

2009



PORTFOLIO

MYOUNG HEE JO

Graphic Design

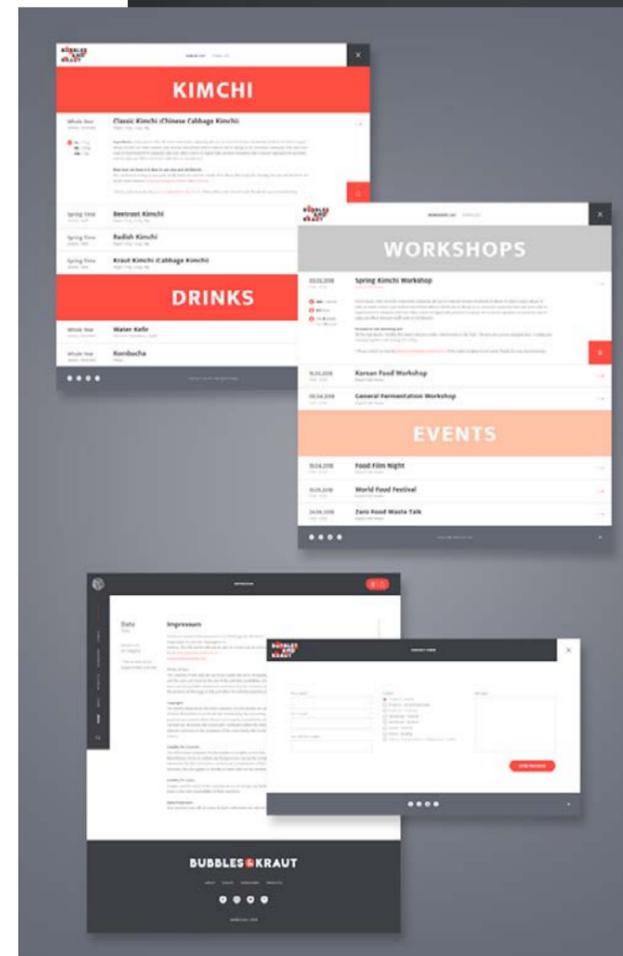
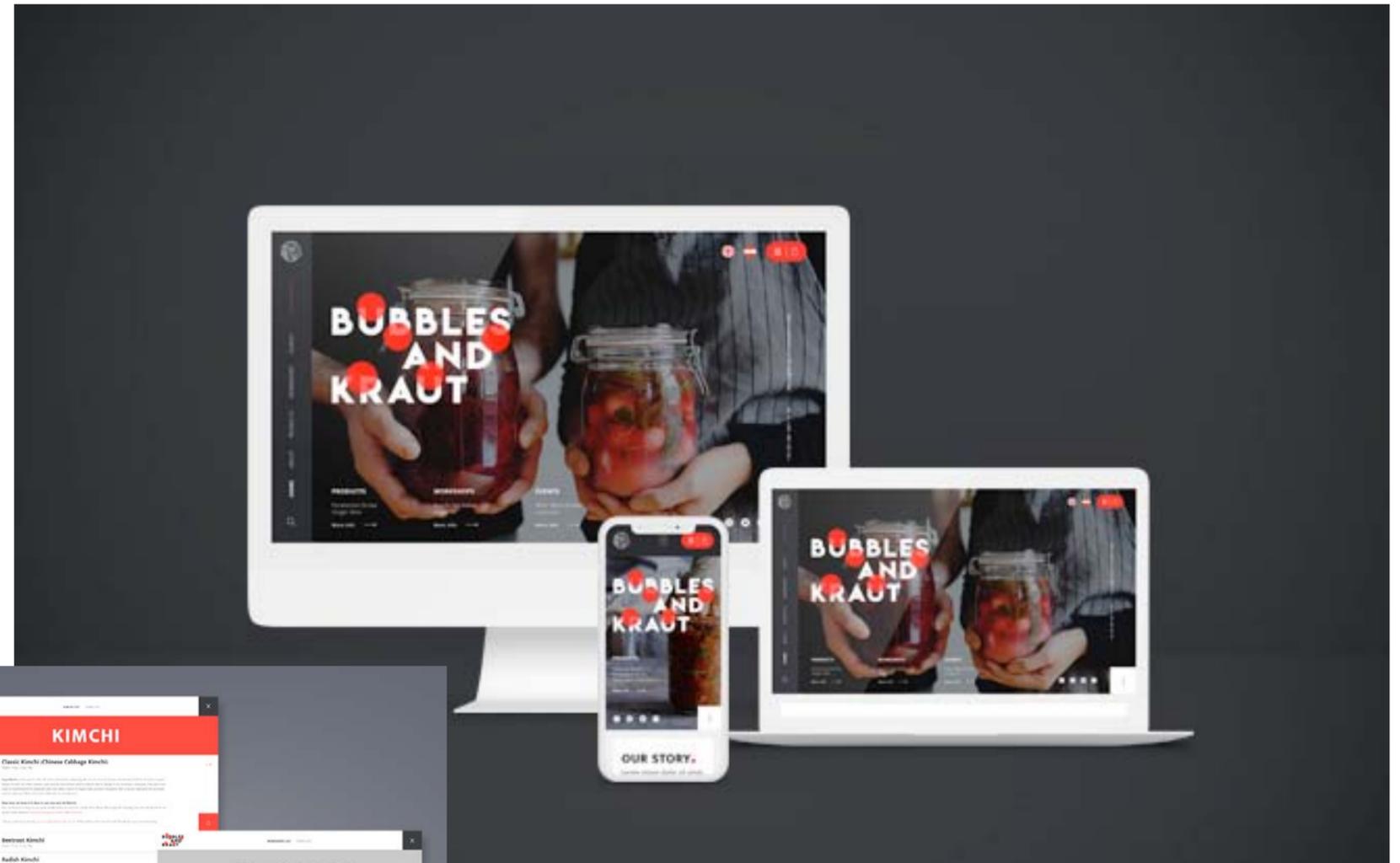
2022

GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

BUBBLES & KRAUT

This project is for an innovative food business branding from scratch, focused on the bold, modern yet fun identity of the brand. Web interspace is simple but easy to navigate. As a whole branding design project, I took care of every design part from the web to print, especially on labeling and marketing print materials for the products and services. It was my most personal design project as a designer who owned the business itself.

bubblesandkraut.com

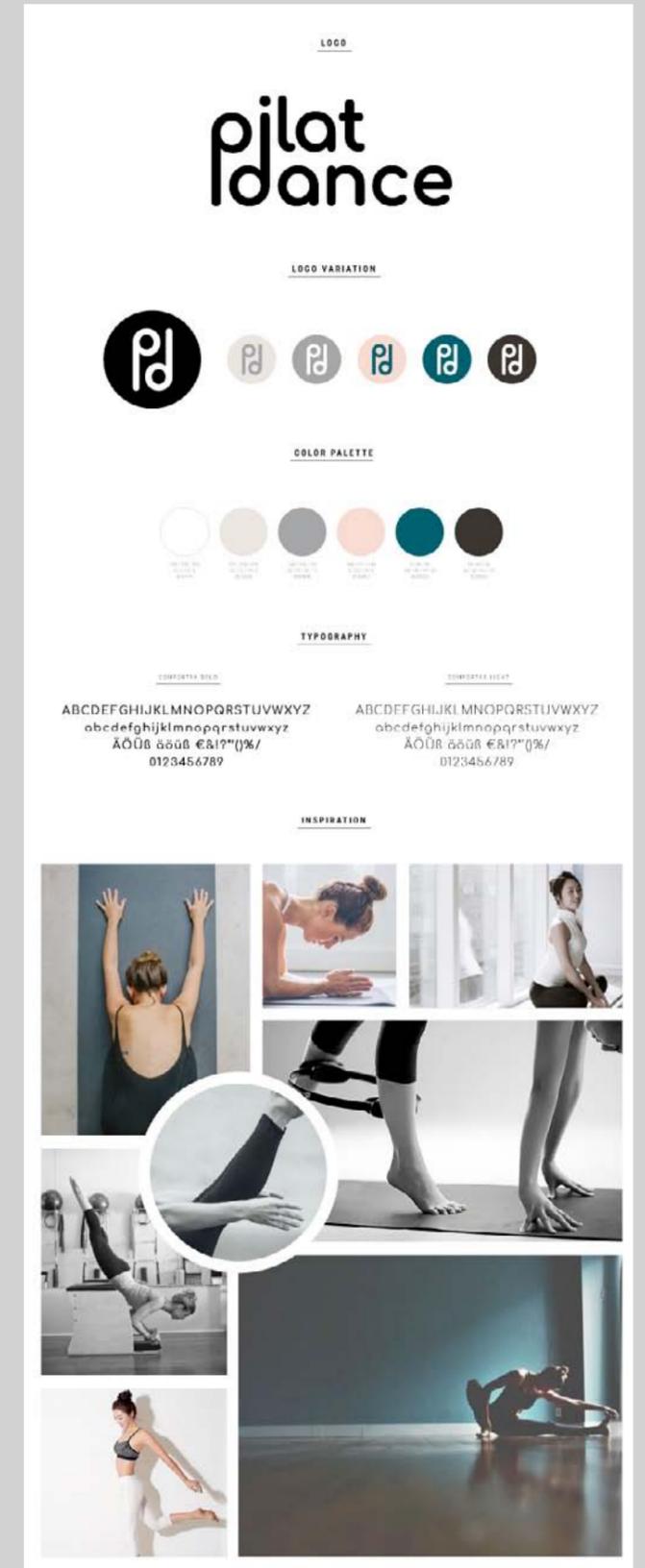
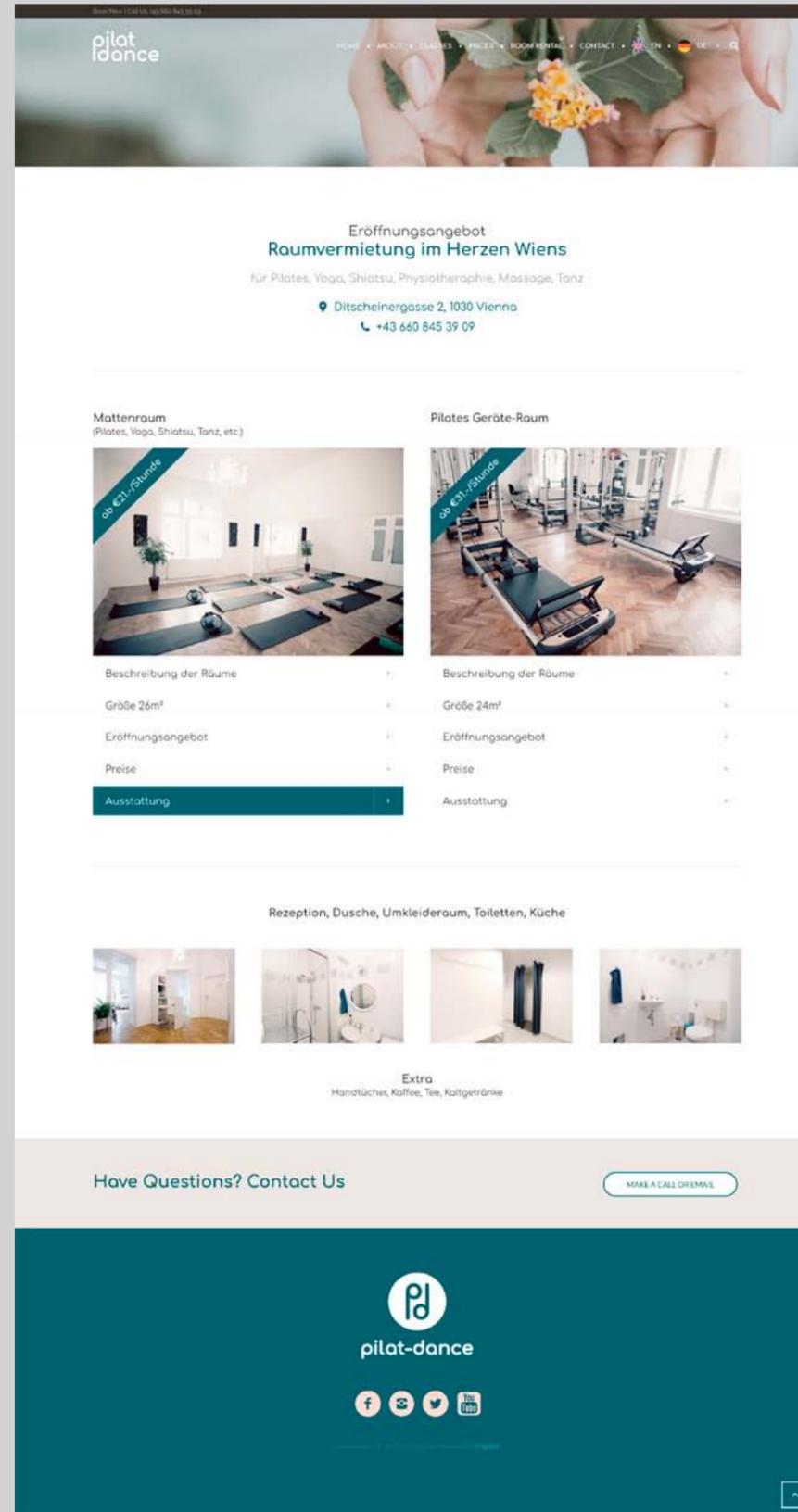


GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

PILAT-DANCE

Branding project for a pilates trainer, the client wanted to have a clean, fresh, modern, and zen look that represents herself. I was working very closely with the client and offered an overall brand identity through the concept of the images and graphics successfully.

www.pilat-dance.com

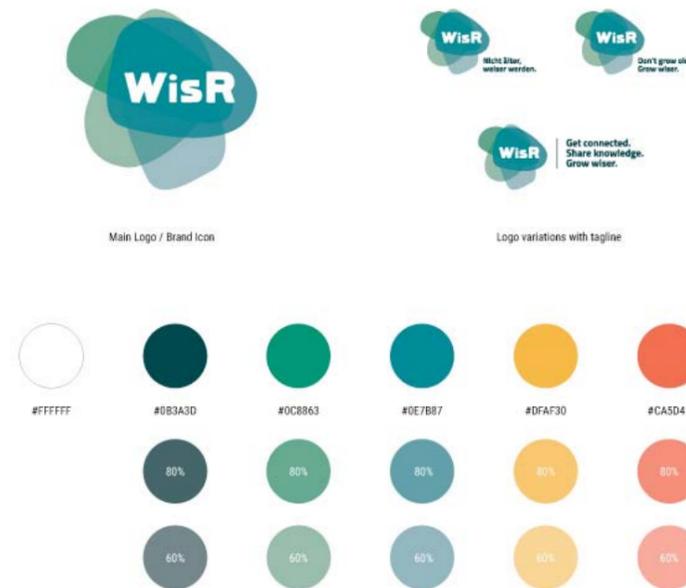


GRAPHIC DESIGN . ILLUSTRATION. IDENTITY . WEB .

GROW WISR

WisR is an education and career platform that connects motivated and talented Silver Talents with innovative entrepreneurs. The clients aim for a visual platform that gives positive energy yet is modern and classic. As the main users are from higher age groups, needs to be easy to navigate functionally and visually. For this, we used unique and live-style illustrations and icons with a bright color pallet.

