



JOSEPH
HANBIN
LEE
LEE

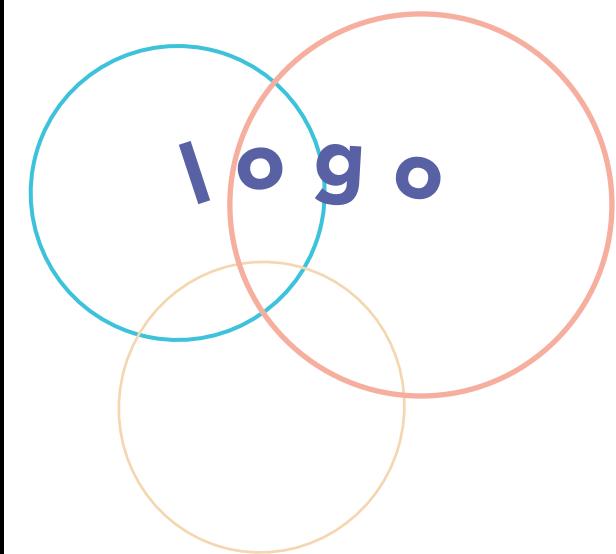
vfs fall 2017

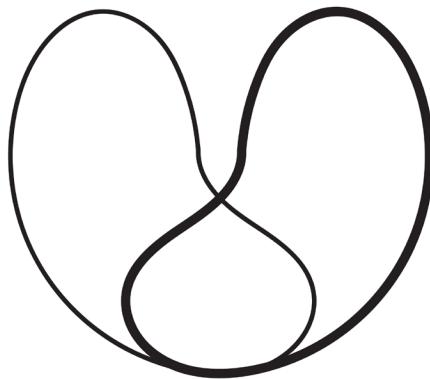
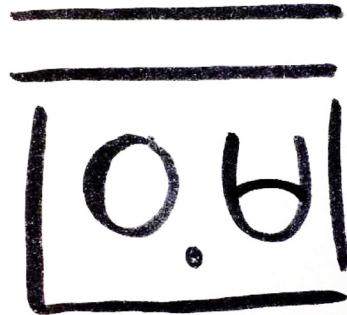




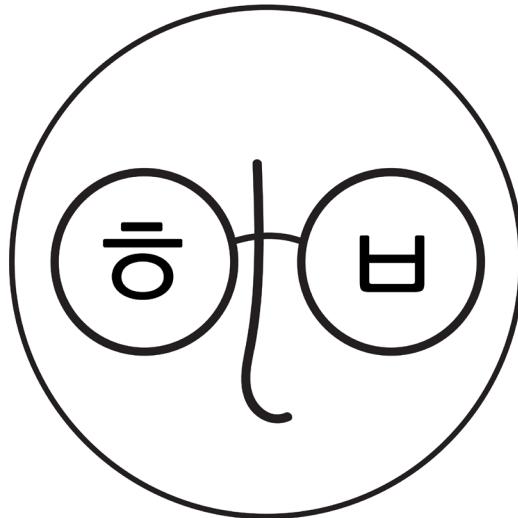
*This book is dedicated to
my family who continue to support me,
Professor DeAngela Duff for her brutally honest advice,
and everyone else who has never been afraid to encourage my creative pursuits.*

logo...4
physical app...
interface...28
deliverable...34
14



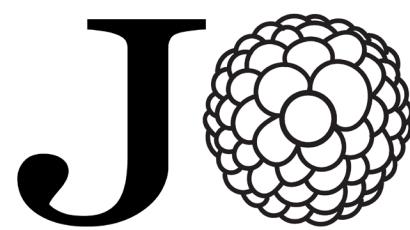


I wanted to create a logo that I thought would accurately represent my identity, including my Korean ethnicity and my personality. As a result, I decided to create the first drafts of my logo by utilizing either my Korean initials or my English initials, while incorporating various symbols or objects to further represent myself, such as the pair of glasses that I constantly wear.

