

SEONGYUN PORTFOLIO

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Berlin

I am a brand and visual designer exploring the balance between clarity and emotion in visual language.
My work focuses on building cohesive brand identities — connecting concept, form, and story with intention.
I often draw from film, literature, and everyday observation, finding narrative tension in stillness and subtle shifts.

Before moving to Berlin, I worked in museum exhibition design, shaping how audiences move through space and absorb visual information.

Now, as a brand and content designer, I translate that same curiosity into digital systems — considering how a viewer encounters a brand on screen, interacts with content, and forms connection over time.

Through typography, structure, and rhythm, I aim to design visuals that speak quietly yet with presence, grounded in research and genuine audience understanding.

*Designing visuals that
connect culture and identity*

Brand & Graphic Designer

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About

Experience

Self-Employed (Saccad) — Brand & Graphic Designer

Jan 2022 – Present

Designed brand identities, campaign visuals, and graphic systems for clients in music, fashion, and public sectors.

Music Video Production Team — Art Team Member

Mar 2024 – Nov 2024

Designed props, sets, and visual elements for music videos, editorials, and advertisements.

Daelim Culture Foundation — Exhibition Designer

Aug 2018 – Nov 2020

Designed spatial and graphic systems for major exhibitions including Jaime Hayon Exhibition (2019) and Sound Museum (2020).

Side Project

Interest-Sharing Email Service — Creator & Editor

May 2020 – June 2021

Curated and designed a research-based editorial email service exploring culture, media, and visual references.

Achieved 1,500+ subscribers, 36% open rate and 11% click-through rate, significantly above 2021 industry averages (21.8% / 5.4%, Stibee platform).

Received 3 partnership proposals and executed one sponsored content placement.

Education

Kaywon University of Art and Design,
South Korea / Associate Degree (3-year
program), Exhibition Design

Skills

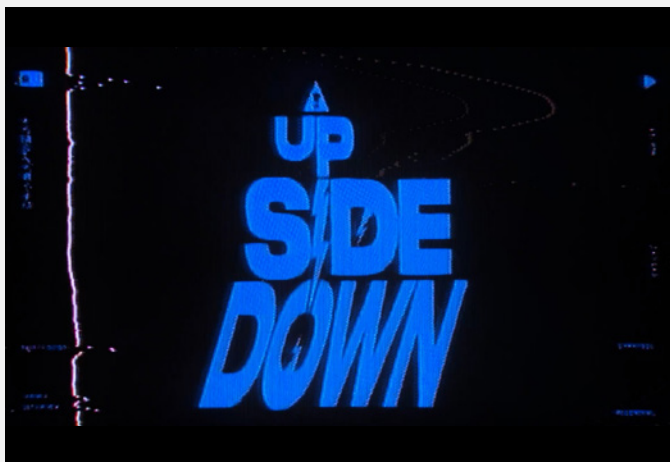
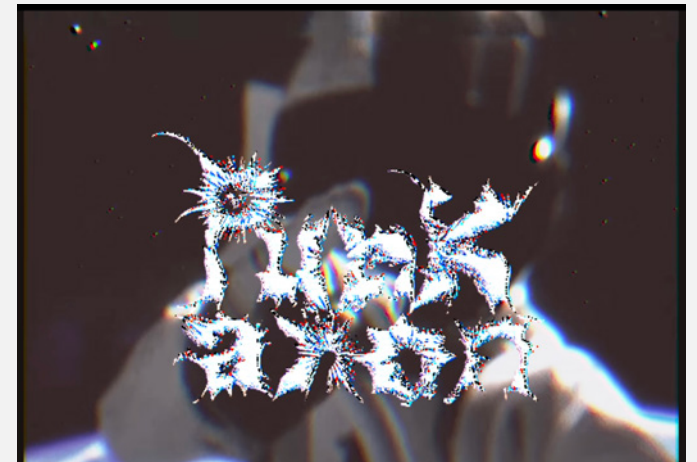
Adobe Photoshop / Illustrator / InDesign
/ SketchUp / Blender / Premiere Pro /
After Effects / Figma / + AI image making

Soft Skills

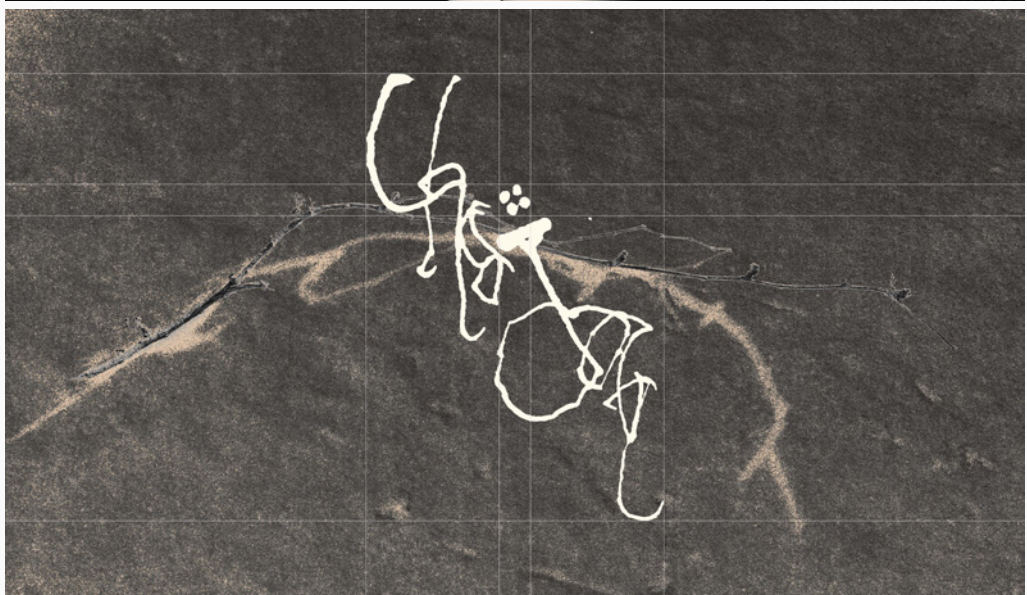
Creative problem-solving / Conceptual
thinking / Visual storytelling / Art direc-
tion / Project management / Collabora-
tion & communication / High-sensitivity
Research

Languages

Korean — Native
English — Working proficiency
Deutsch (German) — A2 level (currently
studying)



Branding	Client	Format	Sector	Year	Description
CHOJOE	CHOJOE	Brand Visual Identity Design, Application System	Fashion Brand	2024	CHOJOE reinterprets Eastern garments into contemporary, effortless forms. Each piece is hand-finished — embracing subtle imperfections that make every garment unique. I visualized strategy and articulated brand values through a handcrafted visual identity system that reflects CHOJOE's philosophy of natural imperfection.



“A brand inspired by
imperfection,
calmness,
and handcraft.”

Project Background

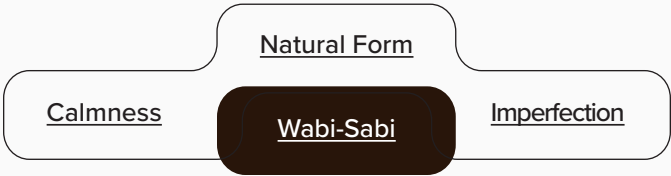
The branding process began with only a name ‘CHOJOE’ and a launch date. Through two interviews with the client, I explored the story behind the brand: their reason for creating clothes, inspirations, and personal taste.

In the first session, I listened to the client’s narrative — why the brand exists and what they reject. In the second, I translated abstract ideas into clear visual keywords such as **Wabi-sabi, Imperfection, Asymmetry, and Dry Branches.** These became the foundation of the brand’s visual direction.

Working Process

Discovery	<u>1. exploratory interview</u>
	client’s background, preferences, and creative direction
	<u>2. in-depth interview</u>
	philosophy, inspirations, and brand values.
Definition	<u>Keyword & Concept</u>
	Calmness, Imperfection, Natural Form
Creation	<u>Research, Experiment, Design</u>
	Nature Material, Eastern Calligraphy, Stamp, Organic design
Implementation	<u>Manual, Application</u>

Concept



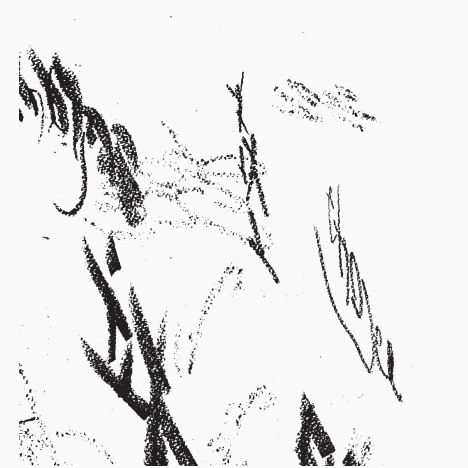
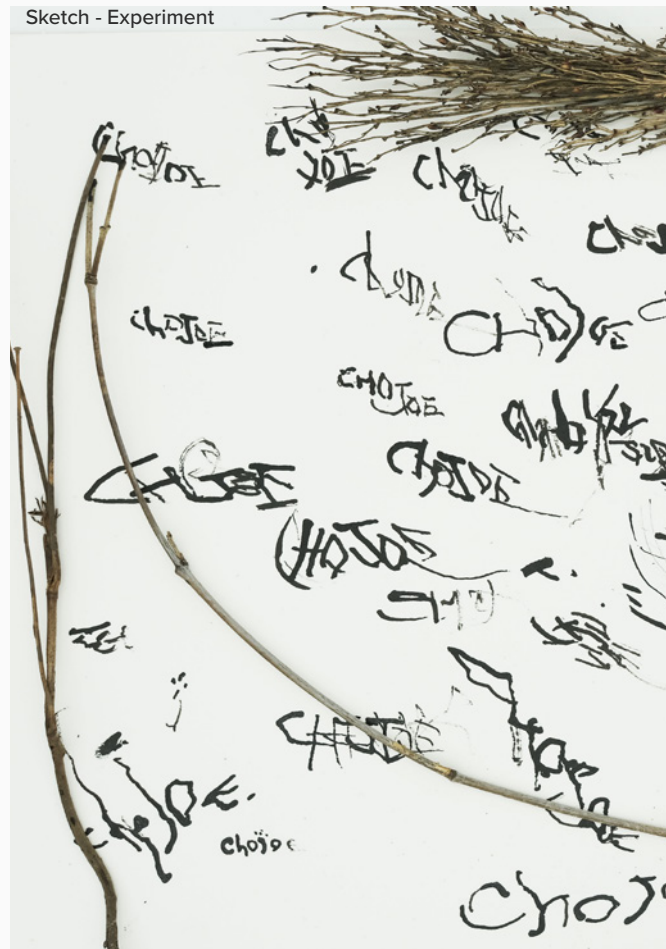
Wabi-Sabi finds the exceptional in the unremarkable — beauty within what seems to have no presence at all.



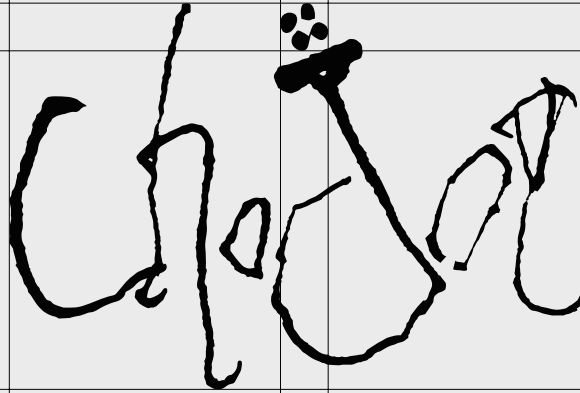
Visualization Process

Exploring how the philosophy of Wabi-Sabi transforms into visual form — through materials, sketches, and handcrafted experiments.

