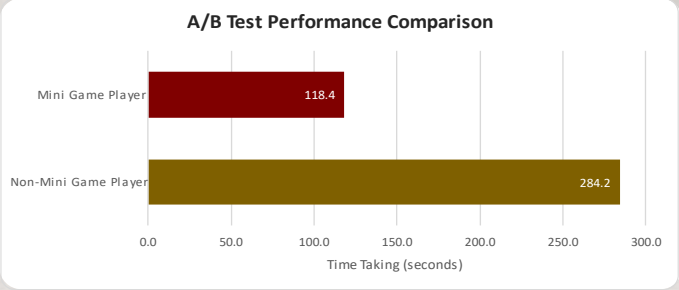


USER TESTING 3
(A/B Testing)

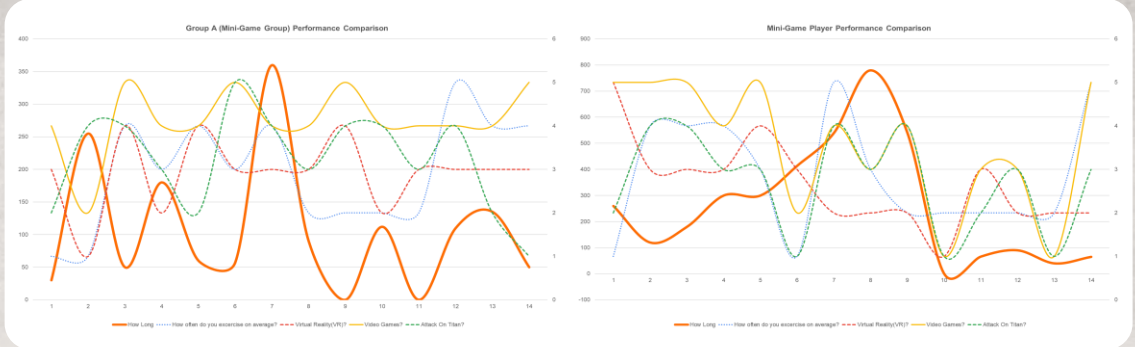
if the interactions are helping the
players to perform better in the VR
prototypes.



I developed the VR prototype and conducted
the user tests individually with the help from
SCAD and Orlando Public Library.



It took Non-Mini Game Player (non interaction
trial group)2.40 times longer time to slash the
first enemy.



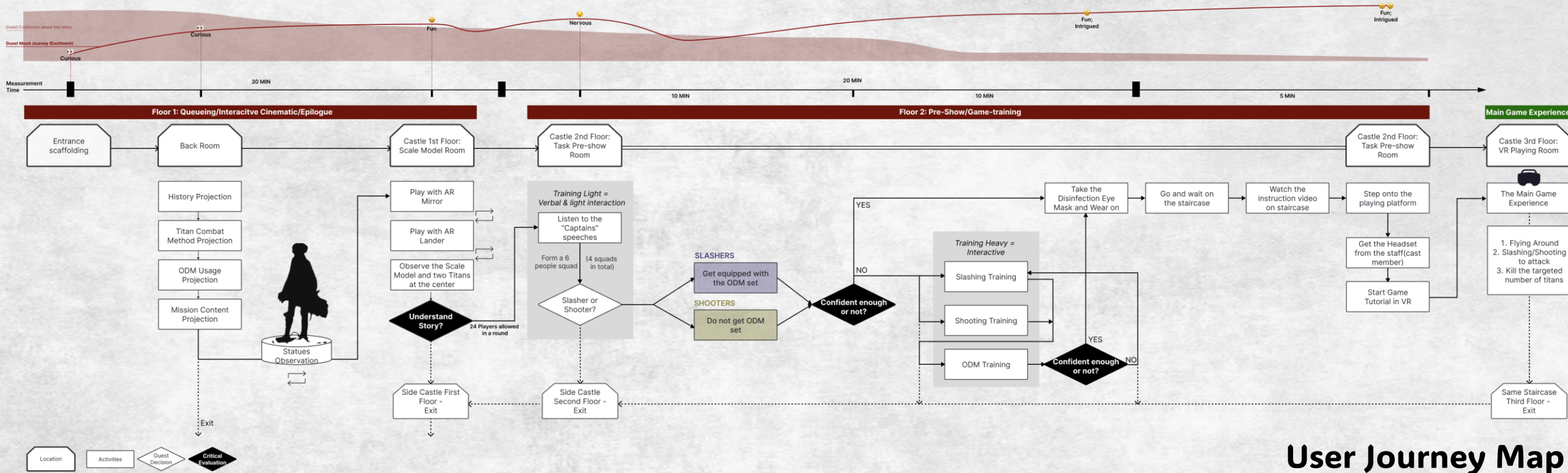
It would be more efficient to train different level of the players separately