www.growwisr.com



Lietz Lindshamburg

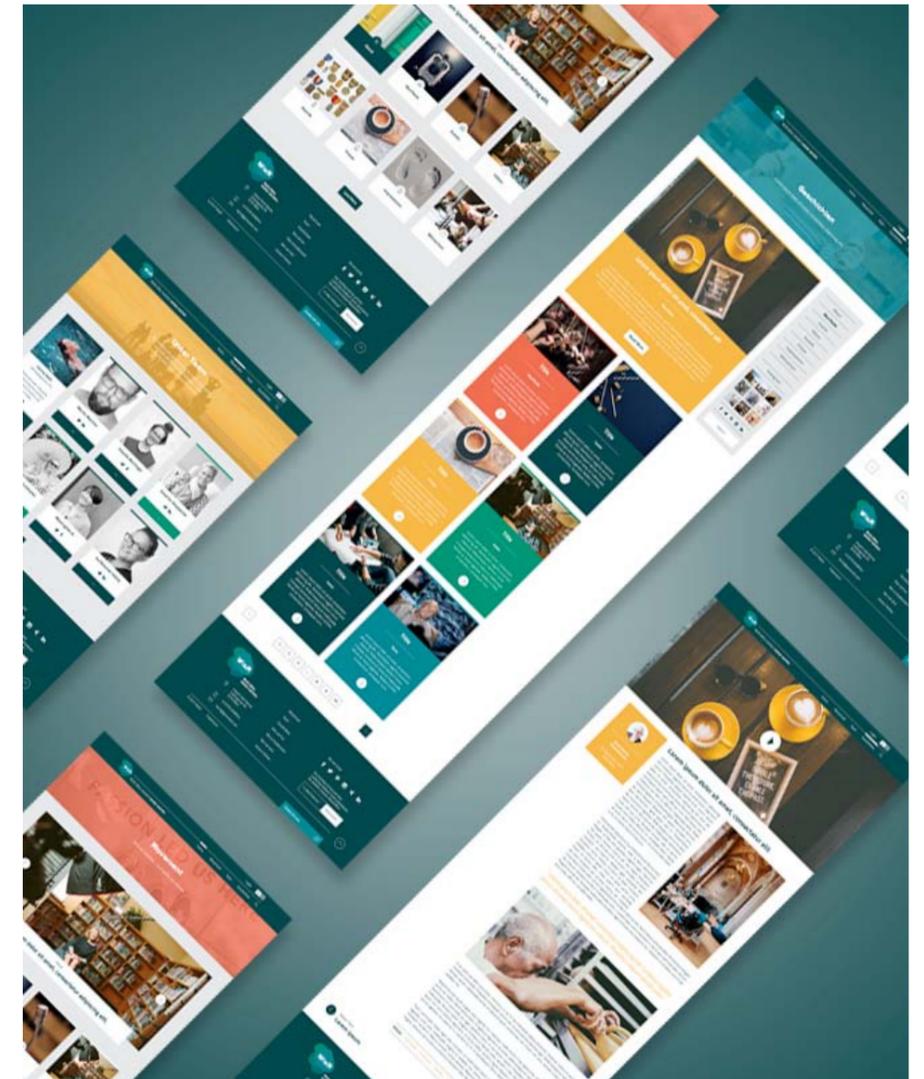
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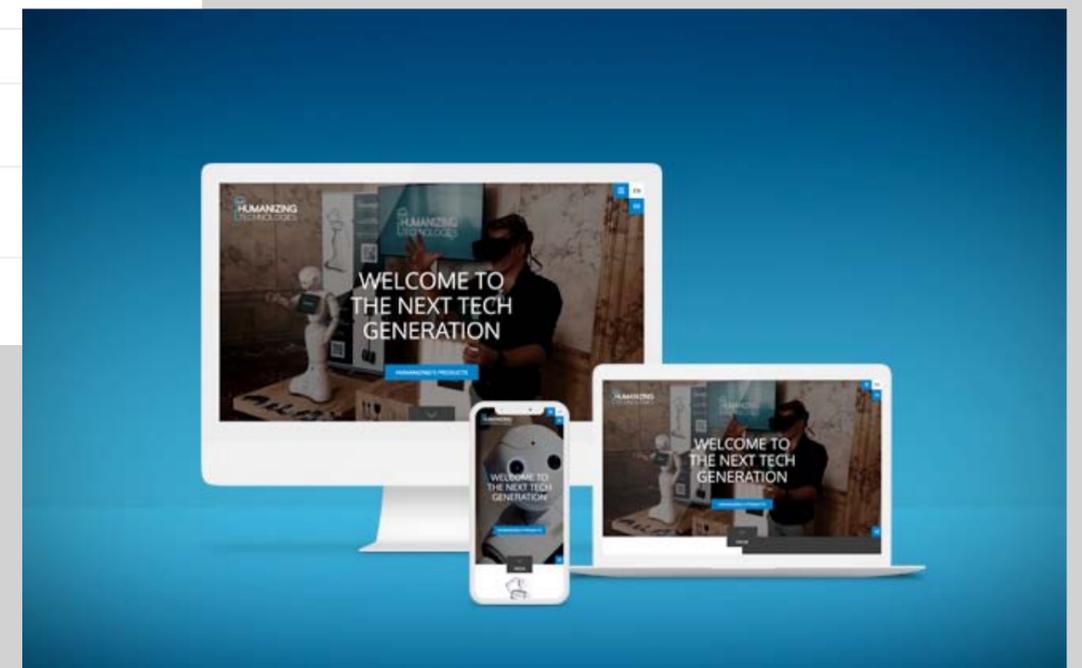
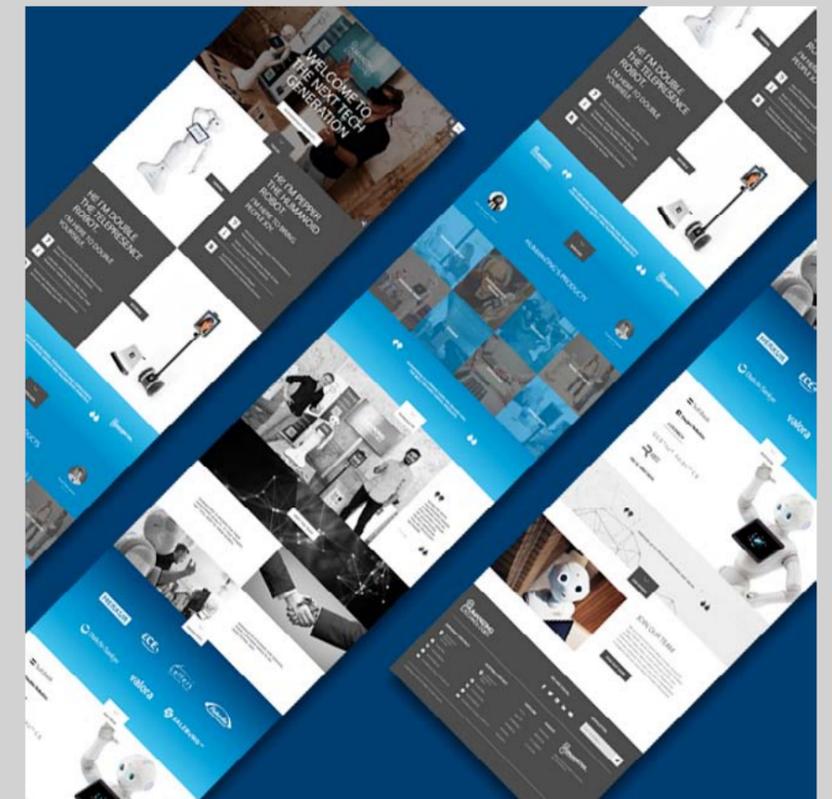
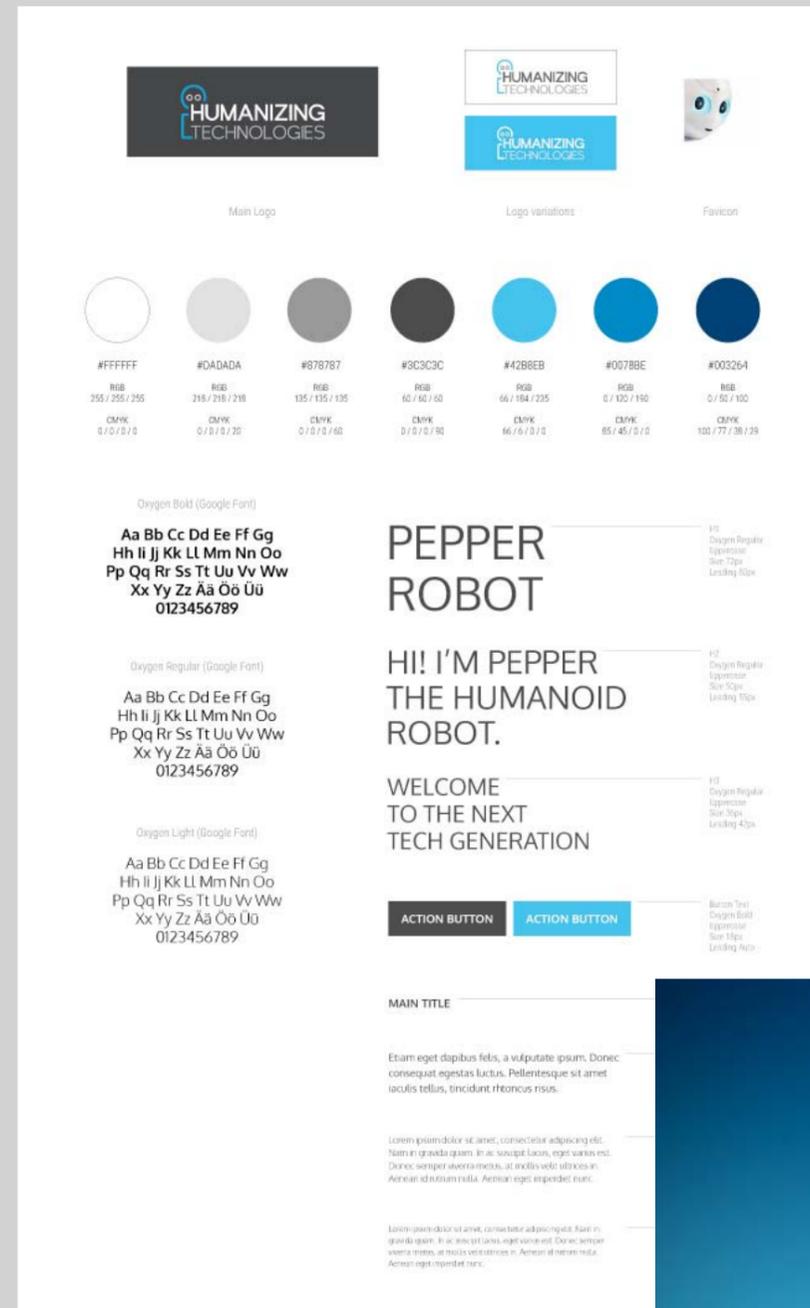
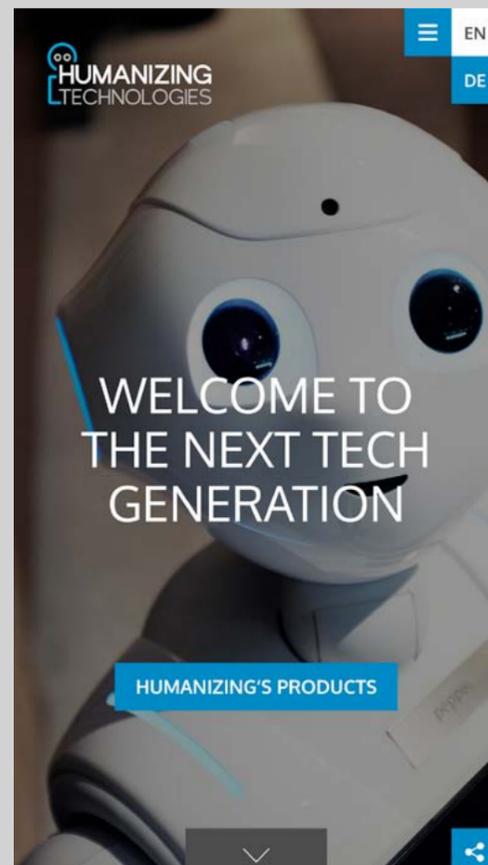


GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

HUMANIZING TECHNOLOGY

I mainly worked on Web Design and manage the whole project for Humanizing Technologies. The goal of the project was to provide a website that presents brand identity visually and can be a platform having a chance to get more customers as a leading reseller for telepresence and humanoid robots in their targeted market, also to provide prospective customers with vital brand image and information about Humanizing Technologies business operations.

