

Design Process

Final PPT

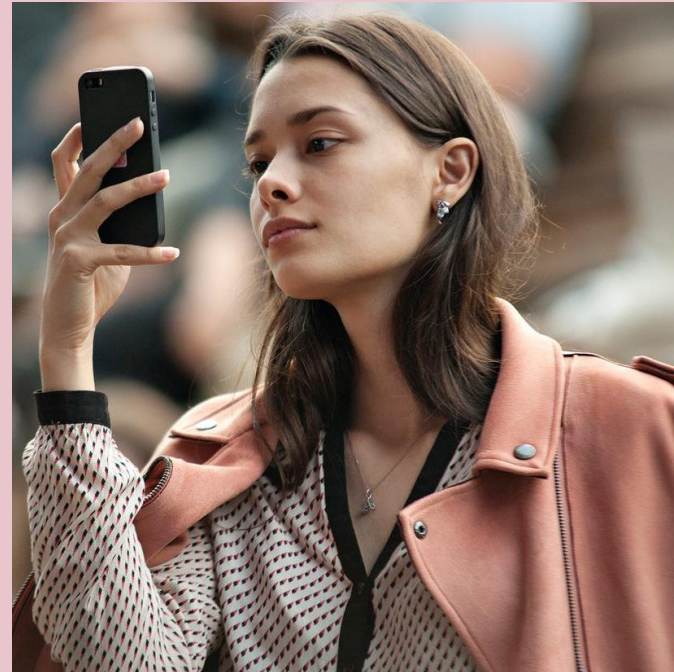


**Why
did I choose
a Phone Case?**

**Because,
Phone case
is the nearest
product in
our lives.**

↑ I got interested in this point.

My usual self:

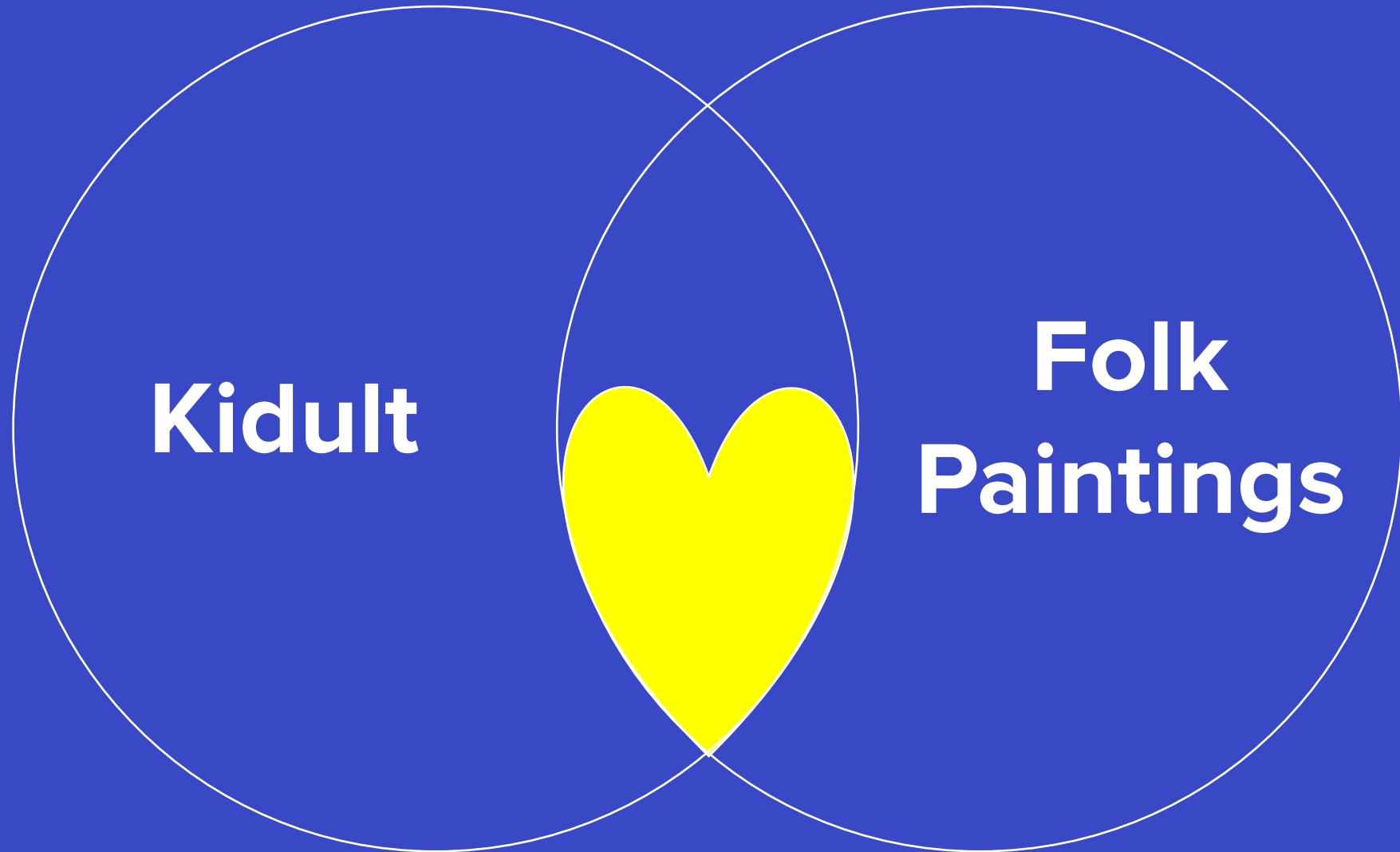


**What did
I want to put in
Phone Case design?**

My Design Goals:

To bringing good luck to people

The way I chose to design good luck,



**the
trend of
popular
culture**

Kidult

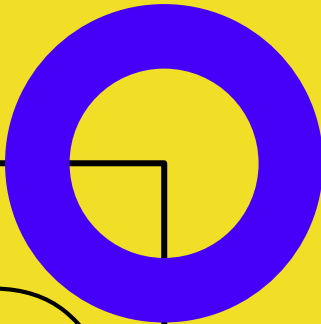

**The primary color (Korea traditional Five-sided
Colors) was used to suit the characteristics of
the kidult.**

The background is a solid blue color. It features several abstract shapes: a large teal circle on the left, a smaller teal circle at the top right, and a large teal circle at the bottom right. There are also several thick, curved pink lines scattered across the image, some overlapping the teal circles and the text.

Folk paintings



are traditional cultural heritages that we should protect in the future, and they contain the blessings that we always hope for and wish for.

**Who are the
main customers
of the Phone Case?**



20.30

**Trendsetter,
Who want to
enjoy the beauty
of Korean tradition**



**What
kind of Phone Case
did I choose?**

MY PICK



#thin
#good_grip
#less_durable



#expensive
#thick
#strong_durable



#cheap
#discolored
#weak_durable

The background is white with several large, overlapping, organic purple shapes. The largest shape is on the left, containing the text. Other shapes are on the right and bottom right.

**How
did I design
Phone Cases?**



#Tiger_and_Peony_flowers



#Neon _Tiger



#G.V.O_Tiger



#Magpie_and_Tiger



#Meaningful_Tiger



#Teased_Tiger



#Buddha_Tiger



#Reliable_Tiger



#Tiger_in_the_Mirror

Thank you

The END