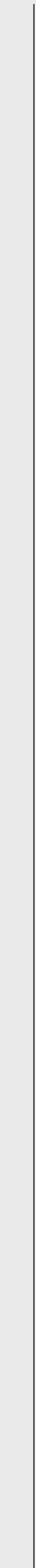


EUNBEE LEE

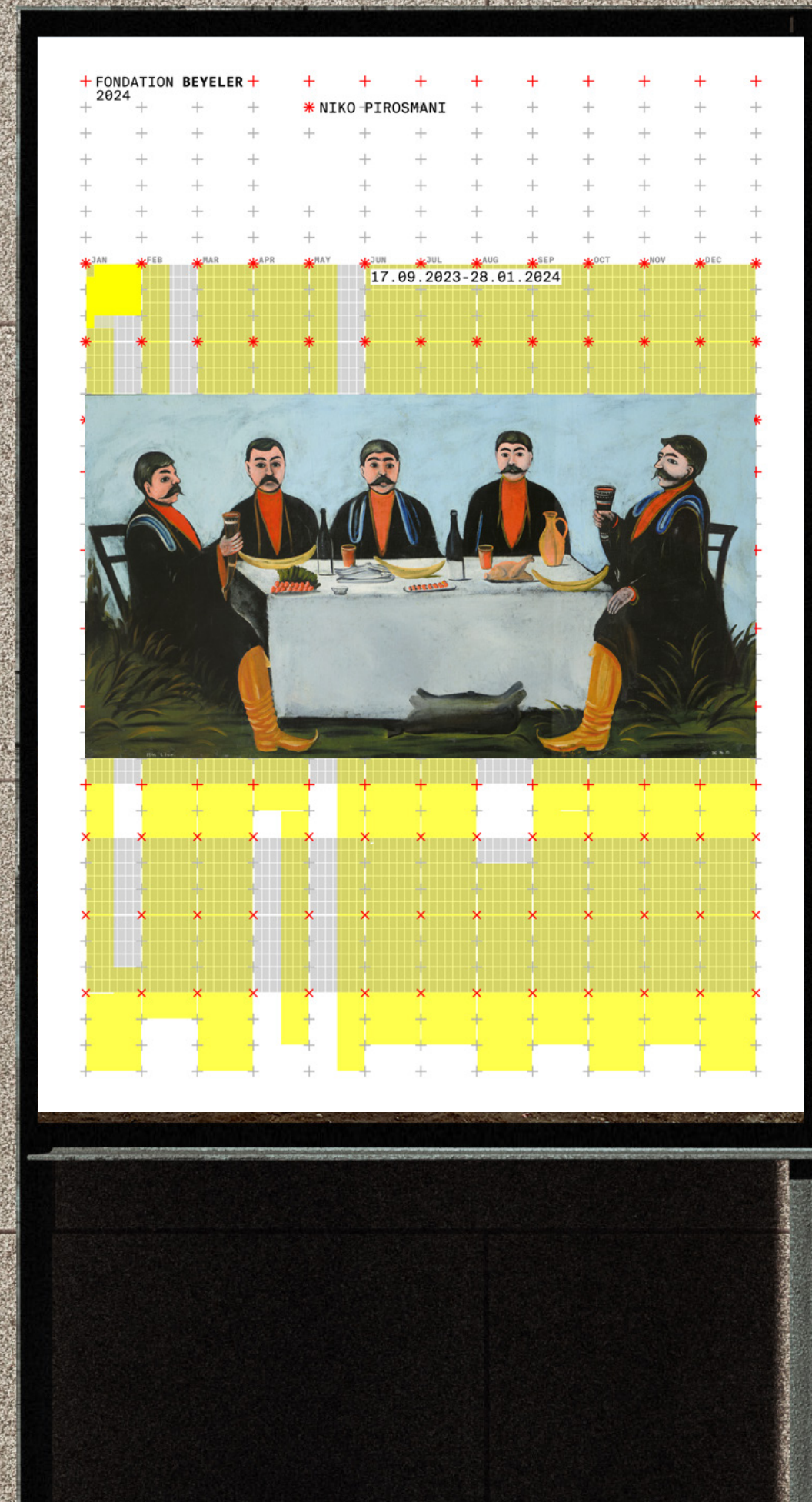
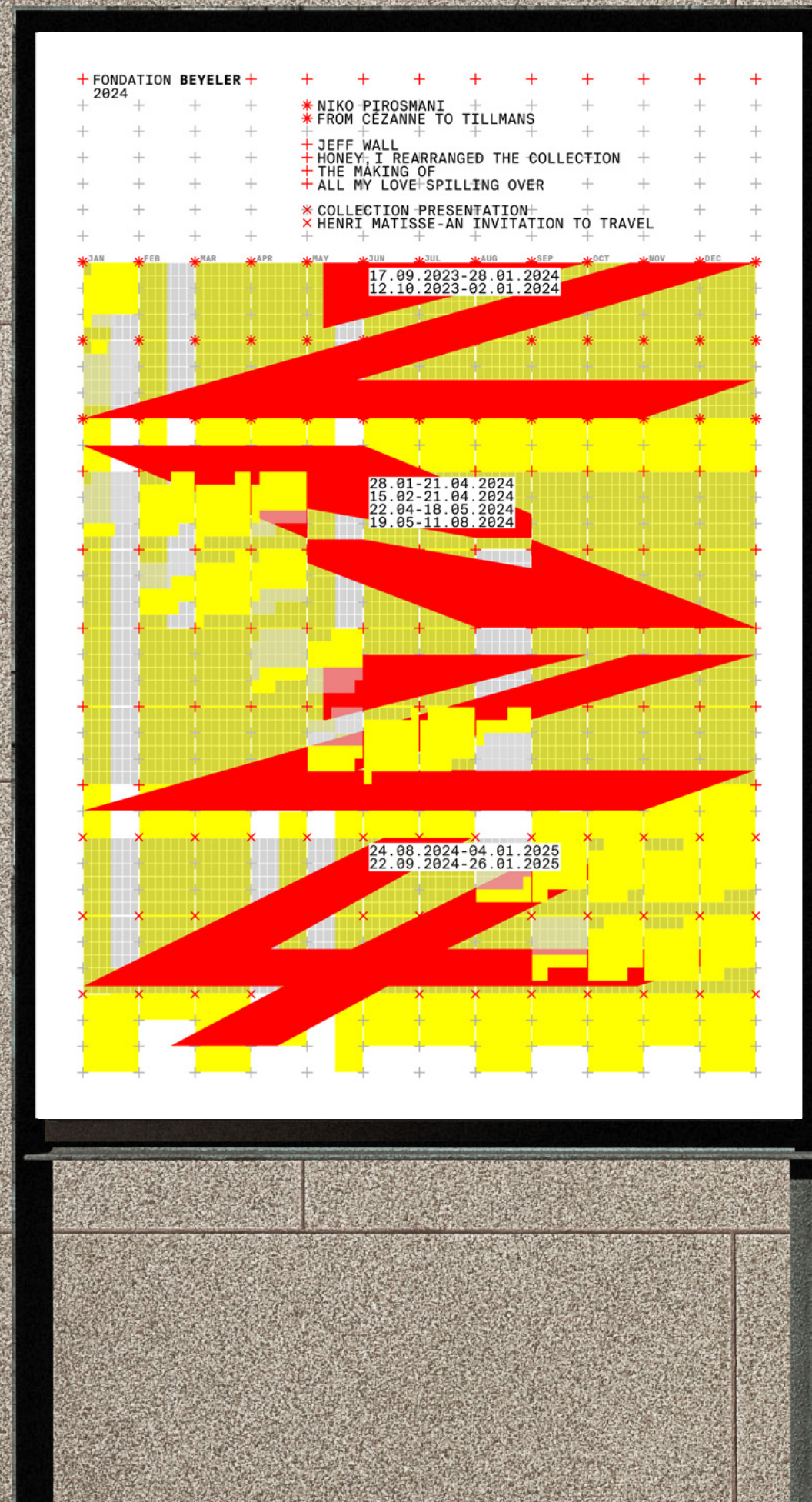
PORTFOLIO