www.humanizing.com

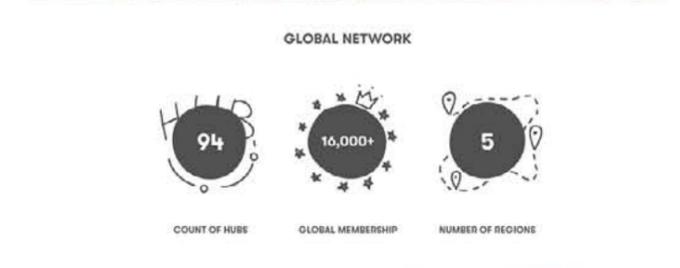
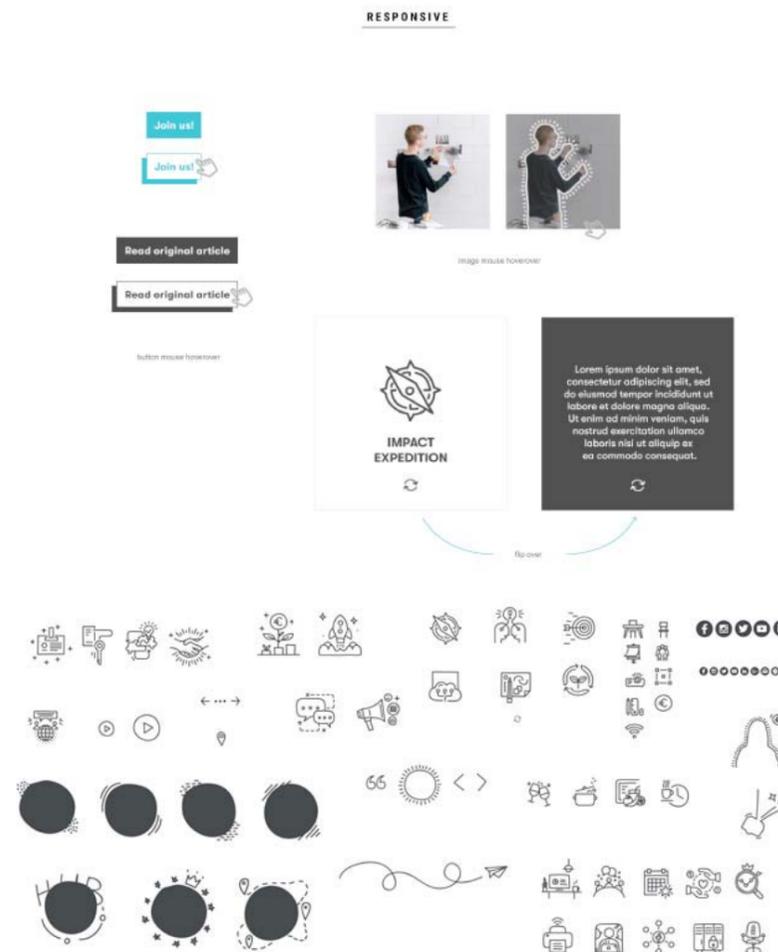
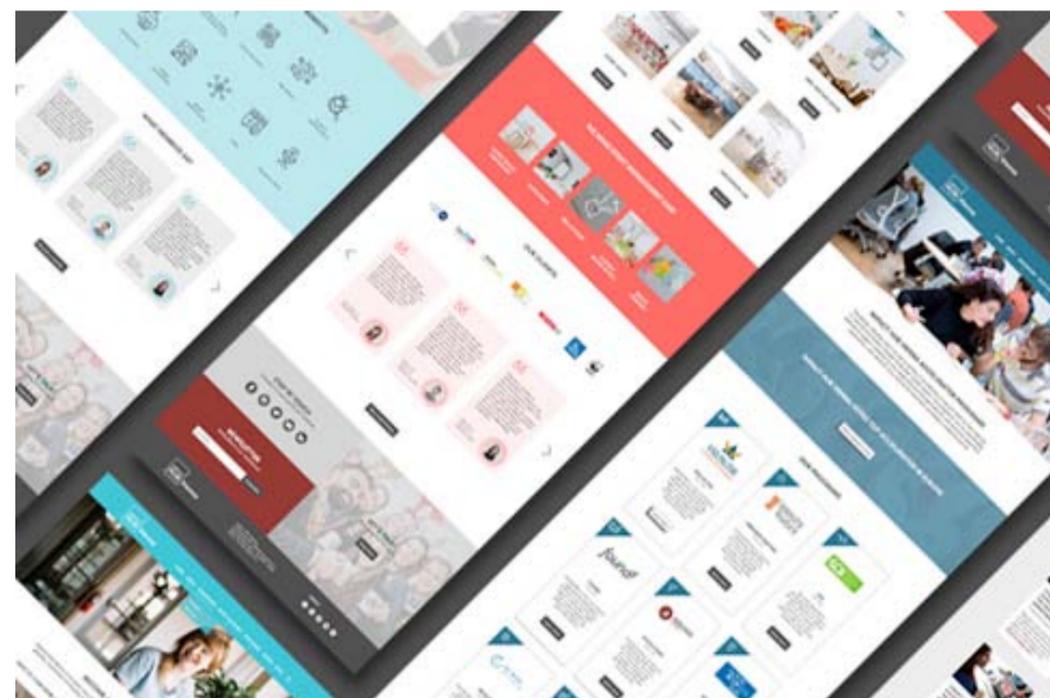
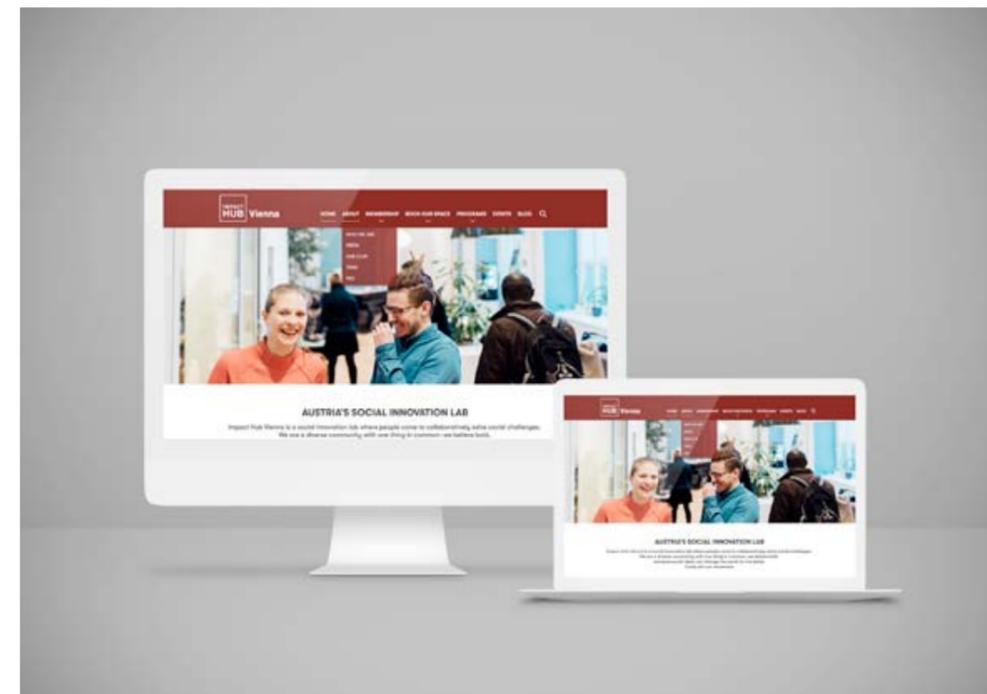


GRAPHIC DESIGN . BRANDING . ILLUSTRATION . WEB .

IMPACT HUB VIENNA

The goal of this project was to provide the client with a locally customized website design based on the Impact Hub global template which presents a new local brand identity visually and can be a platform having a chance to be a new supplier in their targeted market, also to provide prospective customers bright and refreshed brand image and information about Impact Hub Vienna's business operations. With hand-drawn illustration, brought up the brand image lighter and more playful.

vienna.impacthub.net



GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

GOLDSMITHS GRADUATION CEREMONIES

This was one of the big and exciting projects for me personally. Basically, it's redesigning whole visual identity of Goldsmiths graduation ceremonies for 2016. I needed to produce all different campaign materials for this graduation ceremonies. The main theme was from mortarboard (graduate square cap) and it was very clear and straightforward to develop further marketing materials.

www.gold.ac.uk/graduation-ceremonies

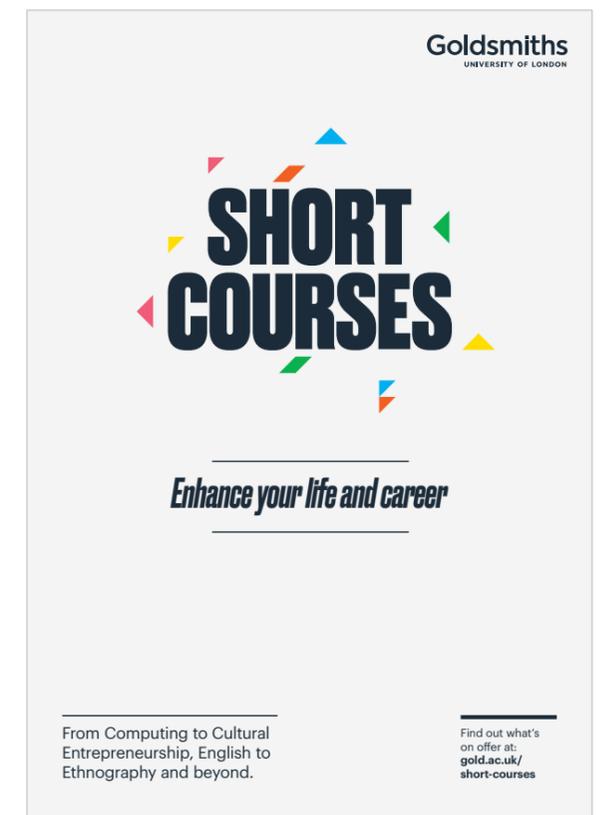
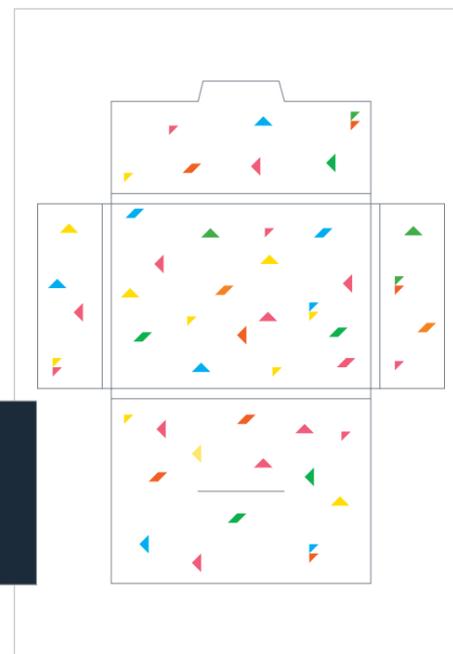
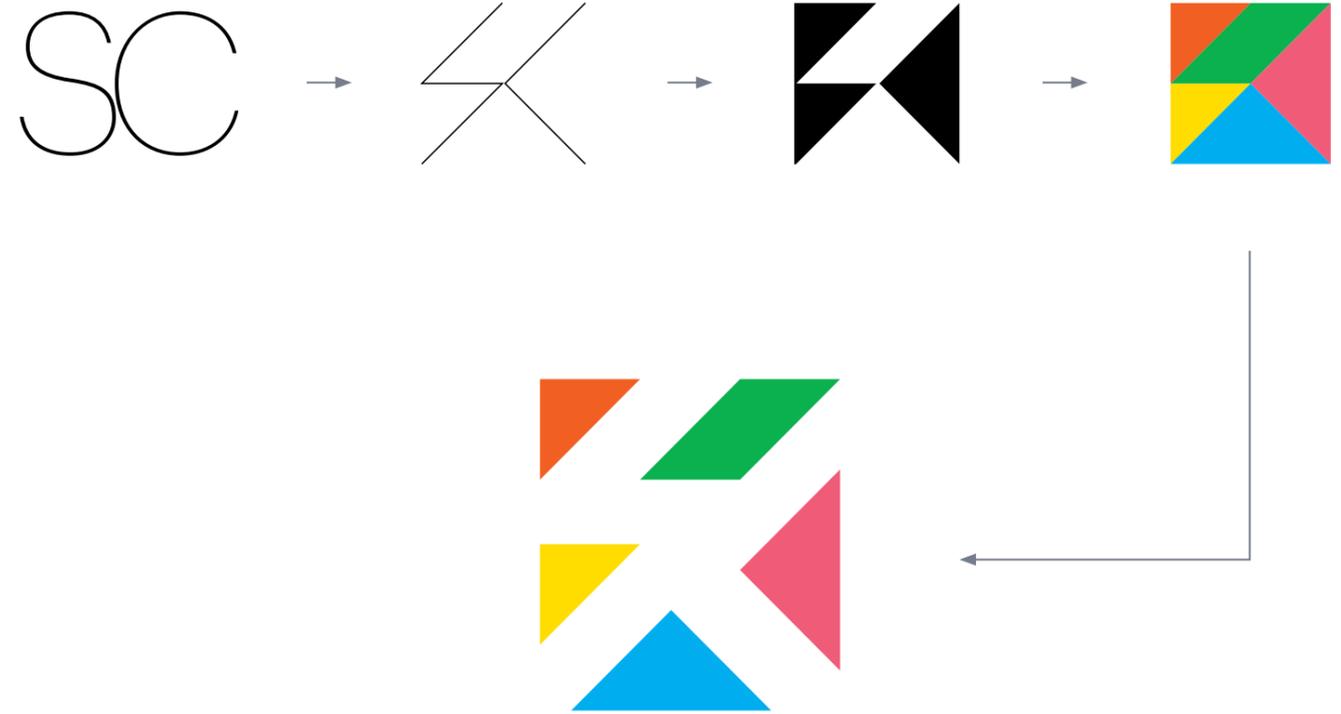


GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

GOLDSMITHS SHORT COURSES

This is brand new campaign which Goldsmiths offers unique short courses in the arts, social sciences, business, design, computing and more. The communications team proposed to implement a multi-channel campaign to raise awareness of the short courses offer and a conversion strategy to fill course places. My job was delivering and impactful creative and messages that give audience a reason to sign up, and ultimately apply to a short course and rich, engaging contents: print and web marketing materials to raise awareness of Goldsmiths Short Courses programme.

www.gold.ac.uk/short-courses



GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT .

FILMS FROM THE UNDERSIDE

I've got a great opportunity to get involved and helping this interesting film festival, showcases political documentaries coming from, and about, almost every corner of the world. I've been working closely with the team on the 'look and feel' for the festival, shows a couple of routes and narrowed it down to one final route that could be applied across all print and online materials. For example, the hero image on the website, event listings, Facebook banner as well as the poster and programme.

www.gold.ac.uk/news/films-from-the-underside

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WELCOME

Films from the Underside showcases political documentaries coming from almost every corner of the world. Organised by Goldsmiths' Centre for Postcolonial Studies, the festival reflects the principles guiding the Centre's intellectual activities in new MA in Politics, Development and the Global South that politics must be seen in its broader sense, as an arena of social contestation, and not merely as ideas and the doings of the state, that to grasp contemporary politics, we need to 'provincialise Europe' and look beyond its borders, and that the study of society is inseparable without a serious engagement with culture. All of this is well represented in the selection of films for this festival, the first of what is an annual event.

This year's films venture into Africa, Asia, the Americas and Southern Europe, resurgence of the left in parts of the globe, we look back at the resurgence of the world in the recent past - in Cairo, Madrid, Istanbul, New York, Hong Kong, show the possibilities, but also the serious dangers, of rebellion in the Global South. Madras Dreams captures suffering of the inhabitants of the Nubia Mountains, the government of Sudan. Miners Shot Down tells the story of the strikes of miners in South Africa. Xavier Robles' documentary on the 'disappeared' and Ayotzinapa reconstructs the climate of impunity, corruption and crime that prevails in contemporary Mexico.

We pay close attention to the human drama of the Mexico/US Border by screening a marathon of four films, that together create an impressive fresco of a complex part of the world. South East Asia figures in two documentaries that deal with two 'gifs' (inhabited by the Global North) to Cambodia and Vietnam, namely sweatshops and Agent Orange.

In this first edition of Films from the Underside, we also pay tribute to two important artists and filmmakers based in the UK. Isaac Julien and Agnieszka Piotrowska. We celebrate 20 years of Looking for Langston, Julien's early masterpiece that helped to craft a new language for the film essay. Piotrowska is our guest director for this year's festival, and she will be discussing her most recent film, *Lovers in Time of How We Didn't Get Arrested in Harare*, shown for the first time in London at this Festival.

Centre for Postcolonial Studies

AYOTZINAPA: RECOUNT OF A STATE CRIME

XAVIER ROBLES, 2015, 101 MIN

17.00 MONDAY 30 NOVEMBER
LOOT PROFESSOR STUART HALL BUILDING

19.00 MONDAY 8 DECEMBER
LOOT PROFESSOR STUART HALL BUILDING

UK Premiere Screening



MINERS SHOT DOWN

REHAD DESAI, 2014, 86 MIN

19.00 MONDAY 30 NOVEMBER
LOOT PROFESSOR STUART HALL BUILDING

17.00 MONDAY 8 DECEMBER
LOOT PROFESSOR STUART HALL BUILDING



TIMETABLE

	12.00-14.00	14.00-16.00	16.00-17.00	17.00-19.00	19.00-21.00
MON 30 NOV			<i>Antozemba</i> LOOT PROF STUART HALL BLD	<i>Engagement Party in Harare</i> RICHARD HOGGART BUILDING 137	<i>Miners Shot Down</i> LOOT PROF STUART HALL BLD
TUE 01 DEC				<i>99% The Occupy Wall Street</i> RICHARD HOGGART BUILDING 309	<i>Madina's Dream</i> RICHARD HOGGART BUILDING 137
WED 02 DEC				<i>Lessons in Dissent</i> RICHARD HOGGART BUILDING 309	<i>La Plaza: la Oestación del TSM</i> BEN PHELLOTT THEATRE
THUR 03 DEC				<i>Carlo Drive</i> RICHARD HOGGART BUILDING 309	<i>Banjaling</i> RICHARD HOGGART BUILDING 309
FRI 04 DEC				<i>Looking for Langston</i> After Introduction (event with Gavin Burt) LOOT PROF STUART HALL BLD	<i>Lovers in Time of how we didn't get arrested in Harare</i> RICHARD HOGGART BUILDING 309
SAT 05 DEC	<i>Faces of Time & Hotel de Paso</i> LOOT PROF STUART HALL BLD	<i>The Joe Show</i> LOOT PROF STUART HALL BLD	<i>Who is Deyani Crystal?</i> LOOT PROF STUART HALL BLD		
	<i>Revolution and Religion</i> RICHARD HOGGART BUILDING 309				
MON 07 DEC			<i>Miners Shot Down</i> LOOT PROF STUART HALL BLD	<i>Antozemba</i> LOOT PROF STUART HALL BLD	<i>Madina's Dream</i> RICHARD HOGGART BUILDING 144
TUE 08 DEC			<i>99% The Occupy Wall Street</i> RICHARD HOGGART BUILDING 144	<i>Carlo Drive</i> RICHARD HOGGART BUILDING 144	

Centre for Postcolonial Studies

Goldsmiths UNIVERSITY OF LONDON

FILMS FROM THE UNDERSIDE

30/11 - 8/12 2015

A FESTIVAL OF POLITICAL DOCUMENTARY

BOOK FOR SESSIONS

Book through Eventbrite at:
centrepostcolonialstudies.org/film-festival-2015/

www.gold.ac.uk/news/films-from-the-underside/

@pocoocentre
#pocoocofest

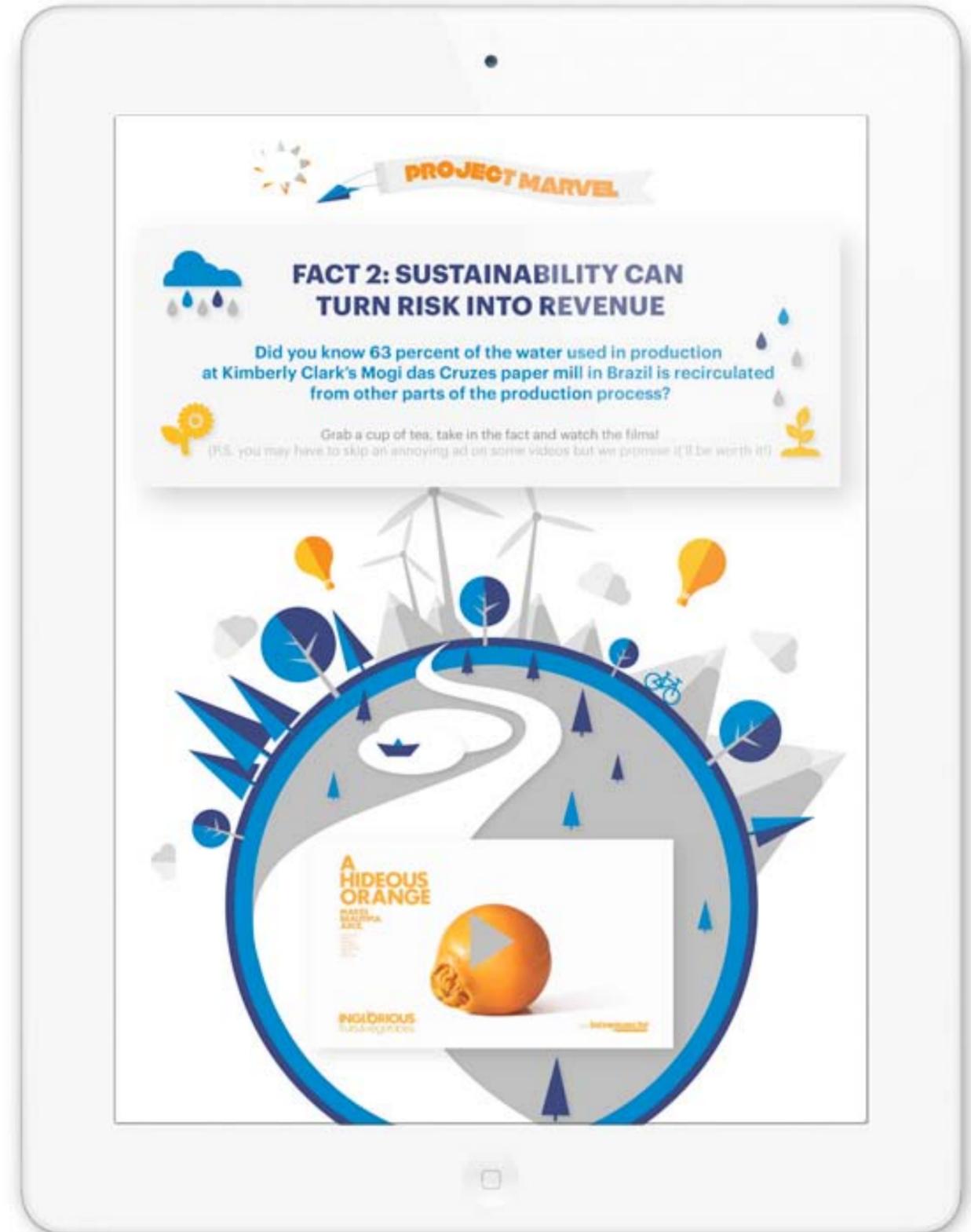
GRAPHIC DESIGN . ILLUSTRATION . PRINT . WEB .

