

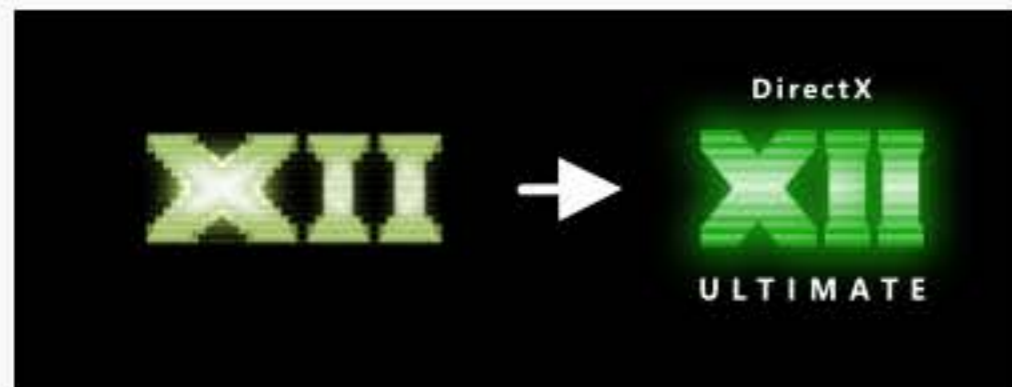
Jessica Wang

Sample work

branding & logo, print, packaging design, etc.

Logo design

DirectX has used unofficial logos for many years. With the release of the latest version, an official logo is required to represent its brand and also for GPU manufacturers and PC OEMs to print on their product packages. On this occasion, the team sought a formal logo design for the first time. Designing the logo took only one and a half weeks from the first draft to the adoption.



On the Microsoft DirectX Developer Day on March 19, 2020, the latest version of DirectX 12 Ultimate was officially announced, and the logo began to appear on major news media platforms around the world.



CES 2021: Learn About the New Windows PC Gaming Devices Coming Soon From Our Favorite Partners

At this year's first-ever, all-digital Consumer Electronics Show (CES), we got a glimpse of exciting innovations in PC gaming, with Microsoft's device partners announcing new Windows hardware and software for all kinds of gamers. We're excited that our partners are embracing graphics cards that fully support **DirectX 12 Ultimate** in their flagship gaming PCs. DirectX 12 Ultimate is the latest gold standard for gaming graphics on both PC and Xbox Series X/S consoles.

From the thinnest, most ultraportable gaming laptops yet, immersive displays and sleek designs, to new graphics cards, there is so much for PC gamers to look forward to in the year ahead.

Acer announced updates to several gaming notebooks in its portfolio, including the Predator Triton 300 SE, Predator Helios 300, and Nitro 5 with new features and enhanced performance.



AMD and Microsoft® DirectX® 12

Get Immersive Graphics at Ultimate Performance

With Microsoft® DirectX® 12 (DX12), you get blazingly fast performance, high frames per second, and reduced latency on all AMD Radeon™ graphics cards, and on AMD Radeon™ RX 6000 series graphics cards, support for DirectX® 12 Ultimate enables features that deliver the next generation of gaming experiences.

[READ THE BLOG](#)

DirectX® 12 Ultimate

The New Gold Standard for the Next-Generation of Games

DirectX® 12 Ultimate is Microsoft's most robust DirectX® feature set ever and is fully supported on AMD Radeon™ RX 6000 series graphics.

DX12 Ultimate gives game developers the power to deliver mind-blowing visuals with real-time DirectX® Raytracing (DXR), Variable Rate Shading (VRS), Mesh Shaders, and Sampler Feedback, taking games to a whole new level.

[LEARN MORE ABOUT AMD RADEON RX 6000 SERIES](#)

[LEARN MORE ABOUT DIRECTX® 12 ULTIMATE](#)

DirectX® Raytracing

Variable Rate Shading

Mesh Shaders

Sampler Feedback

DirectX® 12 Ultimate for Developers

"AMD Radeon™ RX 6000 Series graphics deliver impressive support of the full DirectX® 12 Ultimate feature set and the upcoming DirectStorage API, offering great potential for game developers to create incredible gaming experiences for all AMD RDNA™ 2 architecture-based products"

- Bryan Langley, Graphics Group Program Manager, Microsoft

[LEARN MORE](#)

DirectX® Raytracing

Experience Photorealistic Games

DirectX Raytracing (DXR) adds a new level of graphics realism to games through effects like reflections, shadows, and global illumination at real-time frame rates on AMD Radeon™ RX 6000 series graphics, thanks to AMD RDNA™ 2 architecture support for hardware-accelerated raytracing.

