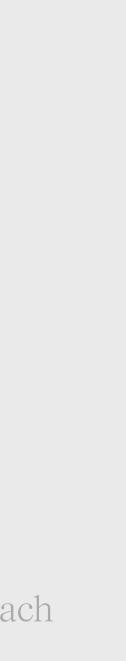
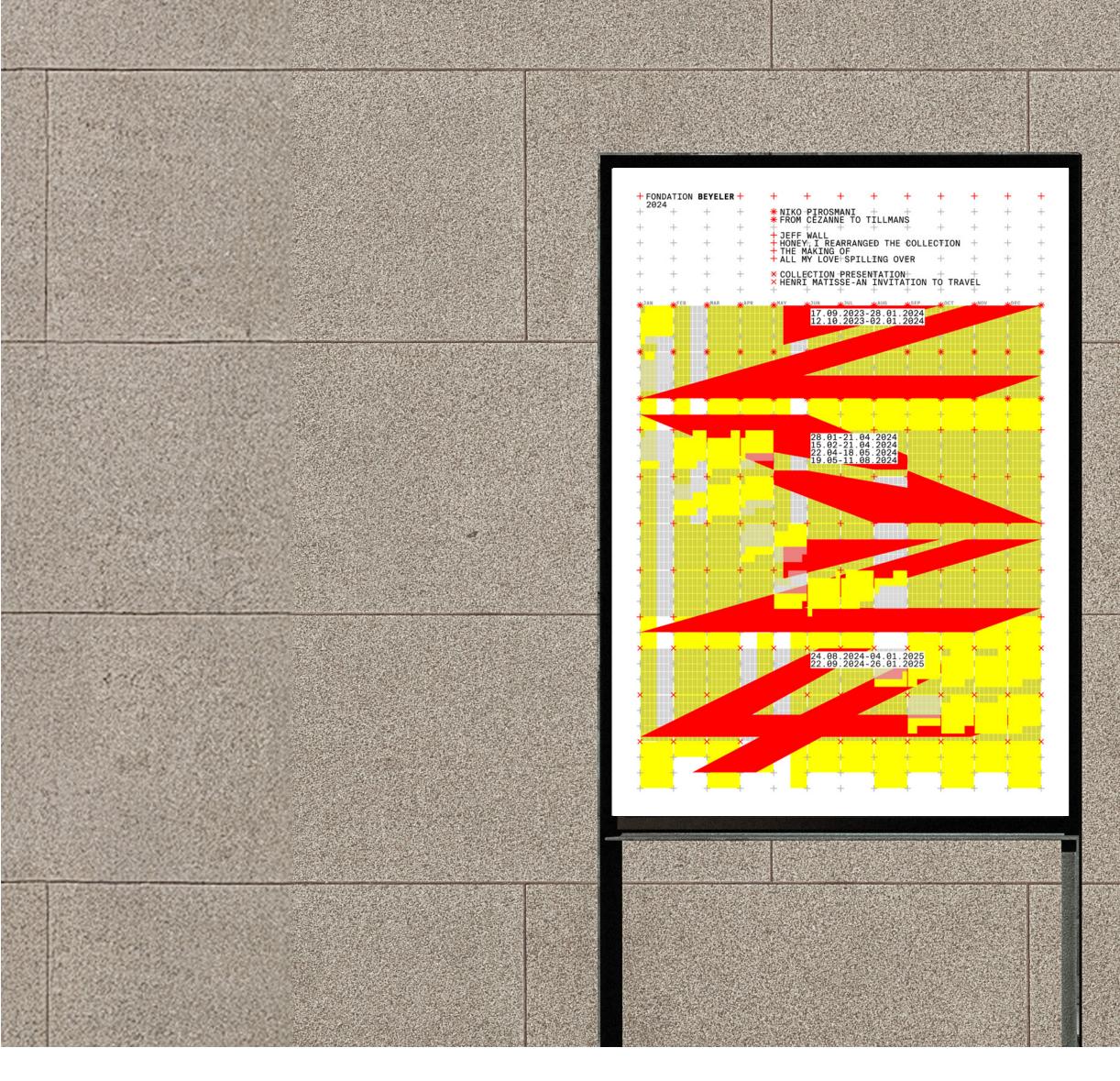
EUNBEE LEE

Selected Works

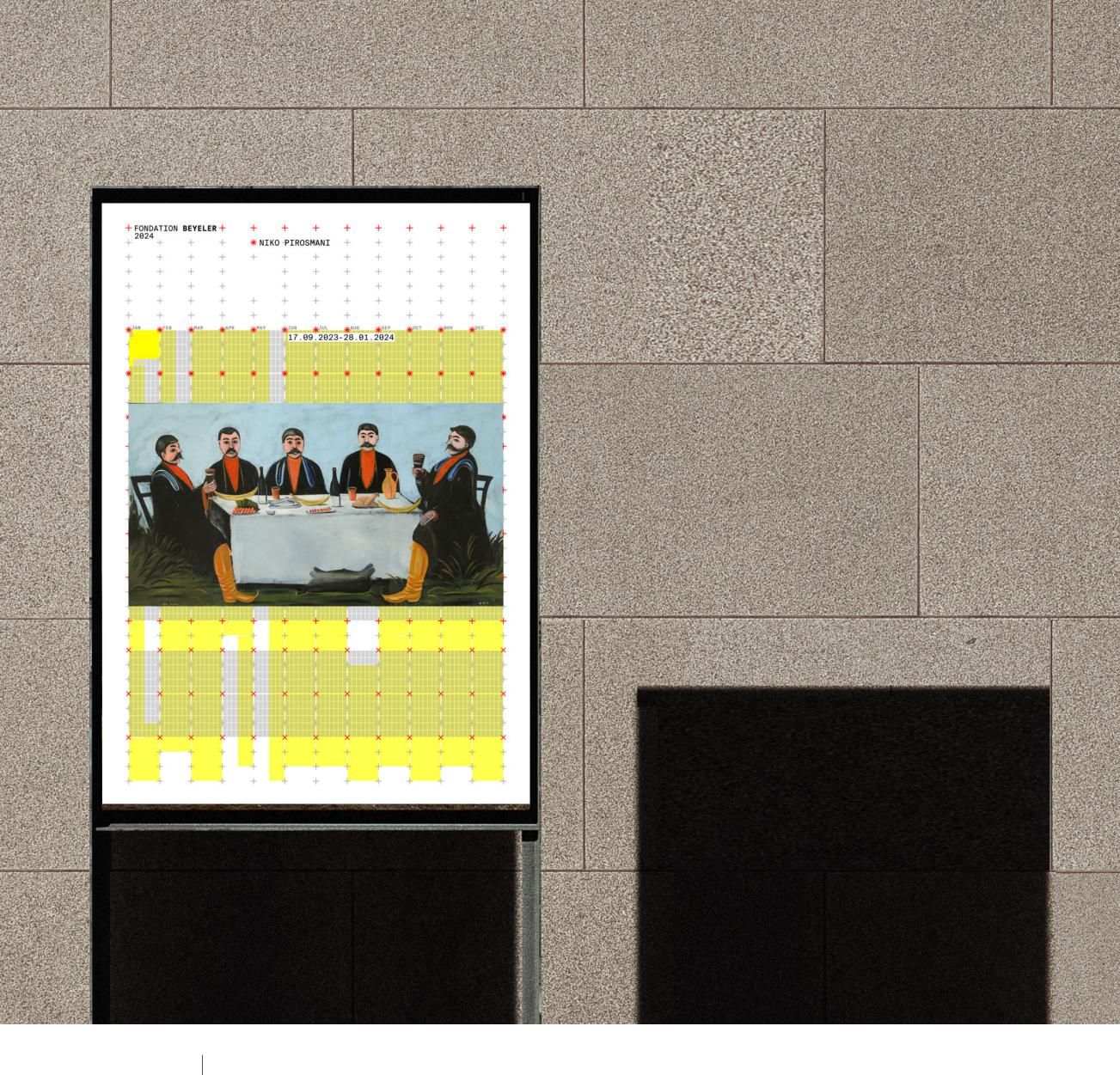




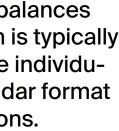


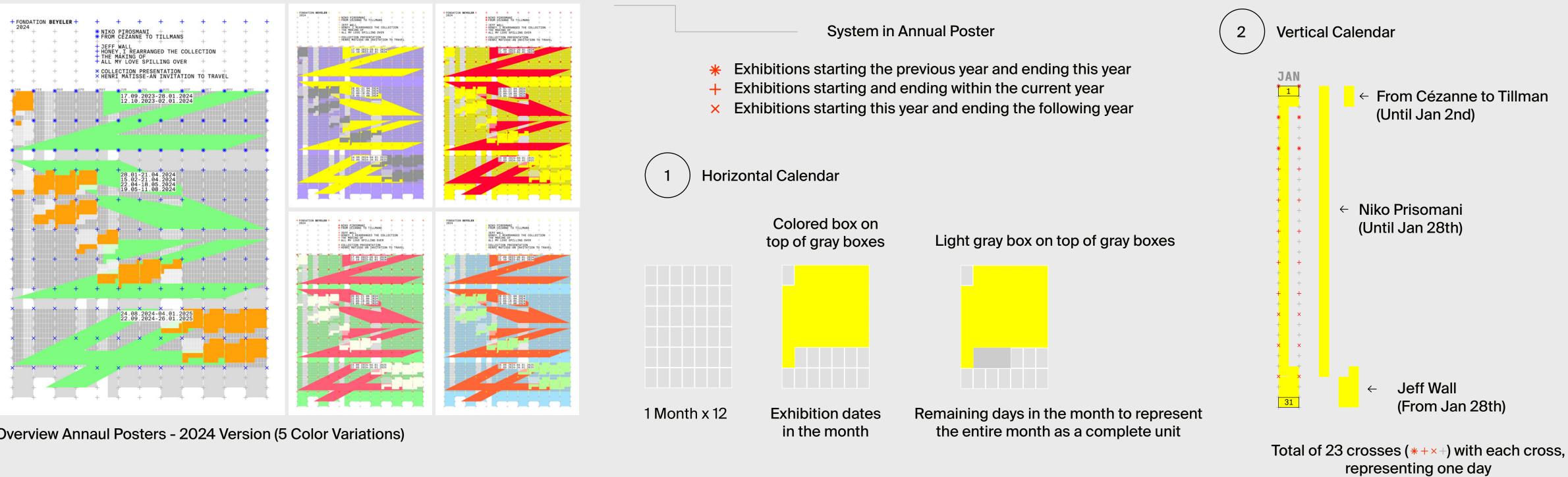


Fondation Beyeler Identity Rebranding



Art museum identities often prioritize artwork over design, but this branding project balances both. Fondation Beyeler hosts multiple exhibitions yearly, yet only the main exhibition is typically promoted. To address this, this project introduces annual calendar posters alongside individual exhibition posters, aiming to establish a cohesive visual identity. The layered calendar format makes exhibition details easily accessible and encourages exploration of all exhibitions.



