



5i5j Realty

CAMPAIGN DESIGN EDITION / 2026

# Home, well considered.

把家，想得更周全。

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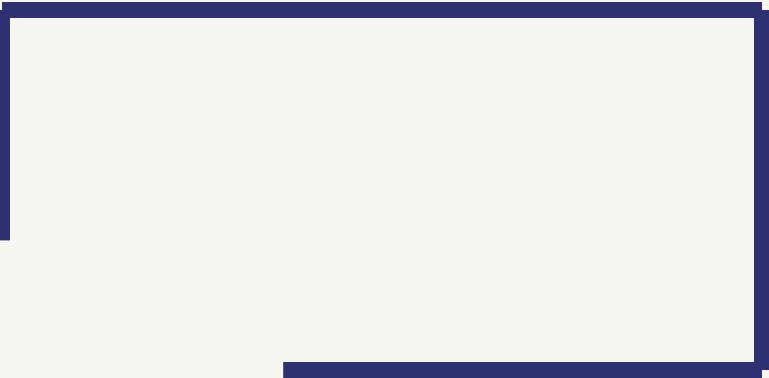
POSTERS / PEOPLE / SPATIAL GRAPHICS

DAY OF DESIGN / ARCHIVE REINTERPRETATION

# Give the idea room to grow.

让每一个想法，都有清楚的位置。

An editorial study of a 5i5j University lecture poster dated  
06 September 2022: custom home design, construction and  
common pitfalls. Original speakers: Clark Cai and Will Zhang.  
The new system gives topic, people and date distinct roles.



TOPIC

PEOPLE

CONTEXT



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The complete original two-path house symbol is retained.

Its navy and yellow colours come from the native artwork.

Name typography, spatial grid and editorial hierarchy are new.

SOURCE NAVY / #2D3171

SOURCE YELLOW / #FBCC03

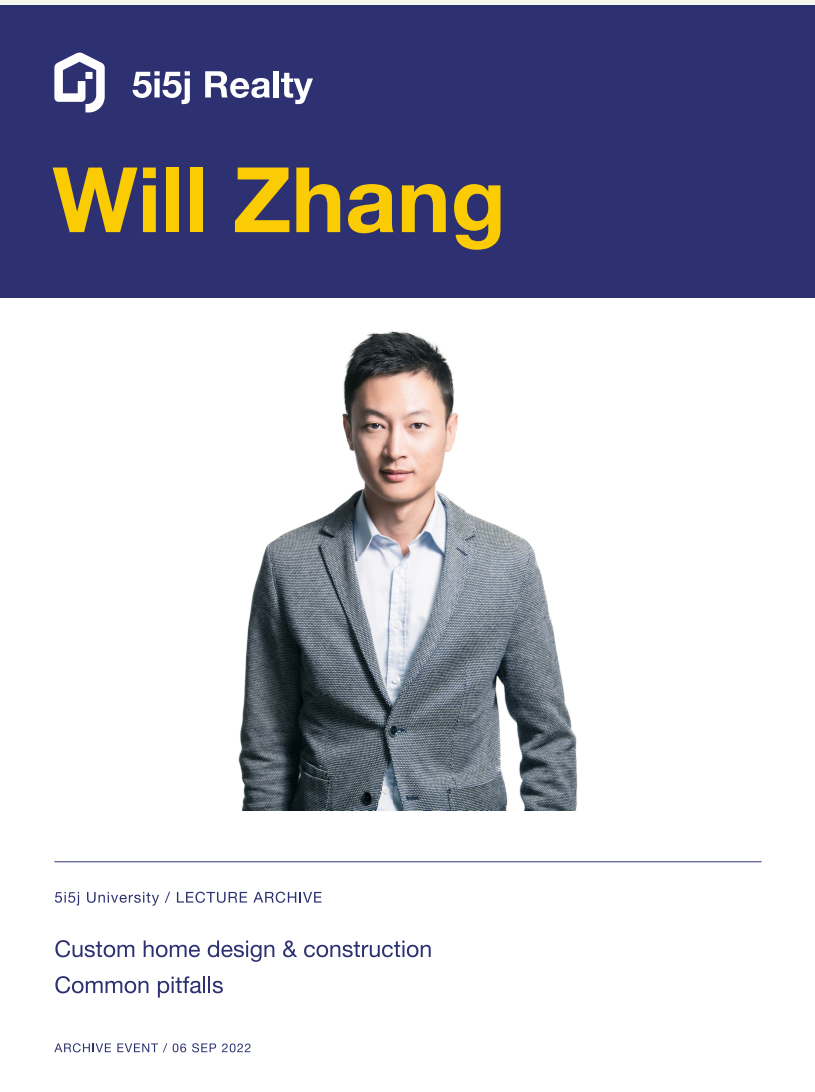


One system. Three voices.

A theme-led poster and two speaker editions.