CLICK AND DRAG

CLICK AND DRAG

DirectX 12 Ultimate Game Ready Driver Released; Also Includes Support For 9 New G-SYNC Compatible Gaming Monitors

By Andrew Jones on June 26, 2021 | Featured Topics: Drivers

GeForce RTX graphics cards, identified with numerous **world's first graphics technologies**, have now been implemented via ray tracing, Variable Rate Shading, Mesh Shading and more. These technologies represented the biggest leap in graphics since the invention of programmable shaders in 2010, bringing cinema-quality reflections, shadows, and lighting to games.

Microsoft has recently released the **DirectX 12 Ultimate Game Ready Driver** alongside the Windows 10 May 2021 update, codifying GeForce RTX's innovative technologies as the standard for multi-platform, next-gen games.

With the release of today's new **GeForce Game Ready driver**, DirectX 12 Ultimate and its features are fully supported on GeForce RTX GPUs on Windows 10 operating systems using version 20H2 or newer. To download and install the new driver, simply visit our **GeForce Experience** and click the "Drivers" tab.

DirectX XII ULTIMATE

DirectX 12 Ultimate gives developers a large, multi-platform-based base of hardware to target, and ready-made tools and examples to work from — all backed by long-standing middleware. This makes game development faster and easier, and enables more developers to add these innovative technologies to their games. Also, developers have already crafted real-gam experiences featuring these technologies—they are over 30 DirectX Raytracing games shipping or announced—and now with the launch of DirectX 12 Ultimate, adoption of ray-tracing is set to increase rapidly.

RTX DirectX 12 Ultimate Game Ready Driver

With GeForce RTX, the first and only PC platform with support for these game-changing features, gamers are ready for the most advanced and graphically impressive games ever and in the coming years.

For further details on the Ray Tracing, Variable Rate Shading, Mesh Shading and Sampler Feedback technologies in **DirectX 12 Ultimate**, head on over to [dxr.com](#).

Furthermore, in addition to introducing support for DirectX 12 Ultimate, the Windows 10 May 2021 Update also adds a new feature called **Hardware-accelerated GPU scheduling**. This new feature can potentially improve performance on GPUs by allowing the video card to directly manage its own memory.

To enable hardware-enhanced GPU scheduling, visit [Windows 10 Settings](#) and go to **System > Display > Graphics Settings**.

directx 12

DirectX 12 Ultimate is an attempt to 'future-proof' graphics hardware

Microsoft announces DirectX 12 Ultimate for gaming PCs and the Xbox Series X

DirectX 12 Ultimate brings Xbox Series X features to PC gaming

DirectX 12 Ultimate is the Missing Xbox Series X Link

Windows' DirectX 12 Ultimate will help Xbox Series X, PC games look better

DirectX 12 Ultimate is Microsoft's Attempt at Unified Next-Gen Graphics on PC and Console

THE VERGE

Microsoft's DirectX 12 Ultimate unifies graphics tech for PC gaming and Xbox Series X

Bringing a suite of software advancements in gaming graphics onto a single platform



Microsoft has a new version of its industry-standard DirectX 12 (DX12) gaming and multimedia graphics technology called [DirectX 12 Ultimate](#), which promises to better unify

PCWorld

Your PC is either DirectX 12 Ultimate-ready, or you're not a real gamer

Microsoft's Xbox Game Bar update for the PC includes a DirectX 12 Ultimate checker, as well as a resource monitor.

By Mark Hachman



Add DirectX 12 Ultimate to the list of stickers and logos you'll want to look for while buying PC hardware.

In March, Microsoft announced DirectX 12 Ultimate, which encapsulates many of the next-gen PC hardware and Xbox Series X technologies that Microsoft is now explicitly encouraging consumers to buy: DirectX Raytracing (DXR) tier 1.1, Variable Rate Shading tier 2, mesh shaders, and more. DirectX 12 Ultimate didn't seem like a brand, just a collection of technologies governing the features of graphics cards like the [Nvidia GeForce RTX 3070 Founder's Edition](#), as well as [AMD's RX 6800 series](#), too. Apparently, Microsoft thinks differently.

