

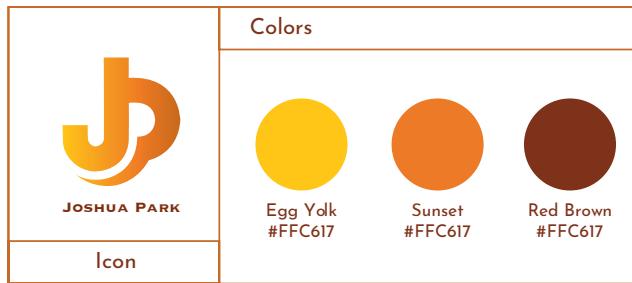
JOSHUA PARK

GRAPHIC DESIGN
Featuring. Adobe
Illustrator, Photoshop,
InDesign

Fall 2023

JOSHUA PARK

BRANDING & DESIGN



COPPERPLATE JOSEFINE SANS BOLD

Josefine Sans

This book contains a culmination of all my work through the Introduction to Graphic Design course. The Book is designed with a specific branding that is displayed above with a variation of fonts and colors that create a common theme throughout the pages.

CONTENT

PERSONAL IDENTITY

I undertook a project centered on cultivating my personal visual identity—a curated assortment of visual elements encapsulating my unique “brand.” Through this endeavor, I honed in on crafting a logo reflective of my essence, tailored specifically to harmonize with my pursuits in the field of computer science. The resultant logo boasts a sleek and uncluttered aesthetic, aligning seamlessly with my professional trajectory. Alongside developing this emblematic symbol, I also produced various mock-ups that showcase its versatility and applicability across different mediums, solidifying its resonance with my personal narrative and career aspirations.



