Portfolio

sangs.cc

Sanghoon Hwang
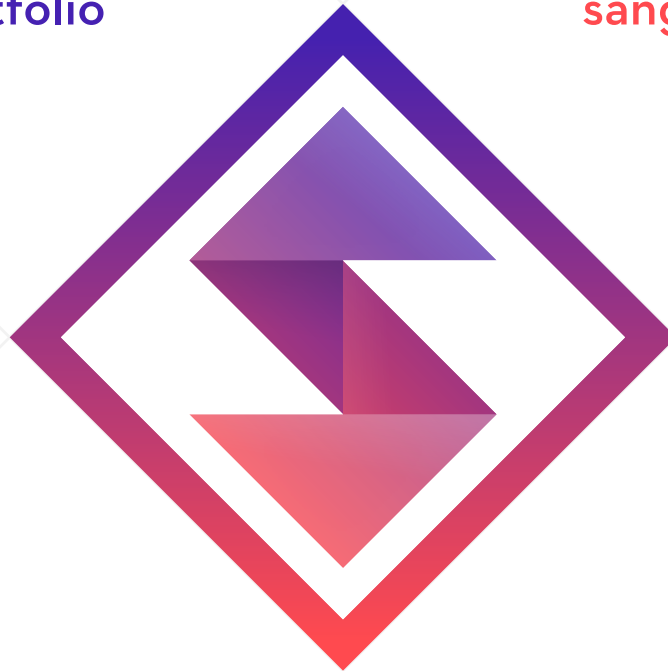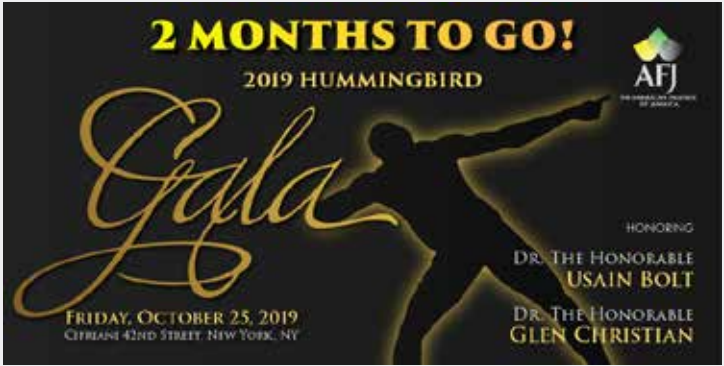
2019 Hummingbird Gala Promotion Banners

Ai   Ps

2019 Hummingbird Gala Promotion Banner (Instagram)

Facebook and Twitter Versions

Alternate Version

2 Month Warning Banner

Max Glazer Intro Card

Chris Martin Intro Card

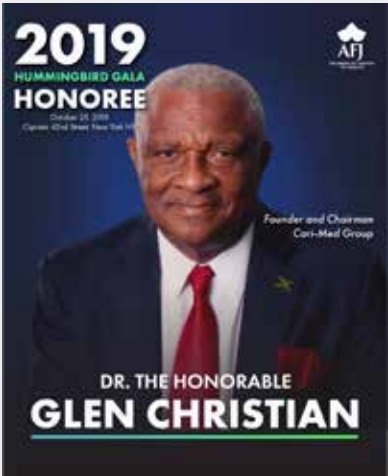# 2019 Hummingbird Gala Honoree Introductions
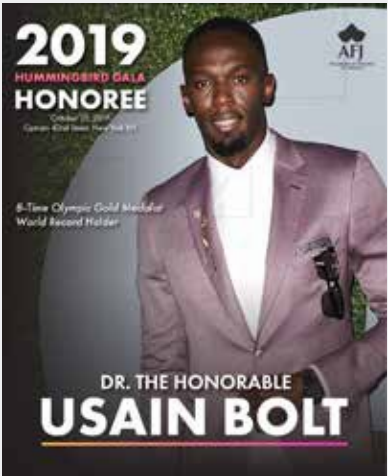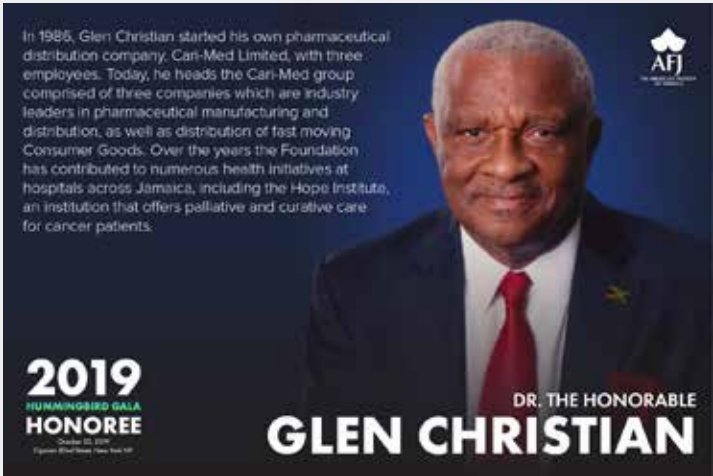
Intro card for Usain Bolt