Testing 3
A/B Test Study

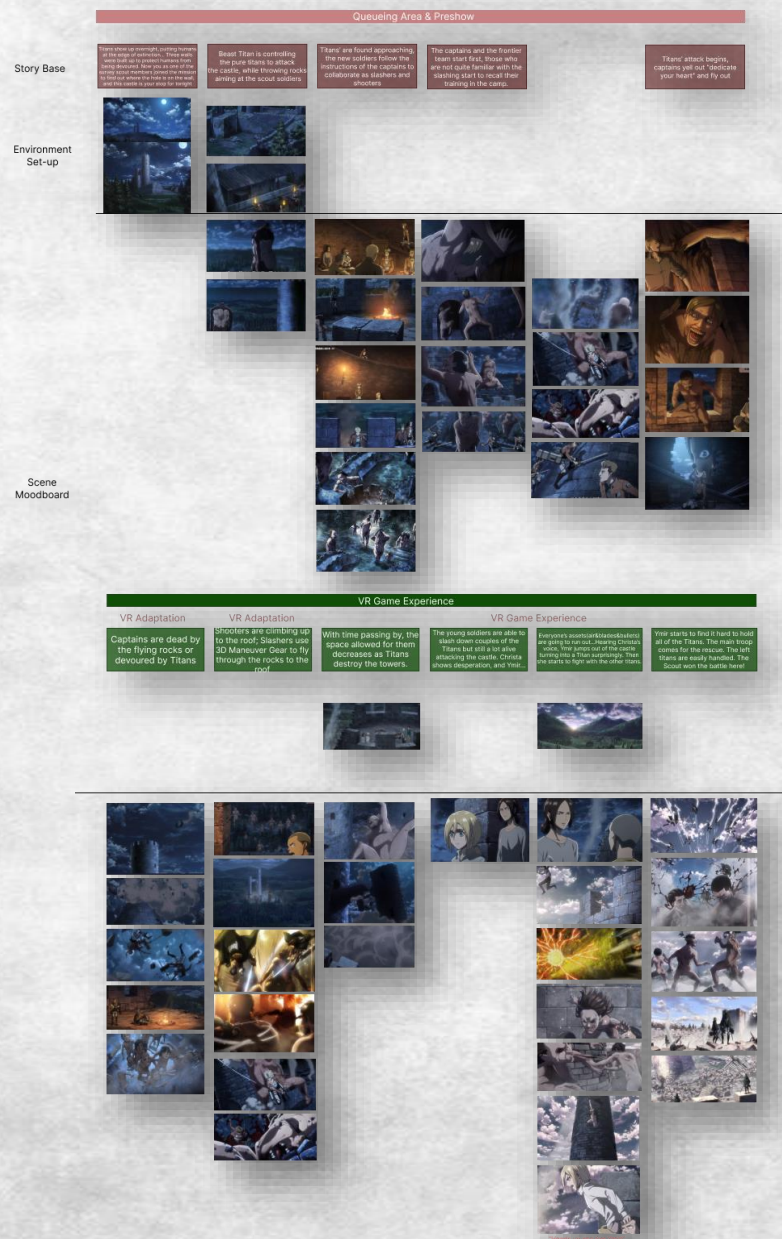
Headset Troubleshooting Ratio:
37.5%

Average Trouble-
shooting Time:

3 min



Scene Boards for Queue and Game



Key User Experience Storyboarding





SIMULATOR ATTRACTION LOGLINE

You, from outside of the town, are hired by Mr. and Mrs. Lee to help entertain their son Nezha, the said Devil Boy, in Cosmo Mix where he has been locked in for practicing mana for 1 year . You are pretending as the villagers to convince Nezha the stereotype on him has been changed because of his effort.

Individual Project

Date

2023 Spring

My Roles

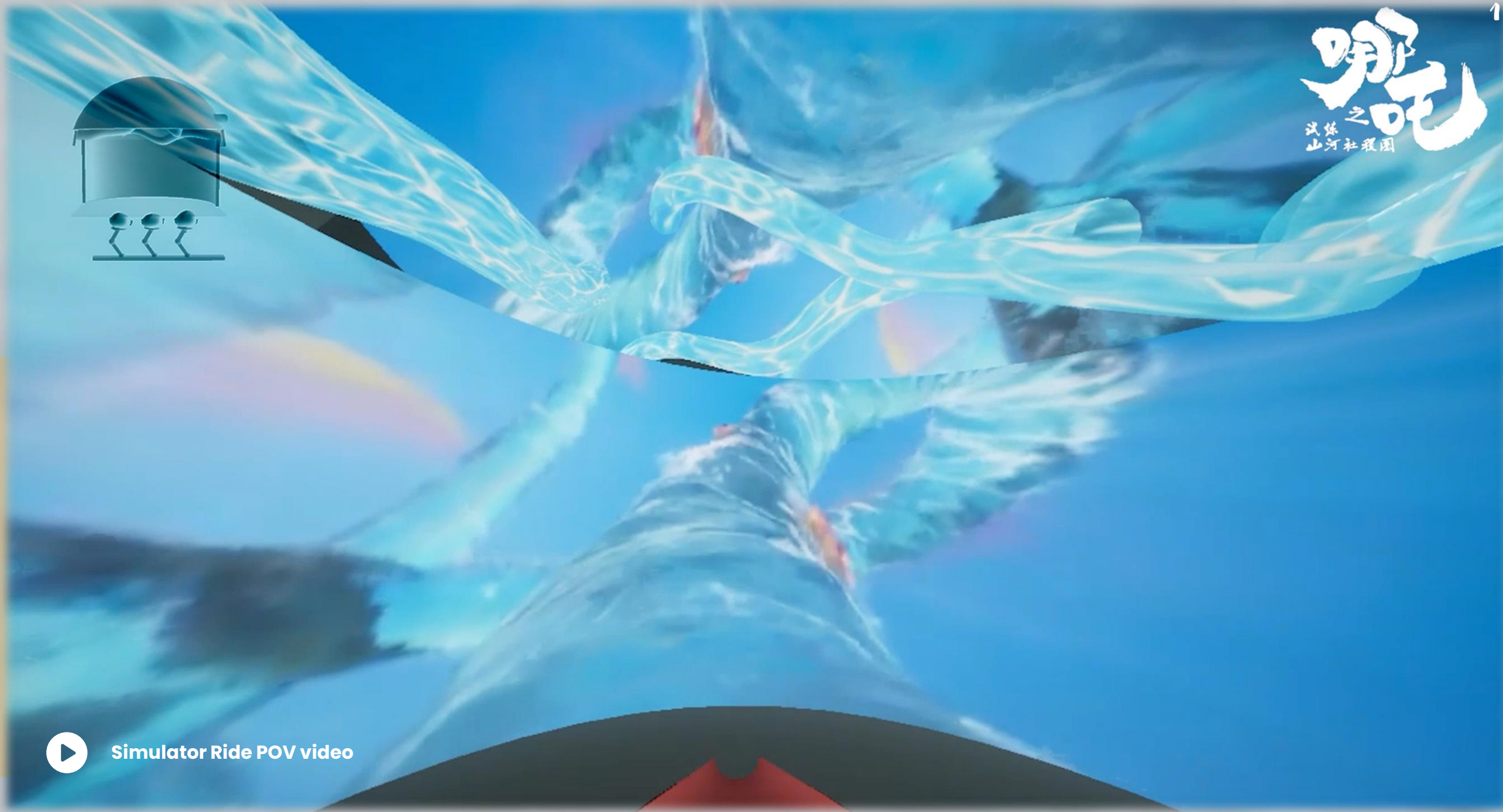
Concept Design,
Ride Design,
Rigging & Animation
3d Modelling &
Rendering,
Master Planning

Toolset

Unreal Engine 5,
Maya, SketchUp,
Enscape, Illustrator,
Powerpoint;
Hand sketching,
Procreate, Photoshop