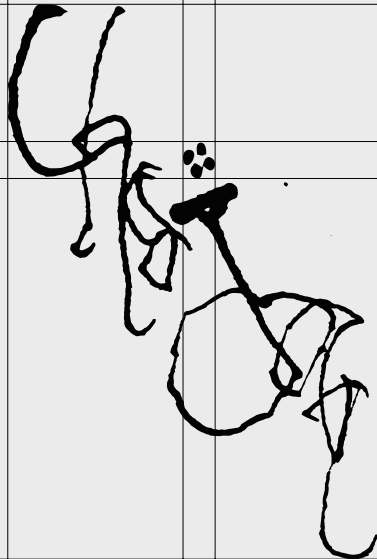
To visualize imperfection and the sensibility of craftsmanship, the logo was created using various materials and Asian calligraphy techniques. This experimental approach was possible because CHOJOE operates as an atelier brand rather than a large corporation, resulting in a logotype that harmonizes closely with the brand's identity.



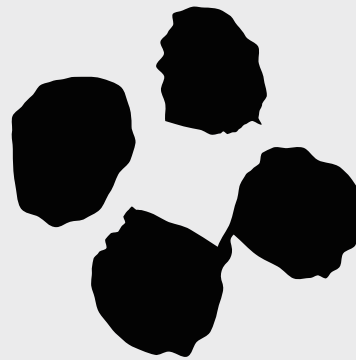
Main Logo / Horizontal



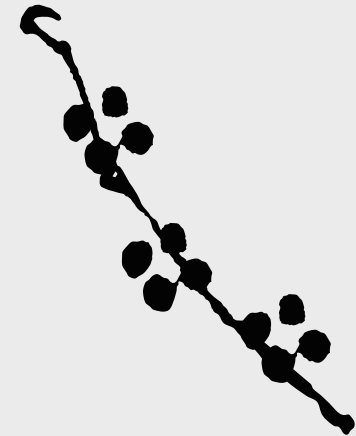
Main Logo / Vertical



Symbol



Brand Motif



NOT TOO MUCH, NOT TO LESS

Campaign Poster



WABI-SABI SERIES

Graphic Standard Manual

CHOJOE

Brand Manual & Application



CHOJOE

Graphic Standard Manual

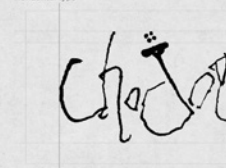
December, 2024

Main Logotype

메인 로고 타입은 가로형 및
세로형 두 가지로 제작되었습니다.
최소 사이즈는 양쪽을 지키며
블라이트스페이스 확보 후 각
사용처에 맞게 활용 가능합니다.

Minimal size
Print : 20mm
Digital : 50px

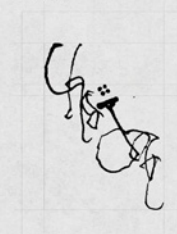
Horizontal type



Minimal Size



Vertical type



Minimal Size



LOGOTYPE

Logotype_total.ai

01

Grid

로고 타입과 텍스트 배치의 기본
규칙입니다. 시간제로 제작시 아
래 규칙을 꼭 지켜 준수하며
서체의 크기가 3가지를 넘지 않도
록 구성합니다.



GRID

System

04

Type-Face

초조의 브랜드 전개 및 정체성 확
립을 위한 활동서체입니다.
브랜드의 모든 시각 자료 제작에
활용될 수 있습니다.

Title

CHAINPRINTER

ENG

WABI-SABI WEAR

NOT TOO MUCH

Text

Gratha Sangam Mn - regular

ENG

CHOJOE embraces the delicate and anxious heart, creating garments that provide comfort and stability.
In the midst of uncertainty and anticipation in life, this brand offers clothing that wraps you in tranquility.
Every carefully crafted detail serves as more than mere decoration; it becomes a comforting element in daily life.
CHOJOE gently envelops those anxious feelings, offering peace in every moment.

Title

sm3 고딕 - 03

KOR

일상의 맞춤복

더도말고 덜도말고

Text

sm3 고딕 - 01

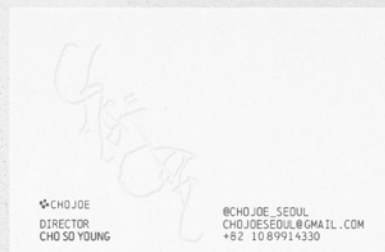
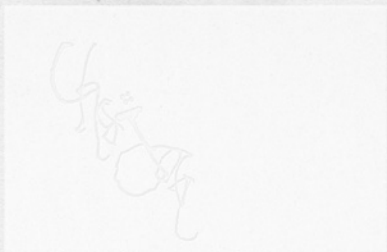
KOR

초조(chojo)는 불안과 긴박함을 주고 있는 마음을 감싸주는 옷을 만듭니다. 삶의 다양한 순간에서 느끼는 기대와 불확실함 속에서,
이 브랜드의 의류는 편안함과 안정감을 제공합니다. 세심하게 디자인된 디테일들은 단순한 장식이 아닌,
일상 속에서 마음을 보듬어주는 요소로 작용합니다. 초조한 마음을 부드럽게 감싸며, 매일의 불편함을 전사합니다.

TYPE-FACE

09

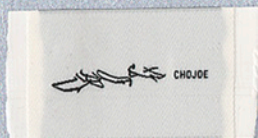
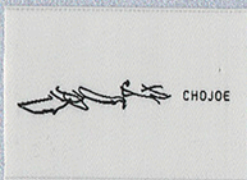
Business Card



The business card was produced with **letterpress printing**, using a much thicker stock than standard cards to emphasize its tactile quality. Acknowledging that exchanging business cards has become rare in the digital age,

the client invested in premium production to strengthen the **brand's physical presence and leave a lasting impression.**

Label for Product



Application

CHOJOE

Branding	Client	Format	Sector	Year	Description
Team. Solty	Team. Solty	Brand Visual Identity Design, Application System, 3D Motion Graphic	Production Design Studio	2024	Team Solty is a production design team led by production designer Yesol Kim, bringing bold energy and visual clarity to film and fashion projects. I developed the brand's visual identity, naming, and application system, and extended it into a 3D motion piece using Blender — expressing the team's creative tension and vitality.



Team Solty!

SALT IN YOUR SCENE



Naming & Brand Identity

I developed both verbal and visual design that unify the director's identity with the studio's purpose and creative direction.

Team.Solty!

YE'SOL'

SALT

TEAM

Director of the production team

symbolizing an essential,
irreplaceable presence — like salt in a dish

representing collective creativity
rather than individual work

Keen Sense



Guided by a sharp instinct for visual precision.

Branding Process

Synerge & Salt



The circular form connecting Team and Solty visualizes the bond between individuals — a synergy that defines the team's creative spirit. The form also resembles a grain of salt, symbolizing the team's indispensable presence in each production scene.

Team.Solty

Dynamic



A drive to go beyond the ordinary.

The diagram illustrates the placement of redaction marks (R) and clear space for the text "Team Solty!". The text is written in a cursive script. The diagram includes labels for "CLEAR SPACE" and "R" (redaction) at various points along the text, indicating where the text should be obscured or left clear.



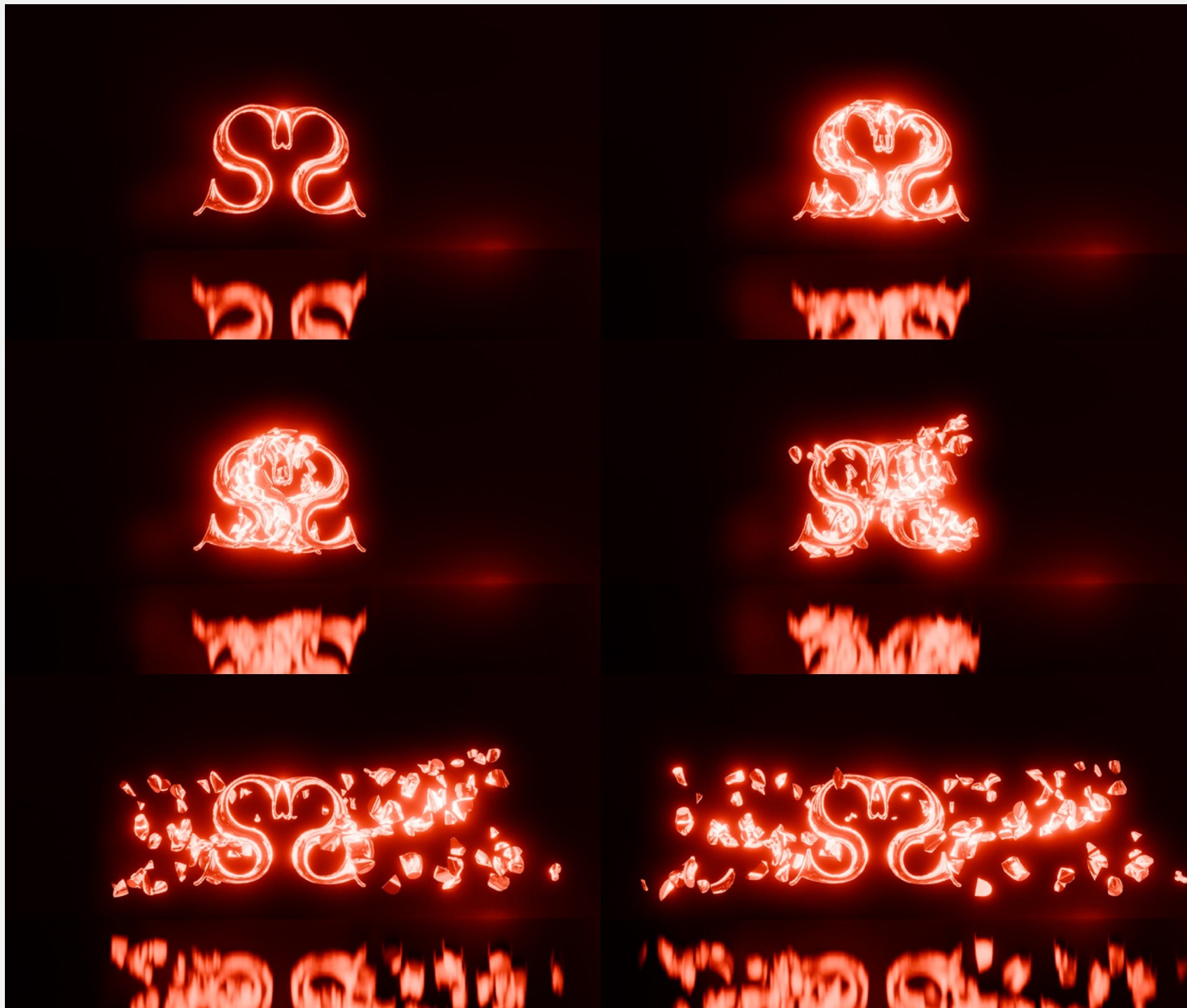
The symmetrical symbol was created to visualize the collaborative core of Team Solty, reflecting both the director's identity and the studio's collective spirit. Designed as a dynamic visual motif, it was applied across various mediums — from stationery to on-screen graphics — reinforcing the team's identity through every touchpoint.





3D Motion

I developed a 3D motion system in Blender to extend Team Solty's visual identity — translating its brand language into dynamic form and motion that emphasize the team's collaborative energy.



Branding

hHc

Client

hHc

Format

Brand Visual Identity
Design, Application
Design, Motion Graphic

Sector

Cultural Planning
Agency

Year

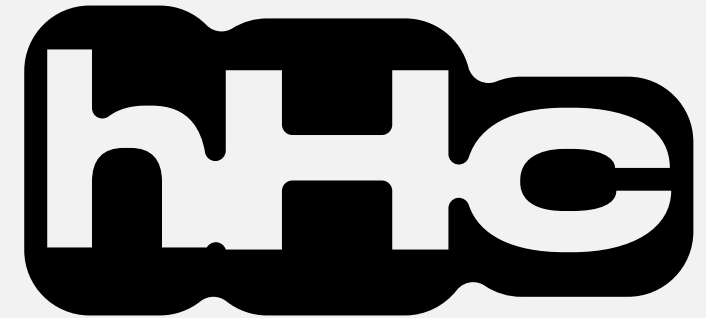
2024

Description

hHc is a cultural planning agency that discovers hidden spaces and connects emerging artists and local businesses to create meaningful cultural experiences.