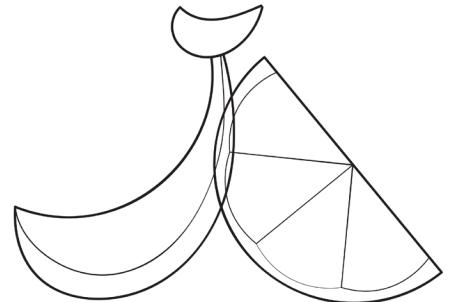


draft 1

6

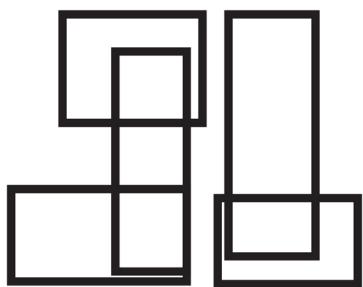


7

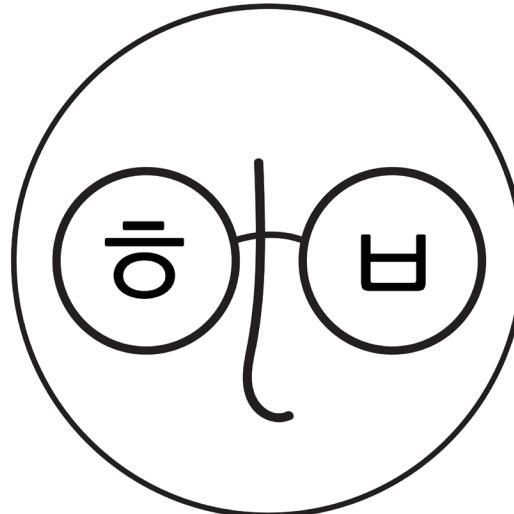


HaN
BiN

se



8

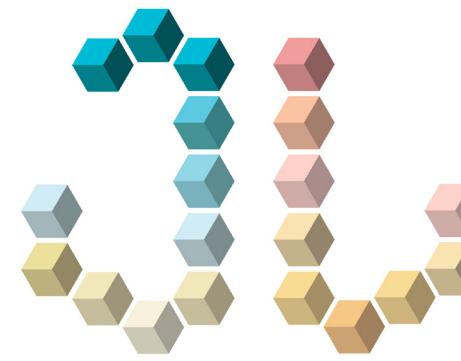
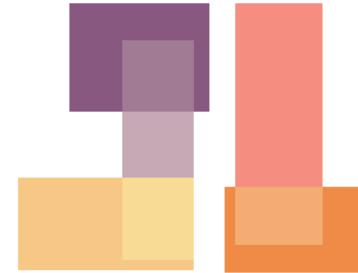
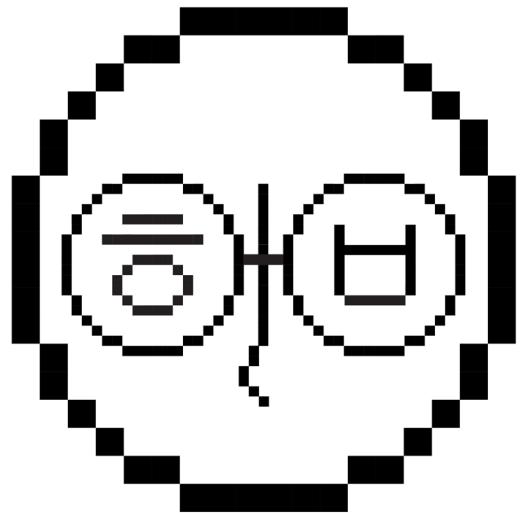