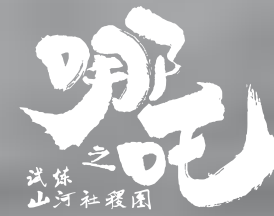


Simulator Ride POV video

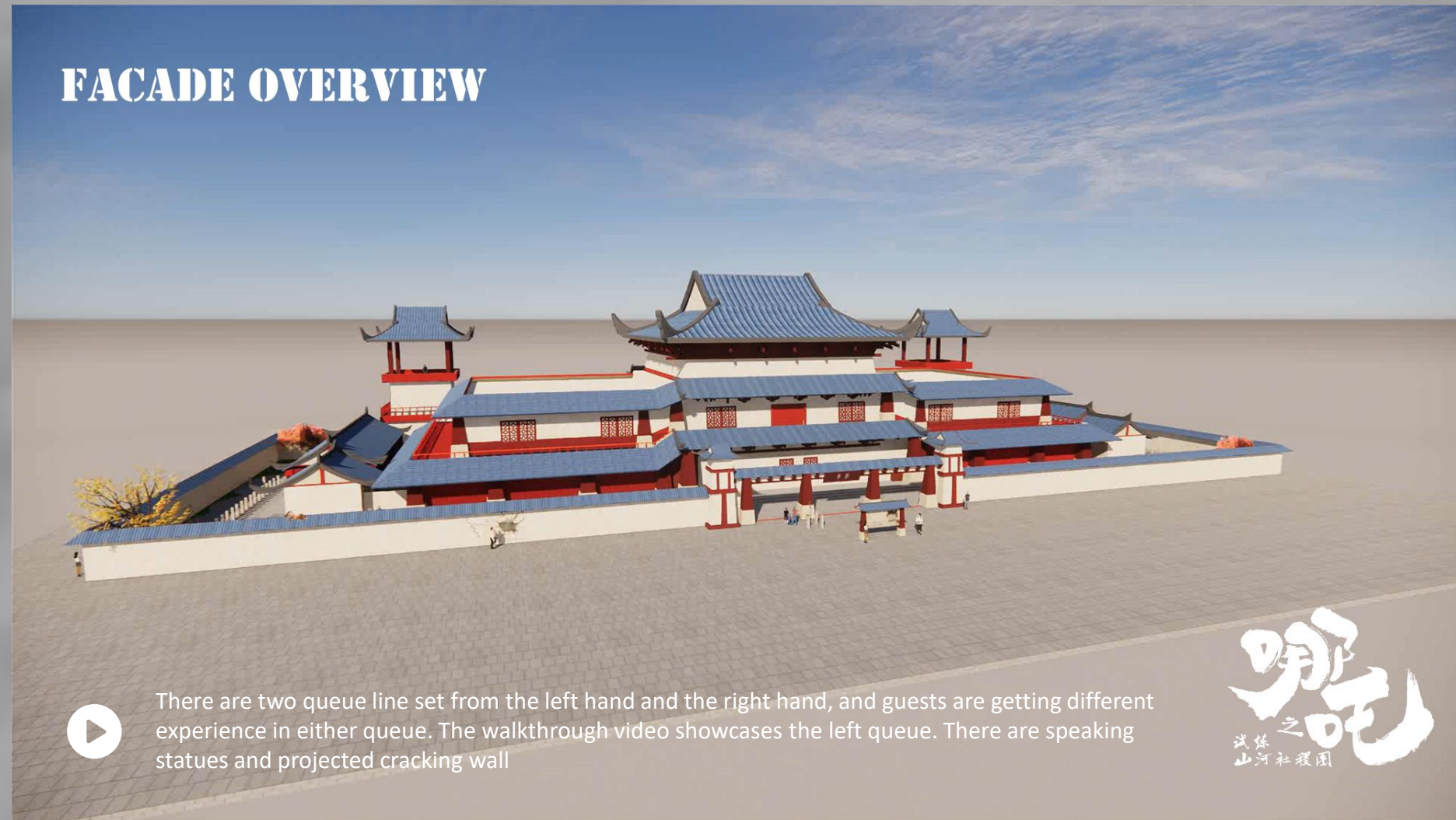


FACADE OVERVIEW & ELEVATIONS

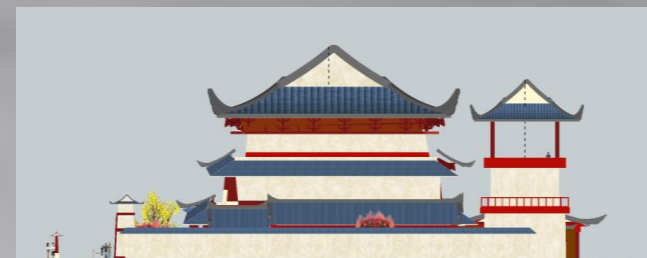
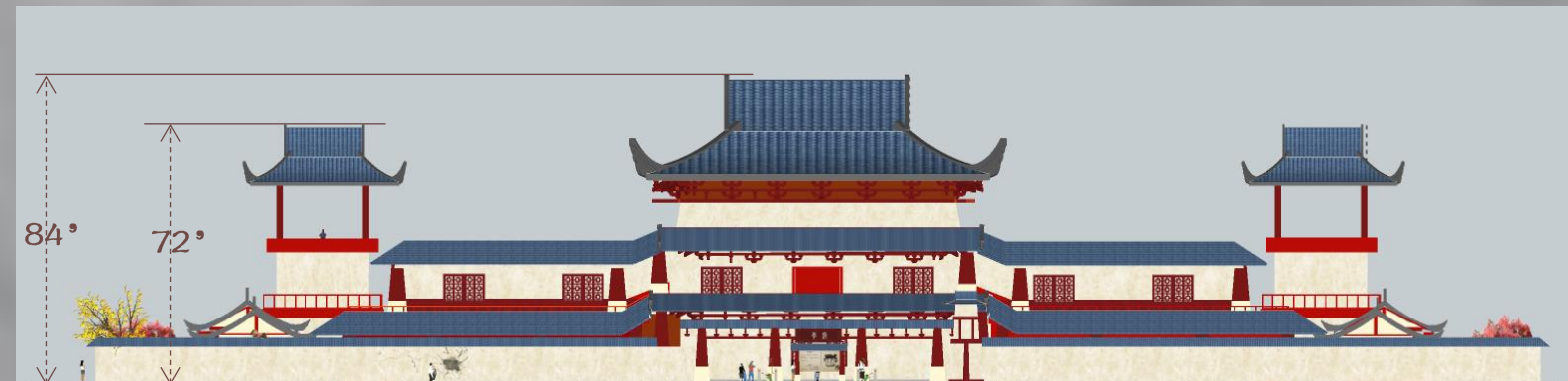
Modelled by SketchUp; Rendered in Enscape



FACADE OVERVIEW



There are two queue line set from the left hand and the right hand, and guests are getting different experience in either queue. The walkthrough video showcases the left queue. There are speaking statues and projected cracking wall



Mood Board

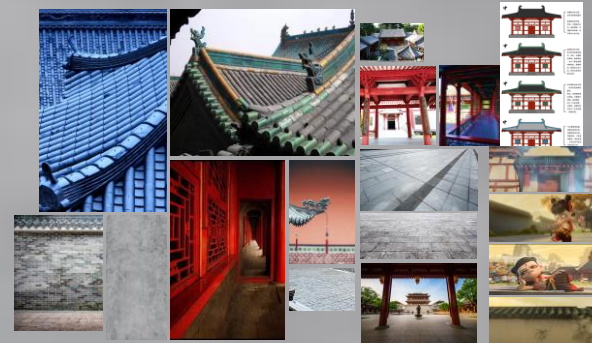


求贤令

哪吒于山河社稷图中潜心修炼年余，
苦习已竣，
诚招降练七名，予以激励，重金有赏。
李某感激不尽！

WANTED

Wanna have some fun in the Ancient Artifact,
'Cosmo Matrix?'
Wanna some extra money??
Come and join us in this magic journey with NEZHA!!