The brand visual identity expresses this act of discovery and connection through rounded, modern forms — a flexible system that fits seamlessly into diverse cultural contexts.

The identity includes logotype, symbol, grid system, typeface, business card design, and motion graphics extension developed in 3D.

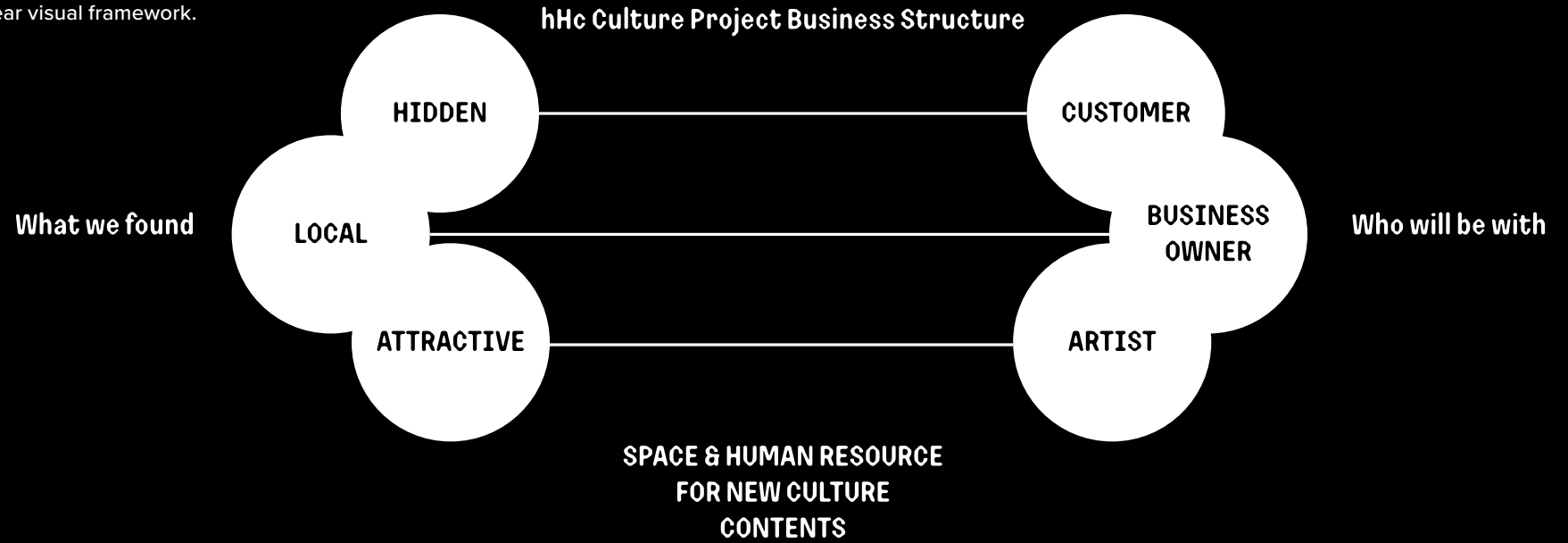


hand - Head Co.

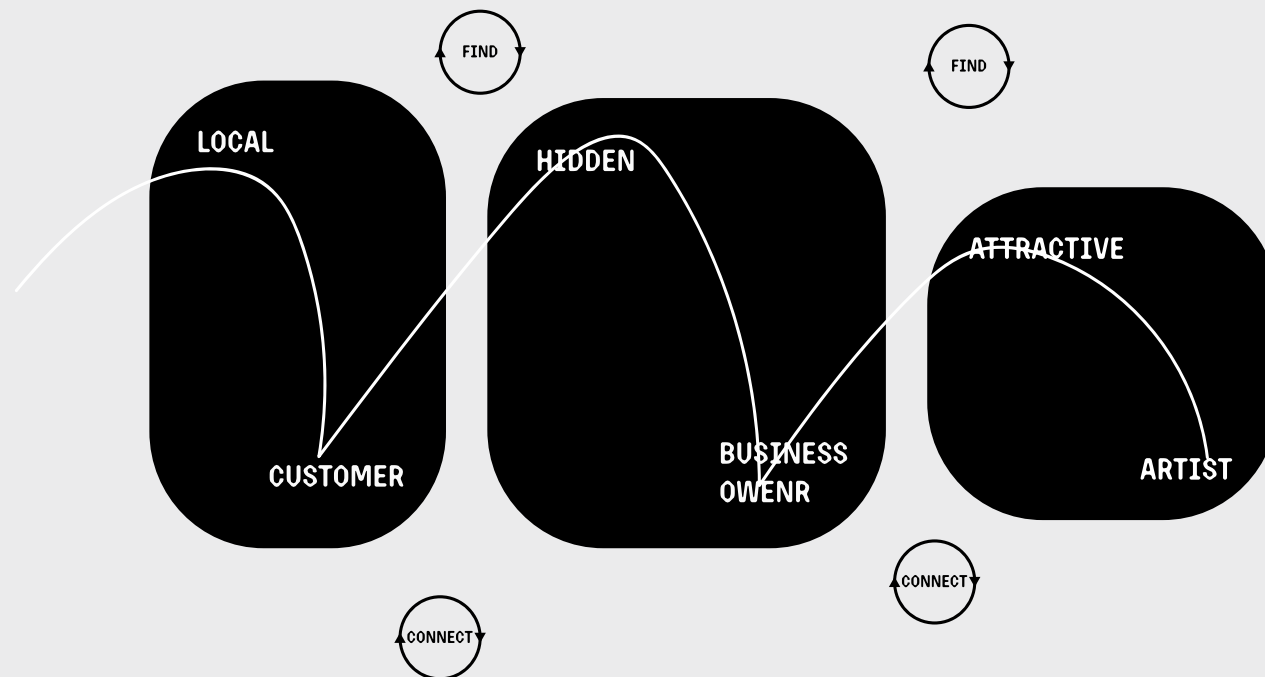
WE FIND, WE CONNECT, WE MAKE

Structuring the Brand System

I visualized how hHc connects people and places through cultural projects, transforming its abstract business model into a clear visual framework.



SYNERGY & FLOW IN CULTURE PROJECT

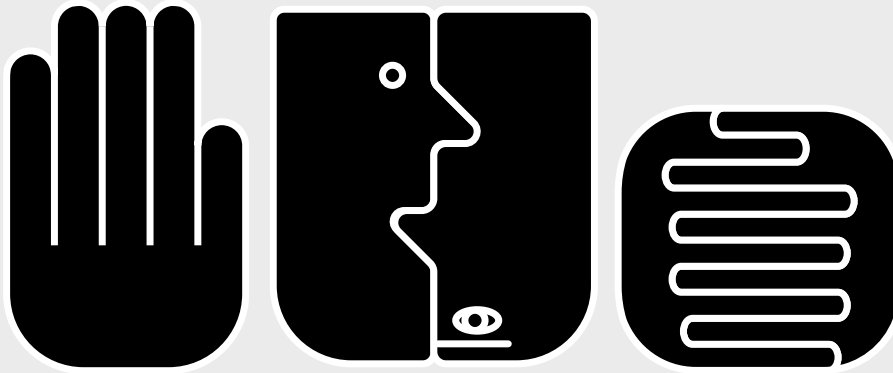


**FIND → CONNECT
→ CREATE**

Visualizing the Meaning of hHc

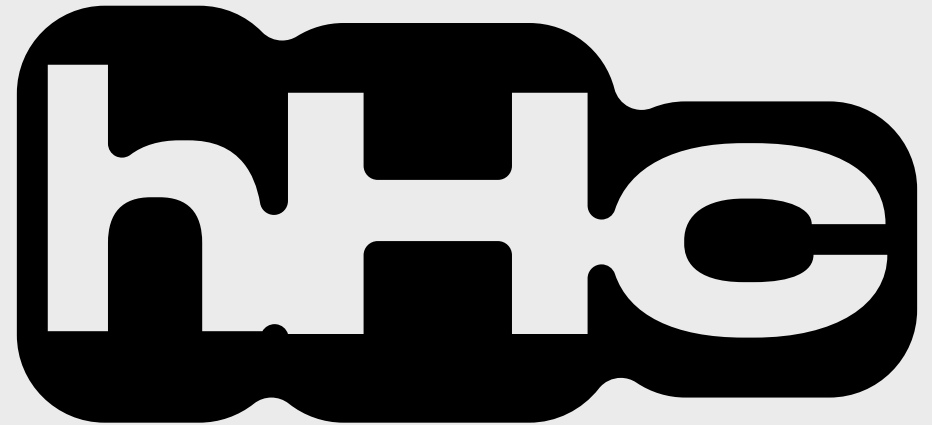
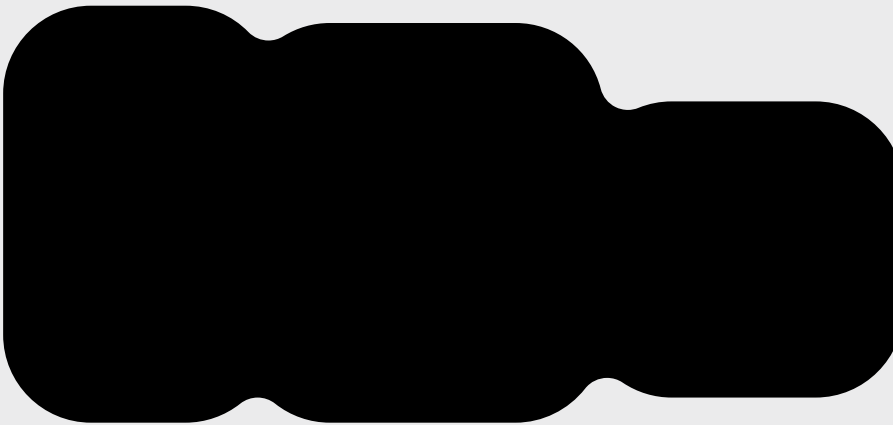
During the visualization phase, I explored the idea of “connection” — representing the relationship between people through simplified forms.

This process naturally led to the reinterpretation of the name hHc, evolving from the founder’s initials into a meaningful expression of “hand, head, and connect.”