JOSHUA PARK



Blur

This typography project encompasses two distinct parts exploring expressive type. In the initial phase, I embraced words like blur, delete, and floating, channeling their essence into visual compositions using only Helvetica or Helvetica Neue typefaces. This demanded a nuanced approach, manipulating size, space, placement, and orientation to embody the meanings of these words. The second part expanded into the realm of animation, employing Adobe Photoshop to craft dynamic .gif files. Inspired by the Matrix, I channeled the word 'computer,' leveraging typography's expressive qualities to create a moving animation, specifically playing with binary numbers to evoke the essence of this word.

delete

f \ o a t i n g

EXPRESSIVE TYPOGRAPHY

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CODING

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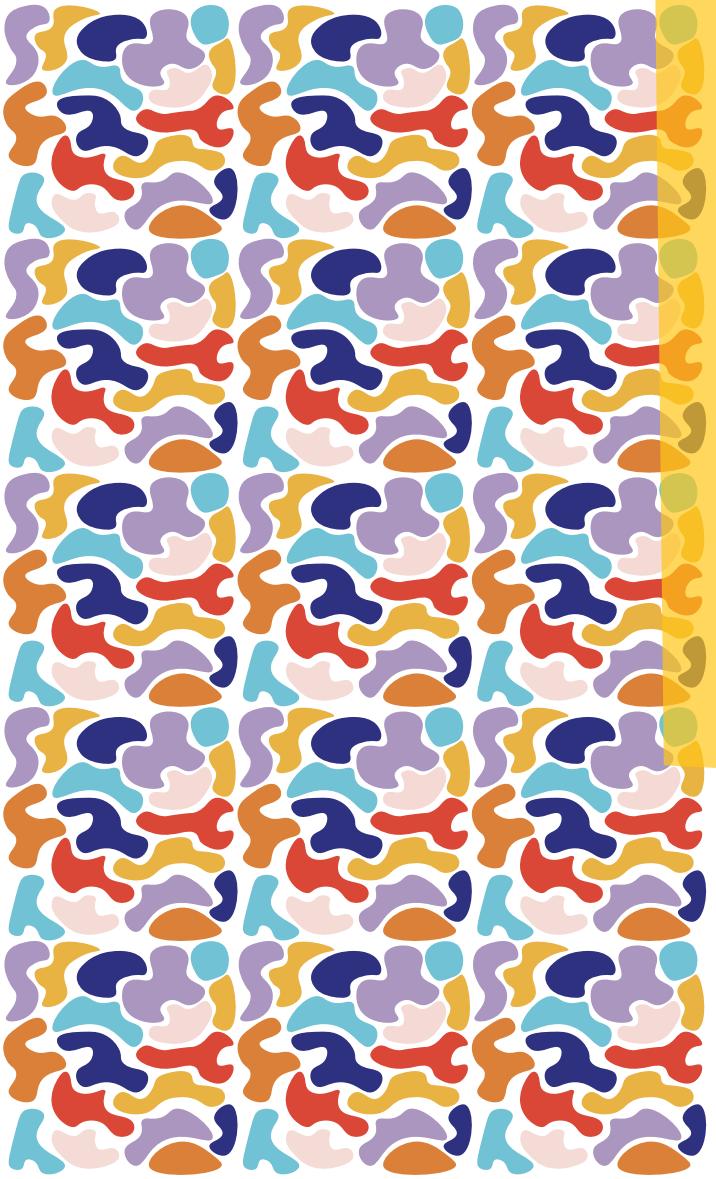
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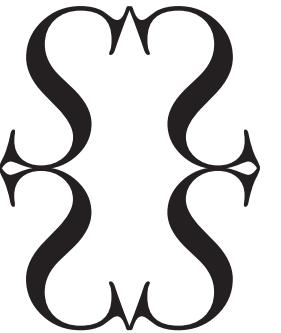