FLOW MAP

Modelled by SketchUp, Rendered in Enscape & Procreate



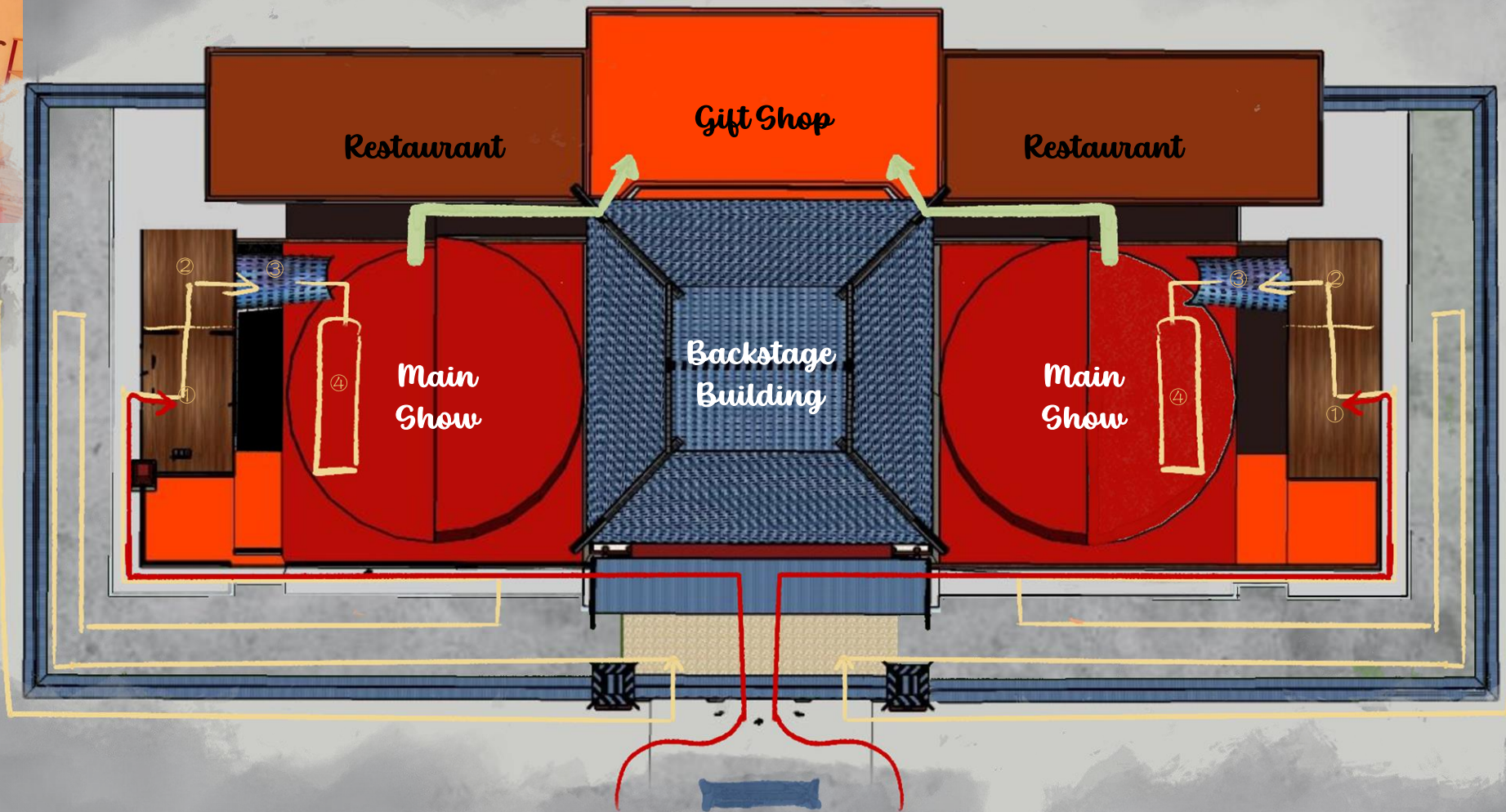
① Nezha's room
Guest walks by
(Nezha's Room)



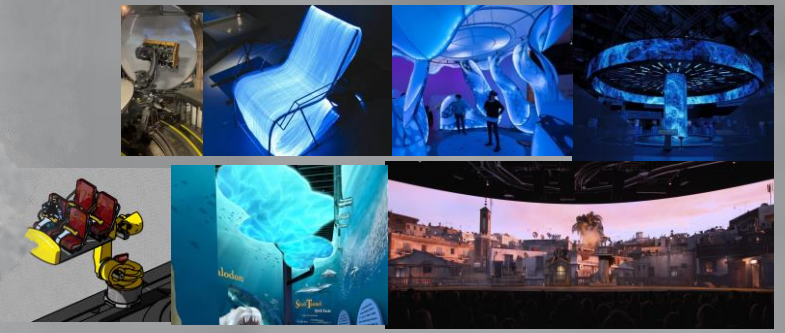
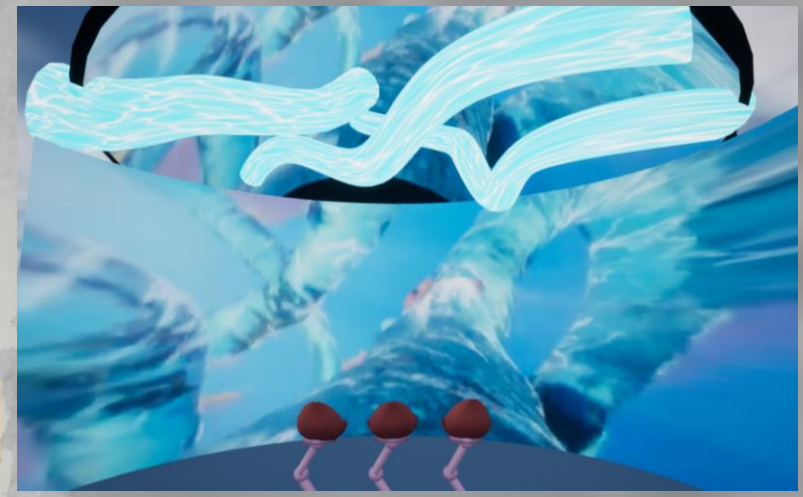
② Preshow Room



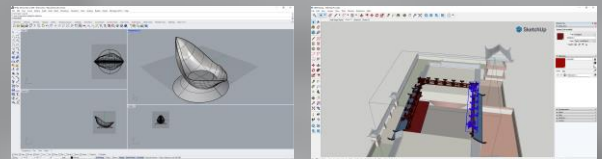
③ The Tunnel



④ Main Show Theater Mock-up



Process Work
&
Mood Board



THEATER & VEHICLE VIEW



PETER RABBIT'S SECRET GARDEN

Welcome to Peter Rabbit's Secret Garden, an edutainment resort for guests of all ages.