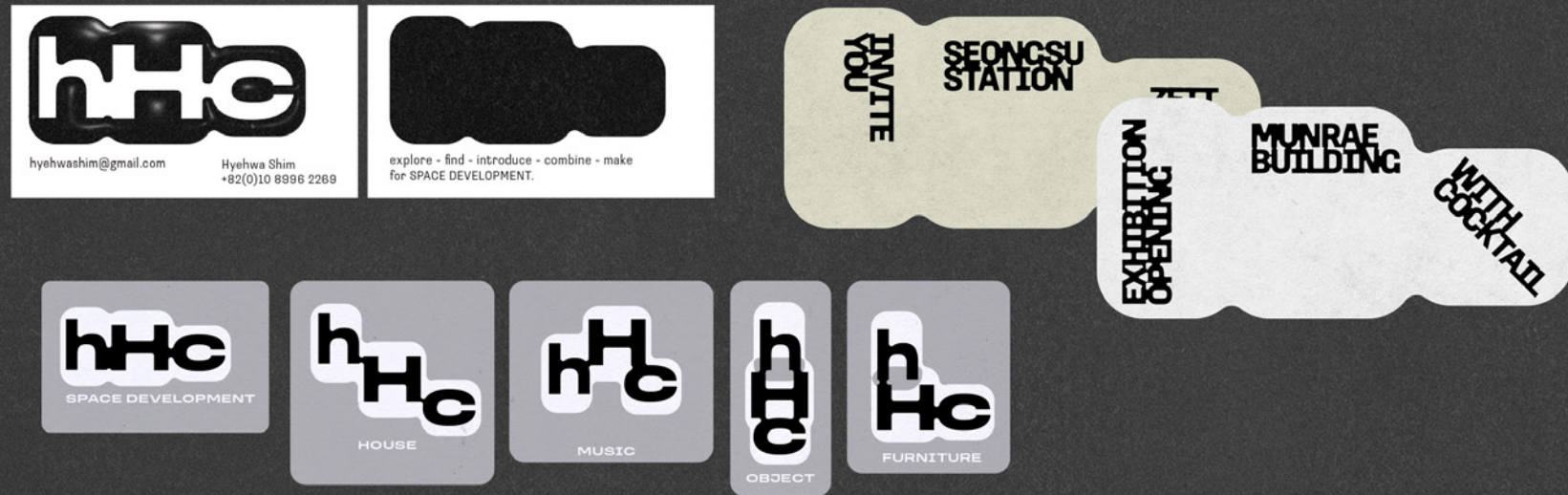


hand - Head Connect

From Concept to Symbol & Logo



Application



3D Motion



Branding

YDP Culture
Lounge 'YOUNG'

Client

Yeongdeungpo District

Format

Brand Visual Identity
Design

Sector

Public / Culture Space

Year

2024

Description

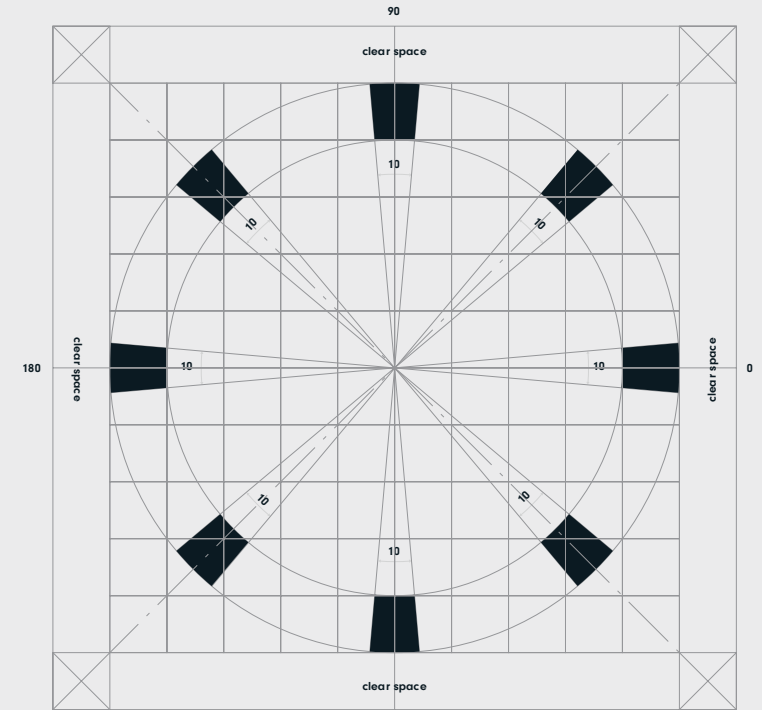
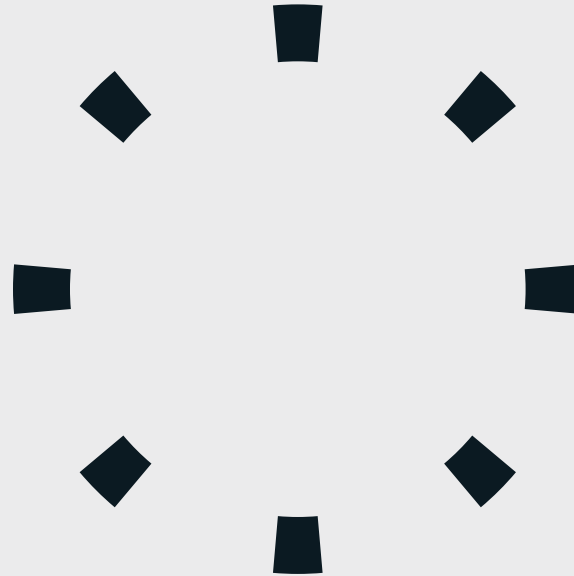
YDP Cultural Lounge 'Young' is a community space designed for the youth of Yeongdeungpo District. I developed the lounge's logo, visual identity guideline, and graphic motif system, establishing a consistent design language to be applied across its spatial and promotional environments.



Symbol

The symbol of “Young” originates from the circular form of the number “0” — pronounced “Yeong” in Korean, which sounds the same as the brand name. This dual meaning connects the visual idea of a circle — openness, continuity, and infinite potential — with the cultural and linguistic identity of the space.

Each element converges toward the center, symbolizing how individuals come together to create shared culture and time. The geometric rhythm of the mark captures both structure and spontaneity — mirroring the balance between personal freedom and collective connection that defines the lounge.



Type face

The official typeface is used to establish a cohesive and recognizable brand image across all applications. It is not a strict rule but a recommended guideline — intended to maintain visual consistency, hierarchy, and harmony throughout the brand’s communication system.

디스플레이용
Display

국문
KOR

영문
ENG

본문용
Text

국문 / 영문
KOR / ENG

AG 안상수체 2012 - B

ITC Avant Garde Gothic Pro - Bold

본고딕 KR VF 볼드

청년이 자유롭게 활동하고 무한히 채워나갈 수 있는 가능성을 지닌 공간이길
바라며 지어진 영등포 문화라운지 영

본고딕 KR VF 미디엄

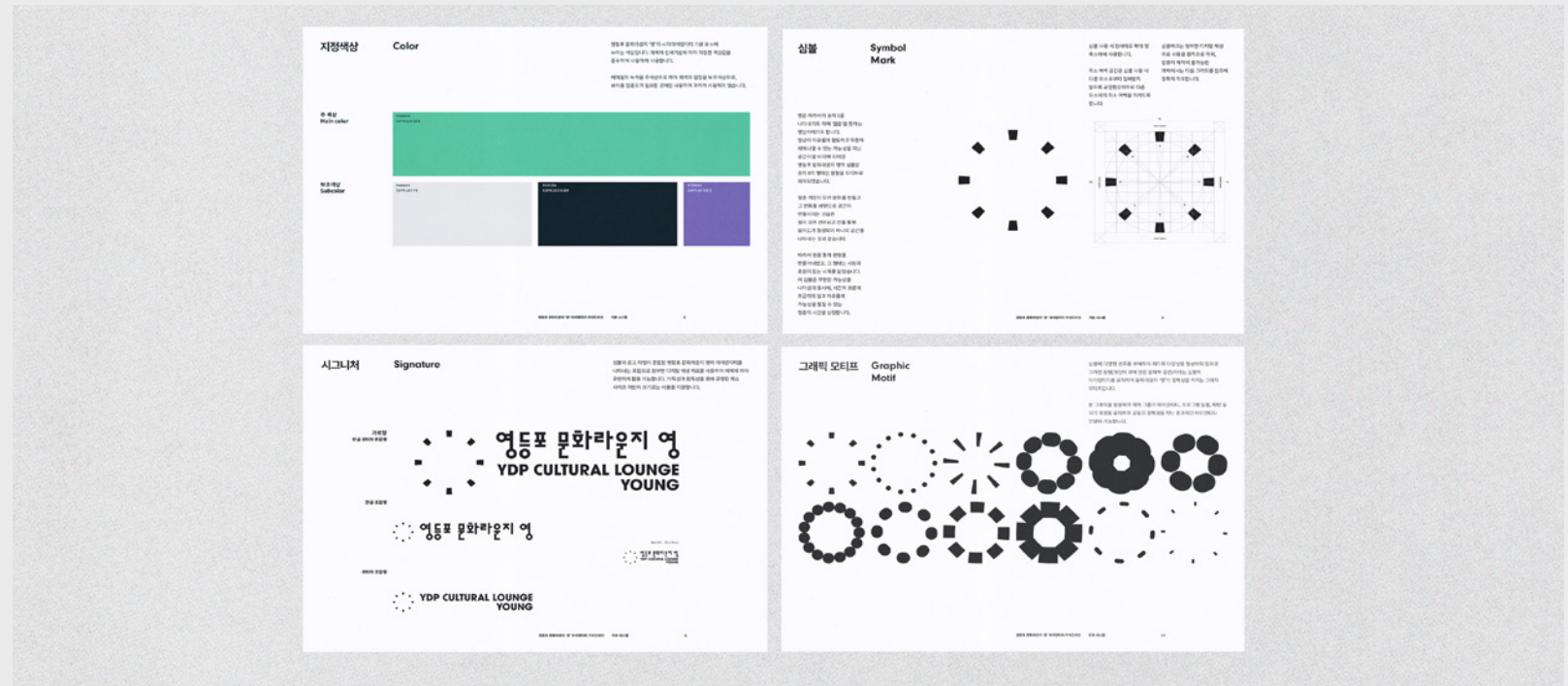
청년이 자유롭게 활동하고 무한히 채워나갈 수 있는 가능성을 지닌 공간이길
바라며 지어진 영등포 문화라운지 영

본고딕 KR VF 노말

청년이 자유롭게 활동하고 무한히 채워나갈 수 있는 가능성을 지닌 공간이길
바라며 지어진 영등포 문화라운지 영

Application Design

A graphic system manual was developed and distributed to ensure visual consistency across the brand. Additionally, graphic motifs were created for merchandise and interior graphic walls, extending the brand identity into spatial and product applications.



Graphic Motif

The graphic motif introduces variation and playfulness through multiple symbol adaptations, while preserving the core identity — a circle formed by dots, representing individuals coming together to create shared culture and space.

By applying this graphic system, each sub-group, program, or pattern can maintain its own individuality while collectively expressing the unified identity of the cultural lounge “Young.”



Branding

NCCC

Client

NCCC

Format

Brand & Spatial Identity
Design

Sector

Cultural Complex / F&B
/ Event Space

Year

2023

Description

NCCC (New Culture Convergence Center) is a multi-cultural space combining gastronomy and art. Built on the site of an old welding factory, the project inherits its heritage of fusion — where metal meets metal — reinterpreting it as a place where culture meets culture. With its core philosophy, “Heat your eyes and lips,” NCCC aims to offer visually and sensorially rich experiences through unique events and collaborations with artists.

I developed the brand identity system, including the logo, symbol, and grid structure, as well as applications such as menus, event cards, and merchandise to establish a cohesive visual identity.