Info card for Usain Bolt

Adjusted for Instagram

Intro card for Glen Christian

Info card for Glen Christian

Adjusted for Instagram

AFJ Annual Report Booklet

Ai

Front Cover

Financials Spread

FINANCIALS

A breakdown of all monetary donations made in the 2019 fiscal year.

GRANTS 2018/2019

EDUCATION
$446,481.34
53 Grants

$611,147.96
TOTAL 83 GRANTS

HEALTHCARE
$80,482.62
11 Grants

UP 15% FROM 2018
($527,173)

ECONOMIC DEVELOPMENT
$84,184.00
19 Grants

15 GRANTS N
23 GRANTS W
E 60 GRANTS
S 14 GRANTS

ENDOWMENTS

$532,076 > $430,861

As of March 31, 2019   As of March 31, 2018

The AFJ Endowment Fund ensures the prosperity of our organization, demonstrating the long-term commitment of our organization to Jamaica. It will provide an additional source of income to help fund annual AFJ programs. Each year 5% of the balance will go directly to supporting AFJ programs in Jamaica, enabling us to ensure the continuity and sustainability of AJF's mission.

GROWTH

DONATIONS	DONOR-ADVISED
$68,002	$224,420
$281,249	$763,454
414% INCREASE	340% INCREASE

NET ASSETS
$995,512
$2,095,096
$1,099,584 INCREASE

2017/2018
2018/2019

Inside Front Cover

A STRONGER JAMAICA THROUGH EFFECTIVE PHILANTHROPY

OUR MISSION

Founded in 1982 by a handful of Jamaicans and Americans who loved Jamaica and wanted to see it prosper, the organization has created a legacy of philanthropy dedicated to the people of Jamaica.

The American Friends of Jamaica seeks to improve the lives of Jamaicans by supporting initiatives that advance self-sufficiency, promote healthy communities and strengthen the nation.

Highlights Spread

HIGHLIGHTS

ST. JOSEPH'S SCHOOL
ST. JAMES LIBRARY
ST. ANDREW SETTLEMENT
FIGHT FOR PEACE

Inside Back Cover

THANK YOU
TO ALL OF OUR DONORS

WANT TO HELP?
HERE ARE SOME WAYS YOU CAN!

DONATION OPTIONS

DONATION METHODS

All works on this page were made for The American Friends of Jamaica.

Rare Love Ventures Logo

East Coast Surf Tribe Logo

Full Logo

Basic Logo

Full Name Logo

East Coast Surf Tribe Packaging

East Coast Surf Tribe Packaging (Gradient)

East Coast Surf Tribe Merchandise

DIVE INTO THE MIND OF THE MOST ICONIC DESIGNER

Paula Scher is an American graphic designer, painter and art educator in design. She also served as the first female principal at Pentagram, which she joined in 1991.

In 1994, Scher was the first designer to create a new identity and promotional graphics system for The Public Theater, a program that became the turning point of identity in designs that influence much of the graphic design created for theatrical promotion and for cultural institutions in general.