This secret garden is renovated and designed by Peter Rabbit and his friends after its old, unfriendly master, Mr. McGregor's leaving away. After preparations, Peter Rabbit is finally unveiling this garden. As Peter's royal friends, you are invited to join!

Group Project in team of 3

Date
2022 Fall

My Roles

Lead Designer,
Concept Design,
User Experience,
3d Modelling &
Rendering,
Master Planning

Toolset

Unreal Engine 5, Maya,
Substance Painter;
Figma, Illustrator, Powerpoint;
Hand sketching, Procreate,
Photoshop



Booking



My dear friend,

Welcome to Our Secret Garden! To take care of the abundant garden from Mr. McGregor we work really hard!

Thank you for visiting by my **burrow**! I assure you the visit would be exciting!

To enter the burrow you can come by the **tunnel on the ground floor**. Don't worry about your scale - you know what, it is a magic tunnel that can turn you into us rabbit size!

During your visit, you will be guided by me and my friends to go experience all kinds of activities that we would do day-by-day, or season by season!

Mistletoe folding is wait! we are all gonna do tomorrow! If you want to join us don't forget let us know first, we will get you together when the event begins!

Peter Rabbit

Garden Story

Check Our Event!

Peter Rabbit Burrow

SERVICE MAP

Other than hotel service, there are 3 types of day-to-day activities provided: Adventure, Garden and Underground. All activities are joined with the one animal

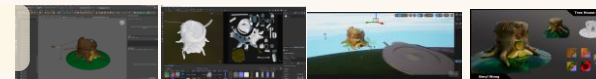


TREE HOUSE & AMENITIES CONCEPT



Modelled and rendered by me.

Process Works -



Floating Bridge

Taking the surfaces of tree house buildings as base, floating bridges in different high levels are offered as part of "Adventure".



Big Root Slide

Root slide coming out from the second floor are for kids to enjoy the natural playground, This is to mimic burrow.



Zipline Experience

By zipline guests are able to gazing into the whole community garden.

Paradis Island

Attack On Titan Escape Park Queue Experience & AR Application

"One day of year 845, the Colossal Titan and the Armored Titan suddenly showed up, destroying the wall protecting humans from Titans and the life they've known. "

It is a park-quest project that integrates AR scanning and escape room elements throughout the entire park. I visualized only the Shiganshina town area designed to be passed before guests enter the park, which is also regarded as a "Queue Experience" for the park later.

Individual Project

Date

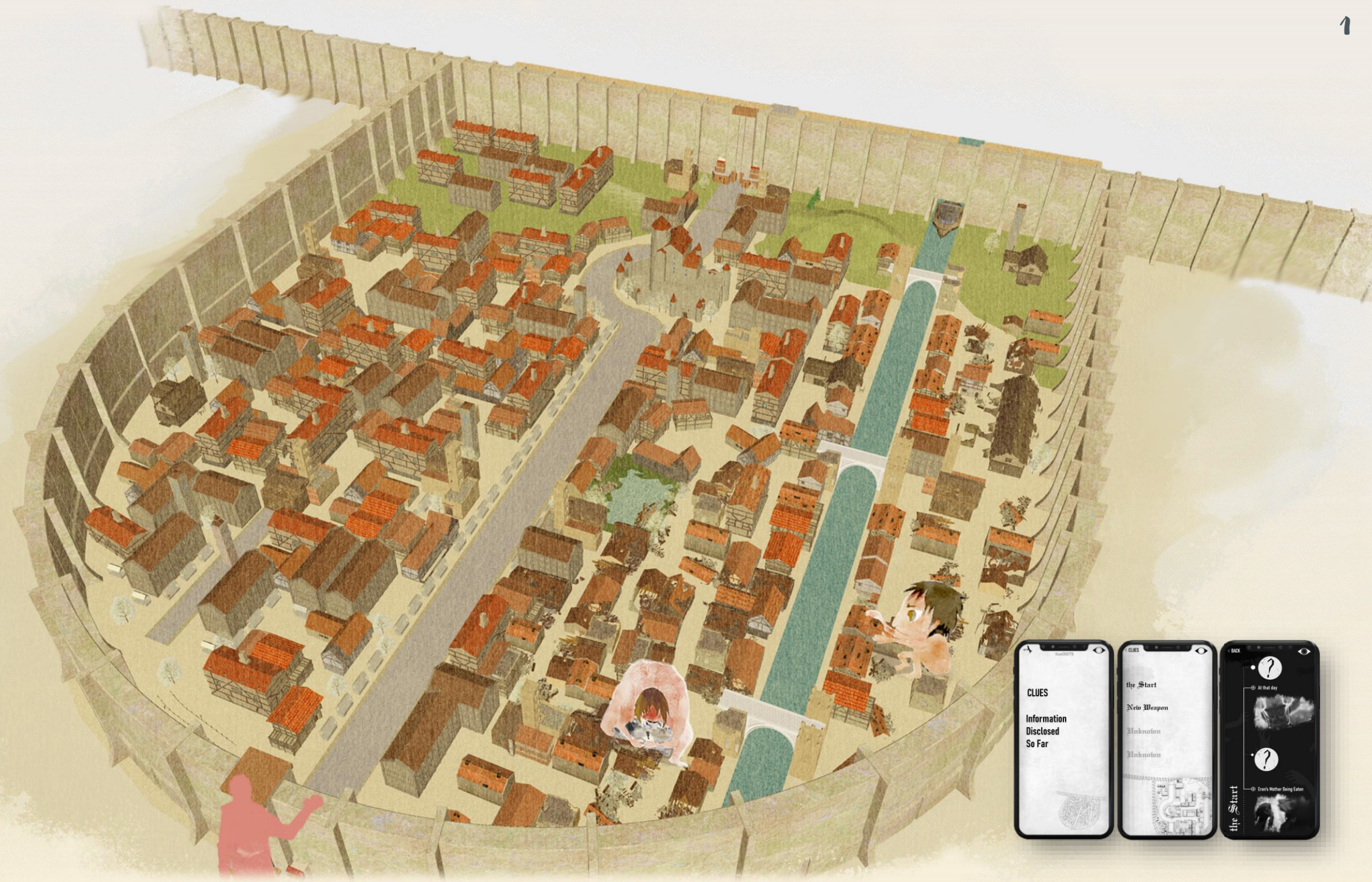
2021Winter

My Roles

Concept Design,
Illustrator,
3d Modelling &
User Experience Design

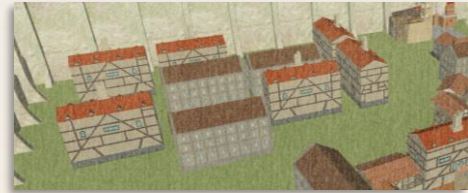
Toolset

Sketch-Up, Procreate,
Figma, Adobe Photoshop,
Powerpoint, Cinema4D



The Shiganshina Town serves as "Disney town" that is explorable before the park. It is set up like "Westworld," featuring shops and stores with AOT-style signage selling themed food and clothing from the AD 800 era.