PROJECT MARVEL: KIMBERLY-CLARK

How Kimberly Clark can harness sustainability for brand success.

The primary aim of Project Marvel was to inspire, engage and equip the Kimberly-Clark family care team with the commercial opportunities afforded by sustainability and use this understanding to generate sustainability messages at Kimberly-Clark, Family Care and Brand level. To full fill this objectives and successful workshop which could engage Kimberly-Clark North American team, Forum for the Future requested marketing materials: 5 weekly newsletter and 4 info graphic posters.

forumforthefuture.org



PURE SKY

The goal of this project was to provide Kimberly-Clark and Forum for the Future with a graphic design for 6 posters and 5 interactive emails for the Pure Sky project of Forum for the Future which presents project identity visually and could be an information graphic for having a chance to give an idea of sustainable approach, also to provide current and prospective customer sustainable brand image of Kimberly-Clark and inspirational thoughts and provoking facts.

forumforthefuture.org

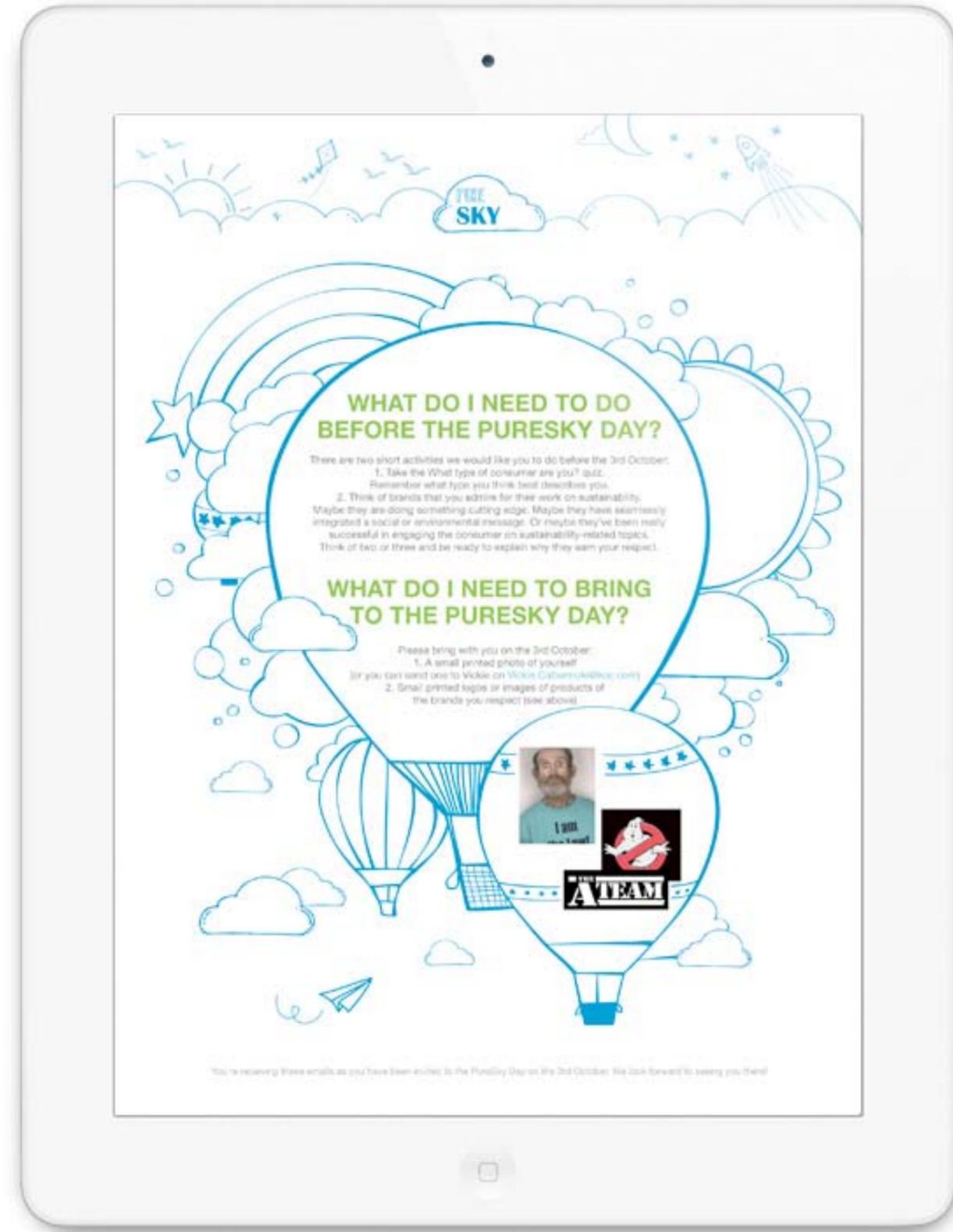


ILLUSTRATION . GRAPHIC DESIGN . PRINT .

DHL WORLD

This section is filled with vector graphics used as wall graphics for the office interior started in London first and on going project, so every country has different landmark skyline in this style on the right here. Also this design has been applied to different marketing materials such as video pack as below.

www.dhl.co.uk

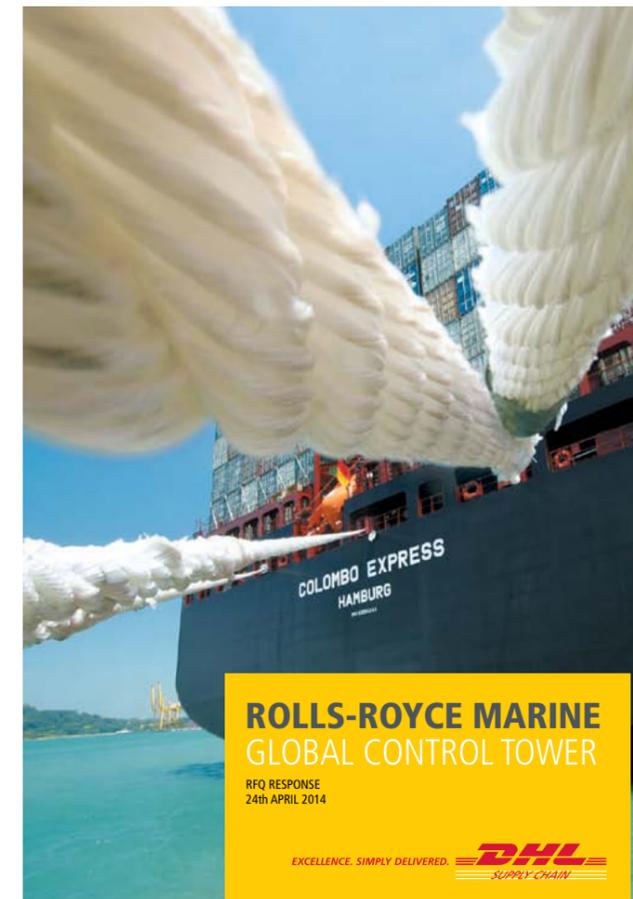


EDITORIAL . PRINT DESIGN . BRANDING .

DHL BROCHURE

I've done many different brochure designs for DHL based on their brand guidelines, these projects always needed to be tailored carefully inside of meticulously regulated world but also should be creative and attractive at the same time.

www.dhl.co.uk



IMPORTS MADE SIMPLE

In addition to delivering your documents and parcels from the UK to virtually every country in the world, we can also take care of your importing requirements. Your imports are collected by DHL Express in the origin country and travel door to door through our fully integrated network. Aside from providing you with visibility at all times on the status of your shipments, using our import services offers numerous benefits for you, the Importer, and the Shipper:

- DEDICATED IMPORT ACCOUNT**
A single account number can be used to manage all of your importing activity, providing improved transparency.
- LOCAL TARIFF**
Upfront pricing in Pounds sterling means you know in advance how much your imports will cost. It also removes the uncertainty created by exchange rate fluctuations.
- GLOBAL REACH**
You can arrange imports with DHL Express from 214 countries and territories.
- SPEED WHEN YOU NEED IT**
All of our services can be used for imports. DHL EXPRESS WORLDWIDE offers delivery by close of business on the next possible working day and, when you need a shipment delivered to you earlier in the working day, DHL EXPRESS 12:00 and DHL EXPRESS 9:00 services are also available to selected postcode areas. Imports are also possible within Europe using DHL ECONOMY SELECT.
- DELIVERY TO THE UK OR A THIRD COUNTRY**
You can have your imports delivered to any address in the UK or even an address in another country. Having goods shipped directly from your suppliers to your customers helps make your supply chain more efficient, reducing inventory costs and the cost of onward distribution.
- INNOVATIVE ONLINE SHIPPING TOOL**
You can manage your importing activity using DHL Import Express Online, our online shipping tool created specifically to meet the needs of importers. Your suppliers will receive easy to follow instructions to help them prepare paperwork and book a collection online.
- LESS WORK FOR YOUR SUPPLIERS**
Your suppliers will save time by not having to arrange shipping and you don't have to rely on their shipping partner.