IMAGE FROM MONOTYPE

PAULA SCHER

MASTER CONJURER OF
THE INSTANTLY FAMILIAR

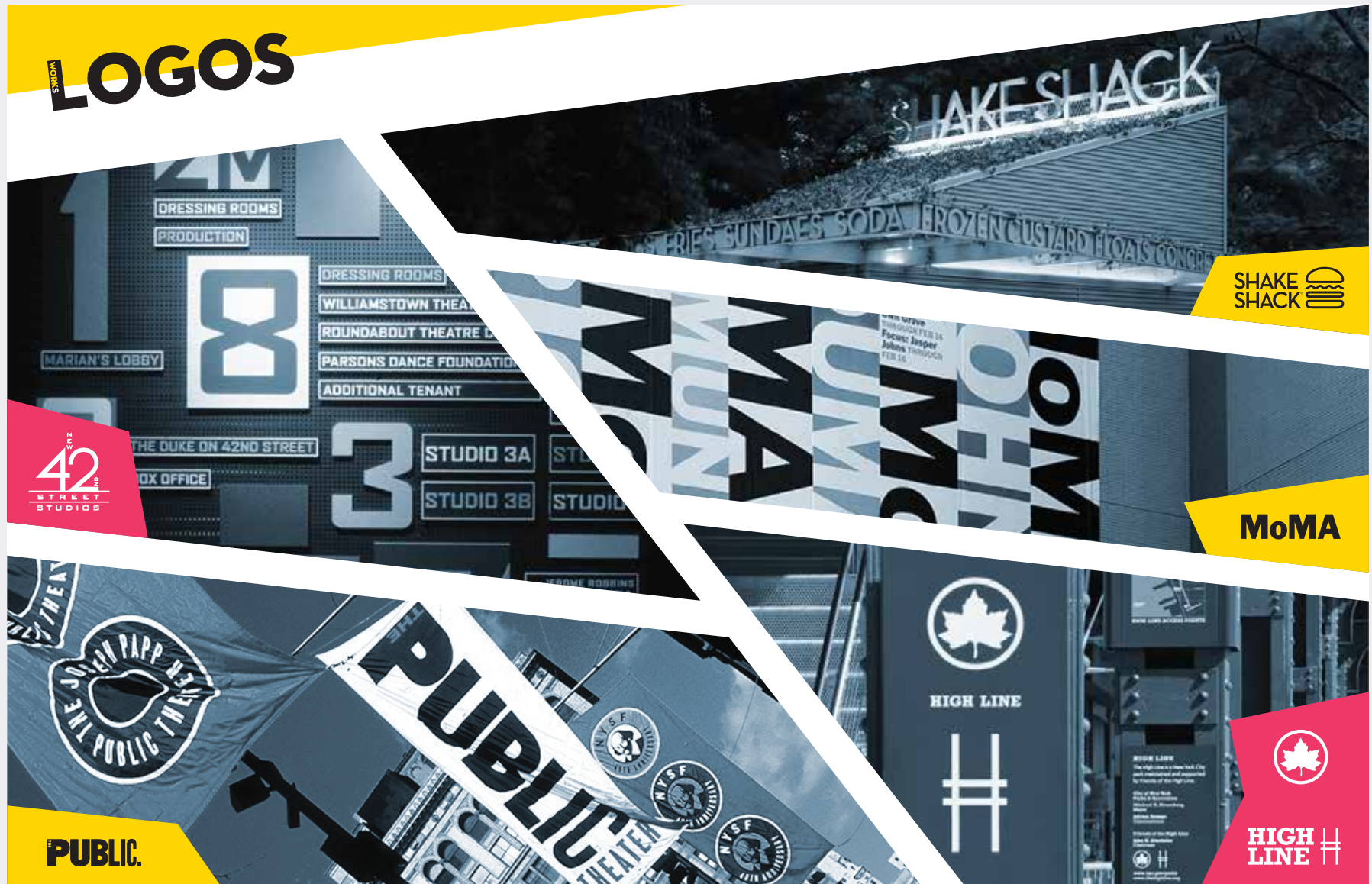"IT'S THROUGH MISTAKES THAT YOU ACTUALLY CAN GROW. YOU HAVE TO GET BAD IN ORDER TO GET GOOD."

Cover image by Sanghoon Hwang
Inspired by Paula Scher
Published in New York, NY 10003 - NYU College of Arts and Sciences
Visit https://www.pentagram.com/about/paula-scher for more information