③ THE HOTEL AREA

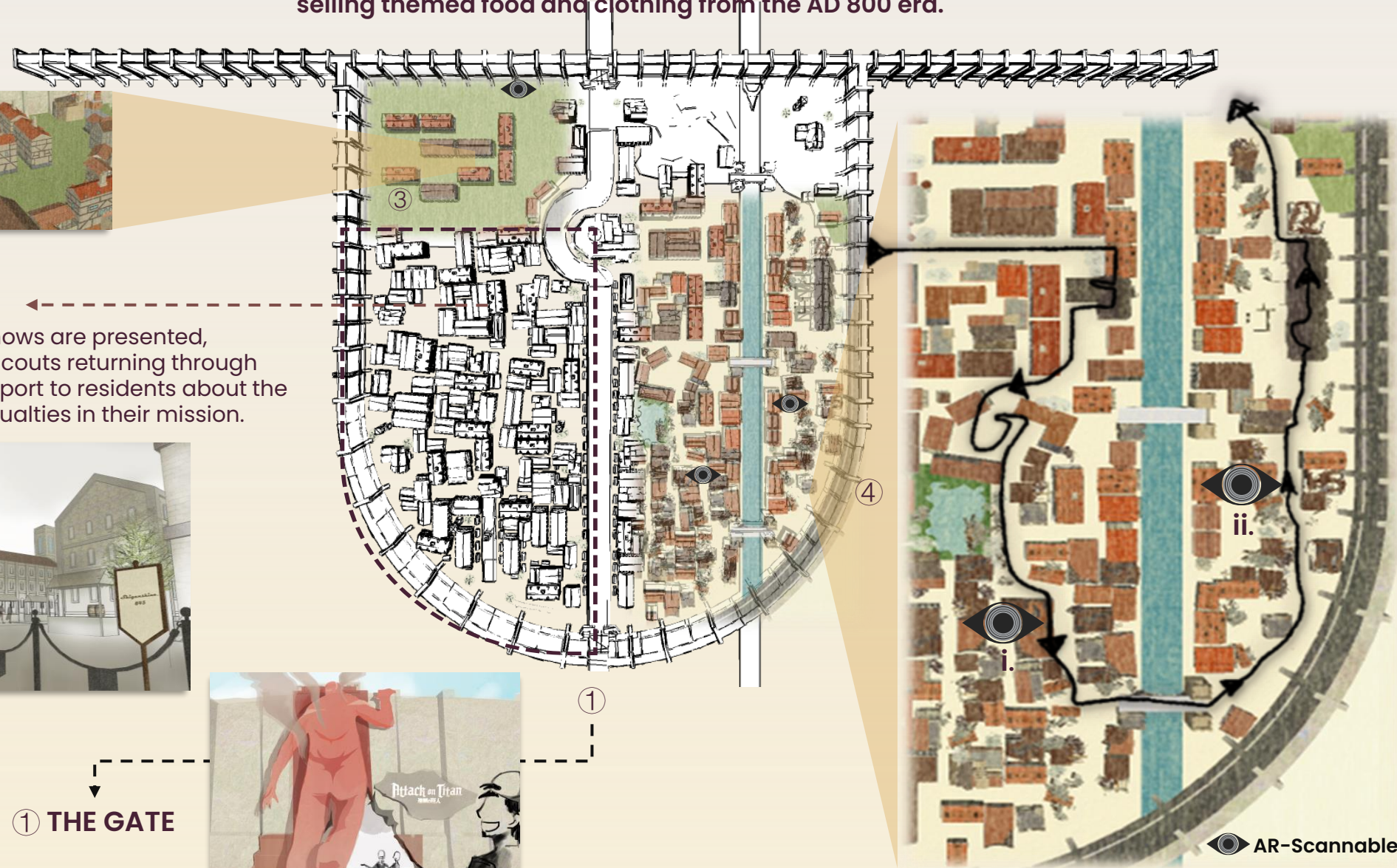


② AD800 Town

Timely immersive shows are presented, such as the Survey Scouts returning through the main street to report to residents about the large number of casualties in their mission.



① THE GATE

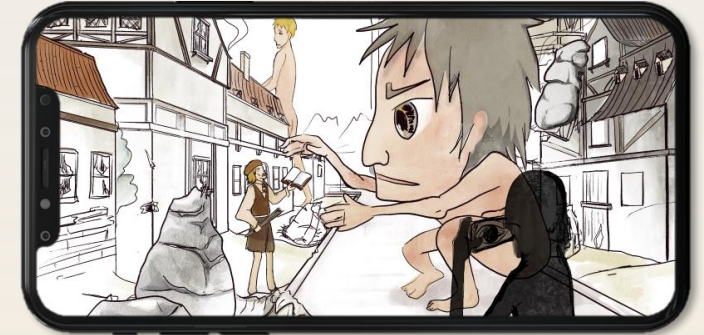


④ THE RUINS (SELECTED AR SCENES)

This area represents the city after being destroyed by titans

i. The Father

Scanning out the Titan around "the Father" asking for god of Wall's help while the Titan invasion is on going.



ii. Devouring

Scanning out the motion of a human being eaten by the titan



NIKE BASKETBALL TRIAL

This is a series of interactive game for retail. It is involved with Kinect, screen and mini-apps on phone. Click to see one project's official portfolio - <https://www.wonderlabsstudio.com/channels/332.html>

Commercial Project
@Wonderlabs

DATE
04/2021-08/2021

Locations
NIKE 001 Stores
@Shanghai and
Other cities

My Roles
UX/UI Design;
Game Design;
User Test;
Motion Graphic;

WonderLabs

MOSHER



■ 本店排名

00

■ 全国排名

00

■ 总成绩

112



ZOOM
FREAK 3

重庆市沙坪坝火车站龙湖金沙天街
1F B馆4号门 耐克店



Guests wear on
NIKE Zoom Freak3

to play three games in order 3 min



①
Touch the glowing
ball while keeping
dribbling



②
Block the virtual
player from
shooting the ball



③
Touch the six
circles in order



④
Recording the shooting

User Generated Content 2min



⑤
Obtain the shooting
Recording with combined
basket media & final scores
(Special solution to the Venue)

(Phone is used for registering and start the game) → Downloading UGC from the backstage)

