

graphic designer

Seojung Lee

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Capstone Graphic Design

Department of Art and Art History

Artist Statement:

I've drawn ever since I could hold pencils. The living room of my childhood was filled with my scribbled drawings. In addition to constantly drawing, I developed a peculiar habit in elementary school where I enjoyed reading and observing snack packaging and labels— even the chemical components and product descriptions. I didn't know who created it and how but I liked finding connectivity between the snacks, it's packaging, and fun design elements such as, small cute illustrations. This childhood interests in package design and constant love for drawings led me to pursue a degree in graphic design.

Graphic design is a craft. It creates beauty as well as usefulness and gives delight and satisfaction to people everyday just as it did to me as a child. Moreover, graphic design has the power to transform identity of products and companies and create a more vibrant visual culture. Therefore, graphic designers make invisible things visible in useful and entertaining ways that can inspire and convince people something better is possible.

The most memorable project I worked on was when I made three posters for the Rams Against Hunger Food Pantry, a program for students with financial stress and food insecurity. This program offers a free food pantry once a month on campus but it did not advertise very well and many students did not know about the program. For Rams Against Hunger, as with all my projects, I start with pencils, a sketchbook, and least fifty thumbnails. Because of the serious matter of food insecurity, I wanted to take away the shame by using the humor. I designed three different posters which depicted a massive amount of food falling from the sky. In addition, I pictured the different brown bags and made several collages with Adobe Illustrator. While these are individual, they are clearly using brown bags to create cohesiveness. I used the scribble lined font to convey the important of the issue.

Design is the greatest pleasure and joy in my life. I love to work and see the realization of my ideas as posters, web pages, murals, and app designs. Furthermore, I enjoy bringing happiness to people through designs with an aesthetic quality, convenience, and practicality for who use my design. I aim that my creations can materialize invisible things, give new identities to products, and create a better society for all.

Title**Original Format**

| | |
|------------------------------------|-----------------------------|
| Figure 1: Portfolio Cover | Illustrator, 8.5 in x 11 in |
| Figure 2: Musical Hero Webpages | Illustrator, 11 in x 17 in |
| Figure 3: Musical Hero Posters | Illustrator, 11 in x 17 in |
| Figure 4: Hero Magazine Spread. | Illustrator, 11 in x 17 in |
| Figure 5: Wine Labels | Illustrator, 6 in x 4 in |
| Figure 6: Wine Bottles and Package | Photoshop, 11 in x 17 in |
| Figure 7: Onsite Display Maze | Illustrator, 8.5 in x 11 in |
| Figure 8: Onsite Display 1 | Illustrator, 8.5 in x 11 in |
| Figure 9: Onsite Display 2 | Illustrator, 8.5 in x 11 in |
| Figure 10: Onsite Display Mockup | Photoshop, 8.5 in x 11 in |
| Figure 11: Fantasia | Illustrator, 8.5 in x 11 in |