AB12345678910

DESIGNED BY
SANGHOON HWANG

Paula Scher Designer Booklet Cover Spread

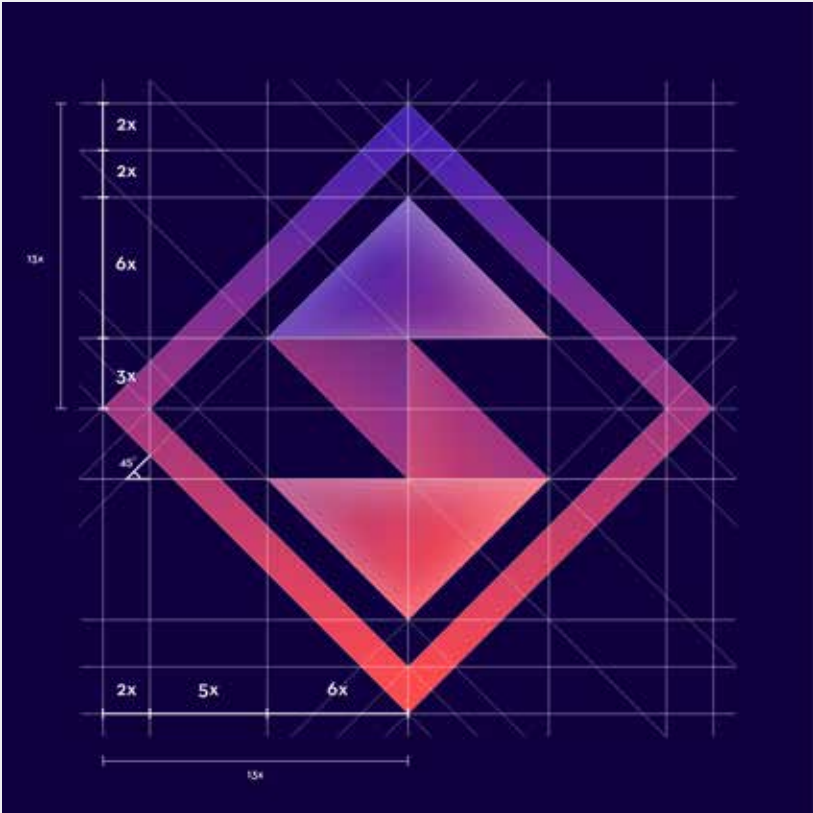Paula Scher Designer Booklet Logos Spread, inspired by the grid system of New York

7, using the motif of addition/subtraction of 2 and 9

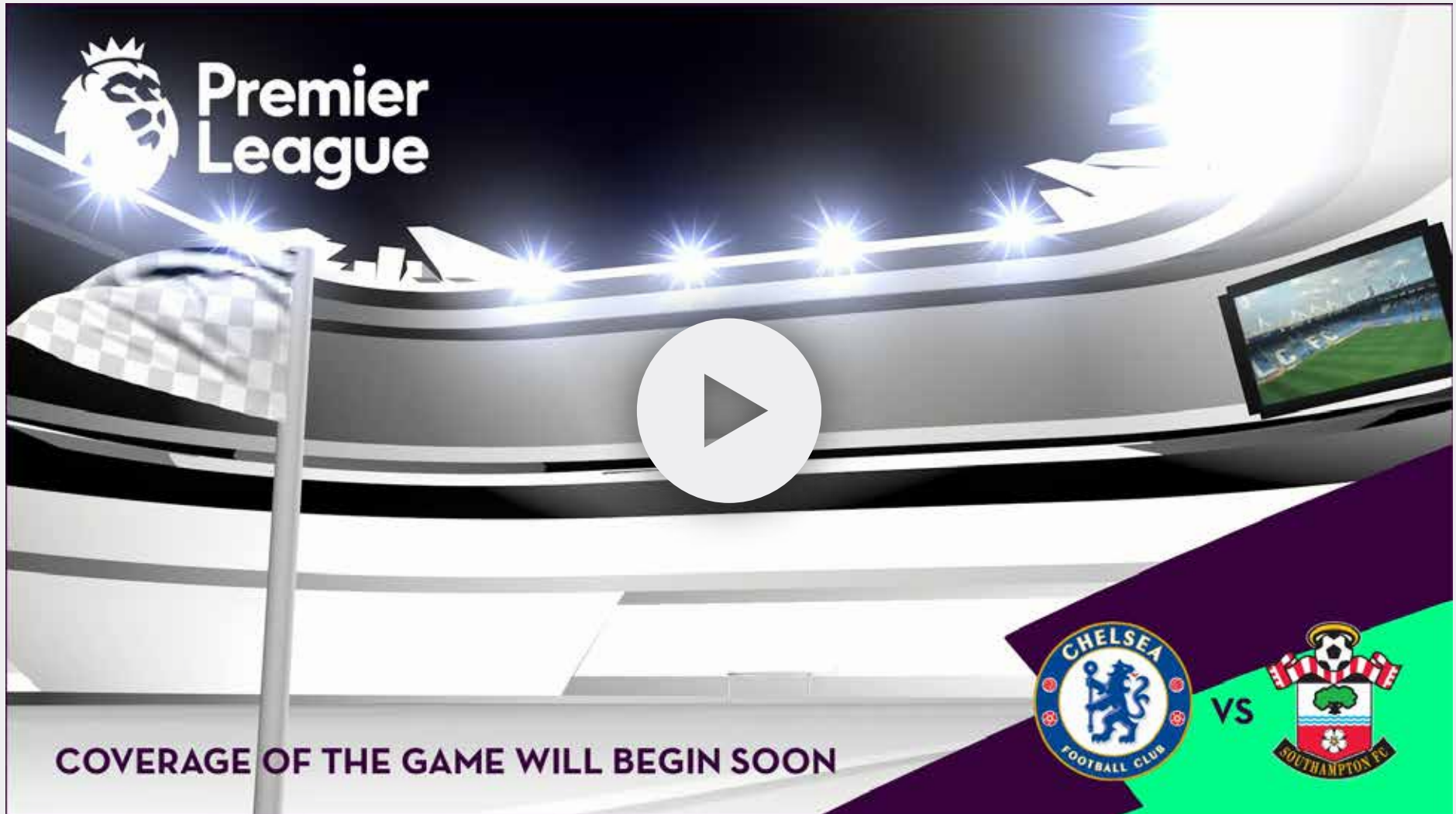8, using the theme of mobius strip and whip-like shape