PATTERNS

I embarked on an engaging assignment that allowed for the creative manipulation of intentionally repeating shapes. The project aimed to cultivate a deep understanding of creating captivating visual patterns. The assignment challenged me to unravel the essence of visual texture and delve into the intricate nature of what constitutes a compelling 'pattern.' Through this process, I discovered the artistry of developing series of patterns—some crafted with type (letterforms) and others purely manifested through drawn or created shapes. One of the pivotal aspects of my exploration was the creation of an abstract shape pattern where I honed my skills in aligning and arranging shapes to form captivating repeated patterns. Moreover, I ventured into crafting a second pattern utilizing the letter 'S' as a core element, ingeniously manipulating it to construct an intricate visual motif. Inspired by the vibrant and iconic palette of Andy Warhol, I infused my designs with colors that echoed Warhol's bold and eclectic style. This infusion not only added vibrancy and depth to my patterns but also paid homage to an influential artist's iconic aesthetic.

SHAPE INSPIRATION

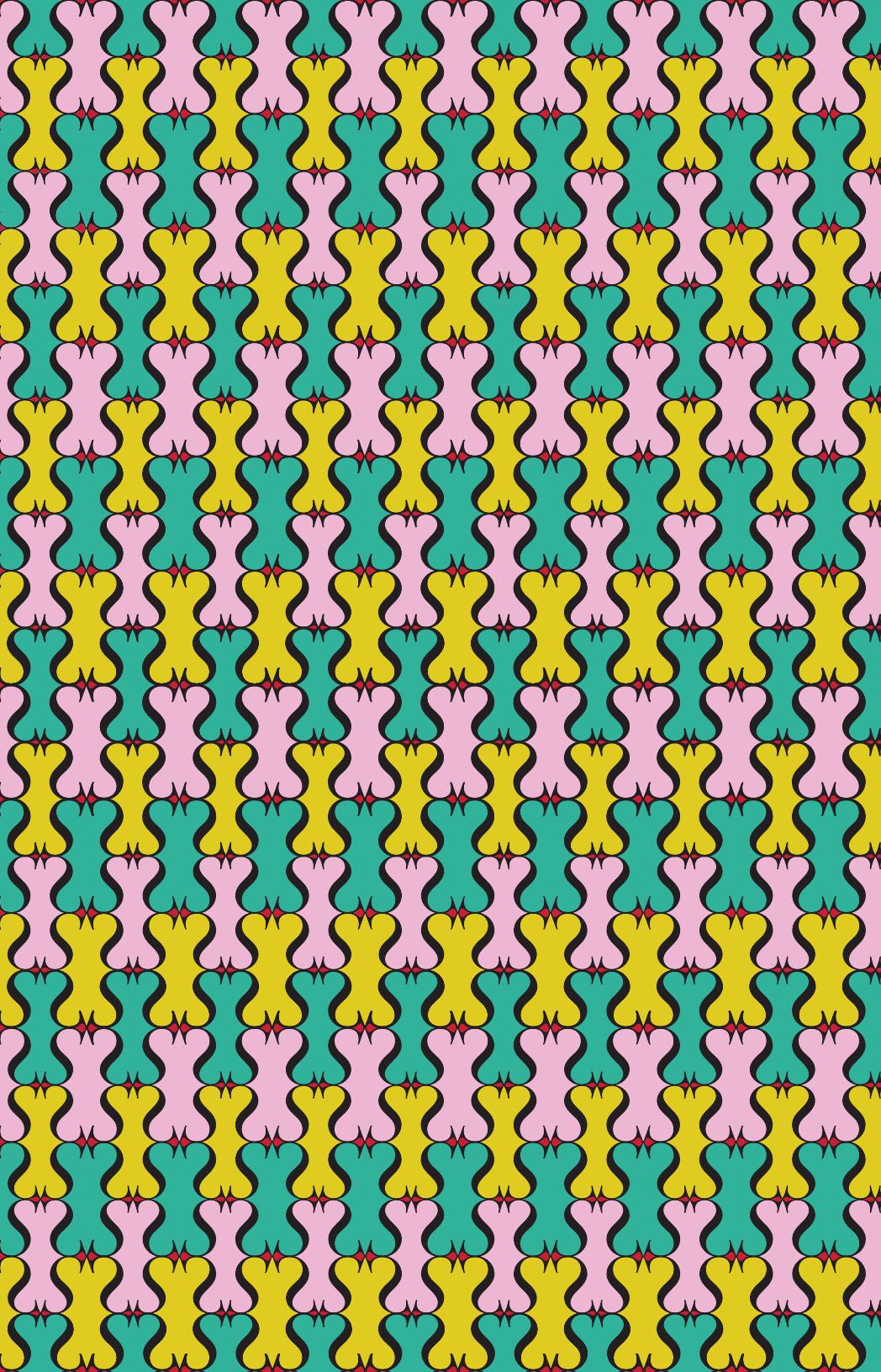
I utilized the letter 'S' to craft a pattern, symbolizing the initial letter of my Korean name. Through a unique combination and arrangement, the letter formed an intriguing shape reminiscent of a cello or another musical instrument.