9



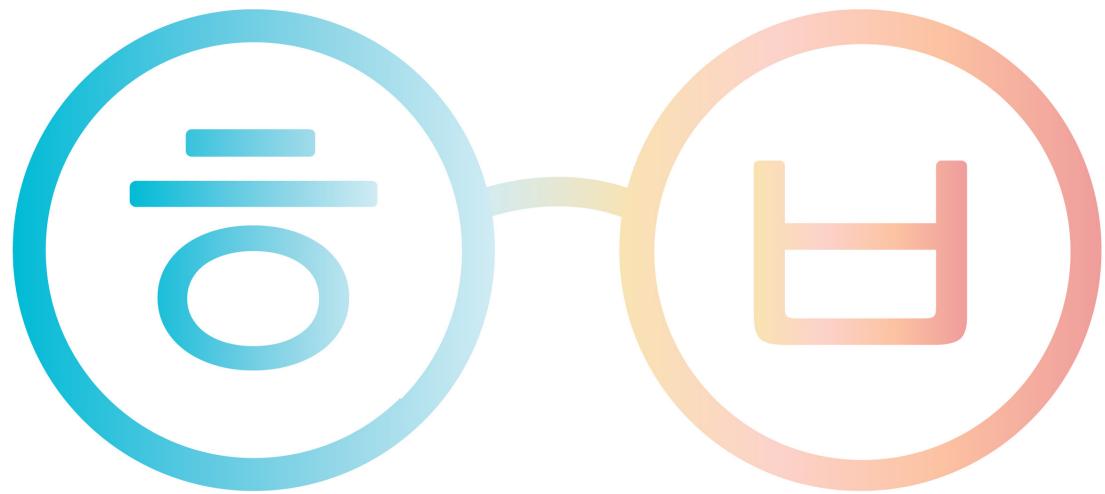
For my second draft, I decided to continue focusing on utilizing marks that specifically referenced both my Korean and English initials while experimenting with different marks to associate with such initials. For example, all the logos with the Korean initials utilize variations of the glasses mark that I used in the first draft to more physically represent myself. For the English initials, on the other hand, I attempted to use different shapes to resemble those letters.

draft 2



10

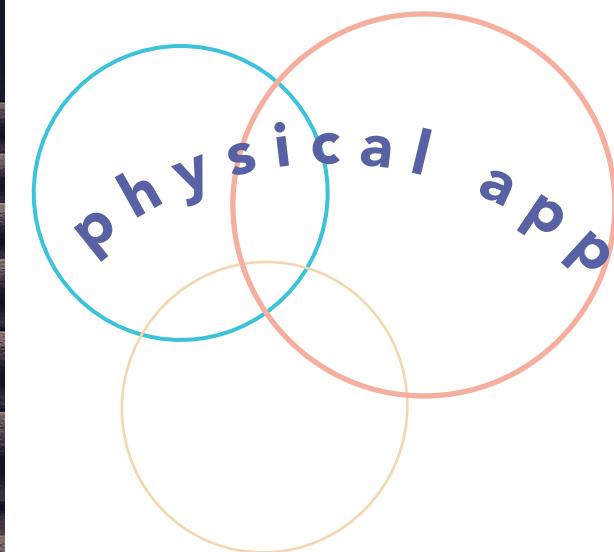
11



final

12

13





At the beginning of this assignment, I decided to implement my logo on tote bags because I wanted my physical application to be practical. However, after much thought, I decided challenge myself by attempting a project that was not only much more ambitious, but something I am much more passionate about: streetwear fashion.