Final Logo

Logo Design Grid

Sangs.cc Advertisement

Ai Ae

Click to watch on YouTube

Motion Graphics test / Advertisement for sangs.cc

Stamford Bridge 3D Animation

Click to watch on YouTube

3D Animation + Motion Graphics
PoV interpretation of Timo Werner's first Premier League goal for Chelsea FC.

Chelsea Player Wallpapers

Ps | Ai

Final Products

Unedited images

2020/21

2019/20

Past Renditions

Special Wallpaper commemorating Chelsea FC's 2nd Champions League Triumph

Champions League Matchday Poster

CHELSEA FC
2020 / 2021

2019 / 2020
4th place

Stamford Bridge — **Roman Abramovich** — **March 10, 1905**

5 — 1 — 2 — 8 — 5 — 4

TACTICS

Formation

Style of Play
Control the game in opposition's half
Attack through the middle
Short passes
Possession football
Rotate Starting XI
Non-aggressive

C — 28 AZPILICUETA
22 ZIYECH
8 MOUNT
8 MOUNT
22 ZIYECH
22 ZIYECH

TRANSFERS

ARRIVALS
Hakim Ziyech	50M
Timo Werner	50M
Kai Havertz	80M + 20M
Ben Chilwell	50M
Andre Onana	25M
Thiago Silva	FREE

DEPARTURES
Pedro Rodriguez	Free
Ross Barkley	30M
Michy Batshuayi	30M
Kepa Arrizabalaga	40M
Jorginho	50M
Tiemoue Bakayoko	30M
Emerson Palmieri	20M
Danny Drinkwater	15M

ROSTER
AVG. SQUAD AGE | 22.3

1	ANDRE ONANA	10	CHRISTIAN PULISIC	20	CALLUM HUDSON-ODOI
2	ANTONIO RUDIGER	11	TIMO WERNER	21	NICOLAS TAGLIAFICO
3	MARCOS ALONSO	12	RUBEN LOFTUS-CHEEK	22	HAKIM ZIYECH
4	ANDREAS CHRISTENSEN	13	WILLY CABALLERO	24	REECE JAMES
5	THIAGO SILVA	14	KAI HAVERTZ	28	CESAR AZPILICUETA
6	BILLY GILMOUR	15	KURT ZOUMA	31	JAMIE CUMMING
7	N'GOLO KANTE	17	MATEO KOVACIC		
8	MASON MOUNT	18	OLIVIER GIROUD		
9	TAMMY ABRAHAM	19	KAI HAVERTZ	M	FRANK LAMPARD

2020/21

Korea 2018 World Cup Squad Poster

Player Posters

Player Card

Wallpaper inspired by the patterning on Chelsea FC's 2021/22 Home Kit

ORIGINAL

Sanghoon Hwang

Concepts at Display

Contrast the black & white branding with its colorful products
Minimalist style; Easy to read and incorporate into tags & advertisement
Sans Serif gives off the "flawless" vibe customers will associate with
their cosmetic products

About LUSH

Described as "Cruelty free, vegan and hip"
A lot of plant imagery found on their website & news section

Design Doc Page 1

DESIGN DOC

Sanghoon Hwang

Revised Concepts

White Background = "Blank Slate"
Paint-like Effects (?) Evoke Handmade, Cosmetic, Decoration, Color
Golden Ratio = pleasing on the eye, like how the customer wants to look