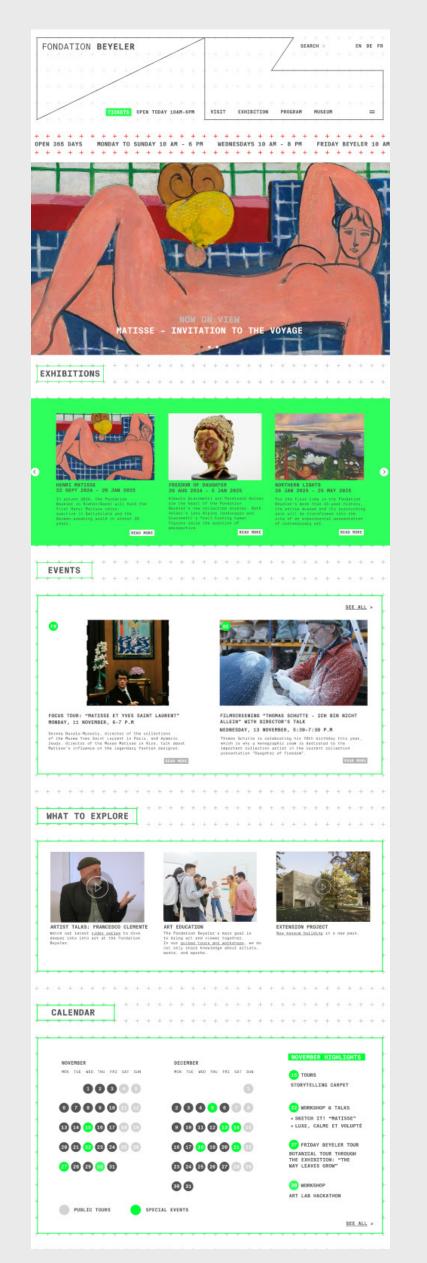


Overview Annaul Posters - 2024 Version (5 Color Variations)

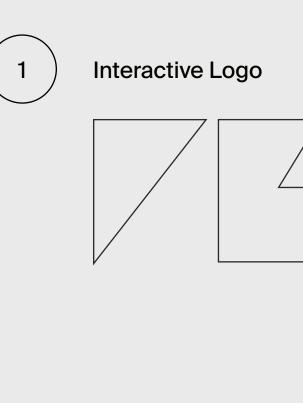
Silkscreen Printed Posters







| TICKETS | SEARCH O EN DE F |
|--|---|
| | FONDATION BEYELER |
| ****** | |
| VISIT EXCIDITION | PROGRAM MUSEUM = |
| N 365 DAYS MONDAY TO SUNDAY 10 AM - 6 PM MEDNESDAYS 10 | + + + + + + + + + + + + + + + + + + + |
| CURRENT EXHIBITION | |
| | + + + + + + + + + + + |
| I CAN'T TELL IF THIS LONGING IS MY OWN | |
| SUNDAY, 19 MAY 2024 - SUNDAY 11 AUG 2024 | |
| | |
| SELECT TICKETS | |
| I AM YOUNG . | CHF 0.00 - 1 + |
| I AM SPECIAL * | CHF 28.00 - 0 + CHF 25.00 - 0 + |
| I AM REGULAR * I AM LUCKY * | CHF 33.00 - 0 + |
| I AM GENEROUS * | CHF 50.00 - 0 + |
| 1 All GENEROUS * | |
| | + + + + + + + + + |
| | |
| EVENTS | + + + + + + + + + |
| T | |
| | JULY 🗸 – |
| DREAM BED | TICKET REQUIRED ~ |
| FRI 12 - SAT 13 JULY FRI 19 - SAT 20 JULY | |
| FRI 19 - SAT 20 JULY FRI 26 - SAT 27 JULY | |
| CREATIVE LAB 'SUMMER'(GERMAN) | FREE |
| SAT 13 JULY SUN 14 JULY | |
| SOUND GARDEN | FREE |
| WED 17 JULY w/ RYDER THE EAGLE | PACE |
| WED 24 JULY W/ CALI P WED 31 JULY W/ MATONDO | |
| | |
| GERUCHSERLEBNIS (GERMAN) | FREE |
| GERUCHSERLEBNIS (GERMAN) SAT 27 JULY | |
| SAT 27 JULY <u>Sketch it! in the park</u> | FREE <u>TICKET REQUIRED</u> ~ |
| SAT 27 JULY | |
| SAT 27 JULY <u>Sketch it! in the park</u> | TICKET REQUIRED ~ |
| SAT 27 JULY SKETCH IT! IN THE PARK THU 25 JULY | TICKET REQUIRED ~ |
| SAT 27 JULY <u>SKETCH IT! IN THE PARK</u> THU 25 JULY + + + + + + + + + + + + + + + + + + + | TICKET REQUIRED ~ |
| SAT 27 JULY <u>SKETCH IT! IN THE PARK</u> THU 25 JULY TOURS + + + + + + + + + + + + + + + + + + + | <u>TICKET REQUIRED</u> ~ |
| SAT 27 JULY <u>SKETCH IT! IN THE PARK</u> THU 25 JULY + + + + + + + + + + + + + + + + + + + | <u>TICKET REQUIRED</u> ~ |
| SAT 27 JULY SKETCH IT! IN THE PARK THU 25 JULY TOURS DREAM BED | <u>TICKET REQUIRED</u> ~ |
| SAT 27 JULY SKETCH ITI IN THE PARK THU 25 JULY TOURS H + + + + + + + + + + + + + + + + + + + | <u>TICKET REQUIRED</u> ~ |
| SAT 27 JULY SKETCH IT! IN THE PARK THU 25 JULY TOURS H + + + + + + + + + + + + + + + + + + + | <u>TICKET REQUIRED</u> ~ |
| SAT 27 JULY SKETCH IT! IN THE PARK THU 25 JULY TOURS DREAN BED FRI 12 - SAT 13 JULY FRI 19 - SAT 20 JULY FRI 26 - SAT 27 JULY CREATIVE LAB 'SUMMER' (GERMAN) | <u>TICKET REQUIRED</u> ~ |
| SAT 27 JULY SKETCH ITI IN THE PARK THU 25 JULY TOURS TOURS DREAM BED FRI 12 - SAT 13 JULY FRI 19 - SAT 20 JULY FRI 26 - SAT 27 JULY | <u>TICKET REQUIRED</u> ~ |
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| SAT 27 JULY SKETCH ITI IN THE PARK THU 25 JULY TOURS PRI 12 - SAT 13 JULY FRI 12 - SAT 13 JULY FRI 26 - SAT 27 JULY CREATIVE LAB 'SUMMER' (GERMAN) SAT 13 JULY SUN 14 JULY SOUND GARDEN WED 17 JULY W/ RYDER THE EAGLE WED 24 JULY W/ CALI P WED 31 JULY W/ MATONDO GERUCHSERLEBNIS SAT 27 JULY SKETCH ITI IN THE PARK THU 25 JULY YOUR TICKETS FOR YOUR TICKETS FOR | TICKET REQUIRED ~ TICKET REQUIRED FREE FREE TICKET REQUIRED |



EVENTS <u>DREAM BED</u> FRI 12 - SAT 13 JULY FRI 19 - SAT 20 JULY FRI 26 - SAT 27 JULY

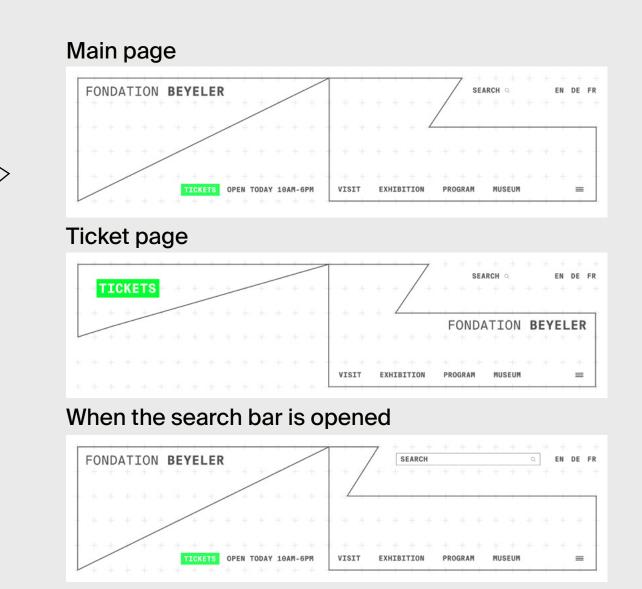
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CREATIVE LAB 'SUMMER'(GERMAN) SAT 13 JULY SUN 14 JULY SOUND GARDEN WED 17 JULY w/ RYDER THE EAGLE WED 24 JULY w/ CALI P WED 31 JULY w/ MATONDO GERUCHSERLEBNIS (GERMAN SAT 27 JULY SKETCH IT! IN THE PARK THU 25 JULY

Events should be organized by date, with repetitive events consolidated and special events highlighted.