HOW IT WORKS

Example - a UK based company importing goods from China

- The UK Importer uses DHL Import Express Online to send a shipping instruction to the supplier in China.
- The supplier in China receives the shipping instruction by email and then logs in to DHL Import Express Online to enter the shipment details (weight, dimensions, number of items etc.), prints a Waybill and books a collection.
- The shipment is collected by DHL Express in China and shipped to the UK.
- The shipment is delivered by DHL Express in the UK to the address specified by the Importer.
- The UK Importer is notified of the shipping costs in Pounds sterling.

SENDING A SHIPMENT

All you need to know about preparing and sending a shipment with DHL Express.

AS EASY AS 1, 2, 3

Sending a shipment with DHL Express is easy. All you need to do is follow these simple steps:

- 1. PREPARE YOUR SHIPMENT**
All shipments need to be accompanied by a Waybill and any supporting documentation required for Customs purposes. We have a range of shipping tools available to streamline this process and you will find more information on page 18.
- 2. BOOK A COLLECTION**
Once your shipment is ready to go, the next step is to arrange a collection. Most customers do this via their DHL Express shipping tool but you can also book a collection by calling our Customer Services team on 0844 248 0844.
- 3. TRACK YOUR SHIPMENT**
You can follow the progress of your shipment at all times using one of the various tracking tools available - more information on the options available is provided on page 22.

THE JOURNEY OF A SHIPMENT

After your shipment has been collected by our courier, it will enter the DHL Express network. The strength and global reach of our network ensures that we can deliver your shipments safely and securely in the fastest possible transit times.

The example below shows how a typical shipment is transported from origin to destination. In this case, the origin is Birmingham in the UK and the destination is Geneva in Switzerland.

- 1. COLLECTION**
Our courier collects the shipment and returns to the local DHL Service Centre in Birmingham.
- 2. TRANSFER TO HUB**
The shipment is sorted and transported to the DHL Express UK hub at East Midlands Airport.
- 3. PROCESSED AT HUB**
The shipment arrives at East Midlands Airport and is sorted ready for onward travel. The information required for Customs clearance is sent electronically to the destination so that there are no delays when the shipment physically arrives.
- 4. NETWORK TRAVEL**
The shipment is flown from East Midlands Airport to DHL's European air hub in Leipzig, Germany where it connects with another flight for the last part of its journey to Geneva in Switzerland.
- 5. CUSTOMS CLEARANCE**
The shipment is cleared through Customs and sent to the DHL Service Centre in Geneva for final delivery.

ILLUSTRATION . INFOGRAPHIC .

DHL CONFERENCE

This is back panel design for DHL Supply Chain at Clinical Trials Logistics Conference. This panel shows basic but important facts how DHL delivery service could be the best choice for supply chain management in the pharmaceutical market.

www.dhl.co.uk



THE FALL TAKES OFF

Five Trends for The Fall

This is a seasonal theme photo gallery, has trawled the tearsheets, scanned the trend research, and taken notes from the creative superbloggers. Although it demonstrates Autumn season but it's over your expectation and more interesting than you expect. These five trends are very individual and cover all trendy sectors around you. Following this basic idea, visual design has modern and classic magazine look.

www.imagesource.com



THE FALL TAKES OFF FIVE TRENDS FOR THE FALL

Yes there will be leaves, yes there will be browns, yes there will be harvests and fruits, but this Fall's imagery will be sooo much more! Our ISM Creative Intelligence unit have trawled the tearsheets, scanned the trend research, and taken notes from the creative superbloggers. The result is these Five Trends to take note of for your visuals this Fall.

1 IN THE FLOW

While there is a big trend towards photography that looks under-produced, naive, "instagram-tastic", there are certain trends that demand the exact opposite. Communicating technology and connection simply and quickly requires imagery that visualizes the idea of "flow". To a public who are used to the touchscreen experiences, sliding fingers across the phone, this series of images delivers that sense of mobile, fluid, tactile connection. And it speaks to the ever-inspirational idea of creativity.



2 FALL SUPER-HERO

"Is it a bird? Is it a Plane? No it's 'Average Joe and Josephine'! As the US Presidential Election looms, the media will be seeking the image that personifies everyman. Anti-banking sentiment, continuing news around "white-collar" crime and the ongoing Craft trend (synonymous with "hands-on") means that alongside the ongoing desire to see "real people" in advertising imagery, we will also see the emergence of "Blue-Collar Person" Overalls, hardhat and tools will become signals of honesty, trust and integrity.

4 SPIRIT IN MOTION

While the Olympics may grab the headlines, what will be grabbing the public imagination come September will be the extraordinary feats of the Paralympians. The image of these men and women, with and without prosthetics, is a vision of the Super-Capable. Amateurs, ordinary people, living the Olympic motto every, single, day - Faster, Higher, Stronger.



BIG AND BOLD FASHION 5

Didn't the 80s revival come and go already, I hear you say. It came and went, and came back holding hands with the 90s revival. But it seems the fashionistas are nostalgic for both. Stephen Meisel's 80s shoot for the Balenciaga collection is all angular stylings, graphic details, visual symmetry. Jeremy Scott's Adidas Leok Book echoing mid-period, psychedelic Prince. Bold colors, big brass prints, analog-style graphics. And Elie Collections A/W 2012 cite the Purple hero as "a massive influence this season." Whatever the style, come the Fall, the catwalk takes over.



AMERICAN TRAVELOG 3

Aside from "Blue-Collar Person" right-up to the end of the year, smart advertisers will plug into classic Americana, with the image/dreams called up around the election hoop-la. American rituals (Sports), American places (Diners), American travel (roads, landmarks) smart brand communications will play off the appeal of iconic image Americana - rugged individualism, frontier spirit and community.



BRANDING . WEB DESIGN . LOGO DESIGN . PRINT DESIGN .

IDENTITY

This is a campaign to promote new product, Cross-Media.

The innovative Cross-Media collection partners high quality still images with matching, web to broadcast quality motion clips, for visual consistency across all digital and print media.

In house design team at Image Source created imagined lifestyle brand, called 'Identity'. We picked one collection from new products and demonstrated to the clients how they can partner still images and motion clips for a visually consistent multimedia campaign. We created whole new brand from the logo to website and also a usage video.

www.imagesource.com

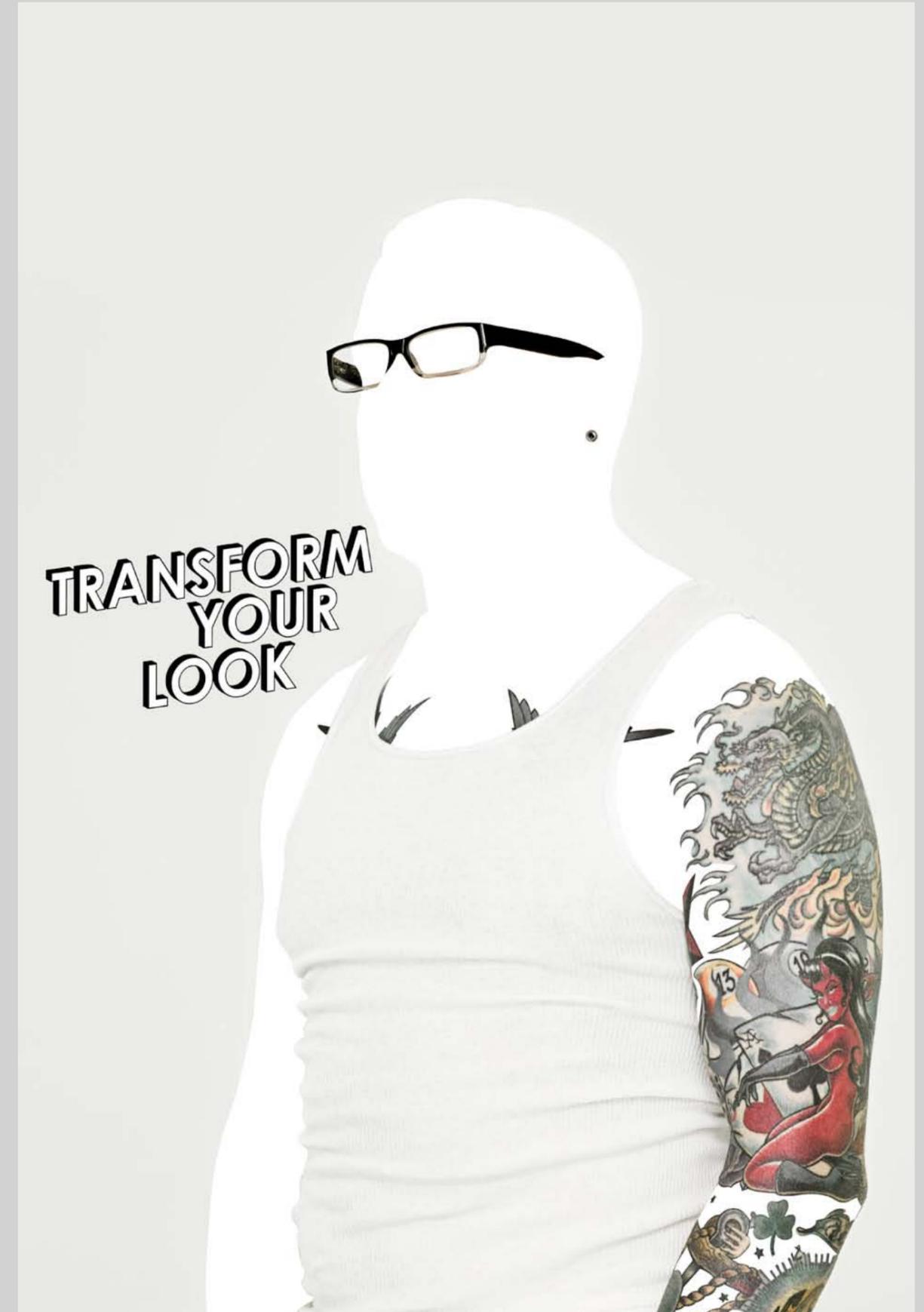
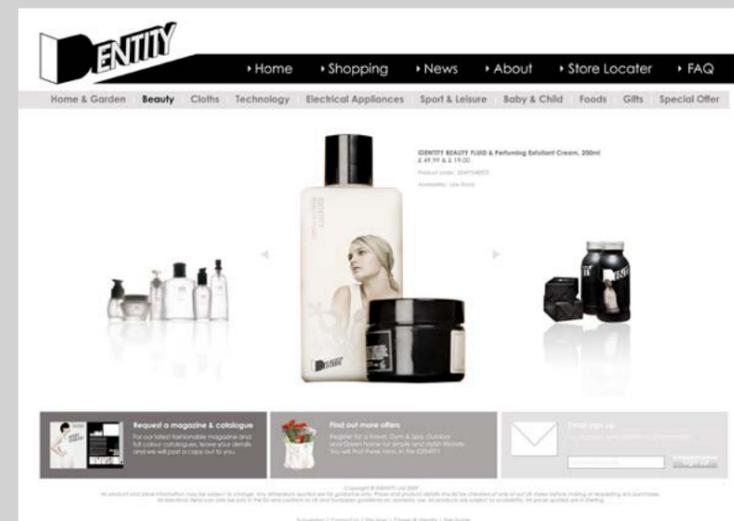
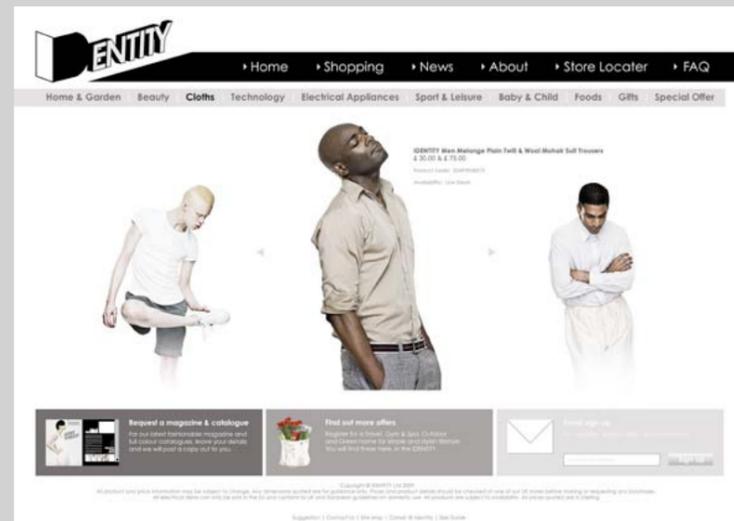