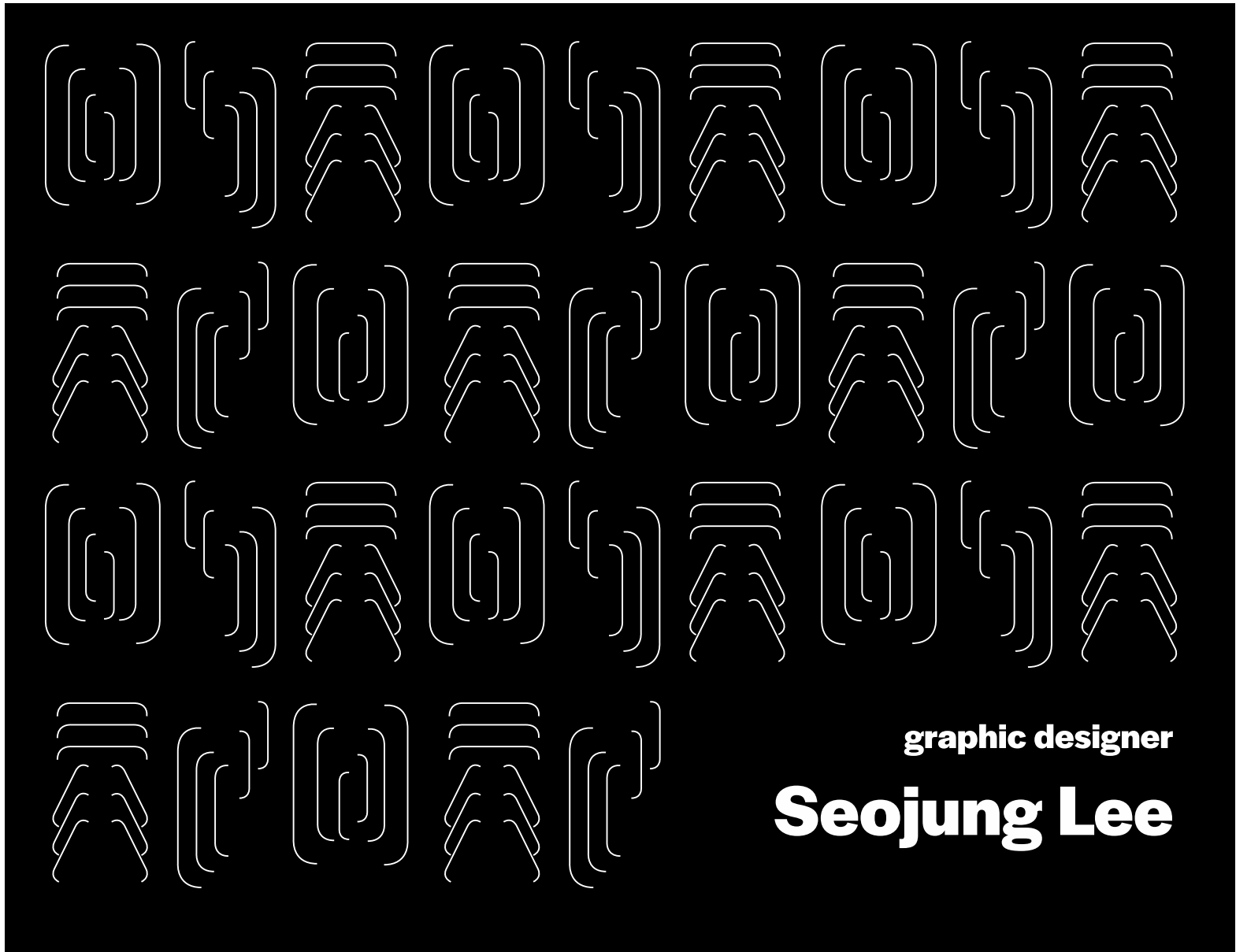


Figure 1: Portfolio Cover



Figure 2: Musical Hero Webpage

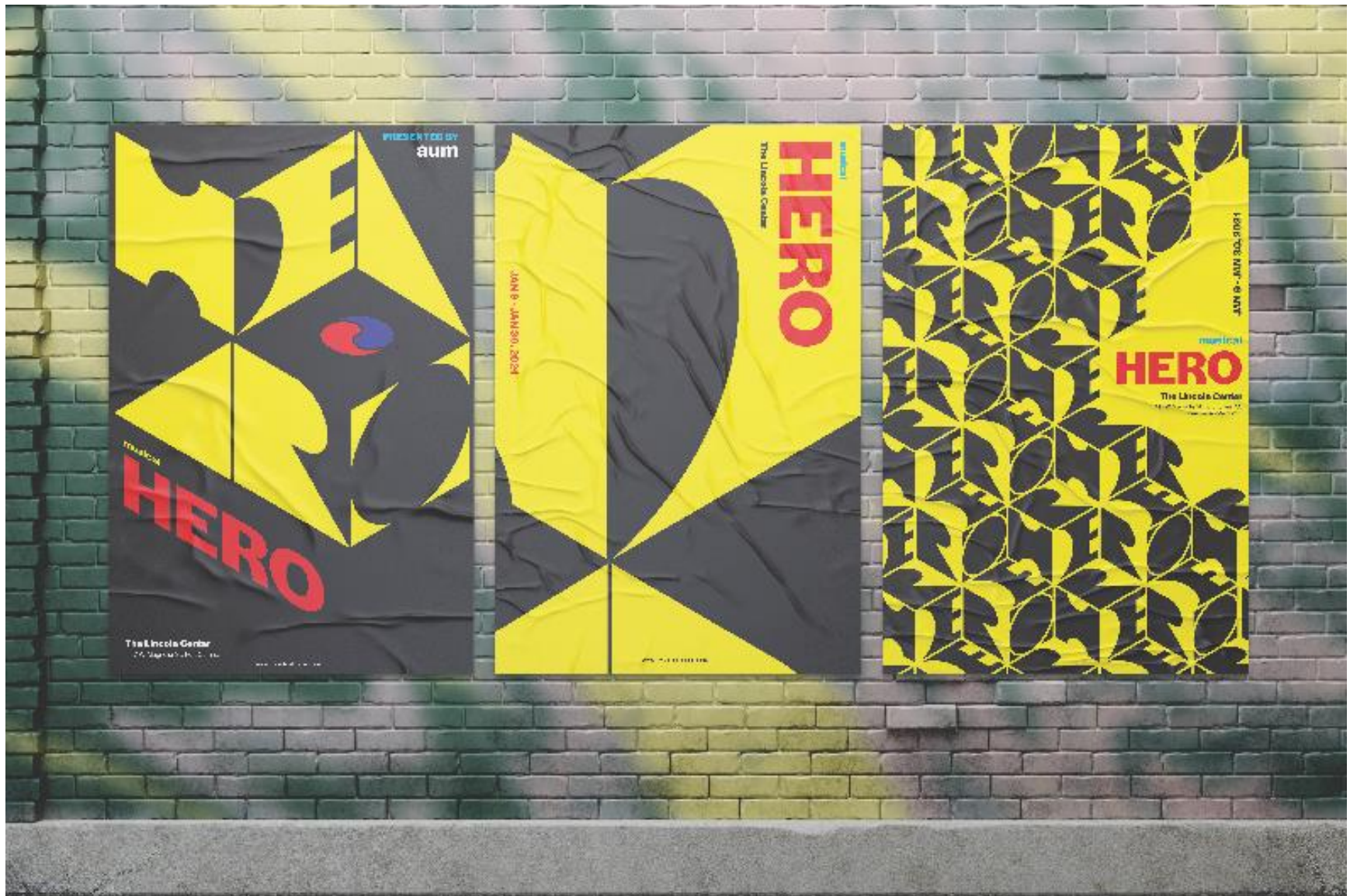


Figure 3: Musial Hero Posters



Figure 4: Hero Magazine Spread

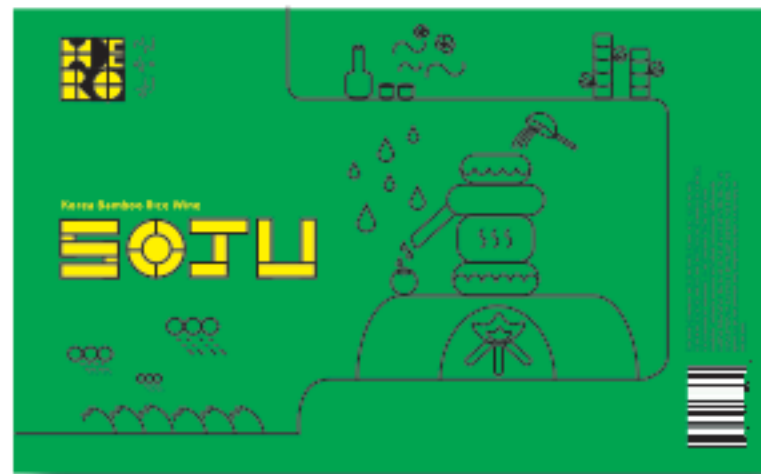


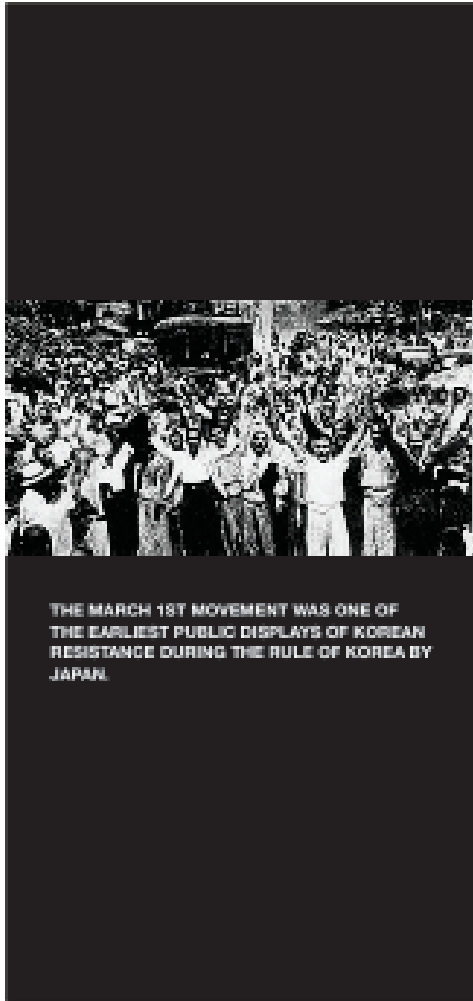
Figure 5: Wine Labels



Figure 6: Wine Bottles and Package



Figure 7: Onsite Display Maze



MUSICAL HERO