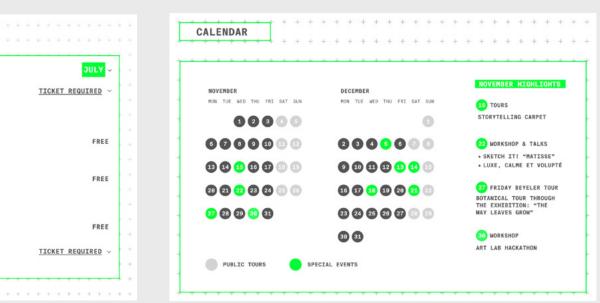




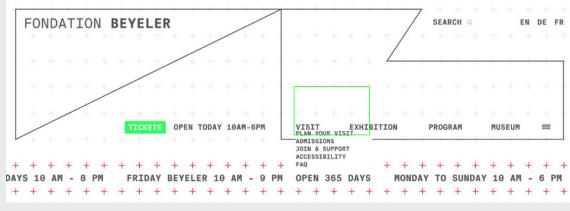
The shape changes interactively on each page based on the position of the "+"

3

Reducing Repetitive Information



Simplify Navigation and Highlight Key Information

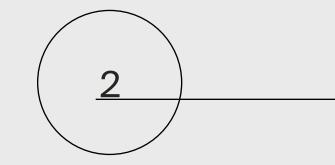


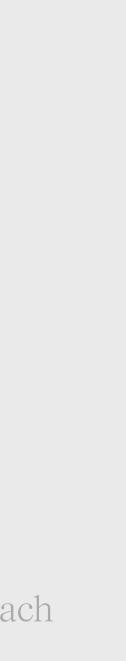
Streamline the submenus and the marquee can be used to highlight the opening hours

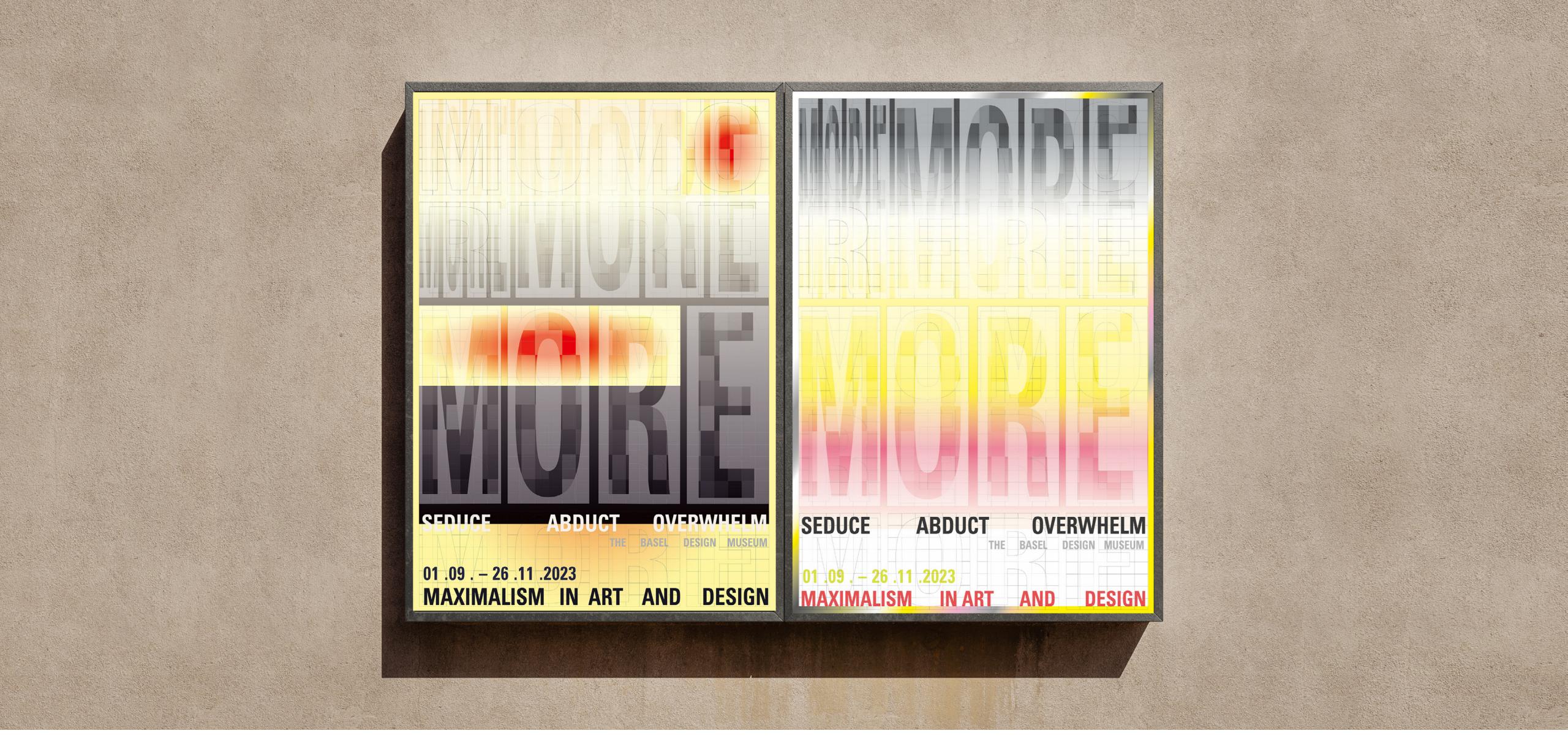




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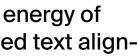


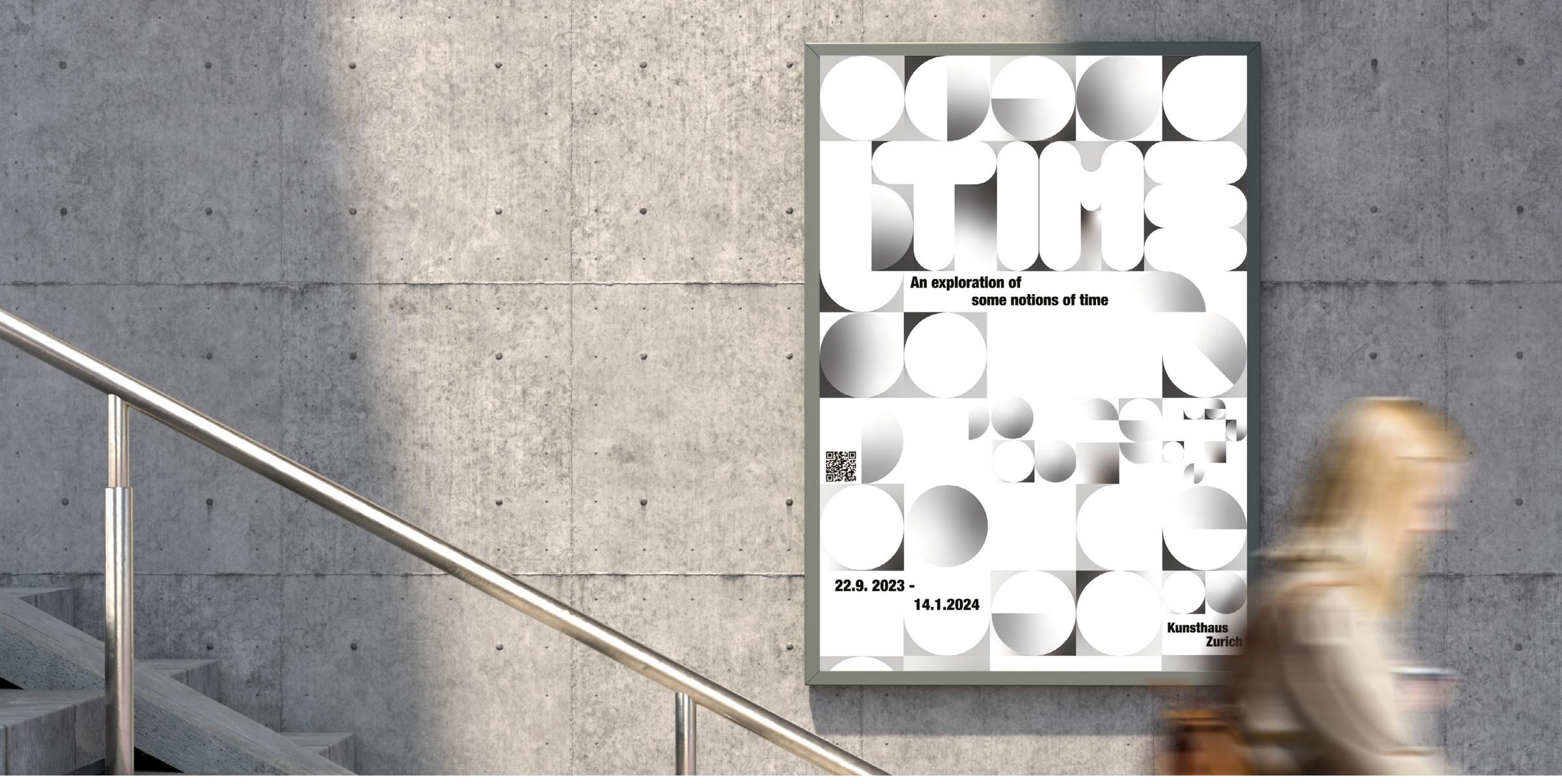




More is more

F4 (128 x 90.5 cm), Digital Print, 2023 Instructor: Leander Eisenmann A poster for a virtual exhibition themed "more is more." This poster conveys the bold energy of Maximalism through oversized typography and striking color contrasts. The grid-based text alignment and fading gradients create a sense of visual overload.