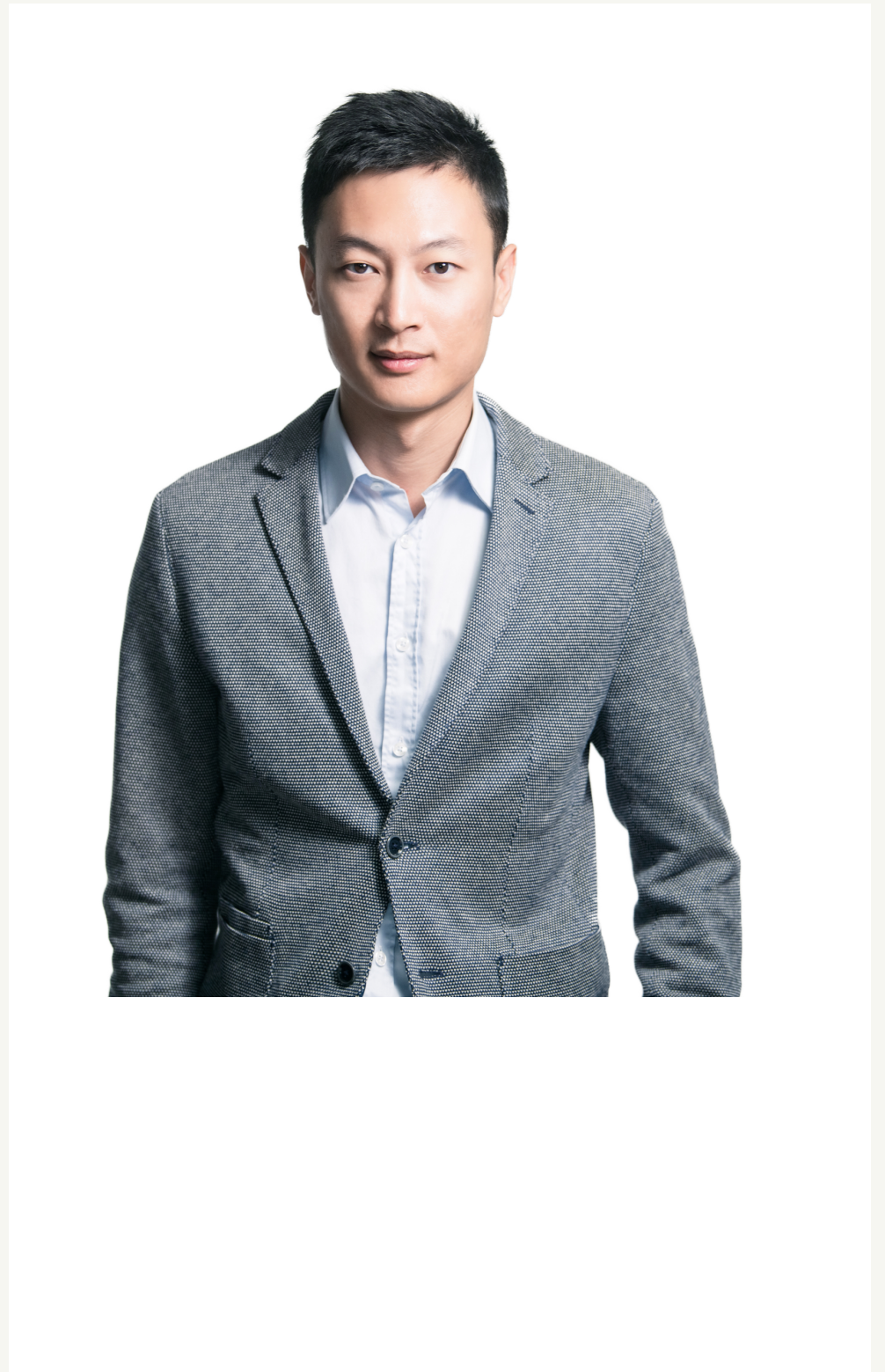
Original topic, names and historical date retained.

No active registration or meeting credentials.





**Clark Cai**



**Will Zhang**

Original portraits recovered from the native document.

Complete visible assets are retained with their source alpha.

Faces, clothing and skin tones have not been retouched or redrawn.

White image fields preserve the character of the original portraits.

# A new presentation. An original story.

Source / One Affinity Designer file, 66,364,993 bytes.

Native header: September 2022. Seven artboards, including one blank.

Retained / Complete white house symbol, original navy and yellow, speaker names, lecture topic, historical date and two original portraits.

New / Theme, typography, poster layouts, spatial graphics, paper card, digital square, campaign edition and proposed material scenes.

A 2026 portfolio design study by Day of Design.

This is not a new event invitation. Client adoption and production are unconfirmed. AI-assisted material scenes are proposed applications.

Old meeting credentials, QR codes and promotional biographies are excluded. Archival interior reference photos are not used as client work.