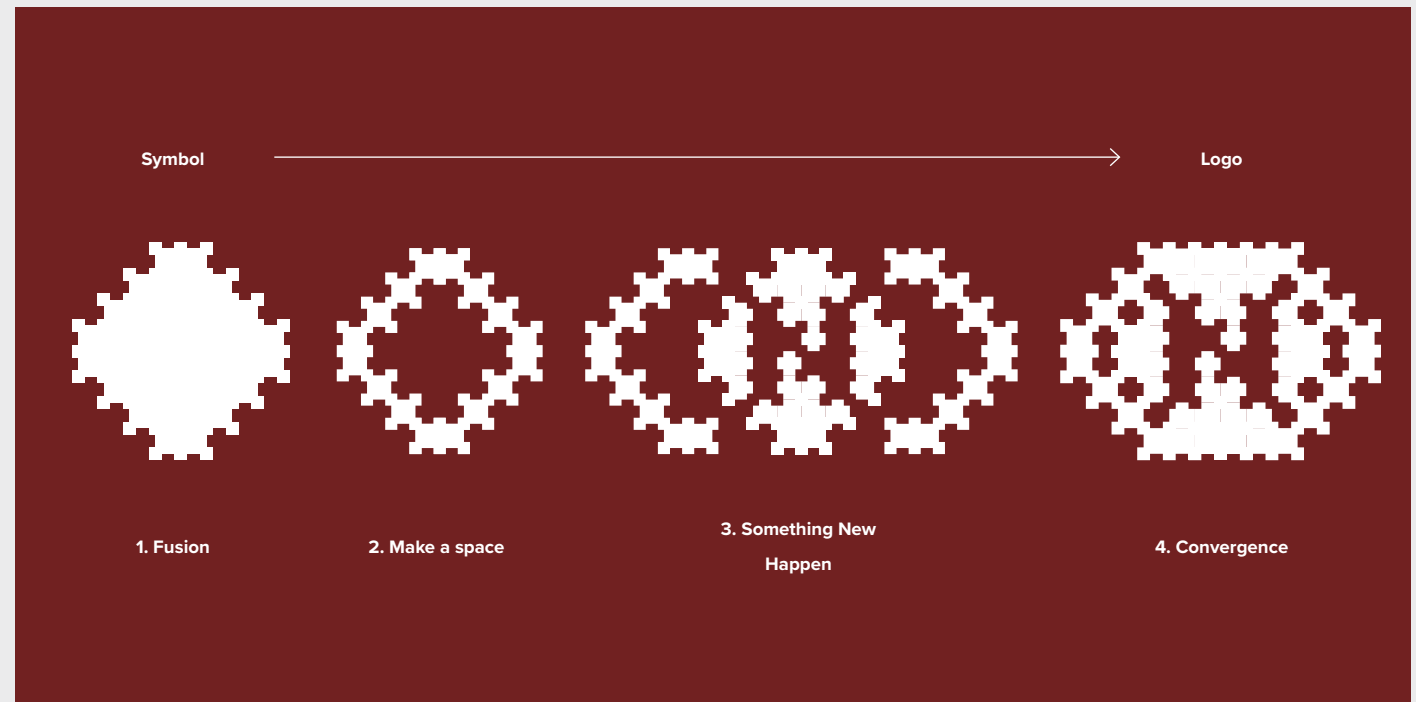
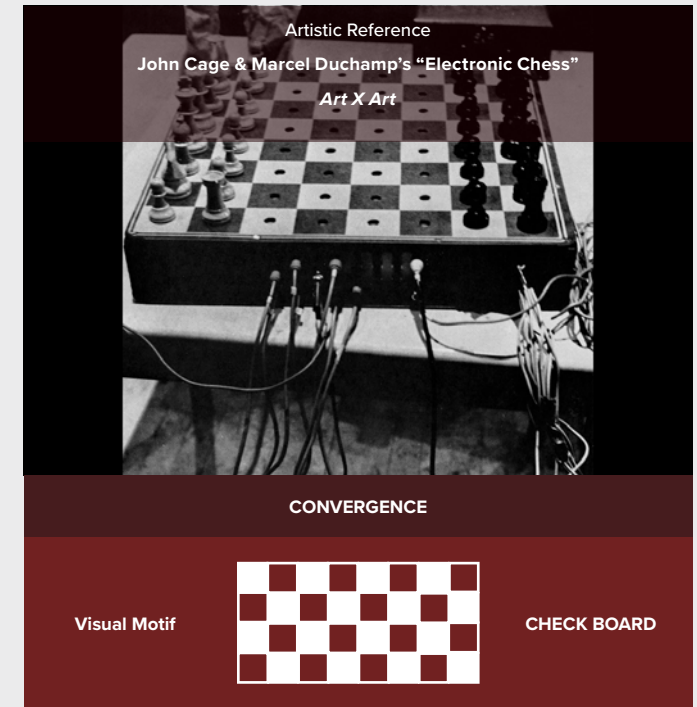
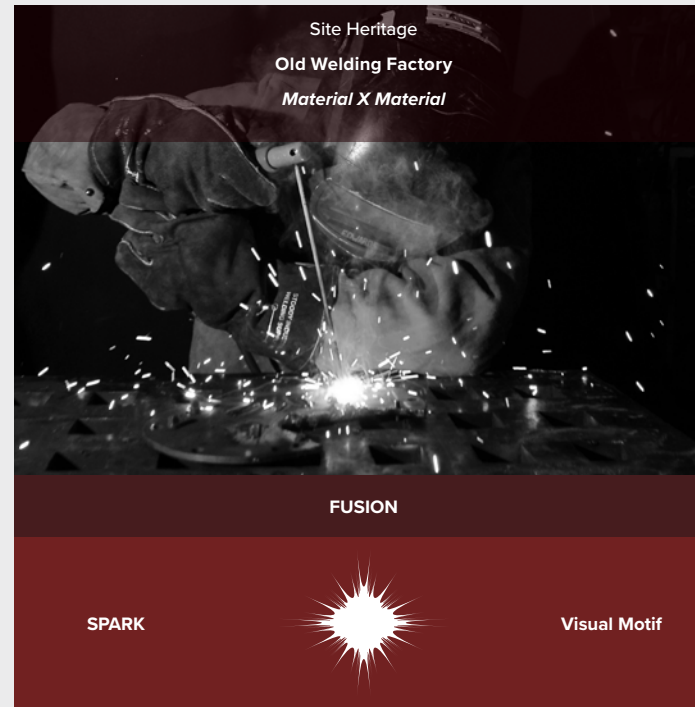
Visual Philosophy :
Fusion & Creation

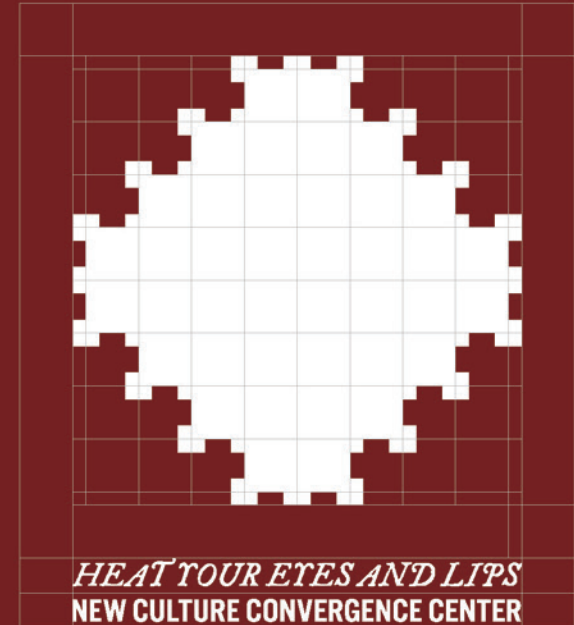
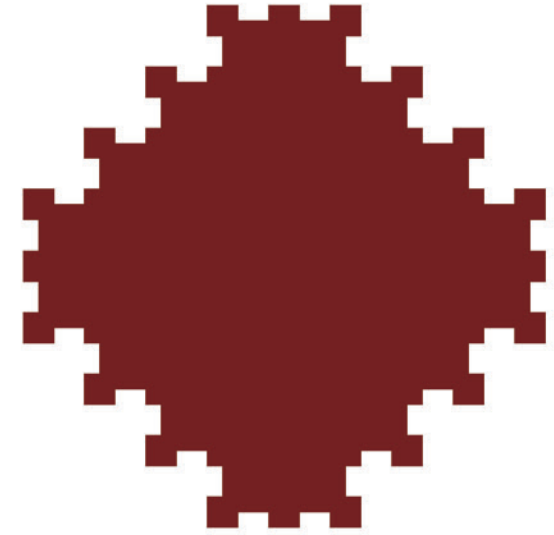
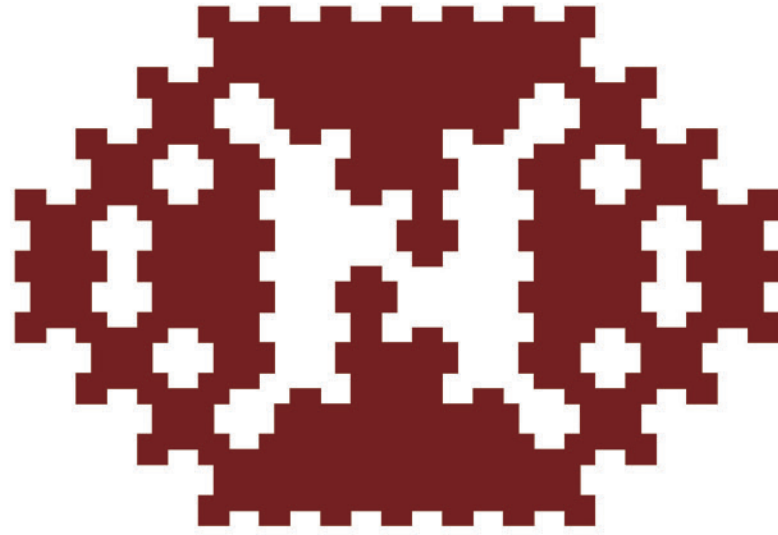
From Heritage to Avant-Garde Language

NCCC's identity bridges industrial heritage and avant-garde experimentation.

The project's visual concept draws from two distinct origins: the site's welding past — where sparks connected metal to metal — and the 1968 Electronic Chess performance by John Cage and Marcel Duchamp, a work that transformed a game into a sound-based artwork. The meeting of sound and object in their performance inspired a visual system where energy and collision give birth to new cultural forms.

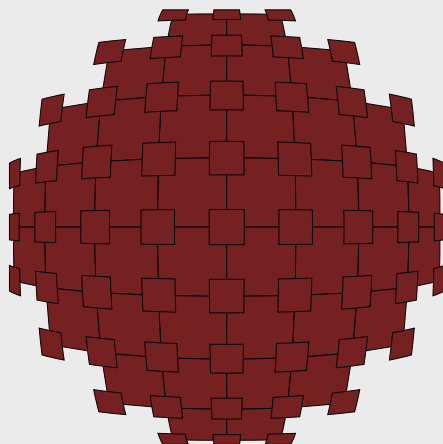
This dual inspiration became the foundation for the logo and symbol — reinterpreting sparks and grids as expressions of creative convergence.



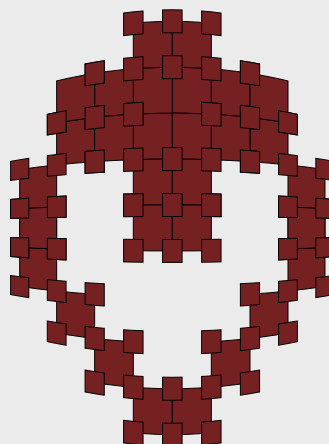


Graphic Motif

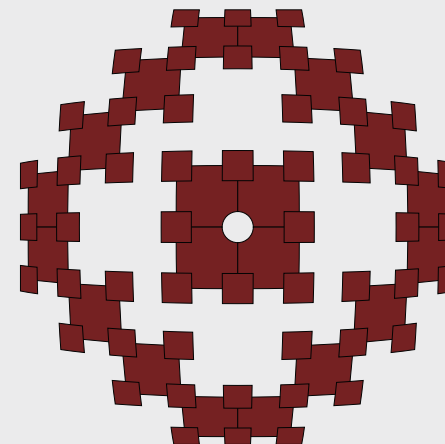
To visually extend the diversity of cultural events, three graphic motifs were created through variations of the core symbol.