Time (AR Poster)

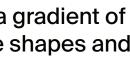


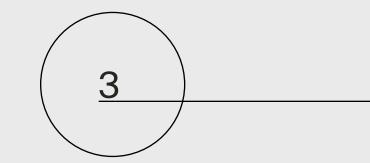
If you scan the QR code, you can see the AR poster moving on top of the poster.

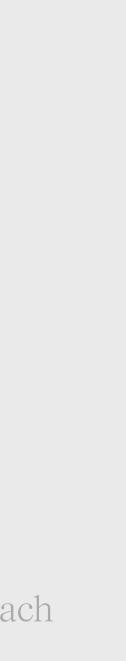
F4 (128 x 90.5 cm), Digital Print, 2023 Instructor: Ted Davis, Martin Golombek

This is a virtual exhibition poster with the theme of 'time'. The passing of time is like a gradient of color that seems to have a beginning and an end but is infinite. The movement of the shapes and the grayscale gradation color palette make to feel about the relativity of time.









Altera is derived from the Latin word meaning other or alternative.

ltera Grotesk

In its essence it suggests a sense of change and transformation.

This concept aligns with the ever evolving nature of design.

It embodies the idea of exploring new possibilities.

Netural Sans Serif

It reflects the pursuit of innovation and creativity.

Through its elegant form, it encourages fresh perspectives.

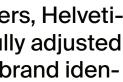
The name invites users to embrace the journey of discovery.

Altera Grotesk

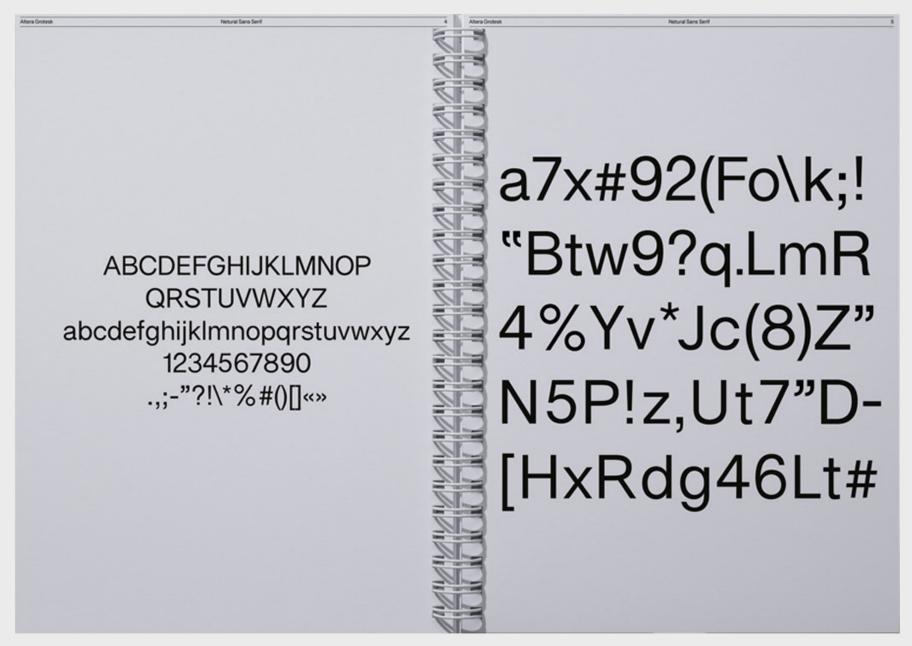


Altera Grotesk is a unique typeface that refines well-known sans-serif fonts like Univers, Helvetica, and Arial to better suit personal preferences. Each letterform has been thoughtfully adjusted to create a more comfortable and elegant appearance, making it an ideal choice for brand identity and web design projects.

Type Design, 2024







Freilager-Platz 1 4142 Munchenstein

Friedensgasse 69 4056 Basel

13 High Street London WC2N 8DU

Alberto Giacometti Yves Klein Sofia Coppola Umberto Eco Xiaolu Guo Frida Khalo Isamu Noguchi Johann Sebastian Bach Vera Wang Henri Matisse



nber 2024, the Fondation 8 nts the first Henri M tive in Switzerland and the German beuvre. It takes as its sta o the Voyage, which feature

015), «Monet» (2017), and tion and in simp culpture, and

ut-outs he devised a distir nting, drawing and sculpture. The exhibit e full range of the artist's career. Beg ting in the legendar Paris; the K20, Dusseldorf; the Kimbe Art Museum, Fort Worth: the Museum of Modern Art, New York; the National Gallery,

La desserte (The Dinner Table), 1896/1897; Luxe, calme et volupte, 1904; La fenetre ouverte, Collioure (The Open Window, Collioure), 1905; Le luxe I, 1907; Baigneuses a la tortue (Bathers with a Turtle), 1907/1908; Poissons rouges et sculpture (Goldfish and Sculpture), 1912; Juge decorative sur fond ornemental (Decorative Eigen construction) Sur fond ornemental (Decorative construction) Sur fond ornemental (D sur fond ornemental (Decorative Figure on an Ornamental Ground), 1925/1926; Grand nu couche (Nu rose) (Large Reclining Nude [The Pink Nude]), 1935; L'Asie (Asia), 1946; Interieur au rideau egypti (Interior with an Egyptian Curtain), 1948; and Nu bleu I (Blue Nudel), 1952. This wealth of significant paintings, sculptures and paper cut-outs will hold up to view the development and the range

ient travelling. In its symbolic dimension, the open window in particular operates as a form of Washington; and the San Francisco Museum of Mod-ern Art. The exhibition features masterpieces such as ceived specially for the exhibition, Matisse's travels are made vivid through animated historical photographs and wall panels. Bonbon, Zurich, is published byHatje Cantz Verlag, Berlin. Several authors have contributed to the scholarly relevance of the catalogue, most notably Larissa Datwyler, Robert Kopp and Griselda Pollock, as well as Alix Agret, Dita Amory, Patrice Deparpe, John Elderfield, Clau dine Grammont, Jodi Hauptman, Ellen McBreen and Anne Thery.





all the share the state

Horizon Slab Serif

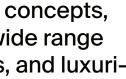
ACCOUNT

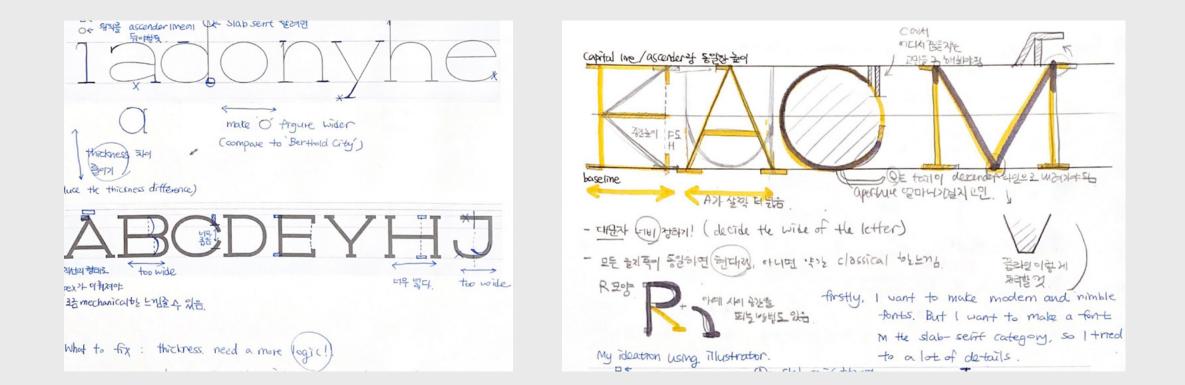
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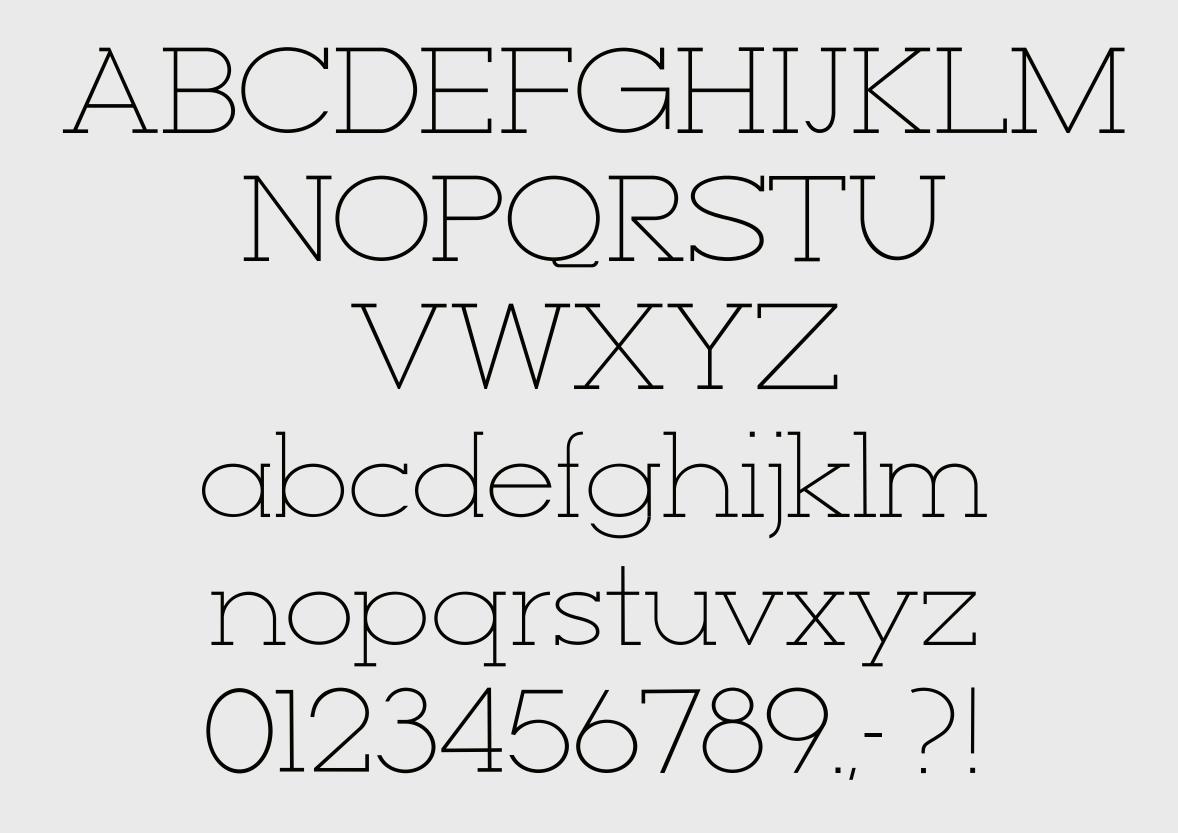


