

## WHO AM I ???

- MOOD BOARD
- PROPOSAL

Little introduction to myself, My name is [REDACTED]  
I was born in South Korea in 1996, and came to New Zealand in year 5. I will one day be a digital designer by studying in AUT, and I'm sure that I am one of the students that AUT is looking for :D

AUT is the only university in New Zealand that offers many opportunities for me to reach my goal as a digital graphic designer. Due to the non-stop increase of digital technology, to become a digital designer in 21st century, I needed a University that provides it's highest technology to the programme, AUT.

By attempting AUT open day, asking questions and giving out opinions to AUT students, and talking to AUT members, I have realised that AUT is the only place that would provide just what I need to become a digital designer.



In my personal point of view, as the technology develops and brings new programme for digital design industry, to become a successful digital designer would not only be a matter of how talented you are but also how extended your abilities are. Therefore, as for myself to become a graphic designer, AUT was one most best university in New Zealand that provides latest technology. As an example, AUT is only university in New Zealand that provides motion capture, which if I were to study in AUT, this would definitely extend my skill of digital design. One of my biggest concerns was getting a work place after graduating university. AUT allows students to be introduced to different work place 1-2 years before their graduation. AUT is also one of the most known and biggest university in New Zealand for digital design, as overall, there are no other place than AUT that would allow me to reach my goal, and is one of the reasons why I would love to become a student in AUT.

To become a digital designer, it requires for you to have as many skills as possible underneath the digital design programme. One of the reason why I am the perfect fit for AUT's programme is because of my fast learning skills, extended skills and experience. I have many different skills such using traditional media, photoshop, digital illustration rather than knowing how to use one criteria. I also have few experience as a digital designer, as I have designed 6 book cover for korean study guide book and still is designing a book cover for them. I'm also teaching photoshop and design to two students (yr 11s). I have been starting to draw digital illustrations using tablet from end of 2012, however I have been constantly studying hard and looking over tutorials which have helped me improve my skills. Although I have not much experience in Maya and 3D modeling, I am sure I will soon be able to learn the skills fast



JANUARY 2014

→  
5 MONTH



MAY 2014

Although my main goal is to become a digital designer, I have many other second choices. As technology is developing at it's fastest speed, digital industry such as animation and programming is increasing hugely in past 10 years. By the time I graduate AUT in digital design course, secondary school (high school) would be offering animation and 3D modeling as part of their subject choices. However, there would be lack of design teachers that would have experience or skills able to use 3D modeling and to teach them, which would be a perfect chance for digital design graduates like me to become a design teacher. 3D printers are also one of the technology that would soon become an everyday

technology which would allow 3D programming to extend. By learning 3D modeling in AUT, it would allow me to have more wide work spaces to choose.

In conclusion, AUT is the only place in New Zealand that would allow me to have great opportunities to learn many different skills to become a digital designer, I would love to study at AUT and I stonily wish to be part of AUT community.

THANK YOU :D



## L3\_VISUAL PAINT

- MEDIA: ACRYLIC PAINT
- SIZE: 29.7 x 42.0cm

As I was born in Korea, I always had great interest in the history and culture of Korea. Asia culture has many different myth about cycle of life and after life which have influenced me for my paint board. For my level 3 board, I wanted to illustrate the life cycle of human and the new life.

My board brings a story line of - an old man (nearly reaching to his last moments before the death) going into his "surrealism" world of his life and memories by following the gold fish (which symbolizes life cycle and wisdom in Asia) and entering the door to after life (death).

This Painting was one of my early paintings, to introduce the goldfish onto my board. I have used acrylics as I wanted to give contrast of light and dark on my painting as acrylics is a fast drying media while oils would be a difficult media to add colour over the layer.





PENCIL



WATERCOLOUR



PENCIL - UNFINISHED

## L3\_VISUAL PAINT

- MEDIA: PENCIL & WATER COLOUR
- SIZE: 21 X 14.8 CM



When I was working on my first board, one of my other sunect matter other than goldfish and old man was flowers. Flowers was to introduce the idea of 'beauty of nature', and the life cycle of nature and therefore, I have worked on some stuides of dried dead flower with watercolour and pencil. However later on my board, I have not included the flower as much and decide to concentrate on other symbolisms.