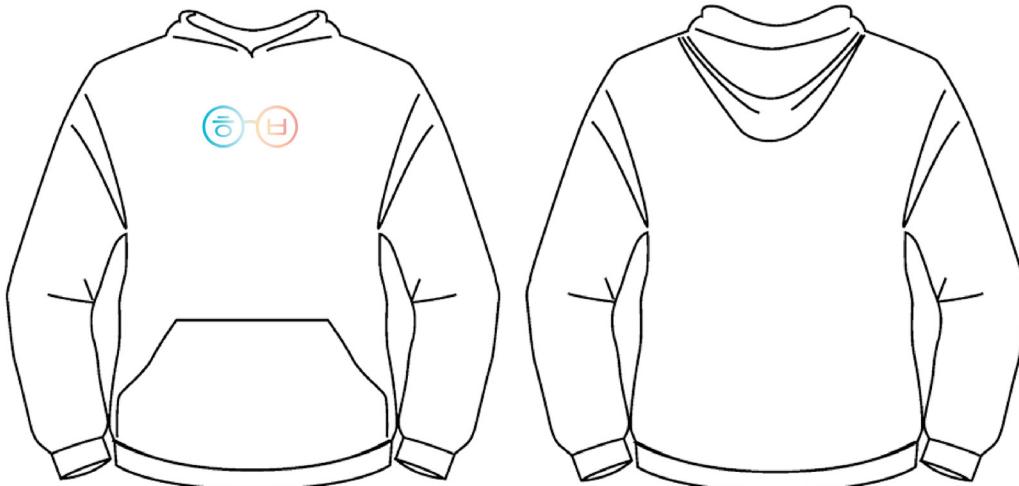
draft 1

16



draft 2

17





H A N B I N



H A N B I N



h a n b i n



h a n b i n



h a n b i n



H A N B I N



H A N B I N



H A N B I N



h a n b i n



H A N B I N



H A N B I N



H A N B I N



H A N B I N

I decided to take the streetwear aesthetic further by experimenting with my logo through superimposing it onto various self-portraits. Although I could have simply utilized my passport photo or a previously taken self-portrait, I decided to take the chance to take another picture of myself to encapsulate the streetwear aesthetic that I had initially envisioned.