This thin slab serif typeface combines historical slab serif forms with modern design concepts, creating a sophisticated and elegant aesthetic. Its versatility makes it suitable for a wide range of applications, including minimalist fashion branding, contemporary design projects, and luxurious visual identities.

Type Design, 2024





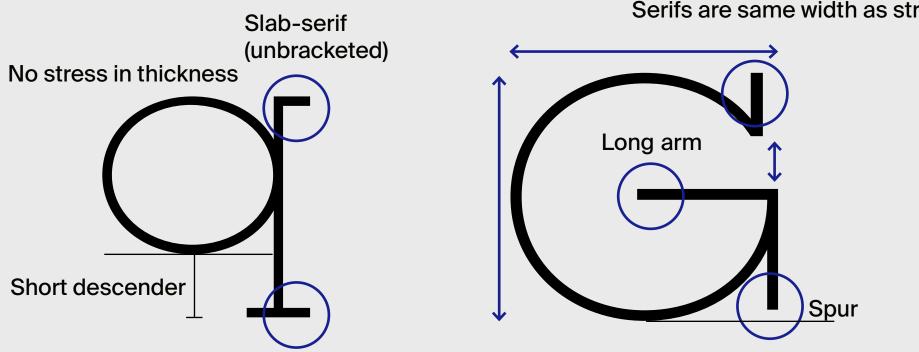


THE ROW KODEX 60pt Popularity

40pt

582 York Road London EC73 8XK 9930 Rockwell NY 10024

16pt Barbara Kruger is an American feminist conceptual artist and photographer. Through her combines photography and text, she is characterized by criticism of existing art and resista power, especially social prejudice under male domination.



Serifs are same width as strokes



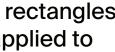


Stencil Monospaced Typefaces

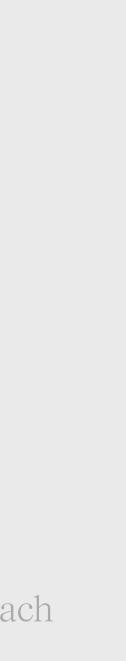


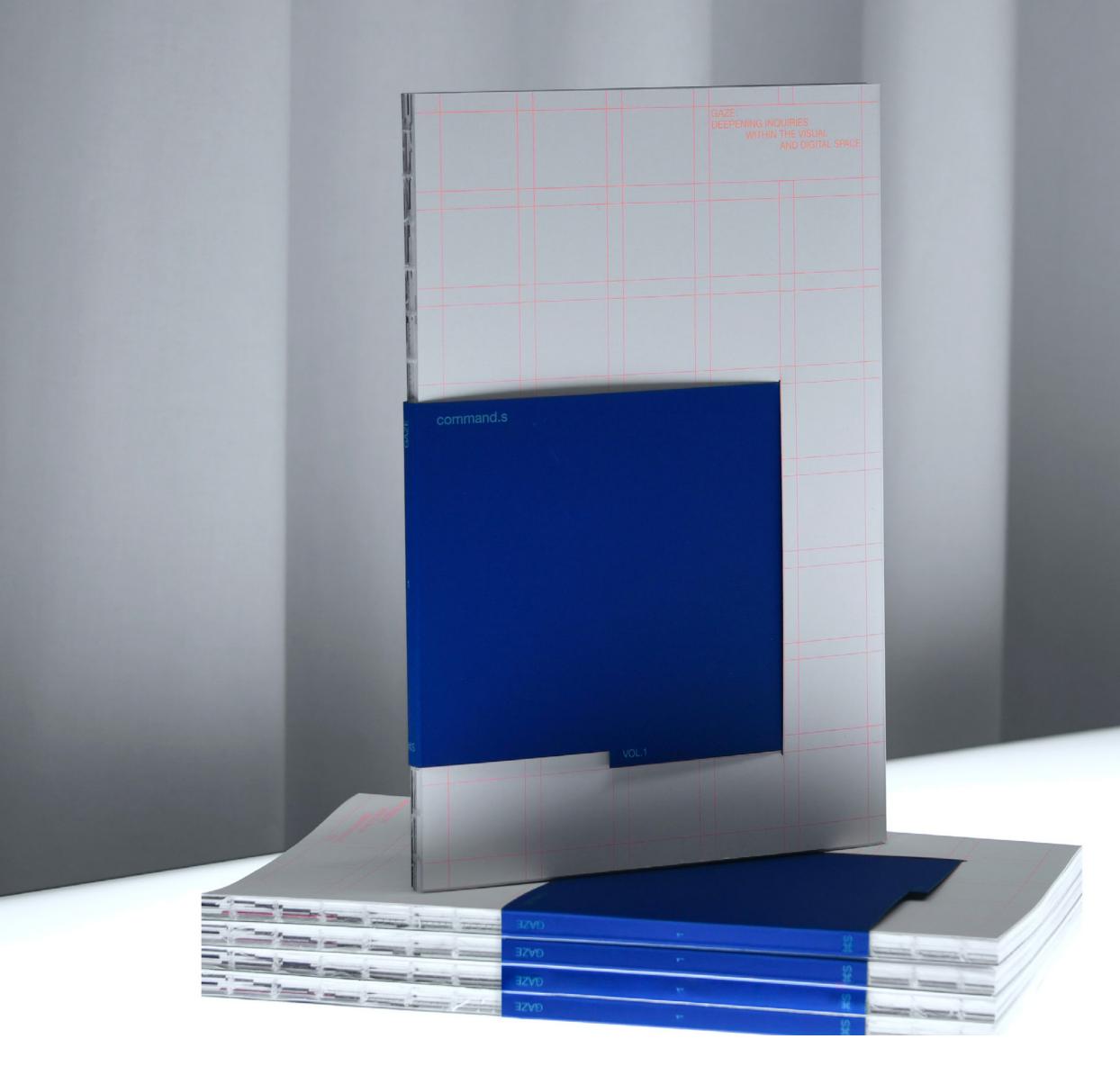


26 stencil monospaced alphabets were created using only specific shapes: rounded rectangles and one-quarter circles. The actual stencil letters, printed with a laser cutting, were applied to the poster using spray paint.









Command S (xS) Magazine #1





ing myself. It was initiated with the goal of documenting and sharing works that often go unnoticed within the institute. The team actively participated in every stage of the project, including promotion, curation, editorial design, and cover production. Notably, the covers were handcrafted using techniques such as screen printing and laser cutting adding a unique and personal touch to the publication.

297 x 210 mm, Magazine, 2024

Theme: Gaze / Main Color: Fluroscent Orange, Blue











Mind AR technology is integrated to offer a dynamic experience, allowing users to view moving graphics

Cover Design



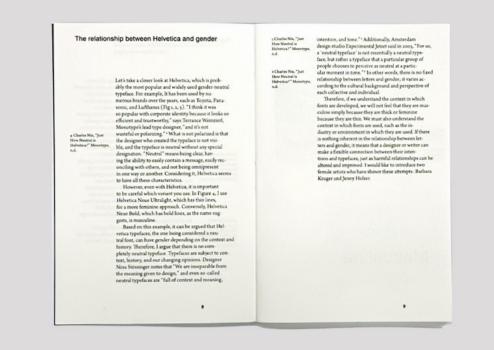
A gatefold format was used for the cover design, with laser cutting, laser engraving, and screen printing techniques



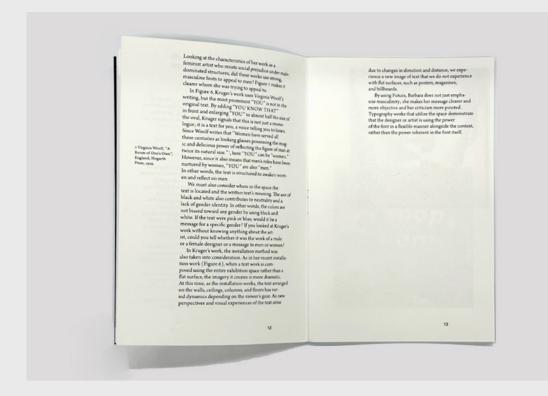


How to Straighten the Tilted World in Typeface

128 x 170 mm, Booklet, 2023 Instructor: Jinsu Ahn A publication analyzing whether typefaces have gender characteristics, based on the work of female artists. Research and writing by myself.