03

ART  
PAINT/SKETCH



L3\_VISUAL PAINT

- MEDIA: PENCIL & OILS
- SIZE: 21 X 14.8 CM

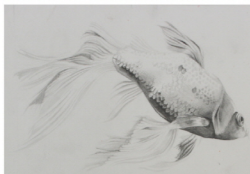




PENCIL



WATERCOLOUR



PENCIL



WATERCOLOUR



PENCIL

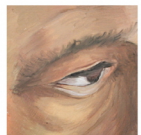


WATERCOLOUR

## L3\_VISUAL PAINT

- MEDIA: PENCIL & WATER COLOUR
- SIZE: 21 X 14.8 CM

This are my early studies of goldfish, this works were not only for to intrduce the idea of goldfish but to also show the Mundane daily life on an old man, feeding the goldfishes. Most of my studies for my first board was based on water colour and pencil to give the mundane and mornig atmosphere onto the work.



- MEDIA: OILS
- SIZE: 21.0 X 21.0 CM

### L3\_VISUAL PAINT

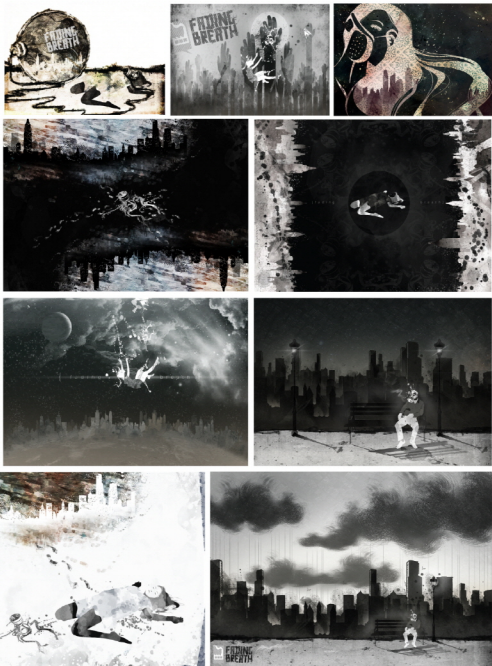
This painting is one of my last paintings, I have bring the goldfish and the water ripple texture to show that the old man is not part of the goldfish and the ripples (GOLDFISH - wisdom and life cycle / Ripple - circle of life). Oils are thicker and smoother than acrylics which I thought it would help me to easily mix the texture together nicely which was successful



## L3\_VISUAL PAINT

- MEDIA: ACRYLIC PAINT
- SIZE: 21.0 X 33.7 CM





DESIGN

## L2\_DIGITAL DESIGN

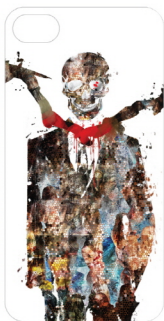
- PHOTOSHOP
- POST CARD DESIGN

For my Level 2 Design board, I've designed the board about a campaign call "Fading Breath" which is a campaign for air pollution.

My artist influence was Vhm Alex, who would use negative and positive spaces with textures and silhouettes. Vhm Alex's limited colour field and grunge texture have influenced me and thought it would be a great artist to bring the idea of air pollution.

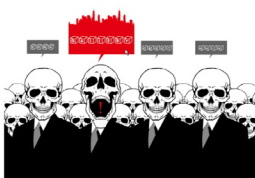
I have designed a postcard based on warnings of air pollution by using images of people, cities and gas masks. I have used my own illustrations for figures (traced on top of photograph from internet).





