



## Inspiration



## Sketch



01

## The Exhibition

Smart Car

"How would 1950's Americans advertise Smart Cars?"

As an artist, I participated to an exhibition of my school club in November 2017. I decided to express both human, which is the main theme of the exhibition, and technology at once.

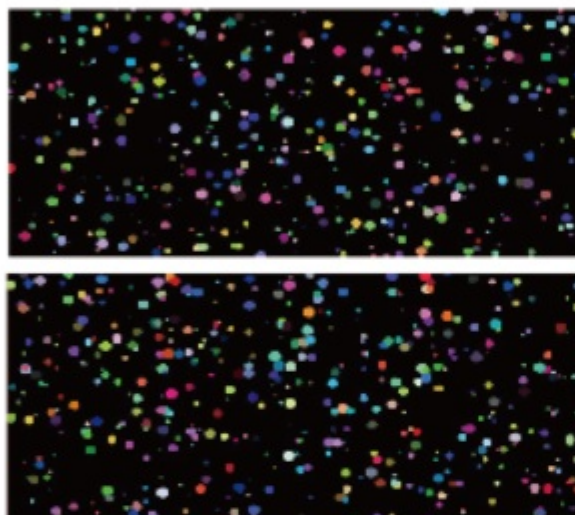
Through the combination of modern and retro, I wanted to show a new type of advertisement. Among various types of technology, I believe that 'smart car' is the most suitable product for my idea. Moreover, this project was the field that I had not tried before, so the every process to make the poster was fascinating to me.

To make this poster, I referred to retro posters of 1950's which gave lots of inspiration in terms of colors and typography.

Made with Adobe Illustrator.



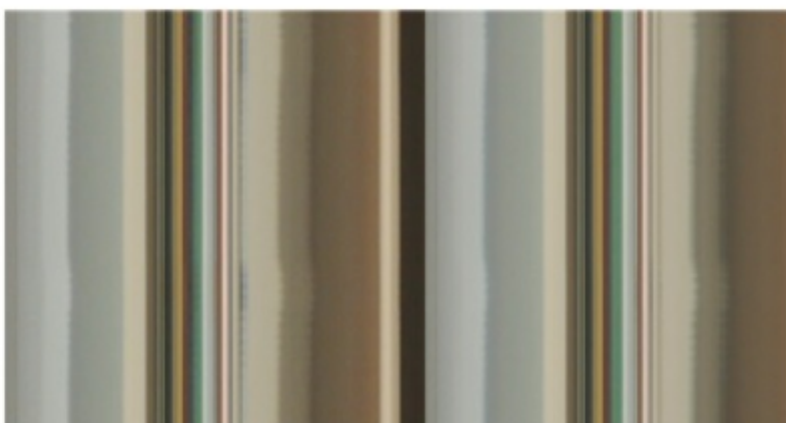
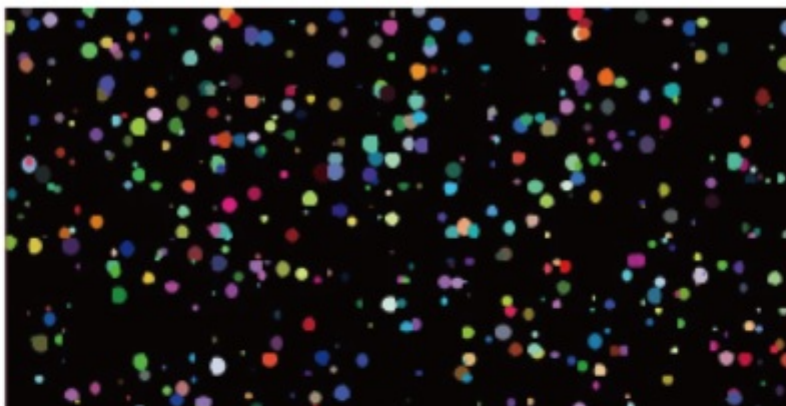
**"How can I make  
highschool students  
interact with the computer?"**



Two different types of blow

'The Color of Breath' shows invisible breath through the interaction between human and computers.

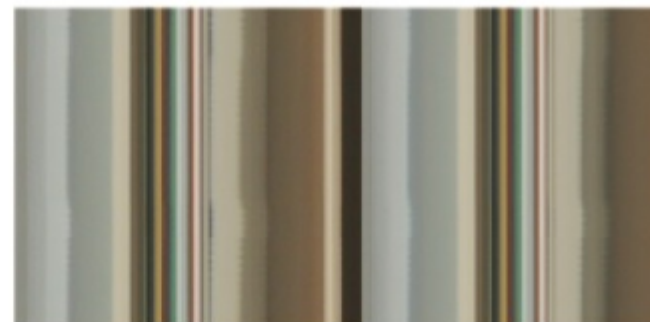
For this program, I used "random function" that modulates the size and colours of the ball. Moreover, by adding a characteristic 'lightness', the balls go up when we blow on the mic.