ТОУОТА Gender identity of typefaces that vary with context: In a case study of Barbara Kruge Panasonic Pigner L. S. 3: Logo of TOTODA, Pana-sonic and Lufthansa Pigner 4: Helvetica Neue Ulmilight, Helvetica Neue Bold 🕑 Lufthansa Feminine Masculine













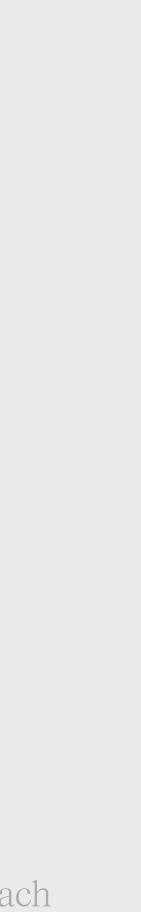
Folded View

Full Spread View







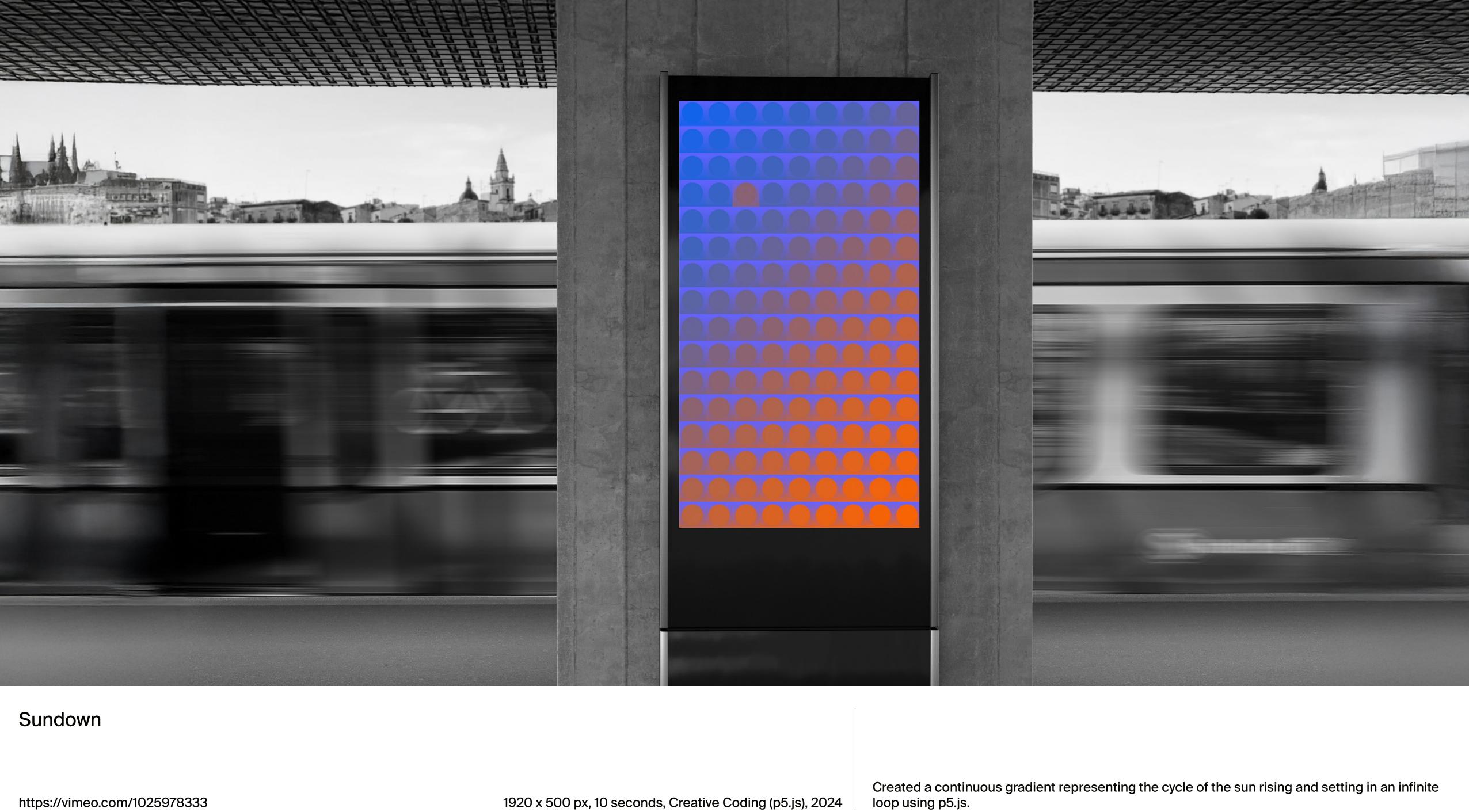




https://vimeo.com/1025979133

Instructor: Vera van de Seyp

rated lines that resemble ants, which continuously drift across the canvas.



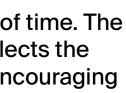
https://vimeo.com/1025978333

loop using p5.js.



Zeitreise

10 seconds, Video, 2023 Instructor: Dirk Koy This moving poster uses black-and-white gradients and cubes to represent the flow of time. The gradient symbolizes the continuous passage of time, while the cube's movement reflects the connection between time and space. It visually conveys the concept of time travel, encouraging viewers to imagine different perspectives on time.



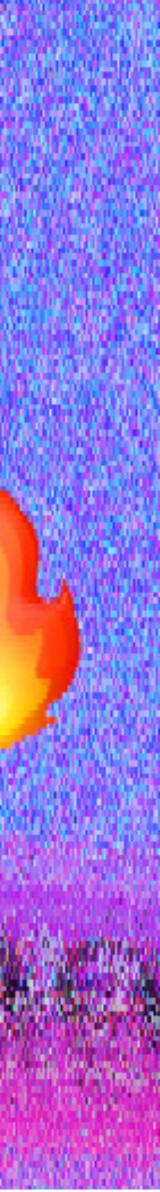


Cool App

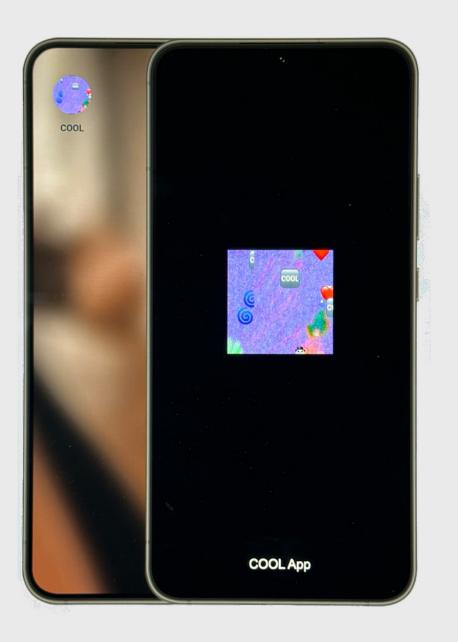
https://vimeo.com/1025987813

Application, Creative Coding (Hydra, p5.js), 2024 Instructor: Olivia Jack

A fun, random app with a single, simple function: when you touch the screen random emojis are generated and float around with a complementary-colored shadow behind each one.