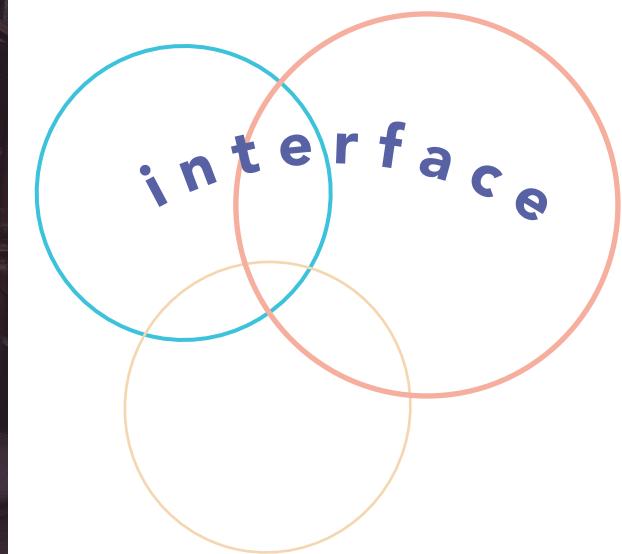
final

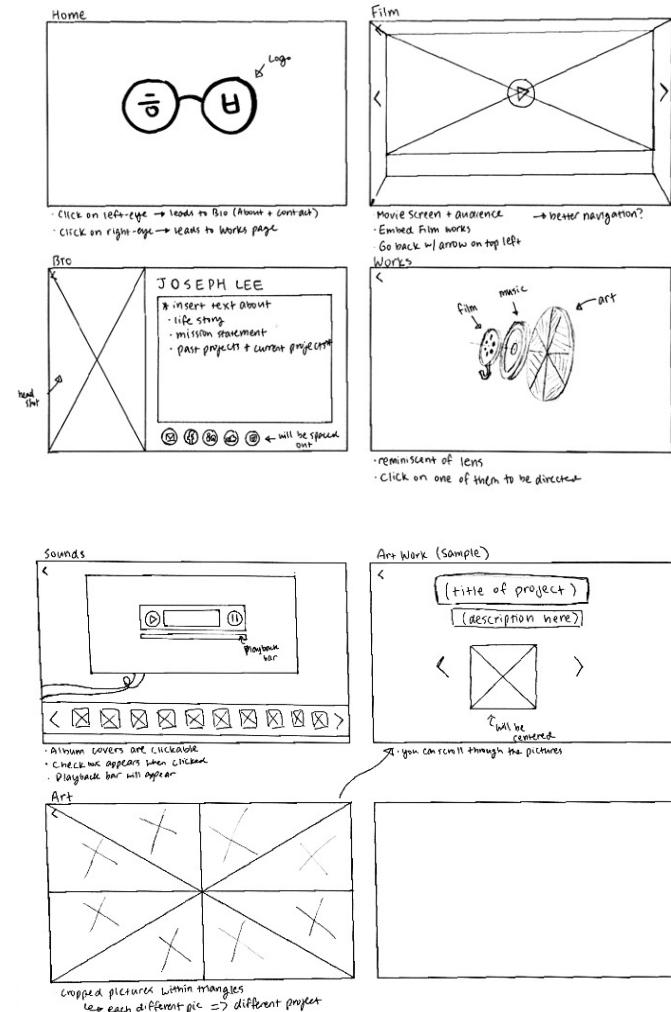
26

REFLECTION

Although I originally intended to create outerwear (i.e. crewnecks and/or hoodies), due to financial circumstances, I decided to compromise by implementing my logo on a plain white t-shirt. Despite this being a “compromise,” I ended up with a product that I feel is much more versatile and thus better in terms of quality. I was pleased to hear that many of my friends, whom have offered to try out my shirts, have expressed their love for the design as well as how comfortable it was. Compromise is often difficult to do, but compromise is never the wrong way to go, and this project has definitely helped me realize that it’s okay to take detours in any creative process.

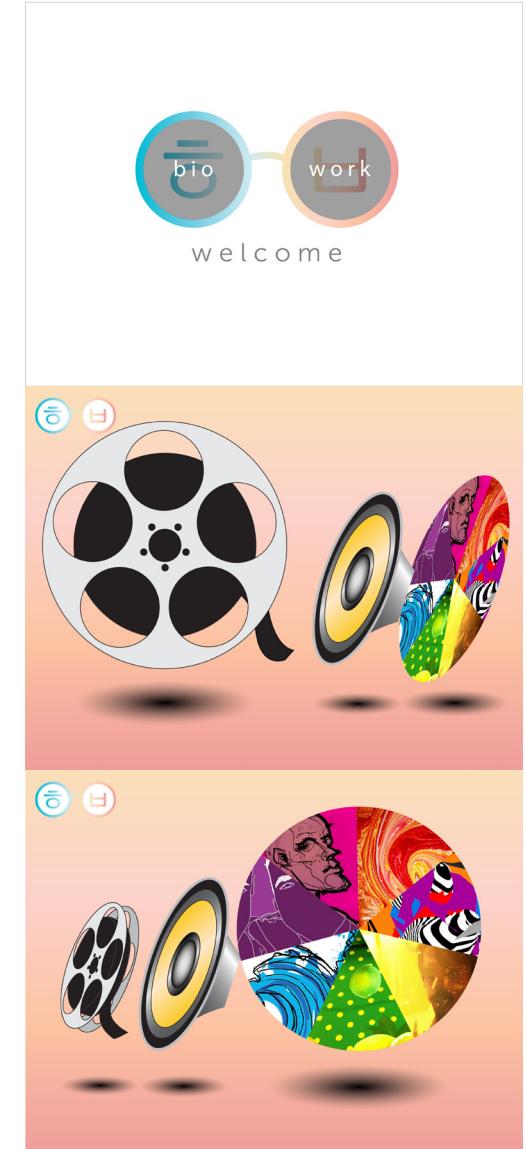
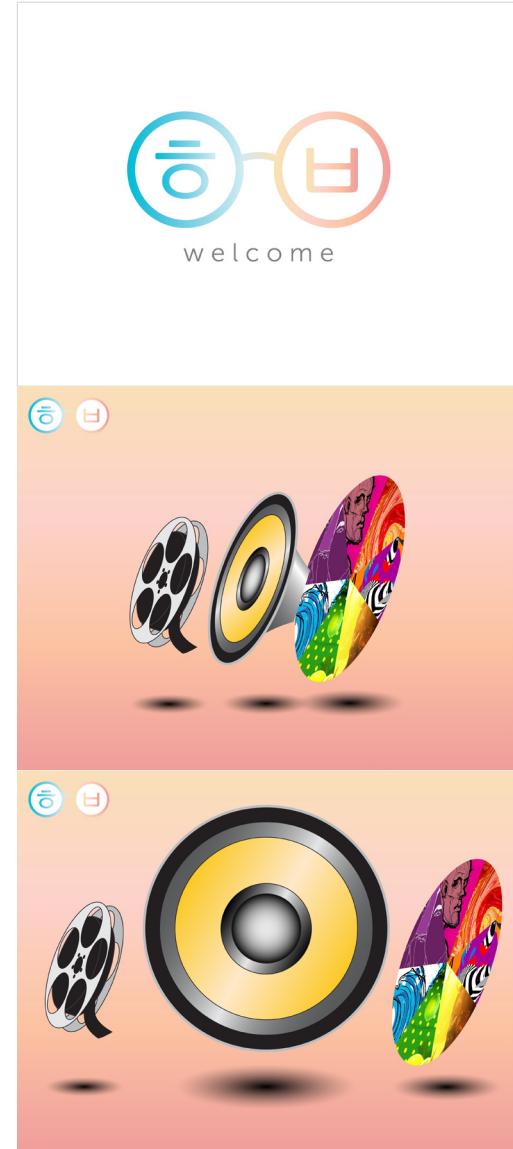
27