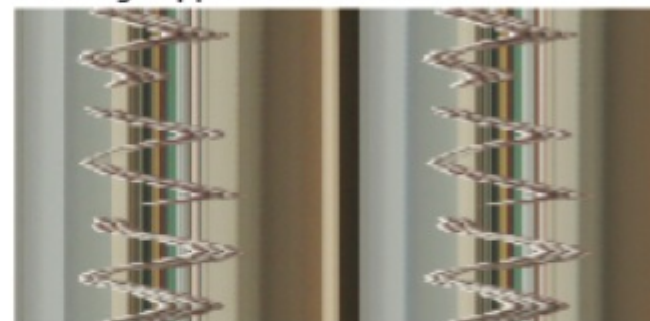
## 02

# Processing

### The Color of Breath / Time Goes on



Nothing happens on the screen.



It shows waving hands.

Another program is based on camera lens on the laptop. By using the lens, I wanted to make variations of what we see.

'Time Goes on' shows that our previous actions continuously affect the current moment. In addition, this program shows both continuous and static patterns made by our moves.

Made with Processing.



Player view



How the Rabbit Runs



The Theme for Summer

The keys to move the rabbit are 'W', 'A', 'S', and 'D'. If the rabbit achieves the mission, it can go to the next stage. Plus, on the next stage, it can use new skills received in the previous stage.

The goal of this game is to make the rabbit take every item, indicating four seasons, on the four stages, so that it can bring them to the Moon.



## 03

# The Game

### The Seasons of the Rabbit

"What if a rabbit from the moon steals the four seasons from Earth?"

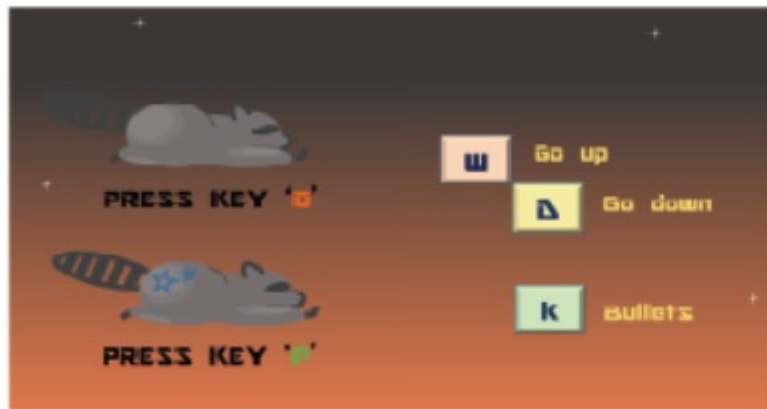
From October 2017, I have been developing a game with my friends. The main concept of the game is a rabbit from the moon who steals the four seasons of Earth to make the Moon live better.

I, as a designer, am in charge of characters, backgrounds, objects and other visual effects. For the rabbit, I divided the motions of rabbits into nine parts to show how it runs. Currently my friend and I design visual effects for when the rabbit gets items and uses special abilities.

The backgrounds indicate both the four seasons and the flow of time. I also gave effects to the background, such as falling stars or leaves. Plus, to make it seem like moving more naturally, the backgrounds are divided into two parts; the further background with the low opacity and the close one with high contrast.







Key Explanation

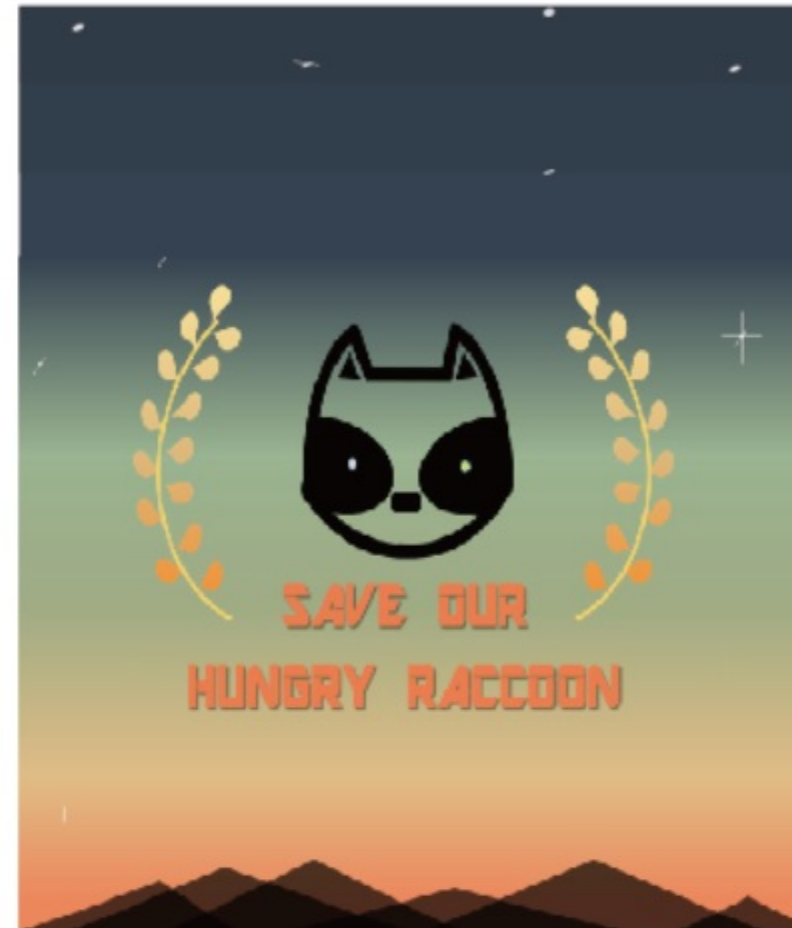


Two Main Characters



Player View

To get 5 points of score, you have to eat hamburgers with lettuce. If you eat the long, spicy hamburgers, you lose 5 points. Bullets exist to protect the raccoon from the bad hamburgers.