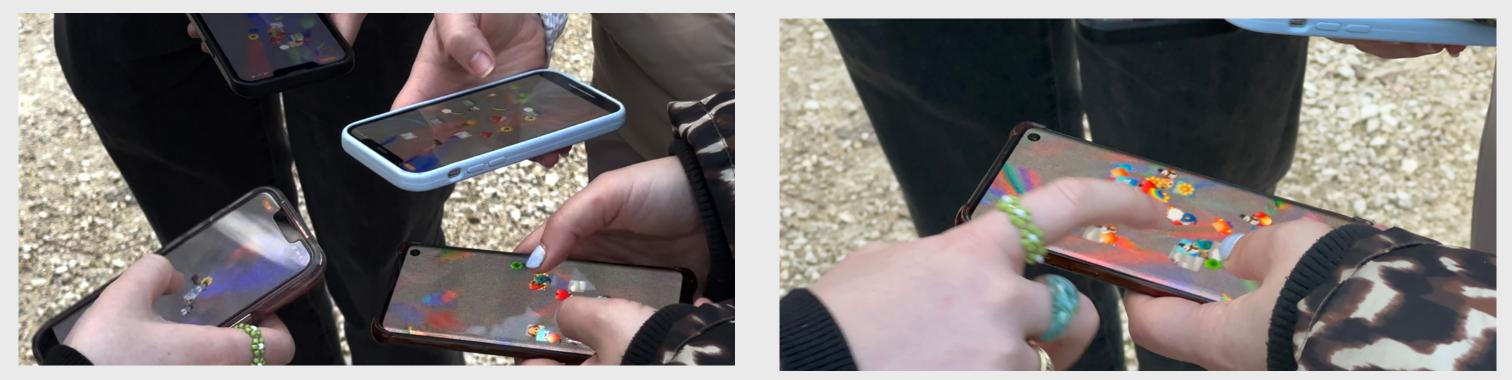
Graphic variation in App Contents







App in Use

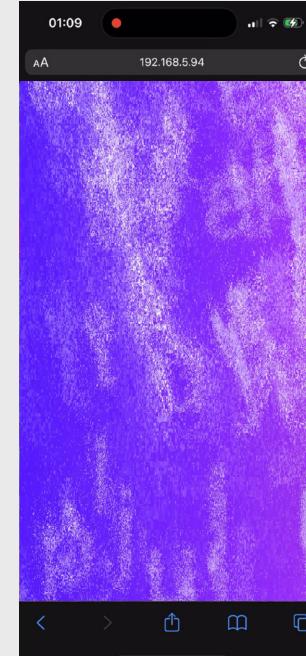












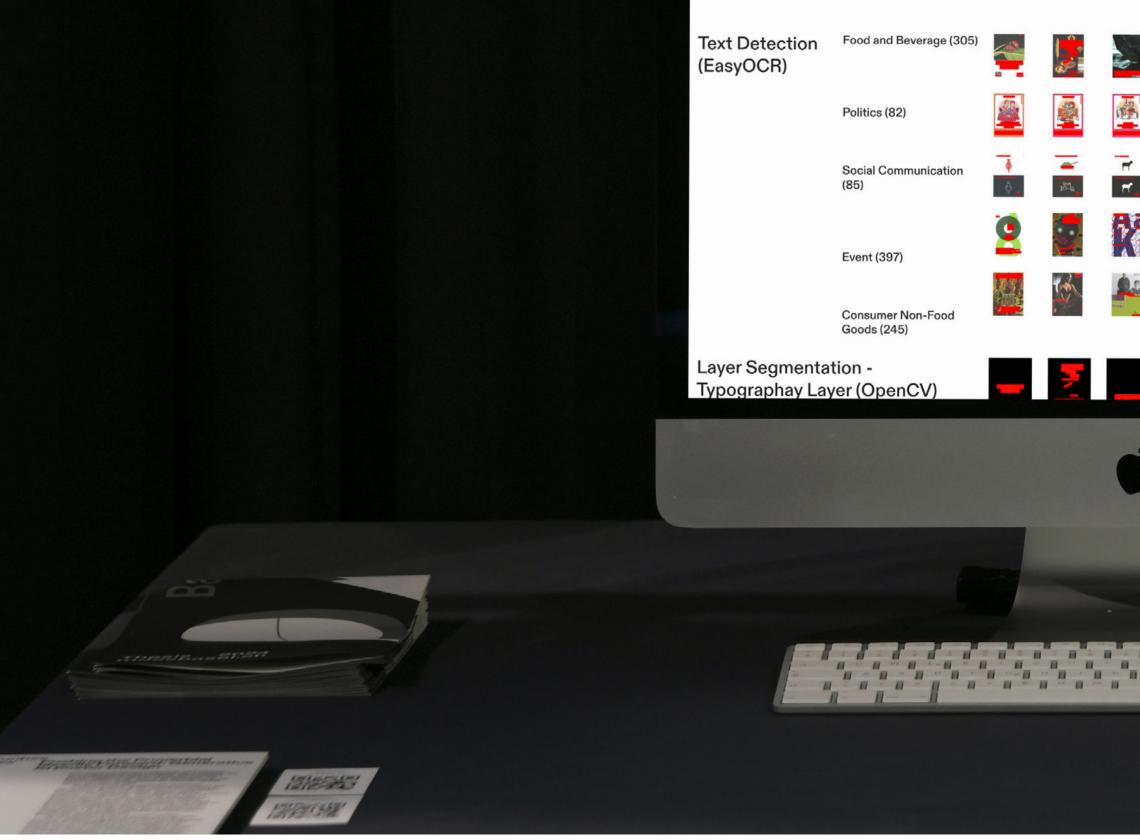






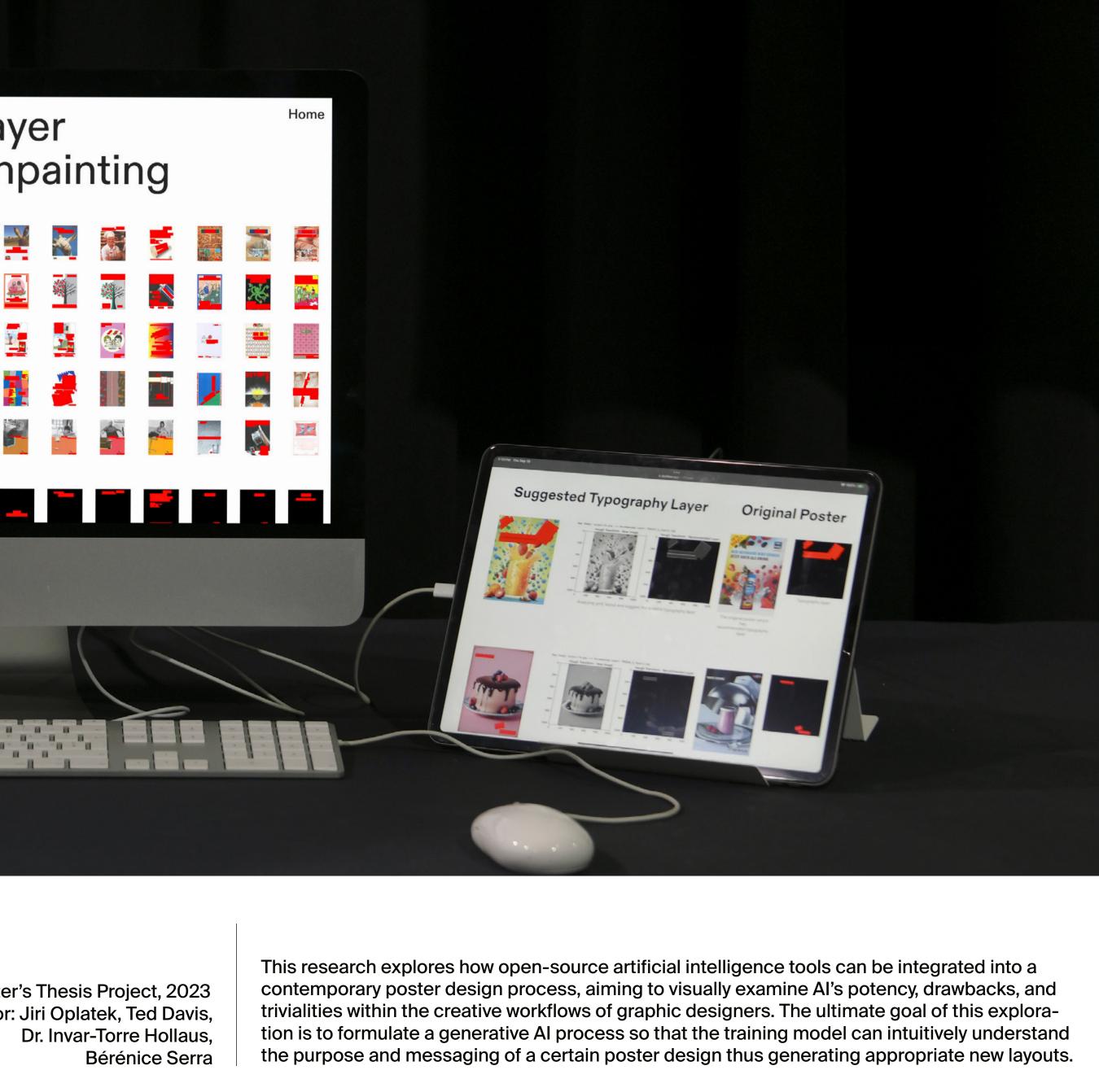


Text Detection, Layer Segmentation and Inpainting



Pushing the Proverbial Needle Forward: Generative AI Poster Design

Master's Thesis Project, 2023 Instructor: Jiri Oplatek, Ted Davis,



Generative AI Poster Design Workflow:

Collect original posters from *Basel Poster collection* 70,000 posters from Switzerland and other region

Categorization

- Event

 \longrightarrow

- Food and Beverages
- Consumer Goods
- Politics
- Social Communication

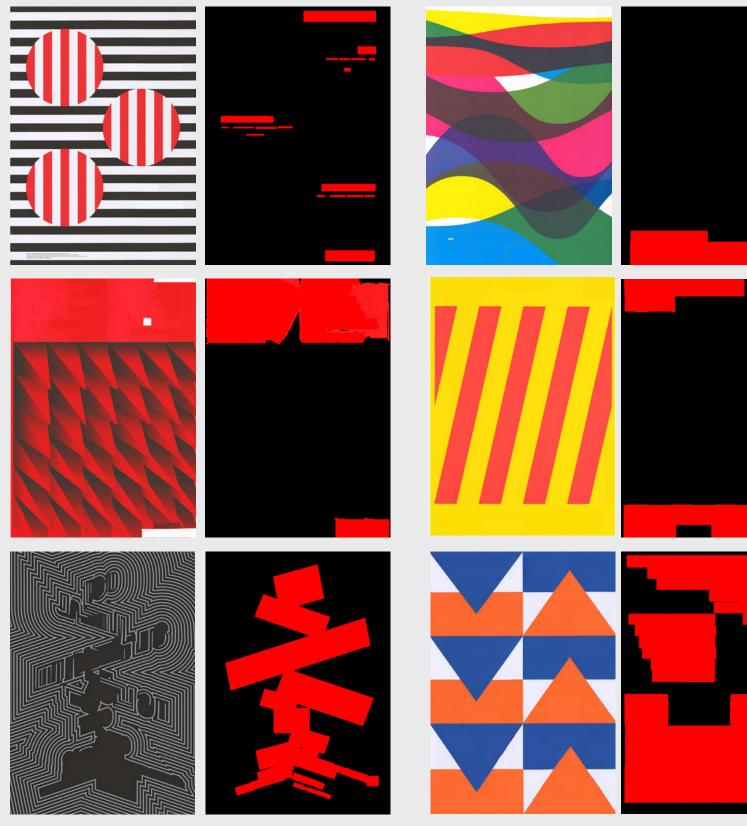


Represent selected examples from "Event" category

Separating the typography and images from the original poster

: Al struggled to accurately reproduce typography and maintain consistent layouts and grid structures. To overcome these limitations, I explored how to process the typography and image layers separately to improve the Al's ability to support the poster design process.