L2\_DIGITAL DESIGN

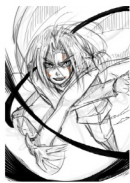
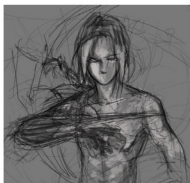
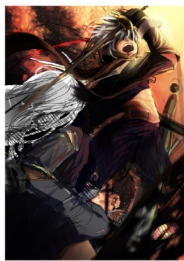
- PHOTOSHOP
- IPHONE CASE DESIGN



## L2\_DIGITAL DESIGN

- PHOTOSHOP
- WEBSITE DESIGN

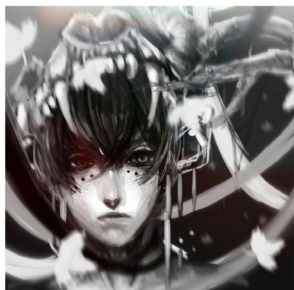
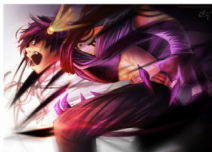




## PERSONAL ILLUSTRATION

- PHOTOSHOP
- SKETCH / UNFINISHED

I started drawing on tablet (wacom) from last year. When I was in Korea, I would always watch Anime or play online computer game, until I moved into New Zealand and had no access to watch Anime, which made me strongly attach to Anime. As I was not able to watch Anime from NZ TVs, I would always draw short stories on my own from when I was young. As technology improved, I was finally able to watch not only anime but get inspired by so many digital artist in internet which have lead me to get into digital drawing from end of last year.

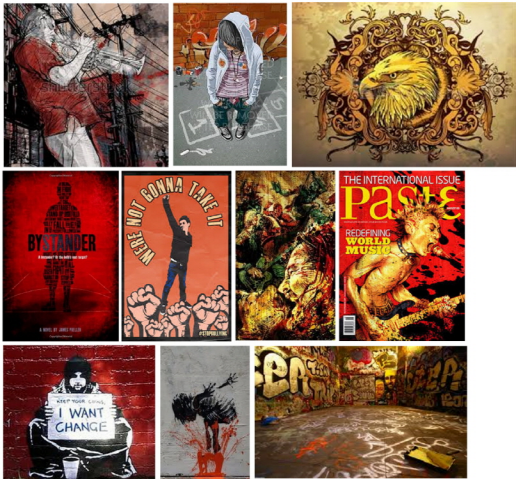


## PERSONAL ILLUSTRATION

- PHOTOSHOP
- FEW PERSONAL CHARACTER DESIGN
- FINISHED
- ILLUSTRATIONS & COMIC / MANGA PAGE

Except the one in the top right corner, they are my original design. I hardly have not designed a character as I am more interested in drawing an existing character and designs. I have tried different types or expressions and also attempted manga / comic book (24 pages).

As I have only been painting digital paintings for one and a half years, I am still figuring out my own style and experimenting with different techniques and looking forward to my improvements.



## L3 DIGITAL DESIGN

- MOOD BOARD
- PROPOSAL

My Level 3 Design board for 2014 is based on Bullying. Due to being a foreigner outside of New Zealand, I have some experience of getting bullied in my childhood life. I always had interest in the topic "Bullying" which I have decided to make a design board communicating to teenagers around school who needs help from bullying.

Still, I thought that as I saw many board that carries the idea of bullying, I thought it would be better to slightly change the topic. I have decided to concentrate my campaign towards the victims rather than bullies.

Rather than saying "No" to the bullies, I thought encouraging the victims to stand up and fight themselves would be more interesting to illustrate.

This idea have influenced me on my design style. As my level 2 design board was more dark and modern art design style, I thought it would be good to try different style this year, and decided to concentrate on 'Grunge street art' style. When I started my level 3 board, I was starting to learn more on wacom tablet illustrations.. As my design board style was 'screen art' style, I thought it would be good to bring many sketchy illustrations.

## MAIN ARTISTS

- Graham Smith



- Jorge Resrepo



isolation



pain



help



healing



L3 DIGITAL DESIGN

- PHOTOSHOP
- TYPOGRAPHY DESIGN

Before working on my design board, I have worked on some typographies to design different kinds of styles. I have chosen few words that interacts with 'bullying' which would help me later on my design board



## L3 DIGITAL DESIGN

- PHOTOSHOP
- COMPANY LOGO DESIGN

For Level 3 Design, I have designed two different logos for a company and a campaign. This was a logo design for foundation / company call "Rise Foundation" which is a company that sponsors my campaign "Pick Me".

I had some difficulties generating designs that represent the 'rise', however as a final, I was able to bring some visual imageries that represent the word - rise. I have kept it limited colour so I won't be so limited when I'm using this logo on other designs such as business card and other.