HEAT YOUR LIPS
NEW CULTURE CONVERGENCE CENTER

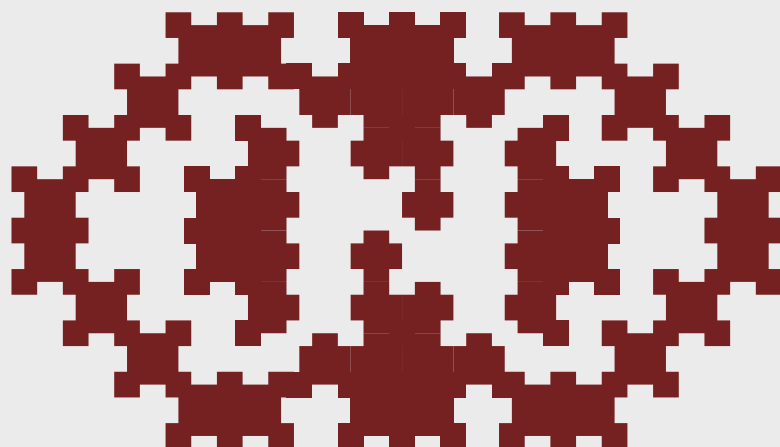


HEAT YOUR LIPS
NEW CULTURE CONVERGENCE CENTER

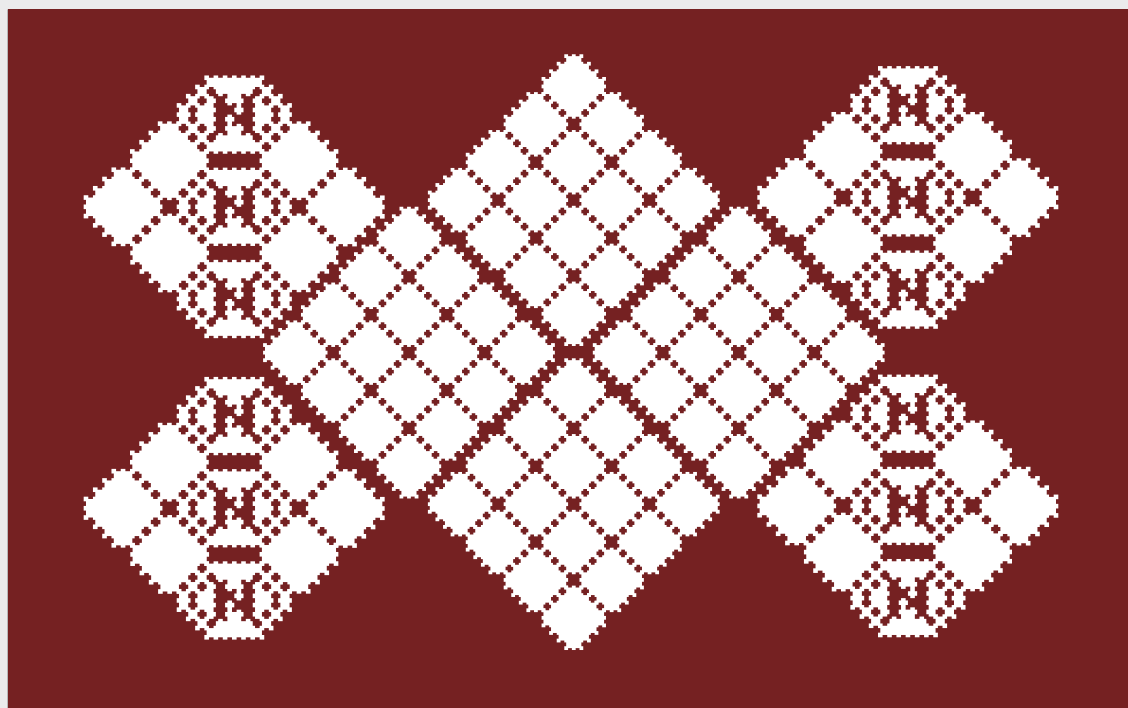


HEAT YOUR EYES
NEW CULTURE CONVERGENCE CENTER

THE MEMEBER OF
COMBUSTION



HEAT YOUR EYES AND LIPS
NEW CULTURE CONVERGENCE CENTER



Application
design



Lettering Design

Lee seung yoon -
Punkanon

Client

Mareumo
Entertainment

Format

Music video Title
Lettering Design

Sector

Music Video

Year

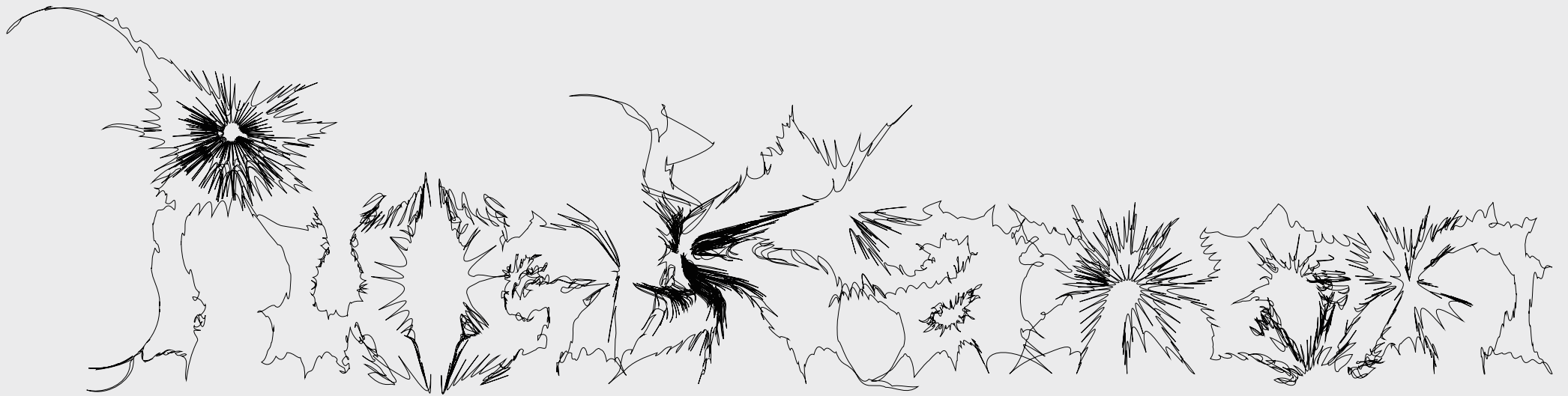
2025

Description

designed the lettering for Punkanon, a reinterpretation of the song Canon by the Korean pop-punk band LEE SEUNG YOON Band.

The design was inspired by the track's fast tempo, explosive energy, and bold punk spirit — translating rhythm and tension into expressive letterforms that visually echo the song's dynamic progression.

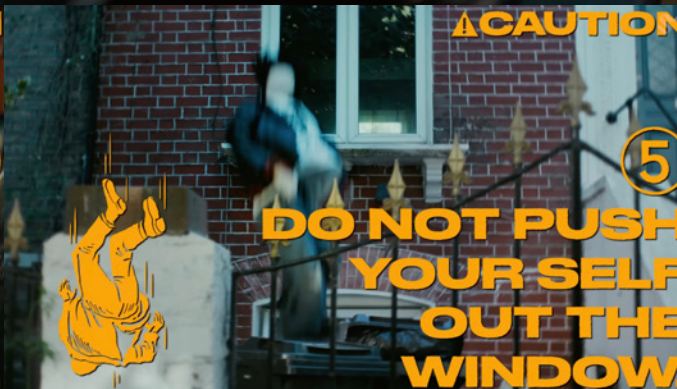
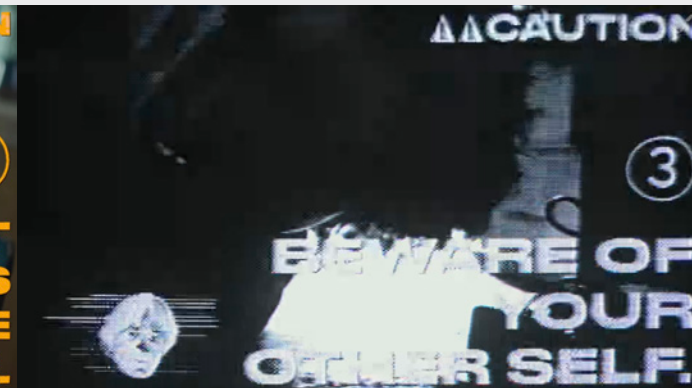
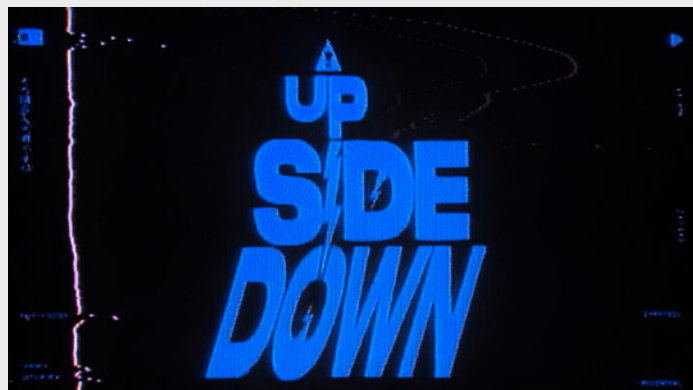






Music Video Visual Design	Client	Format	Sector	Year	Description
Chanyeol - UP SIDE DOWN	SM entertainment	Title & Graphic Design	Music Video	2025	The music video for UPSIDEDOWN depicts a protagonist who, after being electrocuted, splits into two conflicting selves — portrayed in the style of a retro 1980s safety-education video. I designed the title sequence and in-video graphics, using illustration and typography to evoke the visual language of vintage safety media.

https://youtu.be/KZ_bRorIE1I?si=7cV1k8mD9RFgOVM5



Title Design

The title design visualizes the ideas of reversal and electricity, central to the music video's narrative.

The letter **P** in UP connects with the **I** of SIDE, extending into a lightning bolt that strikes through the **O** in DOWN, symbolizing an electric collision between two identities.

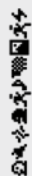
The varying sizes of UP, SIDE, and DOWN enhance rhythm and tension, while the tilt of DOWN introduces directionality and a subtle sense of imbalance, reflecting the unstable duality within the story.

Graphic From VHS Visual

The surrounding graphics were inspired by retro VHS visuals — referencing marks and signals that appeared at the start of old videotapes.

These nostalgic, analog-style elements were integrated to strengthen the music video's concept of an '80s safety-education video aesthetic and to enhance the playful, instructional tone of the overall visual language.

Clean ver.



SAFETY GUIDE

SOURCE
SET UP VCR



MILK TEA



CHANYEOL

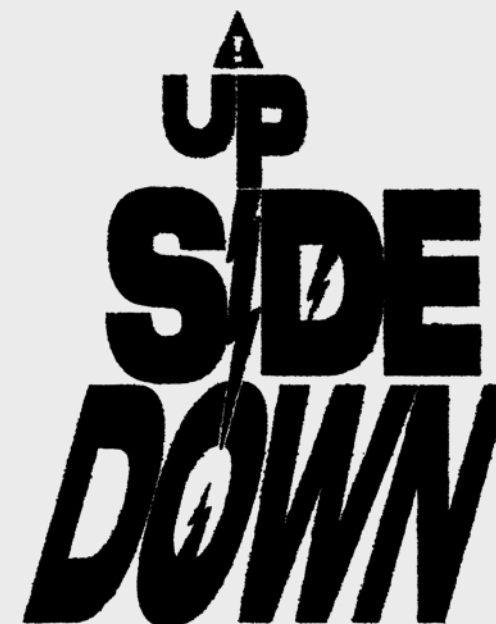
RECORDING...

+ Effect ver



SAFETY GUIDE

SOURCE
SET UP VCR



MILK TEA



CHANYEOL

RECORDING

Motion Graphic Design.

Hand-drawn motion
blending retro vibe and
light humor

The in-video graphics were created
in the visual style of 1980s–1990s
graphic novels, combining hand-drawn
illustrations with bold typography.

The intention was to balance the retro
instructional tone of the music video
with a touch of humor and lightness.



Each graphic was produced with minimal frame-by-frame motion (3 frames per scene) to add subtle movement while maintaining the illustrated aesthetic.