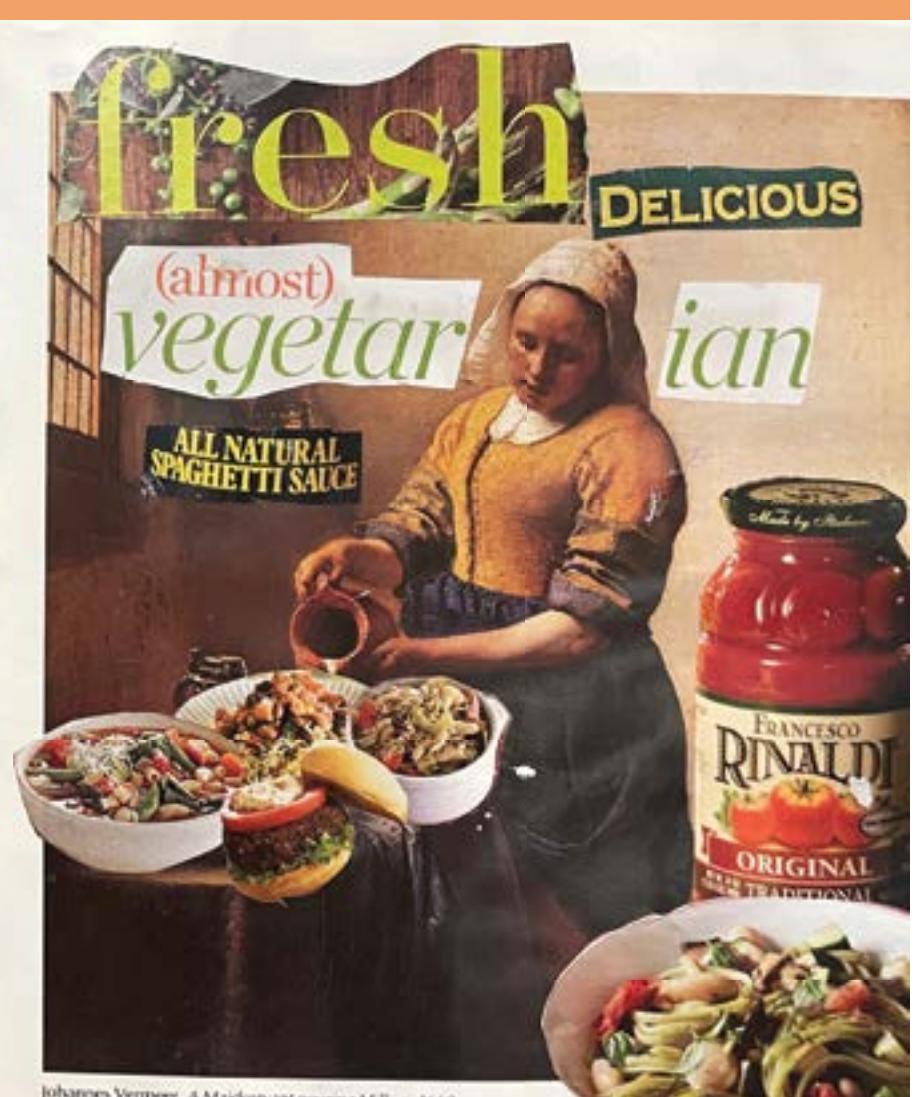
COLOR INSPIRATION



I found inspiration in the color palette used by the iconic artist Andy Warhol for my pattern. The color combinations and contrasts in his artwork produce intriguing illusions and captivating visual elements.



GLUEBOOK



Offices and gentlemen



Counting out the money

Who would want to paint a picture of men at work in an office? One possible answer is — someone who wants to mock at the officials in the painting. This is what an artist named Marinus must have had in mind when he painted this picture, usually known as *The Tax-Gatherers*, in the sixteenth century.

The man with the account book
was to be an official of the local



GRID STUDIES

The project aims to delve into the fundamental aspects of graphic design by focusing on the crucial role of grids in organizing information effectively. Grid systems serve as the backbone of design, facilitating the creation of hierarchy, contrast, and compositional direction within visual compositions. The assignment revolves around working with 3 x 3 grids, emphasizing the comprehension of compositional principles and visual forces inherent in design.



I crafted a grid embodying my adventurous spirit by infusing repeating phrases for texture, reflecting my fearless nature. Using calming and versatile brown hues, I showcased my identity, through a symbolic compass representing my continuous exploration of the world.

PENTOOL



20



21

A large, thick, orange ribbon or line is coiled across the page, forming several loops and curves. It starts from the bottom left, goes up and around to the right, then down and back towards the center, creating a dynamic, flowing visual element.

LETTERFORM

The project aims to convey a compelling integration of these characters while preserving their individual legibility. Students were encouraged to craft a composition that is both innovative and engaging, leveraging various design elements such as size, proportion, weight, and typefaces. The objective was to establish contrasting yet coherent characteristics between the letterforms, ensuring their distinctiveness while harmonizing their visual relationship. Furthermore, the assignment required the consideration of essential design principles including alignment, juxtaposition, figure-ground control, edge tension, and white space utilization.

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