As part of a new Xbox Game Bar for PC update released Thursday, Microsoft includes an explicit check to determine whether your gaming PC qualifies for DirectX 12 Ultimate. The company is also encouraging gamers to look for the

directx 12

DirectX 12 Ultimate: další generaci herního standardu zvládne ...

DirectX 12 Ultimate: další generaci herního standardu zvládne ...


PCGamesN

Microsoft adds a new DirectX 12 feature level for next-gen graphics technology



In only a few days we should all be getting some concrete information on what next-gen graphics and GPUs are all about. Nvidia is set to announce

Announcing DirectX 12 Ultimate



It is time for DirectX to evolve once again.

TODAY'S BEST TECH DEALS

Windows' DirectX 12 Ultimate will help Xbox Series X, PC games look better

It dials DirectX 12 up to 11.



The "Ultimate" version of DirectX 12, officially launched Thursday by Microsoft and

DirectX 12

DirectX 12

DirectX Developer Day content is available on our YouTube channel youtube.com/channel/UCiaX2...

Join our Discord: discord.gg/directx

220 Following 9,969 Followers

微软发布 DirectX 12 Ultimate，它带来了哪些改变？

几乎每一个玩过电脑游戏的人，都听过 DirectX 的大名。作为 Windows 系统自带的图形 API（应用程序编程接口），大部分 PC 游戏都需要它的支持。

目前 DirectX 的最新版本是 DirectX 12，它发布于 6 年前，已经相当长的时间没有大更新过了。昨天微软终于公布了它的升级版——DirectX 12 Ultimate。从字面意思上来看，它是 DX 12 的终极版，它将会随着 Win 10 2004 系统更新一同推送。



Shawn

March 19th, 2020



It is time for DirectX to evolve once again.

DirectX 12 Ultimate: γραφικά περισσότερο ρεαλιστικά από ποτέ ...

DirectX 12 Ultimate samlar framtidens grafiktekniker

Poznáme detaily nového DirectX 12 Ultimate: Vylepšené ...

Idea A

The idea:

The big 'X' brings strong familiarity to users who are long time gamers and recognize the existing logo well. The "glow in the dark" concept highlights the ray tracing feature in DirectX 12.

Keywords:

Glow; cyberpunk; neon



Idea C

The idea:

Use lighting to form a shape of 'X'

Key words:

Light beam



Idea B

The idea:

The big 'X' brings familiarity. With light beam radiating from a light source, it calls out the 'X' from the dimmed background which reveals the ray tracing feature.

Key words:

Lighting; directional



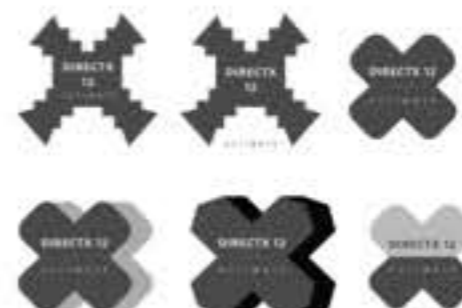
Idea D

(not recommended; need more polish)

The idea:

Using geometric shape for vividity and ease of recognition. The logo can be seen and identified easily without looking into details once brand familiarity is established.

Con: Can be challenging to play with the string with the nature of the 'X' shape.



Idea E

(not recommended; need more polish)

The idea:

Using the big 'X' with its reflection to indicate the 'light and shadow' relationship.