Process Work



15:23 4G

AJ XXXVI

姓名	请输入姓名
年龄	16岁以下
性别	女
产品	JORDAN ZION1 GEN ZION

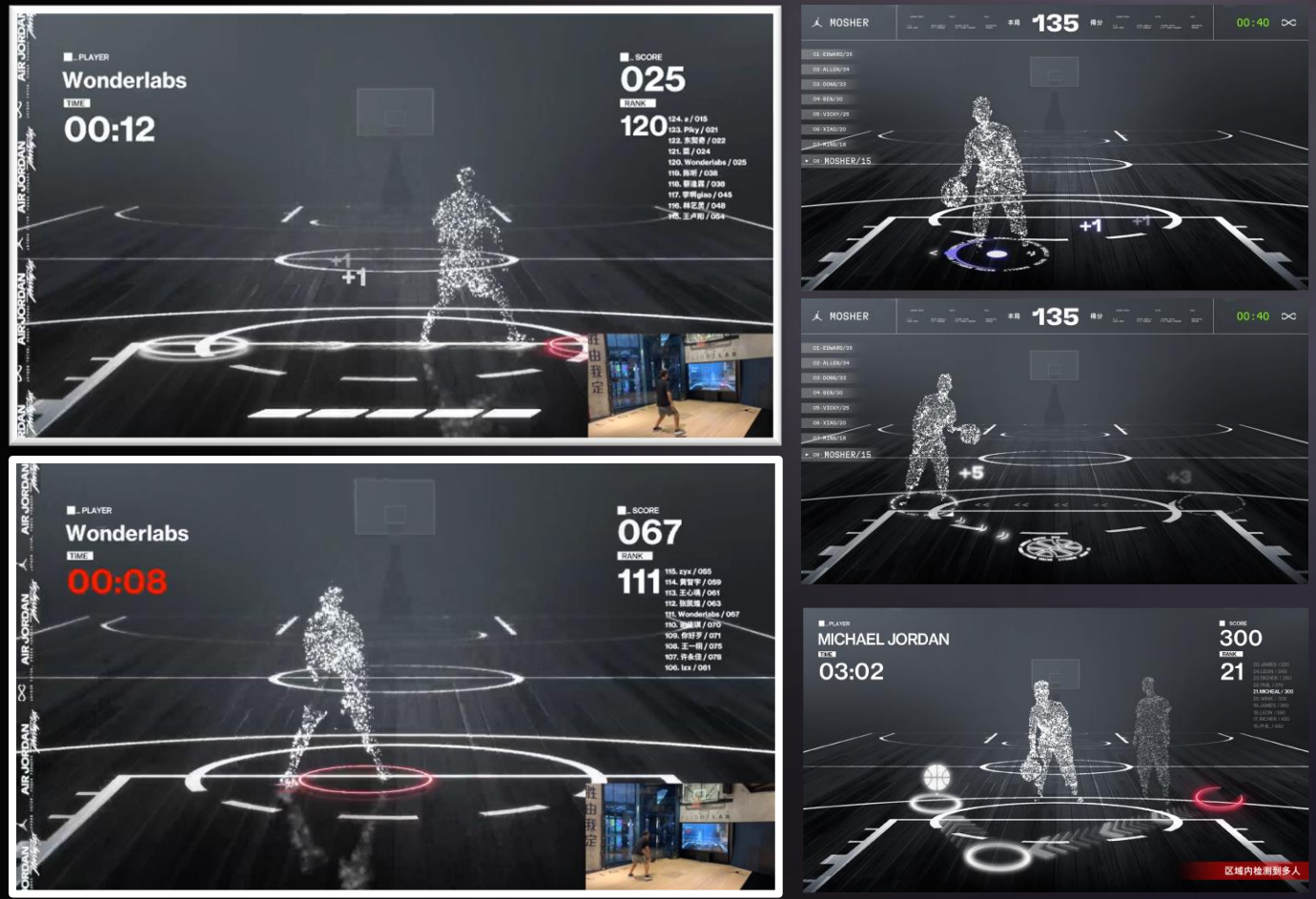
确定

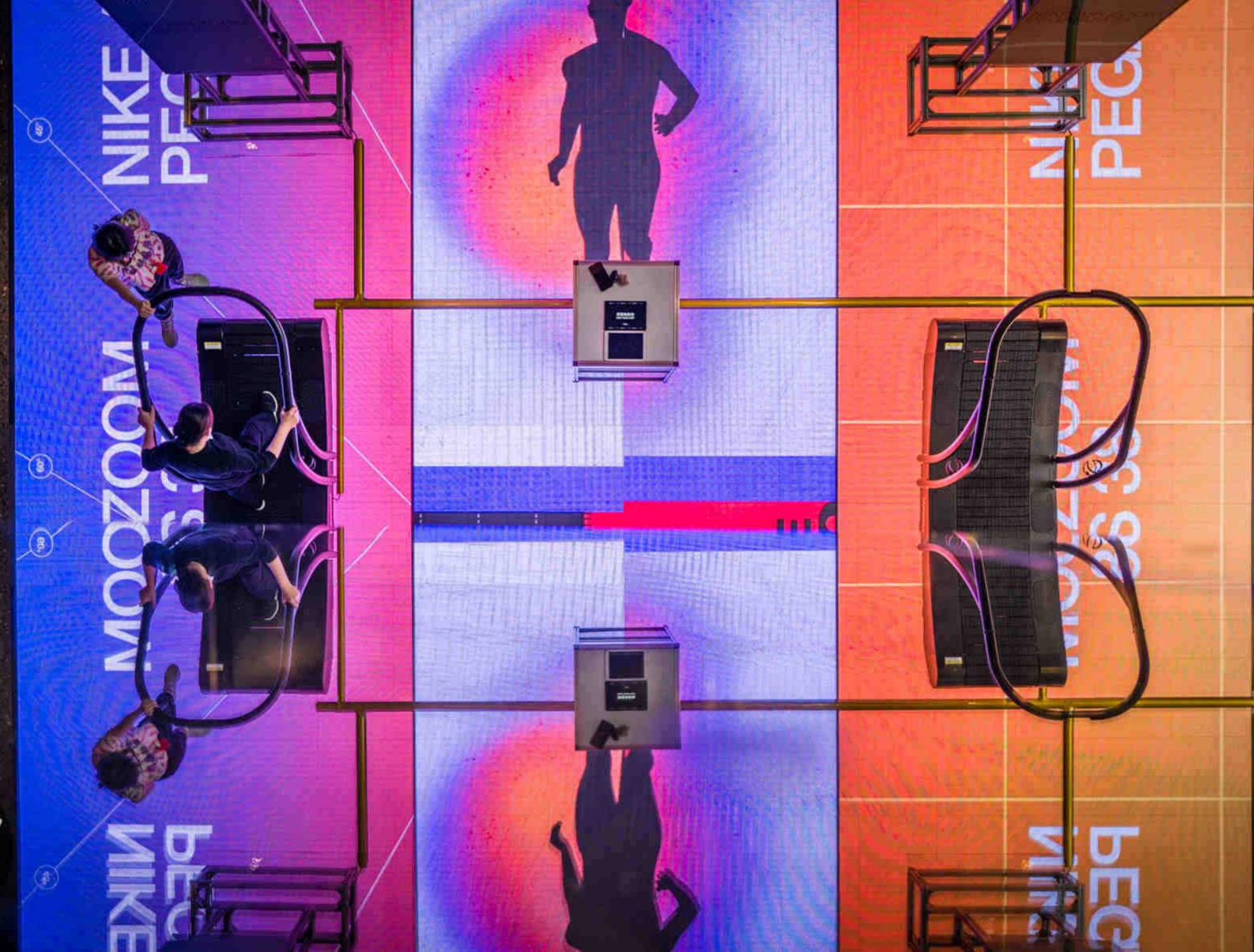


The captures are me testing the game and getting the UGC videos on my phone.