Not iconic

Will not work
in physical media

Won't work on smaller scales
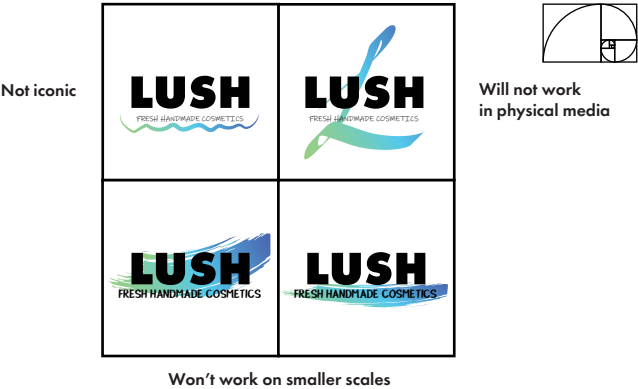
Needs to work for ANY color scheme

A changing signage to match seasonal themes/popular product colors

Primary Branding
Summer/Fall

Springtime
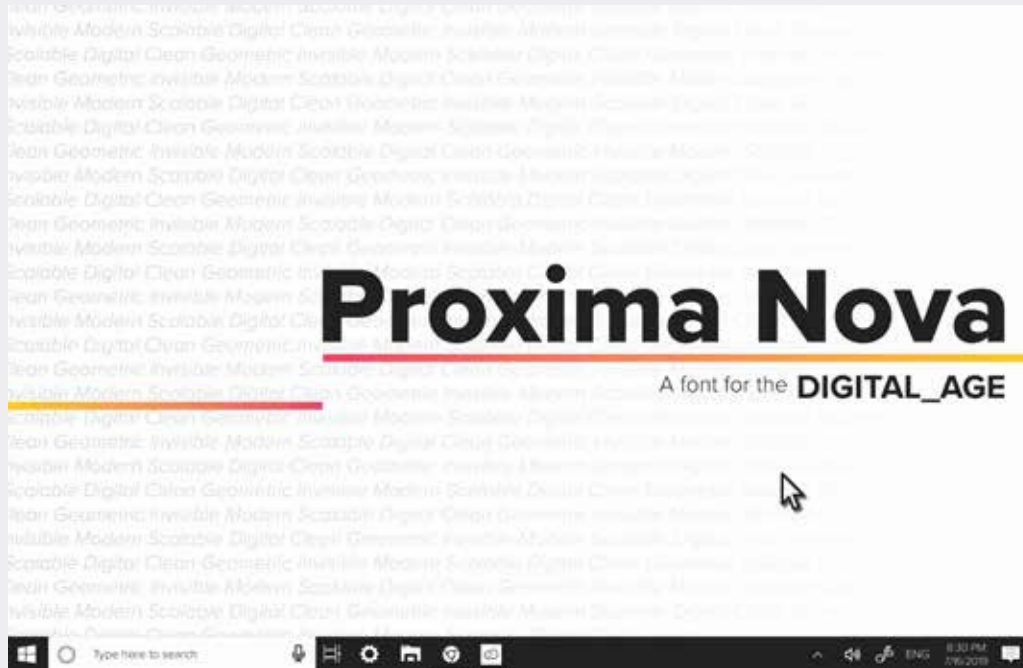
Winter

Traditional
Black & White

Orange - Pink gradient was chosen for their primary coloring due to the colors having high contrast with the black & white
components of the signage, and for the fact these colors are two most attention grabbing colors to the human eye.
Orange & Pink also evoke friendliness and love.

Design Doc Page 2

FINAL REDESIGN

Sanghoon Hwang

Breakdown

LUSH

Create consistency with original branding
Easily legible

"Fresh" & Lushious
Supports their eco-friendly approach
In the signage, this part will be represented with a monitor
so that colors can change fluidly

FRESH HANDMADE COSMETICS

Font evokes "Handmade"