KOREAN HISTORICAL MUSICAL

Jung-gwan An, 2 September 1879 – 26 March 1910, baptismal name: Thomas An Korean, was a Korean-independence activist/nationalist, and pan-Asianist. On 20 October 1909, he assassinated Prince Bō Hirobami, a four-time Prime Minister of Japan, former Resident-General of Korea, and then President of the Privy Council of Japan, following the signing of the Eulsa Treaty, with Korea on the verge of annexation by Japan.

He was imprisoned and later executed by Japanese authorities on 26 March 1910. An was posthumously awarded the Order of Merit for National Foundation in 1962 by the South Korean government, the most prestigious civil decoration in the Republic of Korea, for his efforts for Korean independence.

Figure 8: Onsite Display 1

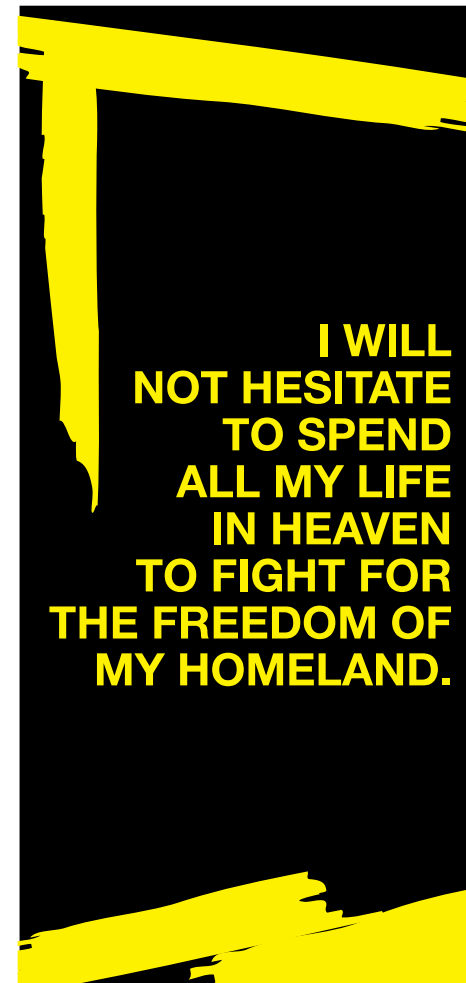
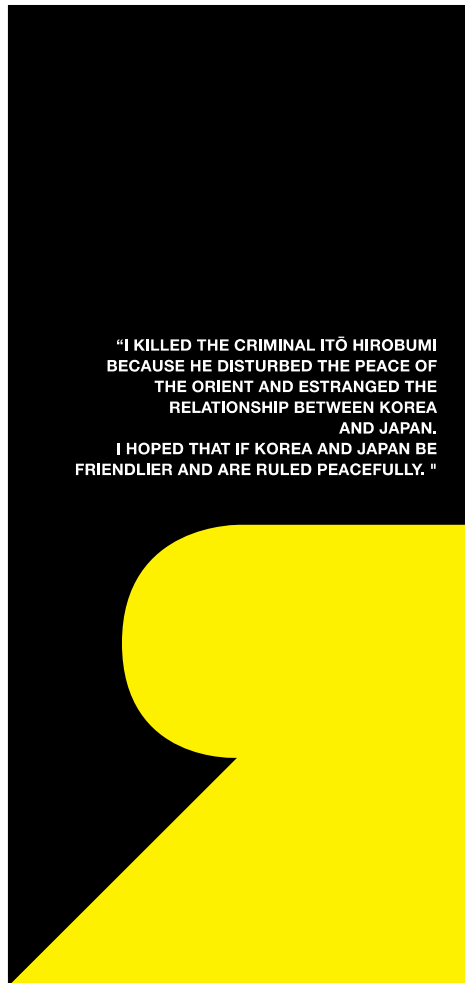