## 04 The Game Save our Hungry Raccoon

" How can I develop a game based on what I learned?"

Since I've entered the current university, I have learned programming languages like C and C++. However, I've been eager to make my own project outside of learning C. For the personal project, I thought a game development is the best way to apply what I learned.

The main character 'Hungry Raccoon' was inspired by 'Rocket' of 'The Guardians of Galaxy'. Moreover, through the font and colors I used, what I wanted to make is seem to be a galaxy. I used the basic design functions of PowerPoint to make design factors of the game.

Although I learned C, I found 'OpenFrameworks' based on C++ to be useful in developing a game. During the process of development, I realized that 'OpenFrameworks' is similar to C and Processing. Through struct and random function, the raccoon can shoot bullets to obstacles.

Made with C++ ( OpenFrameworks of Visual Studio)

**IDEA  
EFFECTS  
INSPIRATION**

**JUNG  
NA  
YOUNG**

**What  
makes me  
inspired?**

The film 'A trip to the moon' is well-known for its unique images and its plot.

I was fully shocked when I first watched it and every factor of the film caught my eyes.

In terms of its creativity, I was wondering how George Méliès could have imagined it over the 100 years ago.

It is fascinating to imagine something that current technology cannot make it real and bring the impossible ideas into the reality.



# A TRIP to the MOON

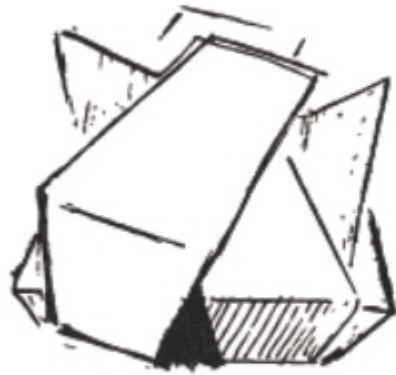
I believe that artworks with creative technology have an effect on the advent of a new field of art. Based on his creative artwork, we call him as an "innovator".

I've been dreaming of being a creator like him, or better than him. His artworks lead me to pursue the combination of art and technology. Even though some say it is absurd, I want to visualize the impossible ideas and make them real, just like he did in the past.





Artistic technology,  
and technological art.  
Design where we  
belong.  
Those are the  
phrases that I  
contemplate these  
days.



**The Lotus Building**

As I visited the  
exhibition of Heatherwick Studio, I found it  
suits these ideas.  
It gave me a chance to think of art that  
communicates with people and adds  
uniqueness with technology.

I was impressed that Heatherwick studio  
changes the place through its design.  
It made me eager to change the place  
through the combination of Digital Signage  
and Media Art the field that I want to study.



**The Feather-shaped Table with Display**

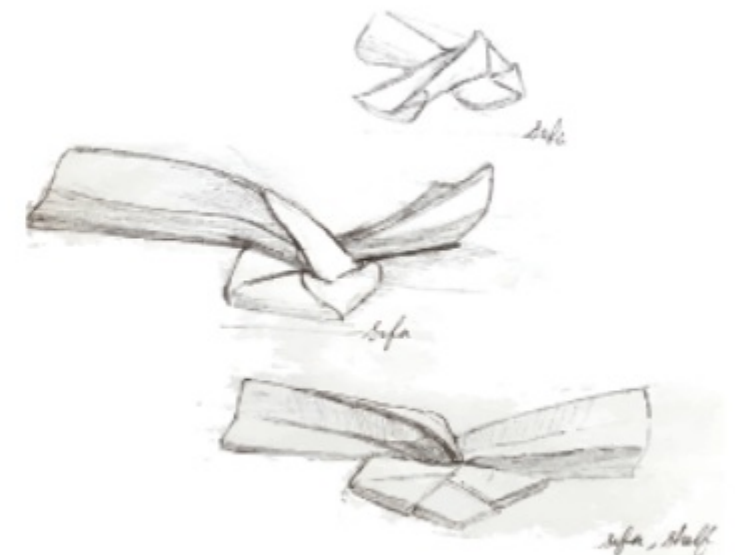


# Heatherwick Studio

Moreover, apart from the use of  
technology, products with the use of  
new materials made in Heatherwick  
Studio made me realize that I also have  
to be familiar with the other fields.

After I saw the exhibition, I have  
expanded my ideas by drawing build-  
ings, tables, furniture and lots of various  
products, thinking of the use of tech-  
nolgy.

To me, Heatherwick Studio inspires  
me to broaden my knowledge of art and  
technology.



**The Paper Sofa**