Leaf pattern studies

Design Doc Page 3

Three Main Versions of the Revised Logo

Landscape / Desktop Themed Version
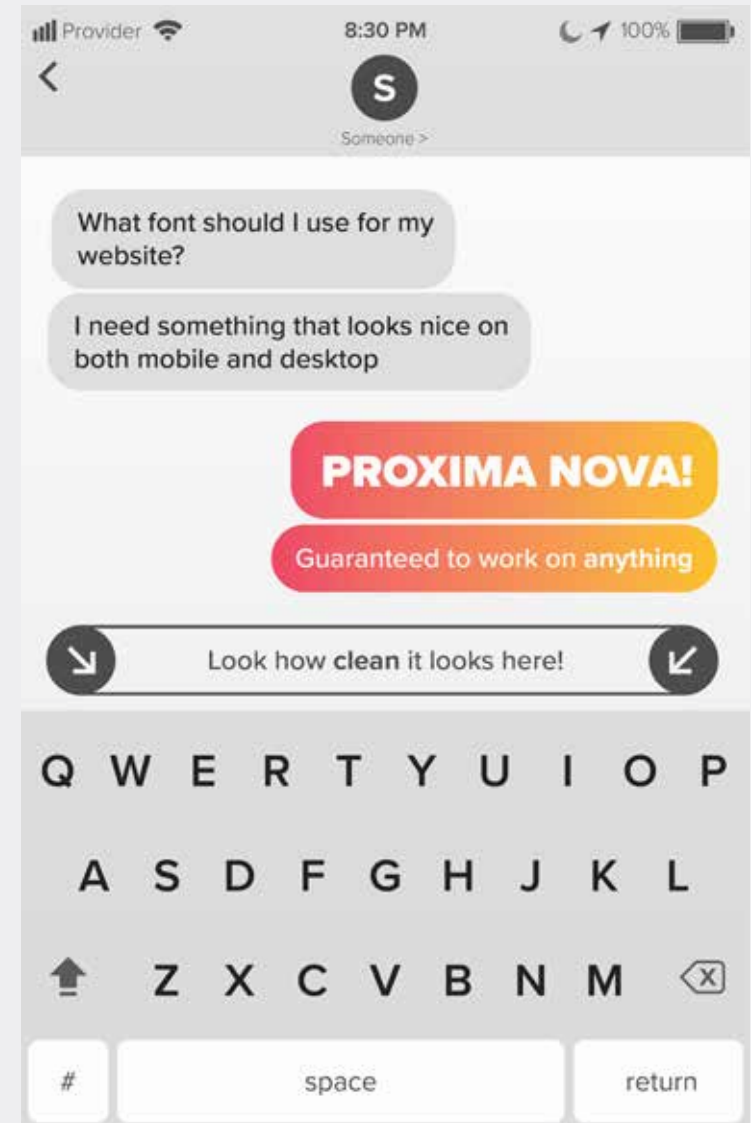
Portrait / Mobile Themed Version
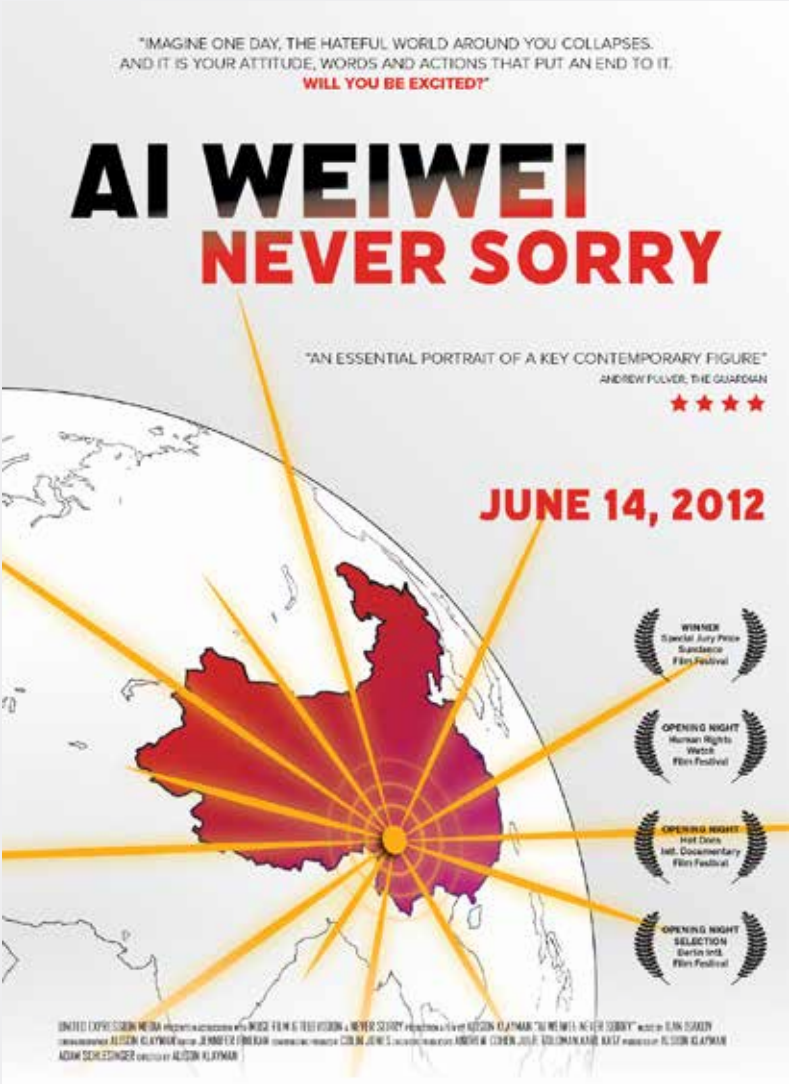
Ai Weiwei Movie Poster
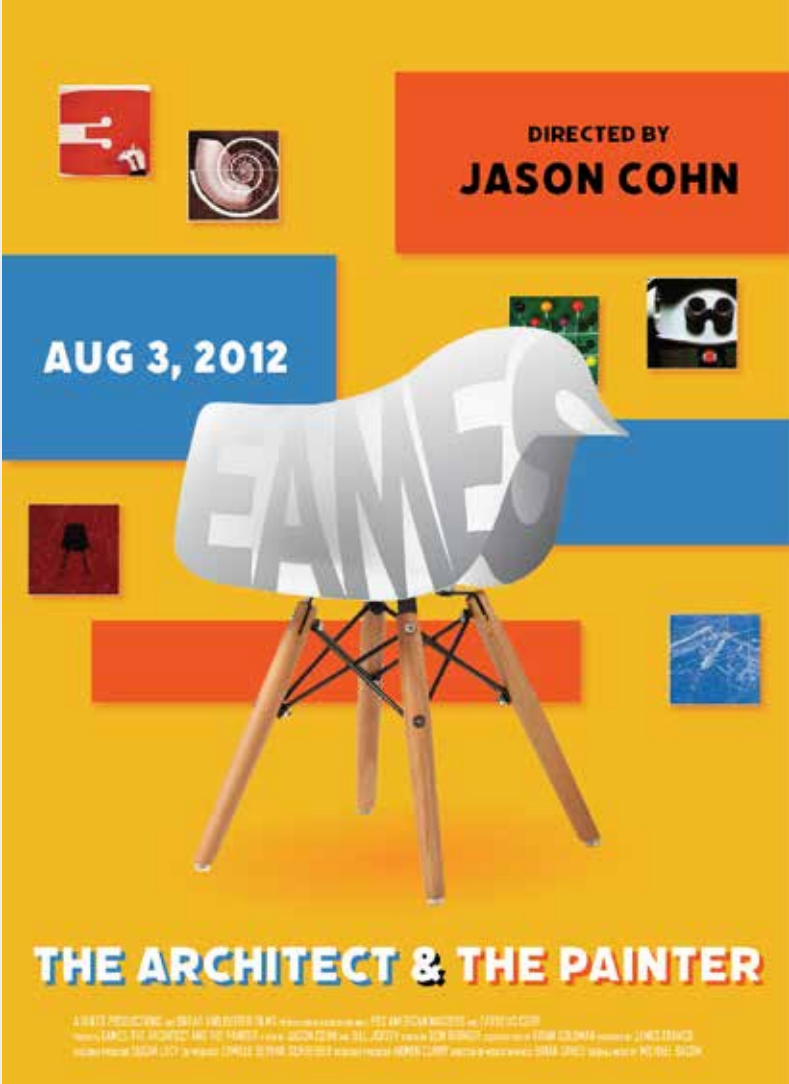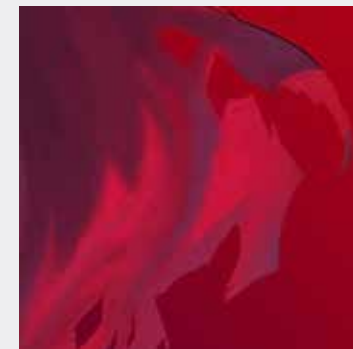

Eames: The Architect and The Painter

Genshin Impact Wallpaper

Character Redraw

Ruby from the animated show RWBY (Redraw)

Detail view (Clothes)

Detail view (Cape)

Detail view (Scythe)

Character Digital Art

Zelda from The Legend of Zelda series

Toon Link from The Legend of Zelda series

Lucas from Mother 3