Figure 9: Onsite Display 2



Figure 10: Onsite Display Mockup

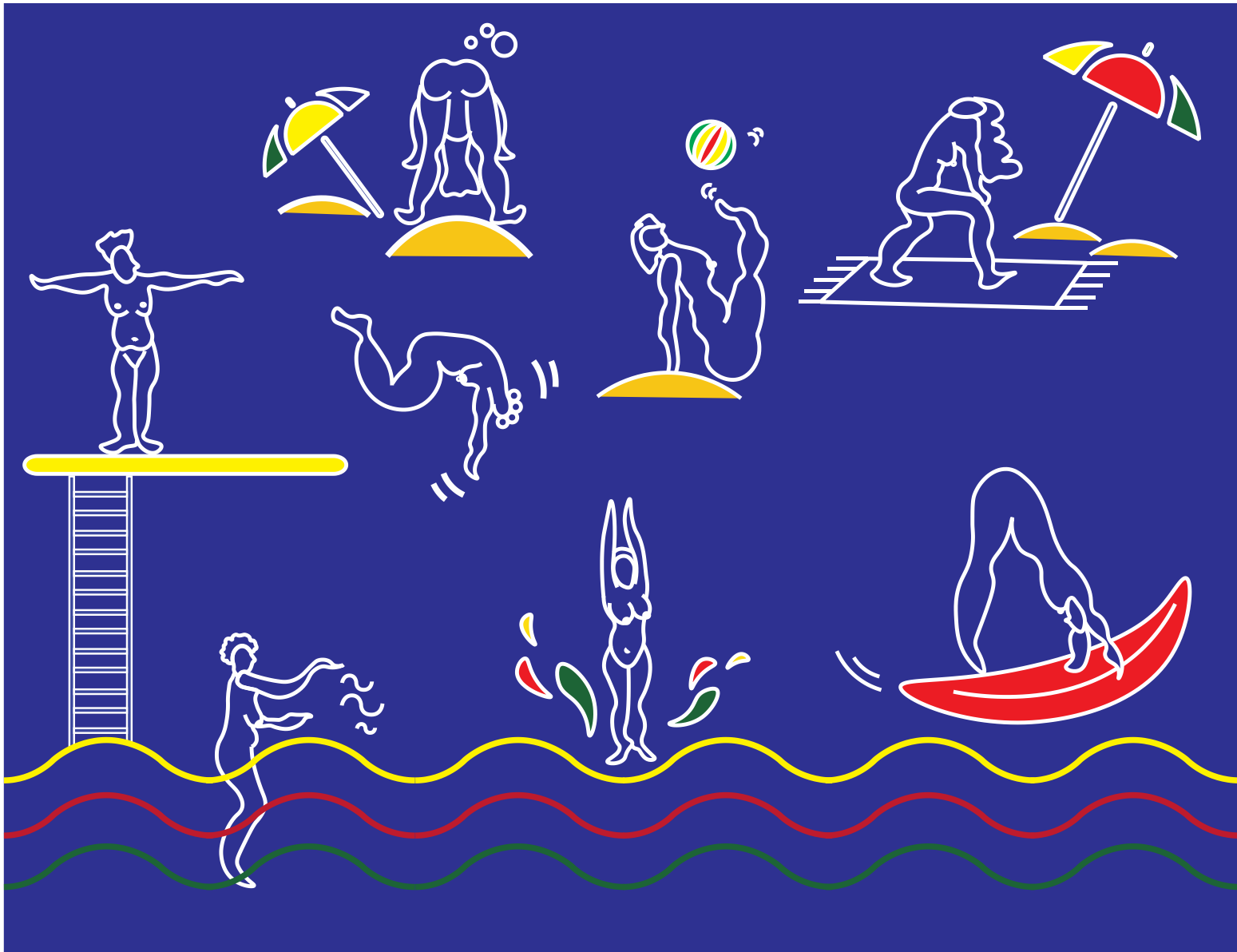


Figure 11: Onsite Display Mockup