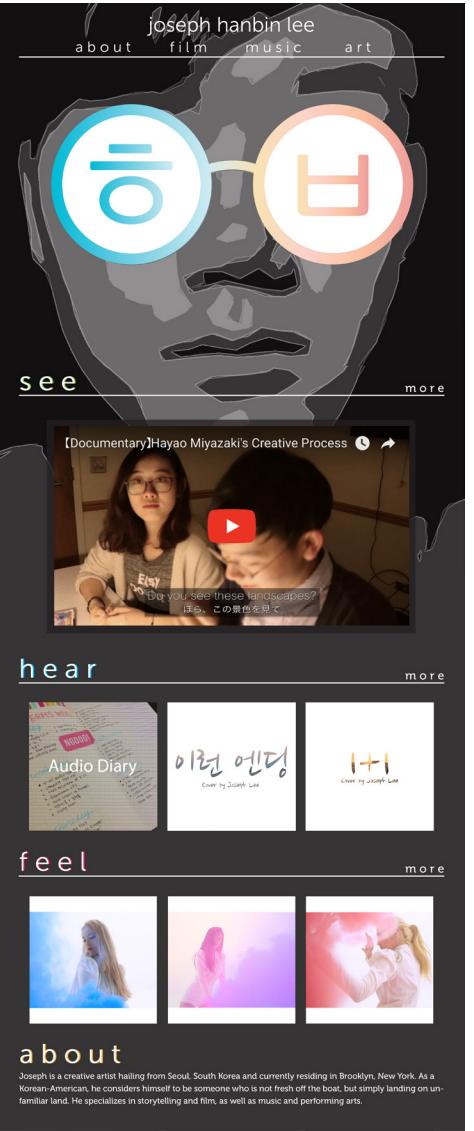


draft 1

30



31



draft 2

32

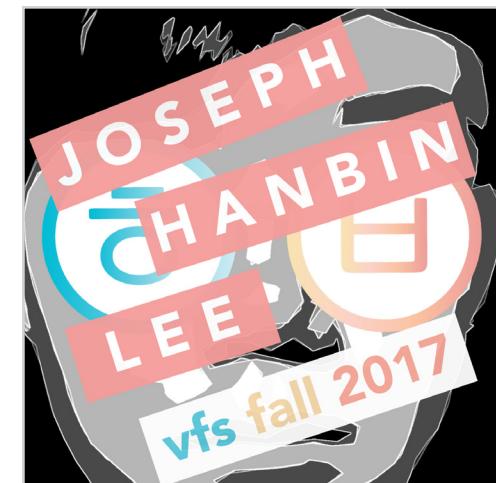


final

33

JOSEPH
HANBIN
LEE
vfs fall 2017



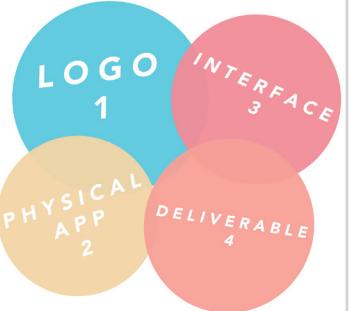




Contents

Logo	4
Draft 1	5
Draft 2	8
Final	11
Physical App	12
Draft 1	13
Draft 2	14
Draft 3	17
Draft 4	19
Draft 5	20
Final	23
Interface	24
Draft 1	25
Draft 2	27
Final	29