Selected Works



Branding & Visual Identity, Poster Design, Type Design, Editorial Design,
Digital & Interactive Experiences, Experimental & Cross-disciplinary Approach

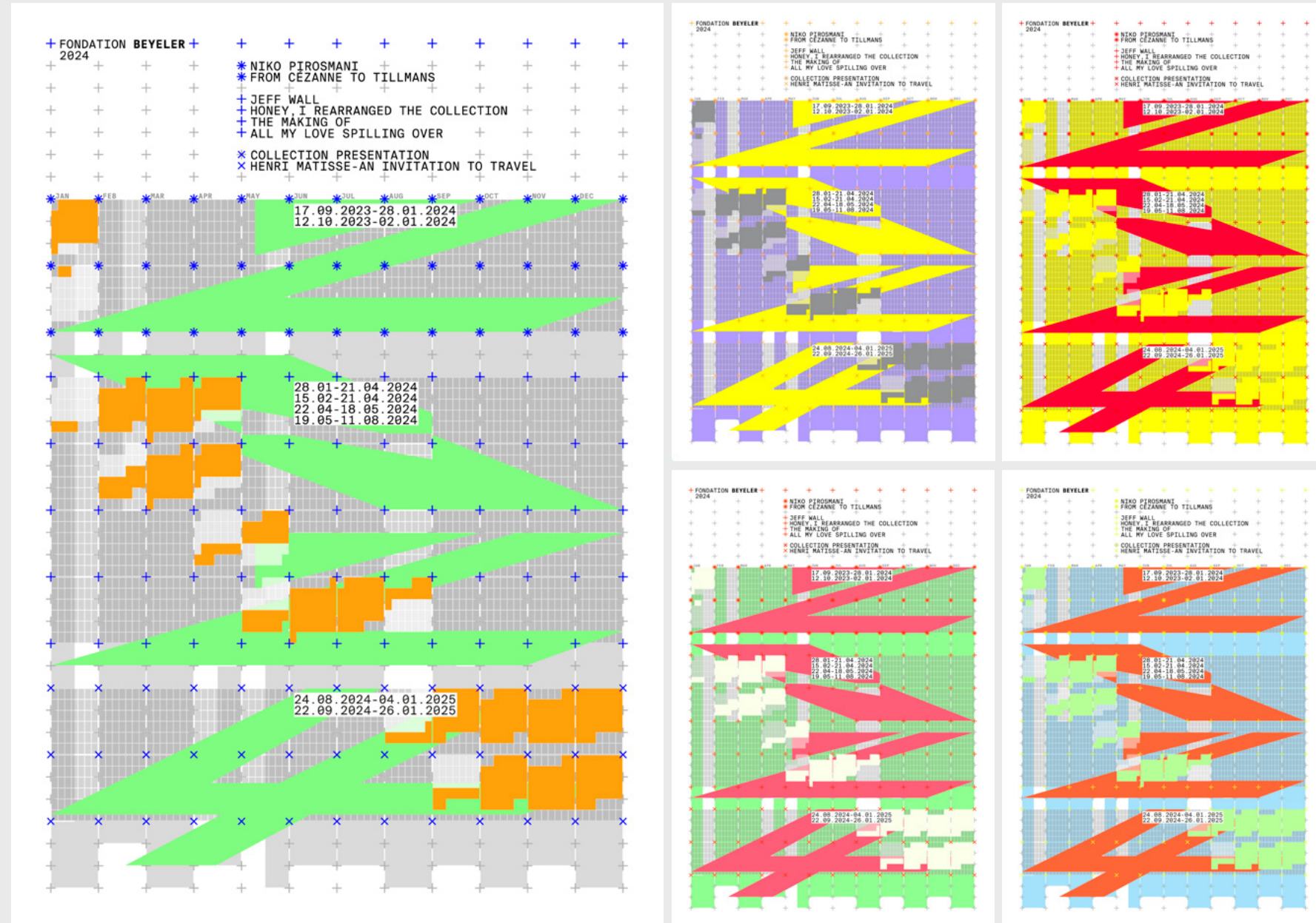
Last Updated: December 2024



Fondation Beyeler Identity Rebranding

F4 (128 x 90.5 cm), Silkscreen, 2024

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 Annual Posters - 2024 Version (5 Color Variations)