## L3 DIGITAL DESIGN

- PHOTOSHOP
- CAMPAIGN LOGO DESIGN

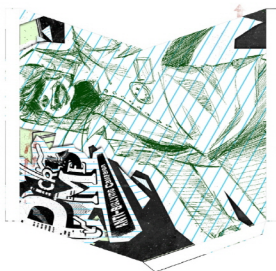
Different to "Rise Foundation" logo design, I have designed "Pick Me" more grunge and textured. I not only have use fonts but mainly been hand drawn with wacom which I have enjoyed.



L3 DIGITAL DESIGN

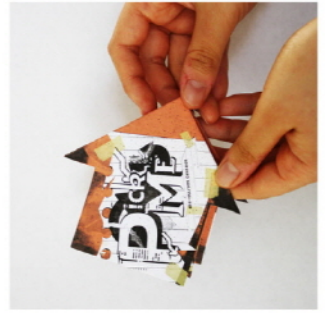
- PHOTOSHOP
- BROCHURE DESIGN





L3 DIGITAL DESIGN

- PHOTOSHOP
- BROCHURE DESIGN



L3 DIGITAL DESIGN

- PHOTOSHOP
- BROCHURE DESIGN

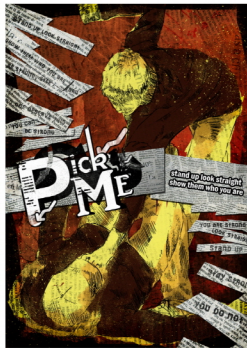
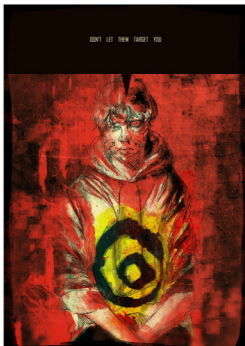


## L3 DIGITAL DESIGN

- PHOTOSHOP
- POSTER DESIGN

Poster design was the last brief I have done for my design board which promotes the campaign and to prevent bullying around school. I have concentrated on illustrations so it can be visually read and catches the viewer.

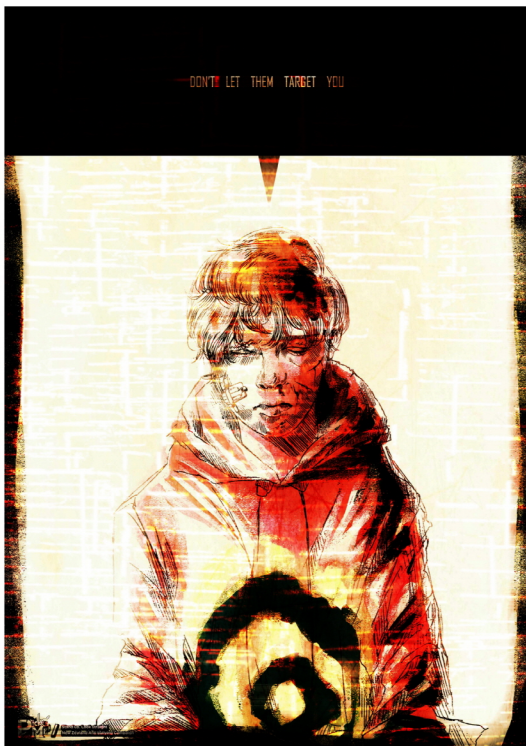
As my Campaign logo 'Pick Me' was already illustrative itself, which was hard for me to bring my logo onto a poster design which was already illustrative, and therefore, I have decided to not use the whole logo but bring the 'Pick Me' by using simple fonts.



L3 DIGITAL DESIGN

- PHOTOSHOP
- POSTER DESIGN

As one of the subject I took at year 13 (level 3) was Art History. As I have studied many artists, I was very influenced in Jasper John's Target. I thought it would be great to bring Jasper John's Target onto my design and as a result, I think it was successful. However, the first poster on the left top corner had a trouble of putting type onto the design, I have decided to keep it as illustrative poster.



L3 DIGITAL DESIGN

- PHOTOSHOP
- POSTER DESIGN

Final Poster Design

thank you .