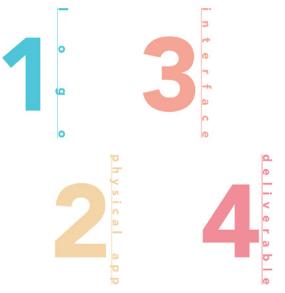
*This deliverable is dedicated to
my parents who continue to support me,
Professor DeAngela Duff for her brutally honest advice,
and everyone else who has never been afraid to encourage my creative pursuits.*

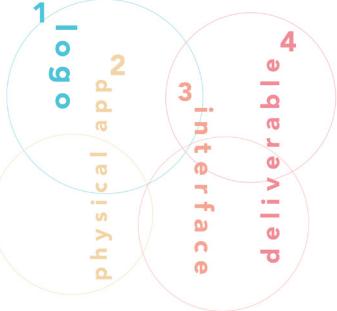
*This deliverable is dedicated to
my parents who continue to support me,
Professor DeAngela Duff for her brutally honest advice,
and everyone else who has never been afraid to encourage my creative pursuits.*



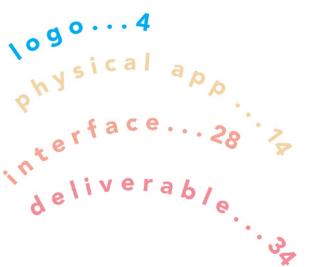

*This deliverable is dedicated to
my parents who continue to support me,
Professor DeAngela Duff for her brutally honest advice,
and everyone else who has never been afraid to encourage my creative pursuits.*

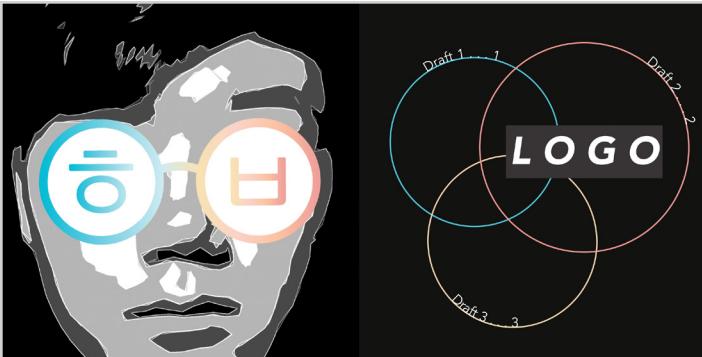
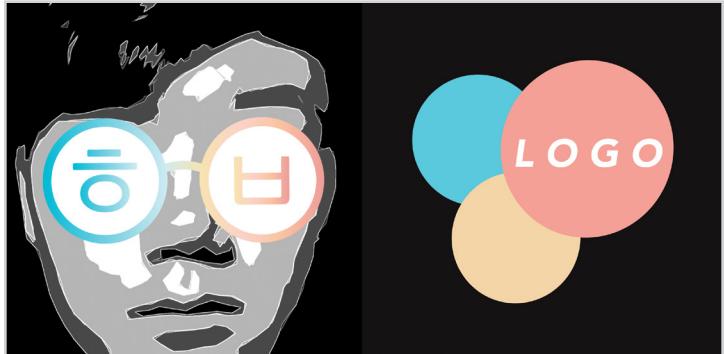
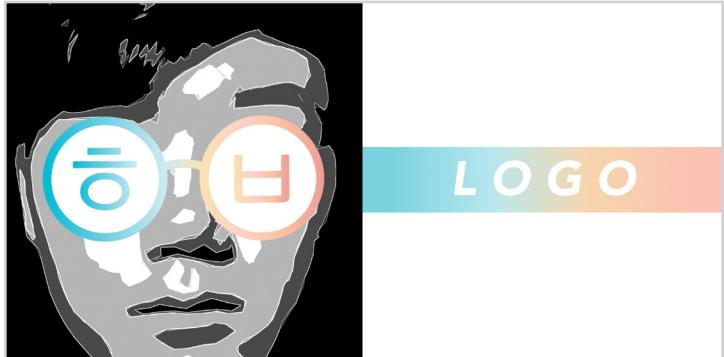
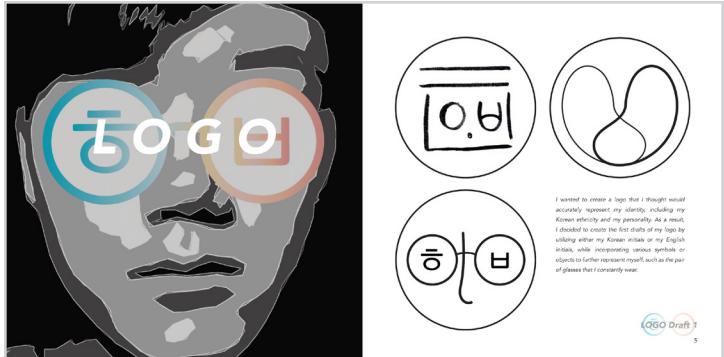
*This deliverable is dedicated to
my parents who continue to support me,
Professor DeAngela Duff for her brutally honest advice,
and everyone else who has never been afraid to encourage my creative pursuits.*