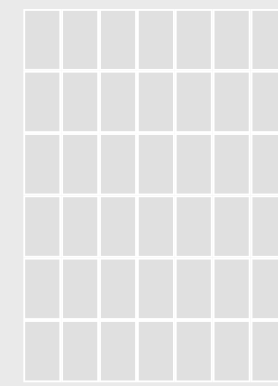
System in Annual Poster

- * Exhibitions starting the previous year and ending this year
- + Exhibitions starting and ending within the current year
- x Exhibitions starting this year and ending the following year

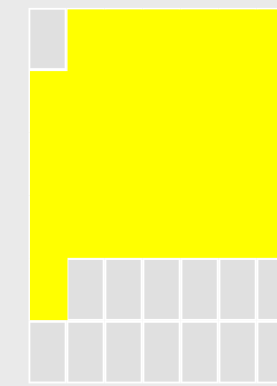
1 Horizontal Calendar

Colored box on top of gray boxes

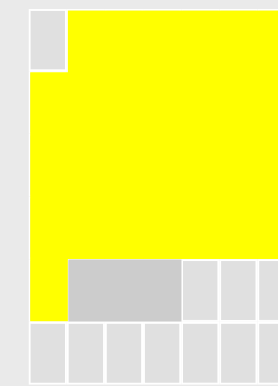
Light gray box on top of gray boxes



1 Month x 12

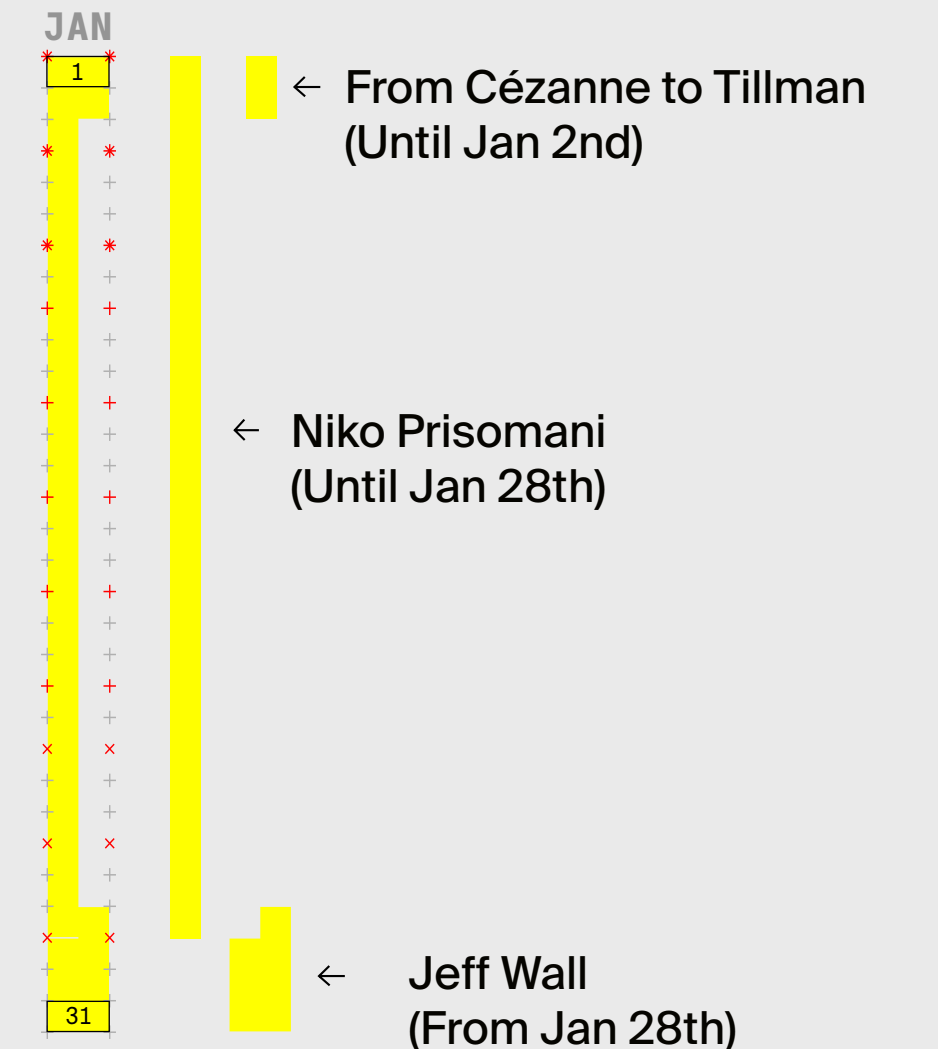


Exhibition dates in the month



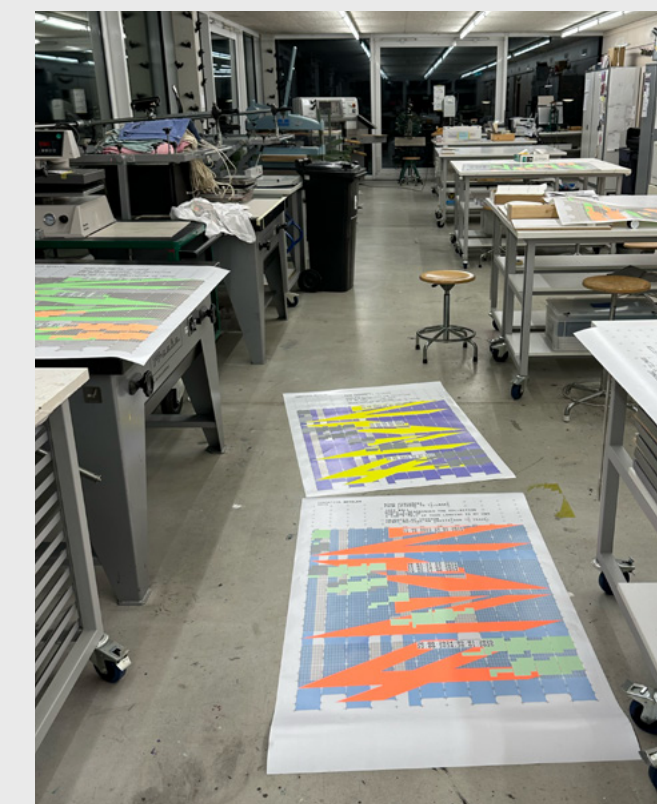
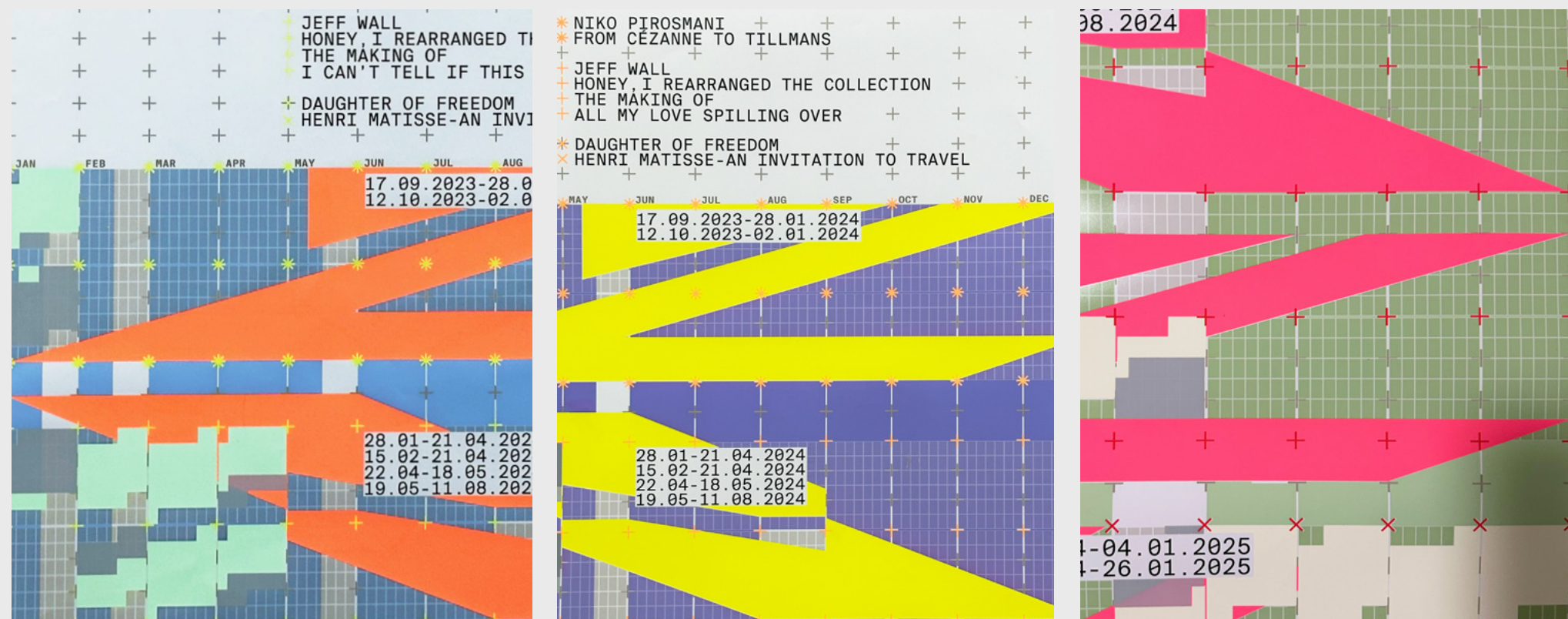
Remaining days in the month to represent the entire month as a complete unit