Used AI models/Open Libraries: EasyOCR, OpenCV, OCR-SAM



The left image: **image layer** with the The right image: the **typography layer**. typography layer removed







Model Training

: Images without typography layers are trained in Al-Model

Used AI models: Stable Diffusion XL 1.0 + LoRA



AI-Generated Images

: The infinite images generated by this model aid in the initial idea generation and concept development for various styles of posters, including graphic, illustrative, and photographic posters.







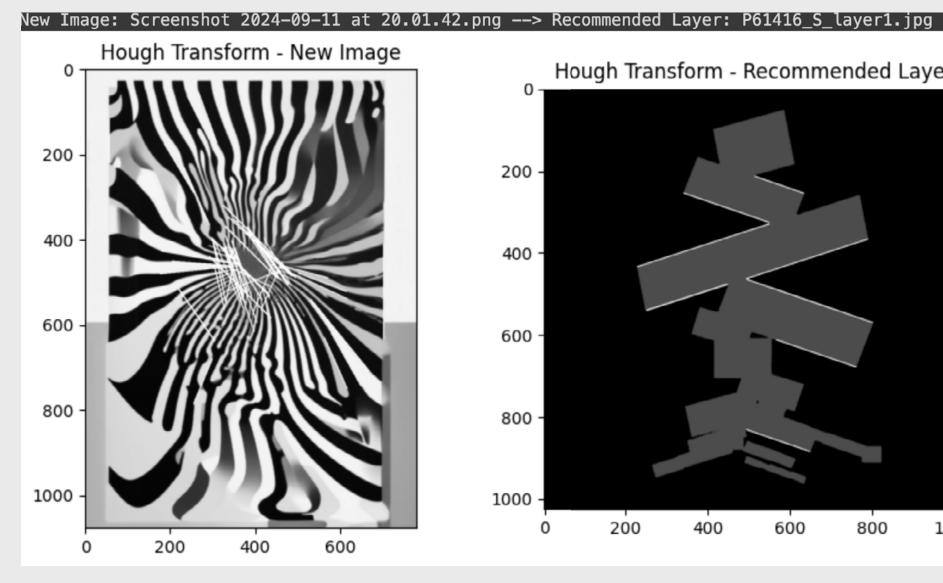


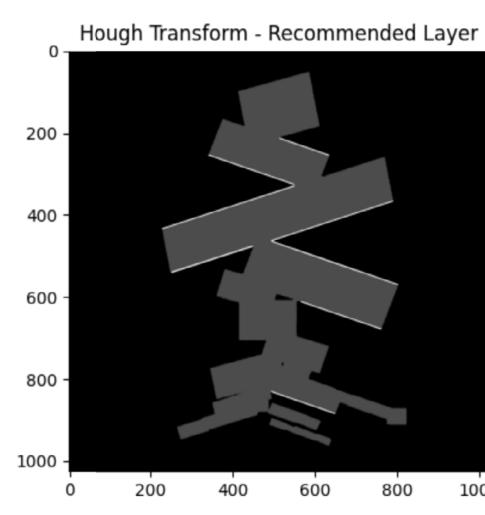


Typography Layer Suggestion

The most suitable typography layers were selected by calculating the similarity between the original poster(trained data) and the AI-generated images image.

Used Open Libraries: ResNet50, Hough Transform





Final Outcome

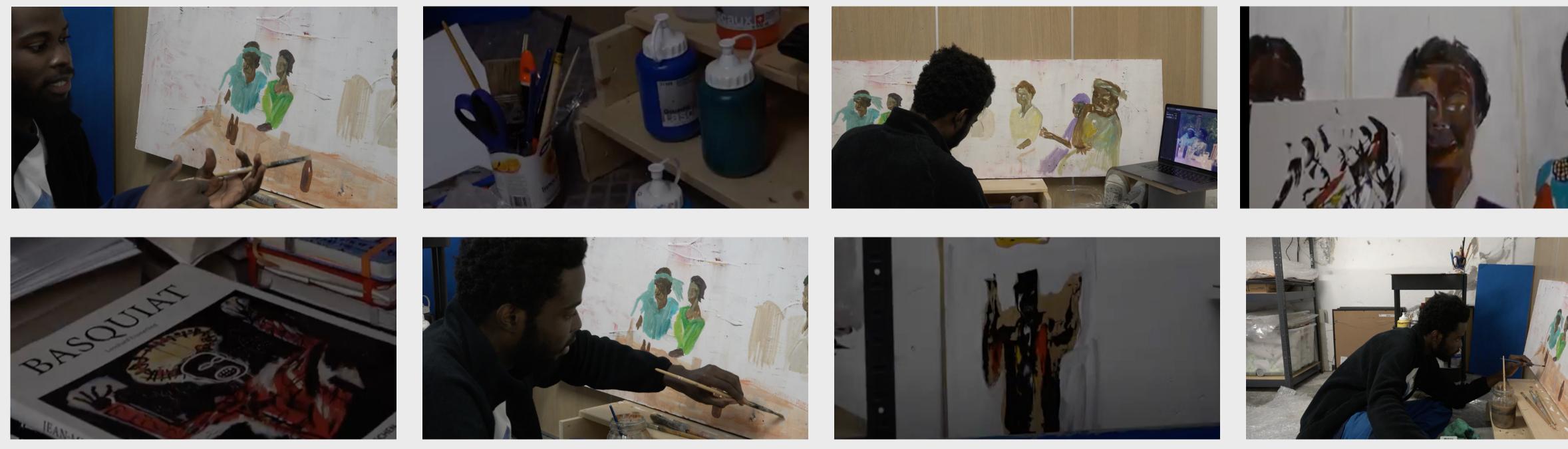




Suggested typography layer is from the original poster (the left) used as trained data





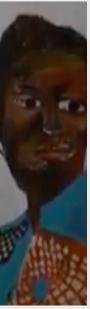


Seat at the table

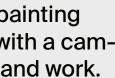
https://vimeo.com/802164523

While pursing my bachelor's degree, I never objectively looked at the process of my painting work. As a solution to that question, I slowly captured the work process of one artist with a camera and included insights into the overall artist, such as what he thinks about the art, and work.

Documentary Film, 2023









Seoul to Basel

A T-shirt themed 'From Seoul to Basel,' visually expressing the movement and connection between the two cities. The design utilizes silkscreen techniques, with three overlapping layers creating a unique texture and depth.

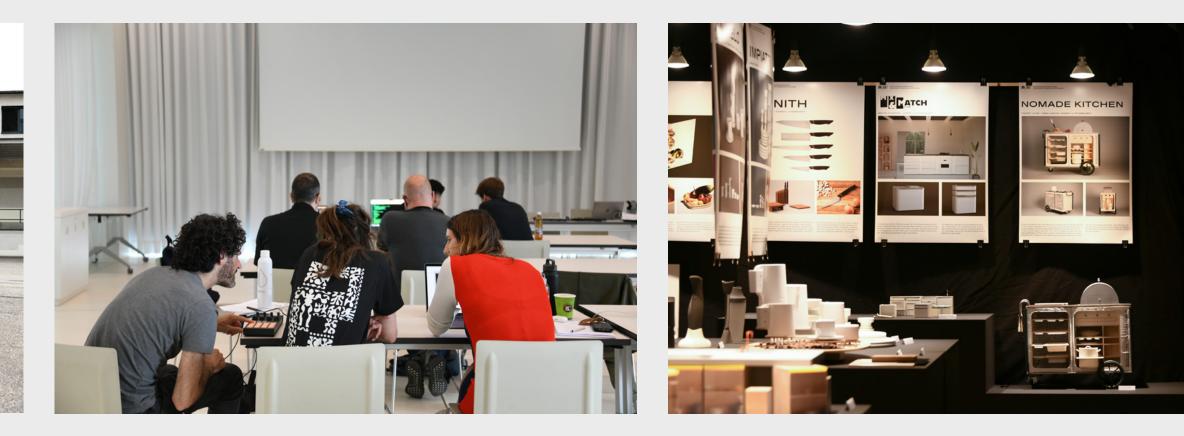




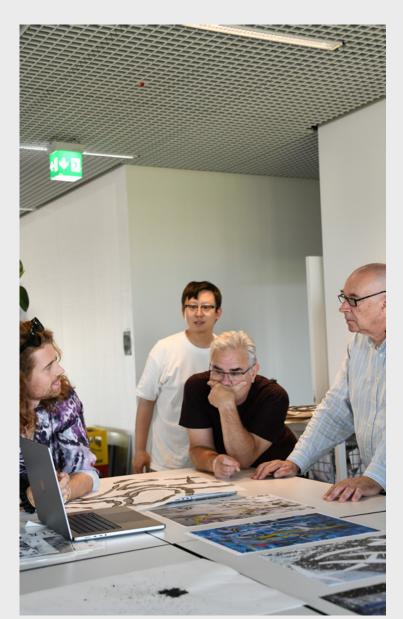




Photography Works









Worked as a photographer at the Basel School of Design, capturing and editing images for diploma exhibitions, special events, open house and workshops. Focused on documenting creative projects with precision and storytelling. Additional works can be found on the official HGK IDCE platform.

Photography, 2023 - 2024