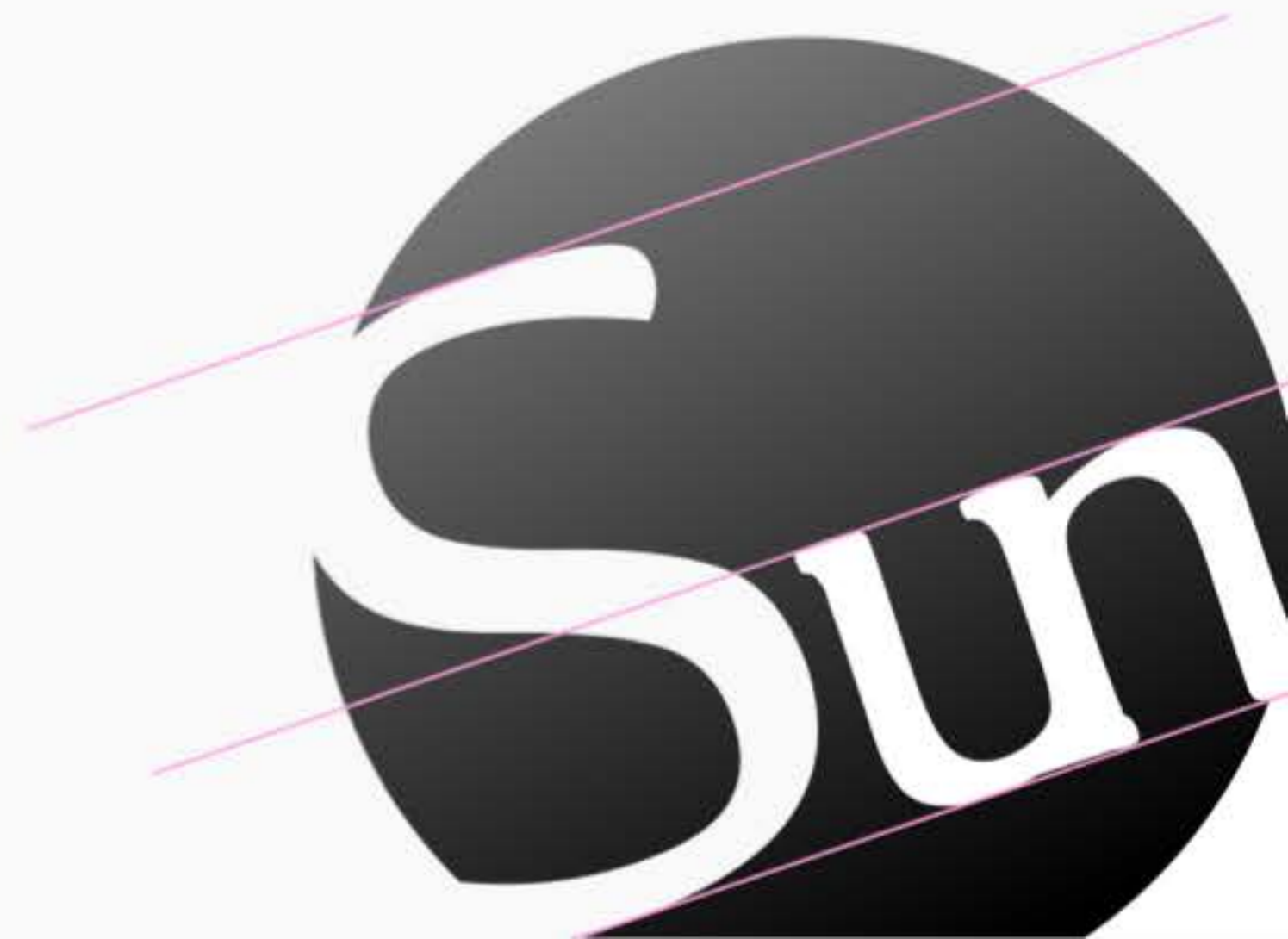
Con: It's challenging visually to keep the blocky and digital style of 'X' while incorporating a shadow. The 'X' has lots of details in shape that it has to be simplified and streamlined to accommodate adding shadows, which weakens the characteristics of the 'X'.