Other Seasons

This part showcases some other seasons' experiences in the NIKE game series and some process works. NIKE series in-store games are updated every month for promoting on-season shoes. Those rapid ideations of games are evolving throughout the process





NIKE PEGASUS 38 FIND YOUR FAST

interactive experience for both House of Innovation Store and Huaihai Rd Experience Store. Consumers can challenge their own pace through immersive running experience in the store, and at the same time, they can choose to compete with friends to appreciate the excellent wearing effect of Pegasus 38.
<https://www.wonderlabsstudio.com/channels/311.html>

Commercial Project in team of 5
 @Wonderlabs
 DATE
 04/2021

Locations
 SIIC CENTER
 @ Shanghai

My Roles
 UI/UX Design;
 Game Design



“PEEK-A-BOO” Music Video

Production Design & Set Dressing for XR Stage Filming

Final Cut 🖱️ https://www.youtube.com/watch?v=bduKyu6U_cQ

Individual Project

Date
2023 Spring

My Roles

Concept Design,
Show Set Design,
Set Decoration,
Budgeting, Estimating

Toolset

SketchUp, Photoshop, Hand
sketching, Procreate;
Germal,



Special Event Producing/Installation Work (2018-2019)



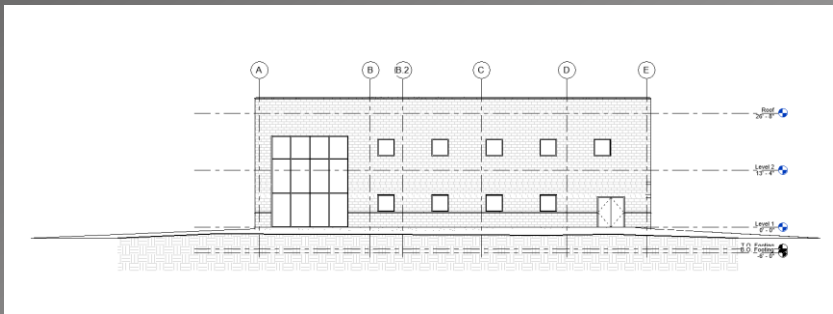
[Flashback Video Here!](#)



City Orientation Competition

New Year Gala Night





PLUMBING EQUIPMENT SCHEDULE					
TAG	FAMILY	ADA COMPLIANT	TYPE	COUNT	MANUFACTURER
PL1	Water Closet - Quiet Flush Tank		Public - 16 grf	8	
PL2	Urinal - Wall Hung		3/4" Flush Valve	4	



Consultant
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[illegible]

Beryl WANG

PROJ05

ENLARGED PLAN

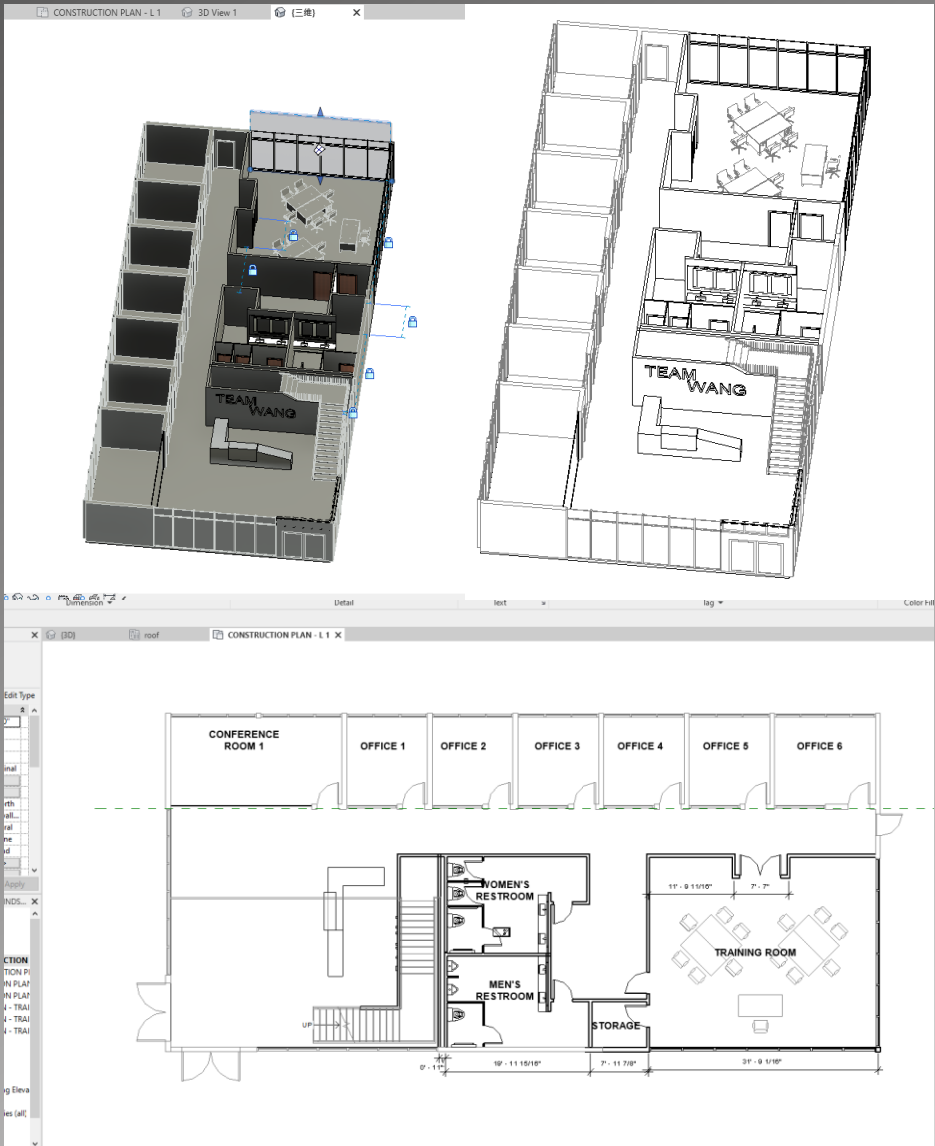
Project Number

Date 11/09/2021

Created By: Beryl WANG

Checked By	Checker
------------	---------

A102

Scale $1/2" = 1'-0"$ 

CAD Reading / Dimensioning

SketchUp