PHOTO MANIPULATION . PRINT .

CREATIVE WALL

This is an interior graphics for vibrant and welcoming office environment. All the images were sourced from their library and manipulated with cut-out photo elements because it's for photography agency. It should be creative and up-lifting, I used many colourful images and created imaginative and surreal scenes. Working with other in-house designer, we produced 5 large wallpaper digital print stickers.

www.imagesource.com



PAPER CRAFT . GRAPHIC DESIGN . PRINT .

AMERICAN APPAREL

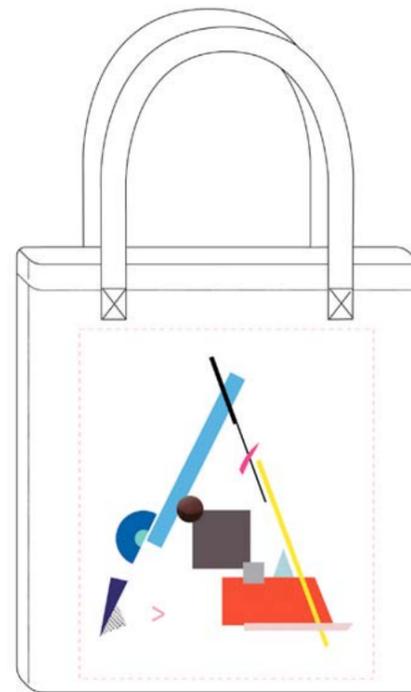
One of the finalist of American Apparel Print-Shop Design Contest.

It's called 'Re-shape the Soul', inspired by Kandinsky.

"Color directly influences the soul. Color is the keyboard, the eyes are the hammers and the soul is the piano with many strings. The artist is the hand that plays, touching one key or another purposively, to cause vibrations in the soul." – Kandinsky

I played with cutout colour paper on the first stage, then shape alphabet 'A' that represent American Apparel using different color and shape paper pieces collage.

www.americanapparel.net



Front
11"x13"



Back
11"x13"



THESE FLOWERS WON'T WILT

Make your own 3D Pop-Up Valentine's Day card!

The idea is based on pop-up flowers, which has personal touch and never fade away. Also, it should present various images as it's for clients of stock image library, so I combined many colourful flowers, bird and butterflies. Although they are photographs of real objects, it needs some interactive part and giving some depth among the cutout elements, the plain papers became a real bunch of flowers.

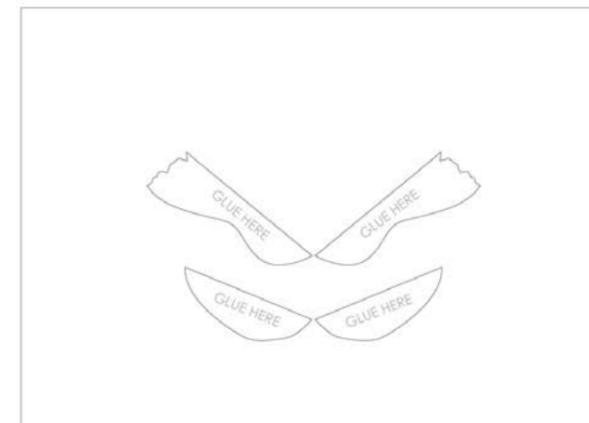
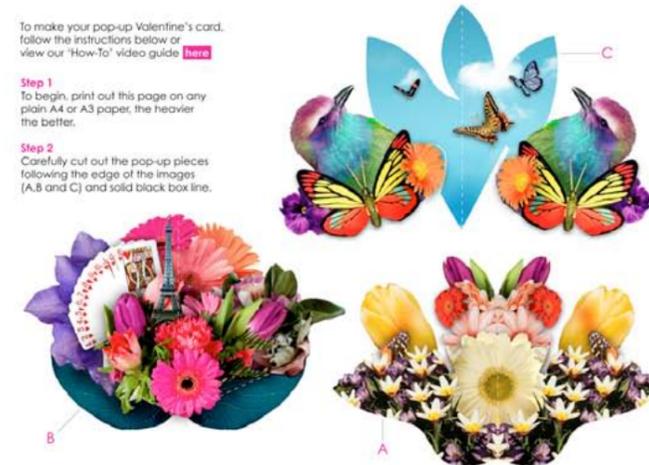
www.imagesource.com



To make your pop-up Valentine's card, follow the instructions below or view our 'How-To' video guide [here](#)

Step 1
To begin, print out this page on any plain A4 or A3 paper, the heavier the better.

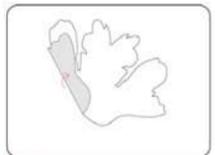
Step 2
Carefully cut out the pop-up pieces following the edge of the images (A, B and C) and solid black box line.



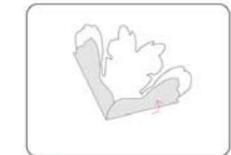
Step 3
Take all three pop-up pieces.



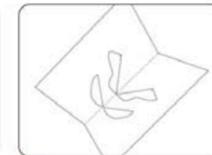
Step 4
Take piece "A" and fold the sides back so the centre fold comes up towards you.



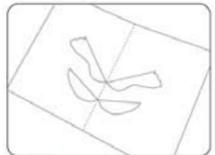
Step 5
Lay the piece on a flat surface and fold up the lower right tab.



Step 6
Fold up the lower right tab. Set the piece aside.



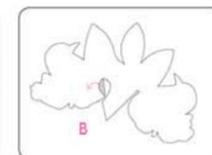
Step 7
Fold the card in half along its centre and open up again.



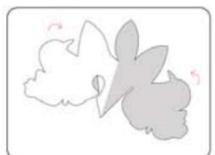
Step 8
Put a small amount of glue along the upper two glue areas only. Do not put glue on the lower glue areas yet.



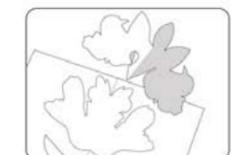
Step 9
Take piece "A" and align over the glue areas and press onto the card. The pop-up piece will lay against the card when it is in position. Let dry!



Step 10
Take piece "B" and fold the small tab back.



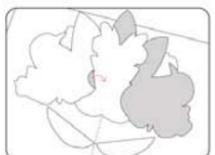
Step 11
Take hold of both sides and fold them up toward you so the centre becomes a valley.



Step 12
You will be inserting piece "B" into piece "A" that is already glued to the card.



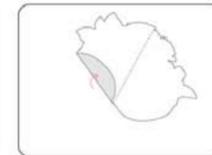
Step 13
Starting from the left side, begin inserting piece "B" into piece "A" as shown. Make sure small tab on piece "B" is still folded up and you can see it.



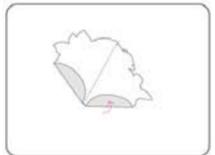
Step 14
Carefully bring down the right side of piece "B" all the way down into piece "A". Fold the small tab with the glue over onto piece "A" and press. Let dry!



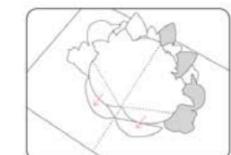
Step 15
Take piece "C" and fold the sides back so the centre fold comes up towards you.



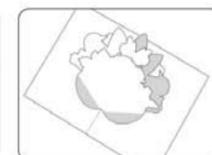
Step 16
Lay the piece on a flat surface and fold up the lower left tab.



Step 17
Fold up the lower right tab.



Step 18
Put a small amount of glue along the lower two glue areas. Take piece "C" and align over the glue areas... and press onto the card.



Step 19
...and press onto the card. The pop-up piece will lay flat against the card when it is in position. Let dry!



Step 20
Your pop-up card is complete, just in time for Valentine's Day!

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