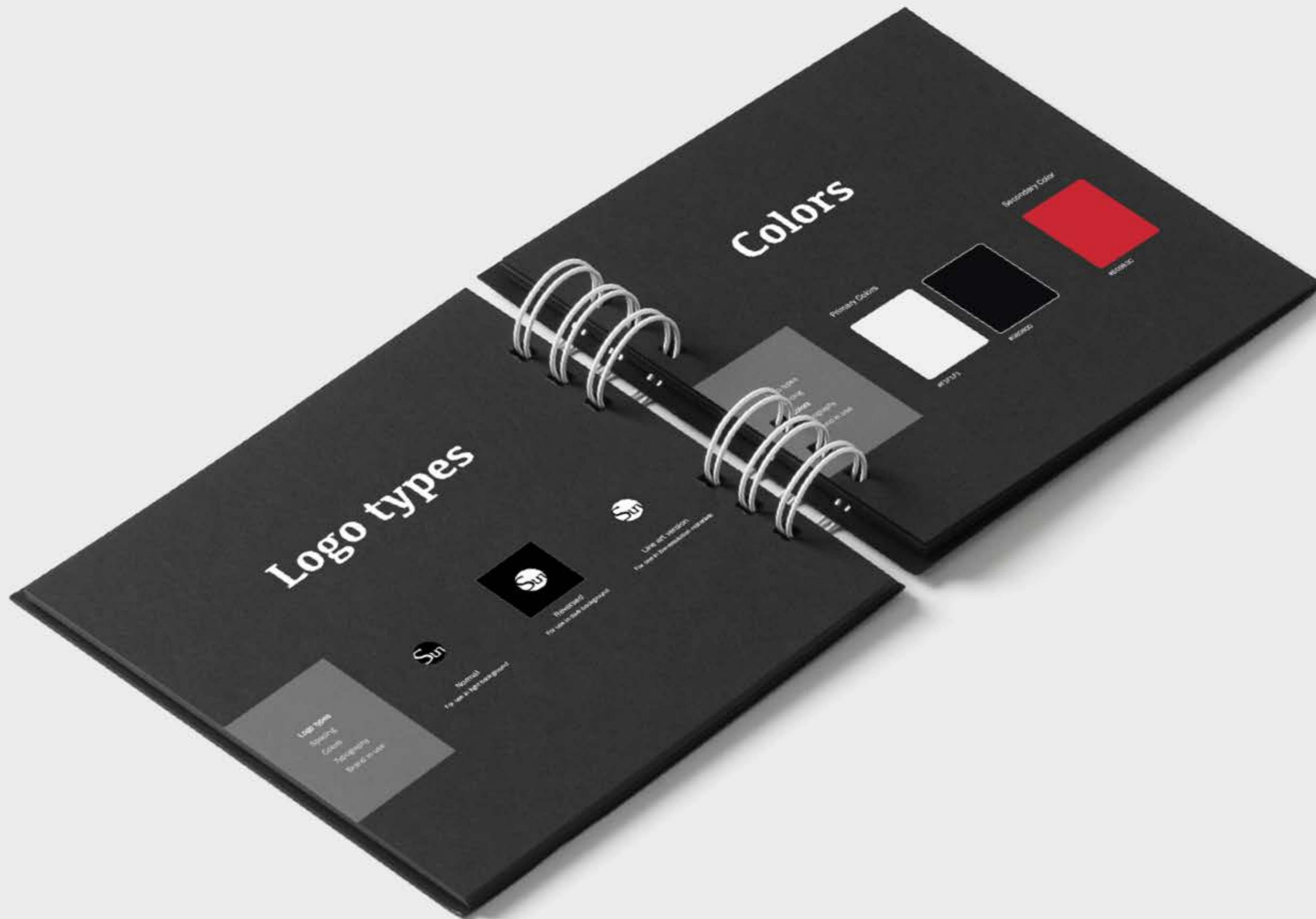


Brand design

Sun is a young startup company that focuses on easy-to-use electronic products.

2017





Logo types

Sun

Normal
For use in high-resolution

Sun

Reversed
For use in dark backgrounds

Sun

Line art version
For use in low-resolution environments

Logo types
Spacing
Colors
Typography
Size & usage

Colors

Primary Colors



#FFFFFF



#000000

Secondary Colors



#E61E22

Spacing

- Logo types
- Spacing**
- Colors
- Typography
- Brand in use



The minimum clear space of the logo is defined as x, the letters "u" clear space is applied. Try to whenever possible.

Logo types

- Logo types**
- Spacing
- Colors
- Typography
- Brand in use



Normal
For use in light background

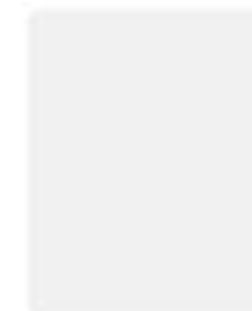


Reversed
For use in dark background

- Logo types
- Spacing
- Colors**
- Typography
- Brand in use

Colors

Primary Colors



#F1F1F1



#08080D



#BD383C

Secondary Color



Package design

Mojo Teahouse is a snack restaurant located in Santa Barbara, California. I designed packages for their to-go boxes and bubble tea cups. Mojo's founders are a group of young, technical, and fun people, and they want that motto to be reflected in their products.

2017







Web design

Luxury seller website

2017

ICON Lady

Get the luxury you love
with the lowest price

SHOP BY CATEGORY

Women's bag



Waller



Accessories



EDITOR'S CHOICE

BOTTEGA VENETA

CÉLINE

MIU MIU

ICON Lady



Get the luxury you love
with the lowest price

TVB

SCMP

Forbes

Bloomberg



Purses



Wallets



Accessories



EDITOR'S CHOICE

BOTTEGA VENETA

CÉLINE

MIU MIU