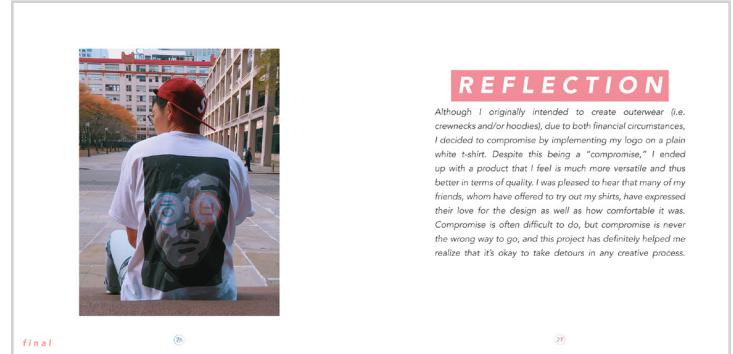
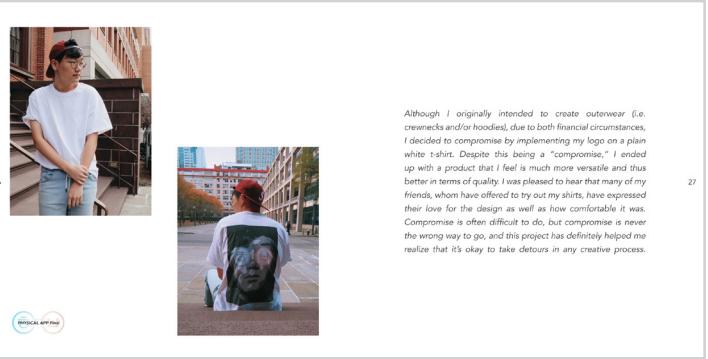
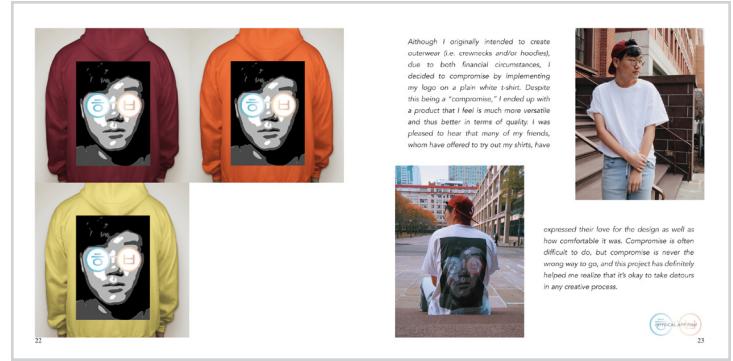



*This deliverable is dedicated to
my parents who continue to support me,
Professor DeAngela Duff for her brutally honest advice,
and everyone else who has never been afraid to encourage my creative pursuits.*

*This book is dedicated to
my family who continue to support me,
Professor DeAngela Duff for her brutally honest advice,
and everyone else who has never been afraid to encourage my creative pursuits.*





THE END