**Music Video
Animation**

Client
Hyelyn Joo

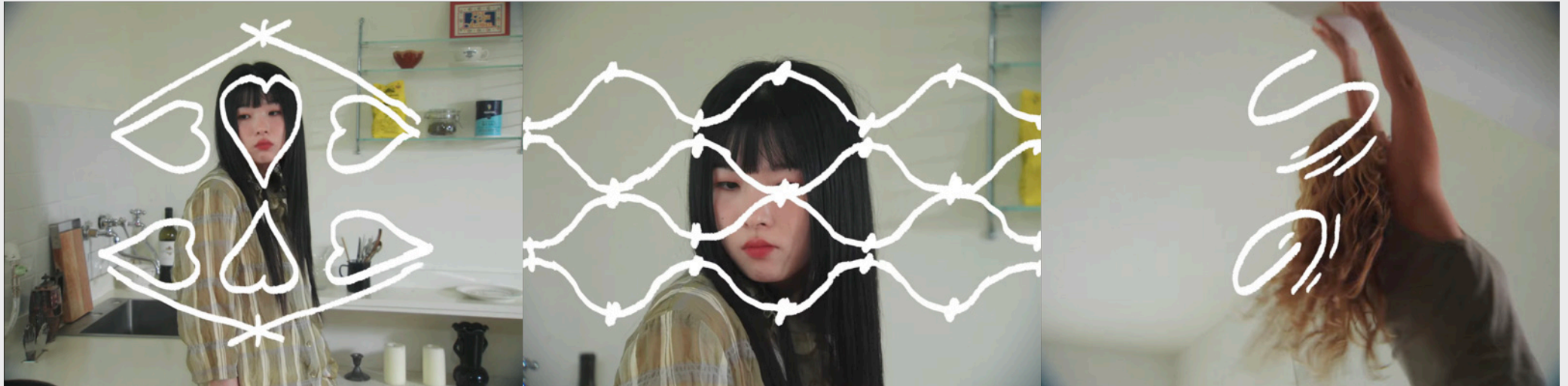
Format
Animation

Sector
Music Video /
Visual Art

Year
2025

Description
An animation created for singer-songwriter Ju Hye-rin's track "Come Over."
The work interprets the song's emotional message — finding joy in love even within an unreal world — through a soft, abstract visual language.
Each frame flows with delicate rhythm and tactile warmth, produced at 17 fps to retain the charm of imperfect, hand-made motion.

https://youtu.be/KZ_bRorIE1I?si=7cV1k8mD9RFgOVM5

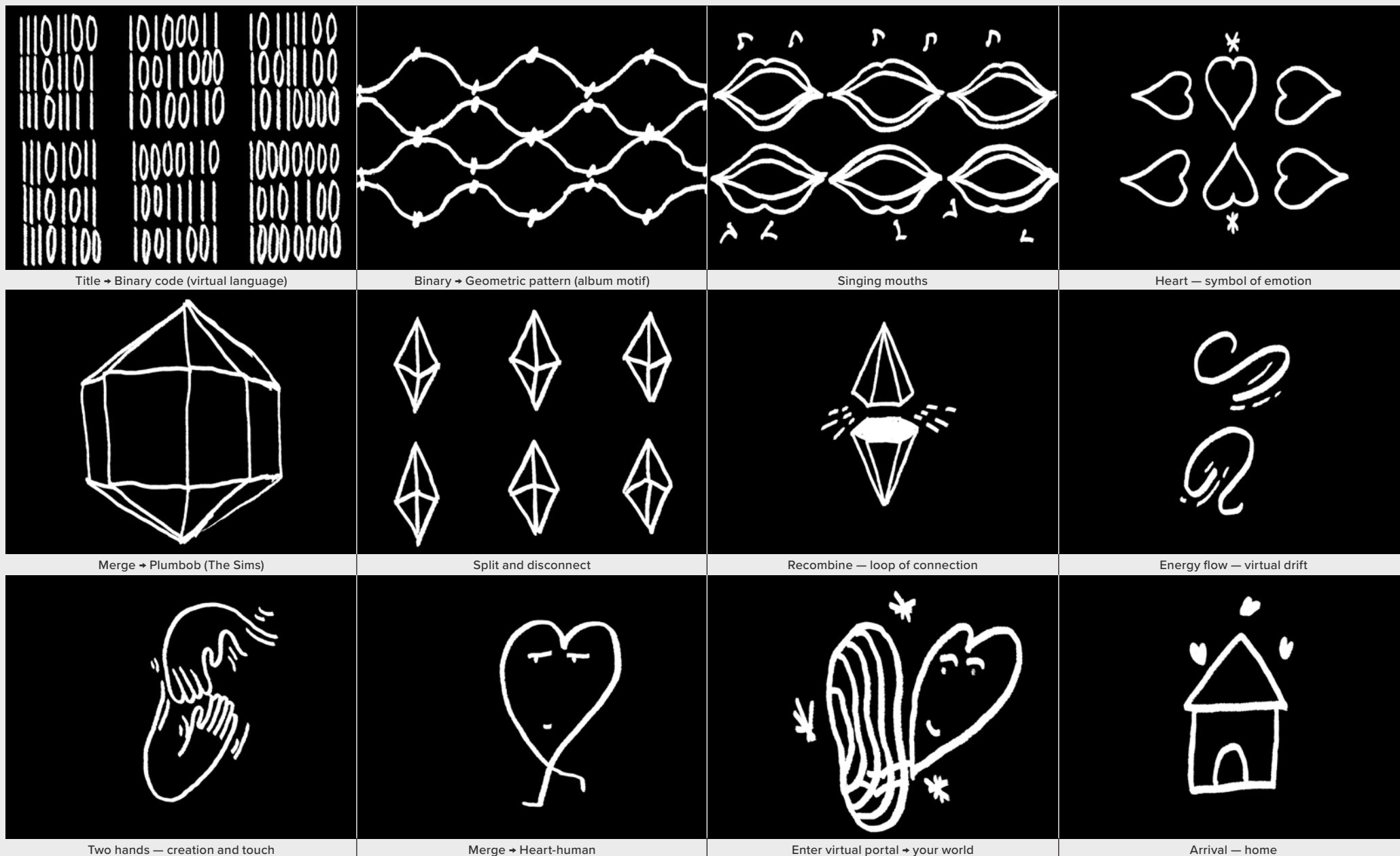


Animation

Process

Hand-drawn with
care and emotion

Inspired by the experimental works of 1930s–40s animators Len Lye and Norman McLaren, the animation embraces the spirit of direct film techniques and hand-drawn textures. **To preserve a sense of rough charm and warmth, it was produced at 16–17 fps,** deviating from the cinematic smoothness of standard 24 fps. Each frame captures the song's emotional world — love, affection, and playfulness — translating its lyrics and atmosphere into a tender, human visual rhythm.



Visual Communication

Anyang Cultural Foundation – Docent Training Program

Client

Anyang Cultural Foundation

Format

Graphic Design/Visual Application

Sector

Culture & Education

Year

2024

Description

A graphic design project for the Docent Training Program by Anyang Cultural Foundation. Designed a unified visual system applied across posters, banners, SNS assets, and web materials. Developed graphic motifs visualizing the three essential elements of a docent — eye, mouth, and heart — and maintained consistency throughout all applications to create a cohesive identity system.

2024 전시해설 활성화 지원사업

안양문화예술재단

도슨트 양성 교육

2024. 9. 26.(목)~ 29.(일)

안양 파빌리온

진행 프로그램

2024. 9.26.(목)	1일차
10:00~13:00	APAP와 공공예술 심혜화 (1화~4회 APAP 진행)
14:00~17:00	Art in my life 안동선 (『내 곁에 미술』 저자)
2024. 9.27.(금)	2일차
10:30~14:30	현장 답사(아모레퍼시픽 미술관 등) 추후 변경될 수 있음 심혜화 (1화~4회 APAP 진행)
2024. 9.28.(토)	3일차
10:00~13:00	도슨트의 역할과 투어 운영의 실제 한정희 (서울시립 사진미술관장)
14:00~17:00	도슨트를 위한 말하기와 마음챙김 주민준 (아트콜 블루 대표)
2024. 9.29.(일)	4일차
10:00~13:00	활동을 위한 최종 점검 심혜화 (1화~4회 APAP 진행)
13:00~	수료식

모집개요

모집대상	문화예술과 공공예술에 관심이 많은 안양시민 누구나 (만 19세 이상 성인)
모집기간	2024. 9. 3.(화) ~ 9. 13.(금) 18:00까지
모집인원	20명
신청방법	지원신청서 양식 다운로드 후 이메일 제출 양식 다운로드 재단 홈페이지 (http://www.ayac.or.kr)
발표일정	9월 20일(금) 재단 공지페이지에 업로드
문의	공공예술부 ☎031-687-0936

2024 전시해설 활성화 지원사업

안양문화예술재단

도슨트 양성 교육

일정 2024.09.26.(목) ~ 29.(일)

장소 안양파빌리온

모집대상

문화예술과 공공예술에 관심이 많은 안양시민 누구나 (만 19세 이상 성인)

모집기간

2024.9.3.(화) ~ 9. 13.(금) 18:00까지

모집인원

20명

신청방법

지원신청서 등 자세한 사항은 재단 홈페이지 모집공고 확인

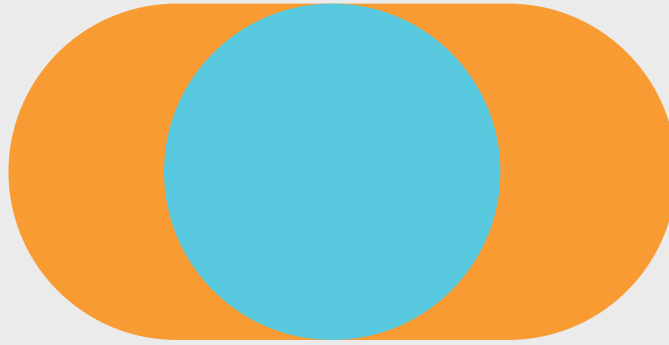
문의

공공예술부 ☎031-687-0936

(재)안양문화예술재단은 문화체육관광부가 주최하고 (재)예술경영지원센터가 주관하는 <2024 전시해설 활성화 지원사업>을 통해 도슨트 양성 교육 프로그램을 진행합니다. 문화예술과 공공예술에 관심있는 안양시민 여러분의 많은 참여 바랍니다.

Graphic Motif

Developed graphic motifs visualizing the three essential elements of a docent — eye, mouth, and heart — and maintained consistency throughout all applications to create a cohesive identity system.



EYE



MOUTH



HEART

Main Application

Poster



2024 전시해설 활성화 지원사업

2024 안양문화예술재단 도슨트 양성 교육

2024.09.26.(목) ~ 29.(일)
안양파빌리온

(재)안양문화예술재단은 문화체육관광부가 주최하고 예술경영지원센터에서 주관하는 <2024 전시해설 활성화 지원사업>을 통해 도슨트 양성 교육 프로그램을 진행합니다. 현대미술에 대한 이해를 높이는 강의는 물론 현장 답사와 발성 교육 등 관련 전문가들이 함께하는 특별한 기회에 안양시민 여러분의 많은 참여 바랍니다.

진행프로그램

2024. 9.26.(목)	10:00-13:00	APAP와 공공예술	심혜희(1회~4회 APAP 진행)
	14:00-17:00	Art in my life	안동진(내 곁에 미술, 저자)
2024. 9.27.(금)	10:30-14:30	현장 답사(이오제퍼사체 미술관 등)	심혜희(1회~4회 APAP 진행)
		(주후 변경될 수 있음)	
2024. 9.28.(토)	10:00-13:00	도슨트의 역할과 투어 운영의 실제	한정희(서울시립 사립미술관장)
	14:00-17:00	도슨트를 위한 발하기와 마음챙김	주인준(이브트를 블루 대표)
2024. 9.29.(일)	10:00-13:00	활동을 위한 최종 점검	심혜희(1회~4회 APAP 진행)
	13:00~	수료식	

모집개요

모집대상	문화예술과 공공예술에 관심이 많은 안양시민 누구나 (만 19세 이상 성인)
모집기간	2024.9.3.(화) ~ 9.13.(금) 18:00까지
모집인원	20명
신청방법	지원신청서 양식 다운로드 후 이메일 제출 양식 다운로드 재단 홈페이지(http://www.ayac.or.kr)
참여자 혜택	9월 20일(금) *재단 홈페이지 업로드 교육프로그램 80% 이상 출석시 활동 증명 수료증 발급 우수 활동자는 재단에서 진행하는 전시 및 작품예설 실습 참여 기회 제공
문의	공공예술부 T.031-687-0936

HOME PAGE

2024 전시해설 활성화 지원사업

2024 안양문화예술재단 도슨트 양성교육 프로그램 참가자 모집

모집대상 문화예술과 공공예술에 관심이 많은 안양시민 누구나 (만 19세 이상 성인)

모집기간 2024.9.9.(화) ~ 9.13.(금) 18:00까지 (*도착분까지만)

모집인원 20명(*모집인원 초과 시 서류심사 진행)

신청방법 등 자세한 사항은 모집공고 페이지 확인

문의 안양문화예술재단 공공예술부 T.031-687-0936

2024 전시해설 활성화 지원사업

2024 안양문화예술재단 도슨트 양성 교육

일정 2024.09.26.(목) ~ 29.(일)
장소 안양파빌리온

모집대상 문화예술과 공공예술에 관심이 많은 안양시민 누구나 (만 19세 이상 성인)

모집기간 2024.9.3.(화) ~ 9.13.(금) 18:00까지

모집인원 20명

신청방법 등 자세한 사항은 재단 홈페이지 모집공고 확인

문의 안양문화예술재단 공공예술부 T.031-687-0936

2024 전시해설 활성화 지원사업

2024 안양문화예술재단 도슨트 양성 교육

일정 2024.09.26.(목) ~ 29.(일)
장소 안양파빌리온

모집대상 문화예술과 공공예술에 관심이 많은 안양시민 누구나 (만 19세 이상 성인)

모집기간 2024.9.3.(화) ~ 9.13.(금) 18:00까지

모집인원 20명

신청방법 등 자세한 사항은 재단 홈페이지 모집공고 확인

문의 공공예술부 T.031-687-0936

Physical Applications

2024 전시해설 활성화 지원사업

2024 안양문화예술재단 도슨트 양성 교육

2024.09.26.(목) ~ 09.28.(일)

모집대상 문화예술과 공공예술에 관심이 많은 안양시민 누구나 (만 19세 이상 성인)

모집기간 2024. 9. 3.(화) - 9. 13.(금) 18:00까지

모집인원 20명

신청방법 등 자세한 사항은 모집공고 페이지 확인 → 재단 홈페이지(<http://www.ayac.or.kr>)

문의 안양문화예술재단 공공예술부 T.031-687-0936

Outdoor Banner

X-stand banner

2024 전시해설 활성화 지원사업

안양문화예술재단 도슨트 양성 교육

(재)안양문화예술재단은 문화체육관광부가 주최하고 예술경영지원센터가 주관하는 <2024 전시해설 활성화 지원사업>을 통해 도슨트 양성 교육 프로그램을 진행합니다. 문화예술과 공공예술에 관심있는 안양시민 여러분의 많은 참여 바랍니다.

1. 모집 프로그램

2024. 9.26.(목) 일차

10:00-13:00 APAP와 공공예술
(심혜희(1회~4회 APAP 진행))

14:00-17:00 Art in my life
(안동진(내 곁에 미술, 저자))

2024. 9.27.(금) 이차

10:30-14:30 현장 답사(이오제퍼사체 미술관 등)
(주후 변경될 수 있음)

2024. 9.28.(토) 삼차

10:00-13:00 도슨트의 역할과 투어 운영의 실제
(한정희(서울시립 사립미술관장))

14:00-17:00 도슨트를 위한 발하기와 마음챙김
(주인준(이브트를 블루 대표))

2024. 9.29.(일) 사차

10:00-13:00 활동을 위한 최종 점검
(심혜희(1회~4회 APAP 진행))

13:00~ 수료식

참여자 혜택

9월 20일(금) *재단 홈페이지 업로드

교육프로그램 80% 이상 출석시 활동 증명 수료증 발급

우수 활동자는 재단에서 진행하는 전시 및 작품예설

실습 참여 기회 제공

문의

공공예술부 T.031-687-0936

Editorial & Communication Design

Interest Sharing
Service
Newsletter

Client

Self-initiated project

Format

Editorial System, Digital
Publication, Visual
Identity

Sector

Cultural Content /
Editorial Media
Email Newsletter

Year

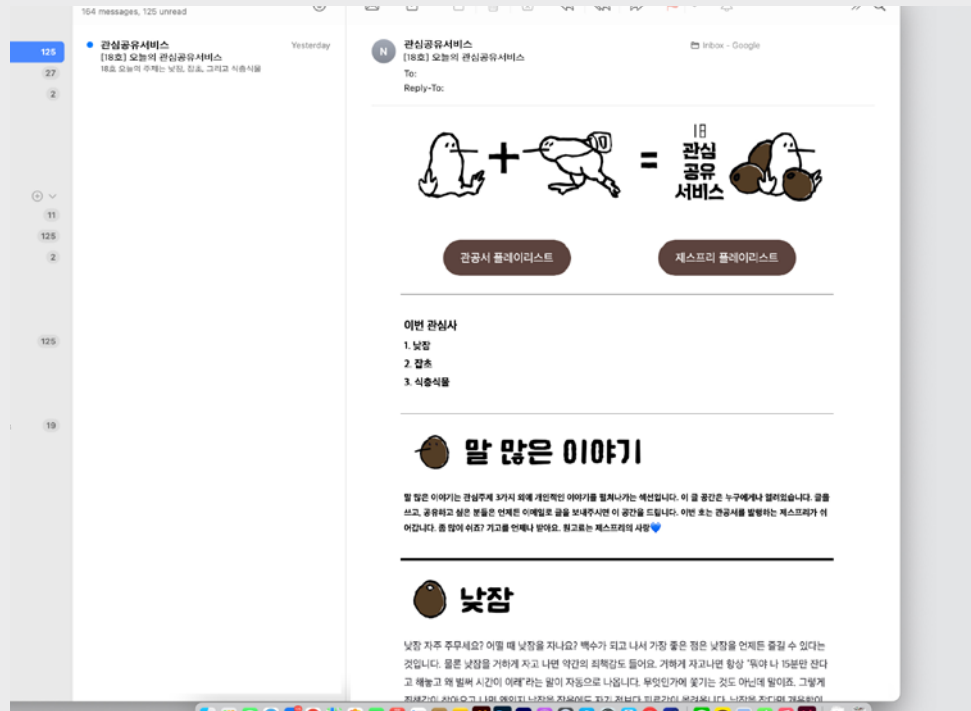
2020 - 2021

Description

A self-initiated editorial system exploring how everyday inspiration circulates and evolves. Each issue curates texts, images, and personal observations around a thematic question, designing not just content, but cadence, intimacy, and reader attention.

Rather than chasing volume, the project focuses on loyalty and depth—resulting in 36% open rate / 11% CTR, significantly above industry benchmarks (Stibee avg. 21.8% / 5.4%, 2021).

Through this platform, I practice a slower, more reflective approach to visual communication — testing how design, writing, and rhythm shape long-term audience connection.



발송완료	(광고)[20호] 이번엔 어떤 관심을? 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 6. 16. 오전 7:30	주소록	SAMTB.관공서(2)	35.7%	11.4%
발송완료	[관심공유서비스][정정] 19호 오디오 수록 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 6. 1. 오전 9:54	주소록	SAMTB.관공서(2)	38.5%	6.7%
발송완료	[관심공유서비스] 19호 오디오 수록 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 6. 1. 오전 7:30	주소록	SAMTB.관공서(2)	40.4%	6.8%
발송완료	[관심공유서비스] 18호 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 5. 13. 오전 6:30	주소록	SAMTB.관공서(2)	41.0%	12.6%
발송완료	[관심공유서비스] 17호 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 4. 29. 오전 6:30	주소록	SAMTB.관공서(2)	43.9%	7.6%
발송완료	(광고)[관심공유서비스] 16호 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 4. 7. 오전 6:30	주소록	SAMTB.관공서(2)	41.5%	13.0%
발송완료	[관심공유서비스] 15호 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 3. 24. 오전 7:00	주소록	SAMTB.관공서(2)	47.4%	17.9%
발송완료	[관심공유서비스] 14호 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 2. 24. 오전 12:46	주소록	SAMTB.관공서(2)	53.7%	13.9%
발송완료	[관심공유서비스] 13호 미리보기	오픈율	클릭률	☆	▼
발송일	2021. 2. 10. 오전 6:30	주소록	SAMTB.관공서(2)	55.1%	13.5%

Project Rationale

Fast content rewards attention. This project explored what happens when design asks for presence instead.

Process

Topic development based on cultural research & weekly themes

Writing + visual curation around emotion & structure

Layout built to guide quiet immersion, not urgency

Iterative based on reader responses and behavior data

Visual Concept

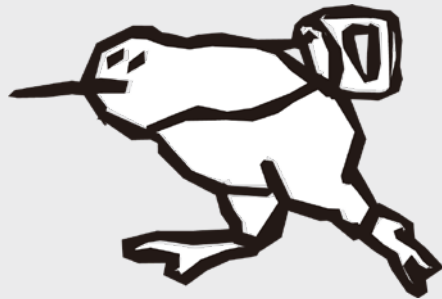
Visual Identity Concept

The visual language centers on a small character inspired by my nickname “Zespri” — a kiwi bird reimagined as a post-carrier. A messenger, not in the digital urgency sense, but in a quiet, analog rhythm.

The kiwi character symbolizes:

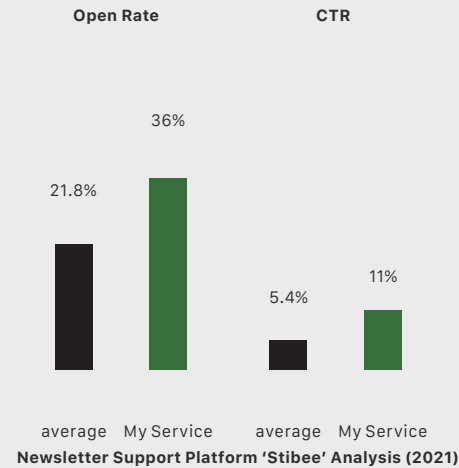
- curiosity over noise
- sincerity in communication
- small-scale exchange with emotional weight

The character appears occasionally, not as decoration but as a soft guide — a reminder that each message is carried with care, one issue at a time.

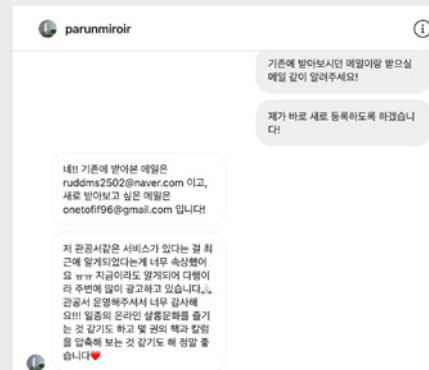


Key Outcomes

Built an engaged micro-audience with trust over scale. Sustained 36% open rate / 11% CTR, surpassing platform benchmark (21.8% / 5.4%). Led to 3 brand partnership proposals & 1 executed paid placement.



Subscriber Feedback



I recently discovered that a service like this exists — and honestly, I'm upset I didn't find it sooner. I'm so glad I found it now, though. I've already been recommending it to people around me. Thank you so much for running this newsletter. It feels a bit like being part of an online salon, and a bit like reading a beautifully curated collection of books and essays. It's truly wonderful.



Hello! I recently subscribed to your newsletter. I couldn't find a feedback link, so I'm sending you a message here. I just really wanted to tell you — it's so, so, so good and incredibly insightful. I'm someone who writes regularly about film scores, but I had never heard of the documentary Score until you introduced it — and I watched it yesterday and almost cried. This issue was so rich and thoughtful that there was nothing to skip — I wanted to keep everything. Now I want to buy a typewriter, and that book Parisian Woman, and... Anyway, to keep it short: thank you, and please continue this for a long time. I'm officially your first fan!!

Thank you!

See more works at
[www.seongyun.work]

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jsy5656@gmail.com



**IF YOU'VE COME THIS FAR,
WE PROBABLY HAVE SOMETHING
TO TALK ABOUT.**