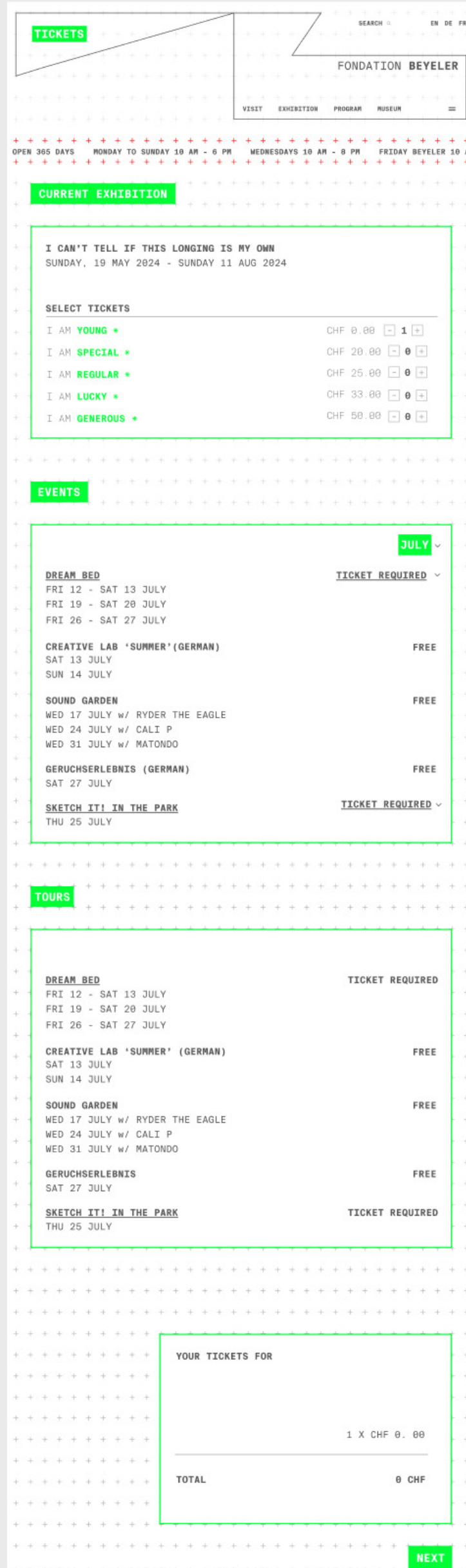
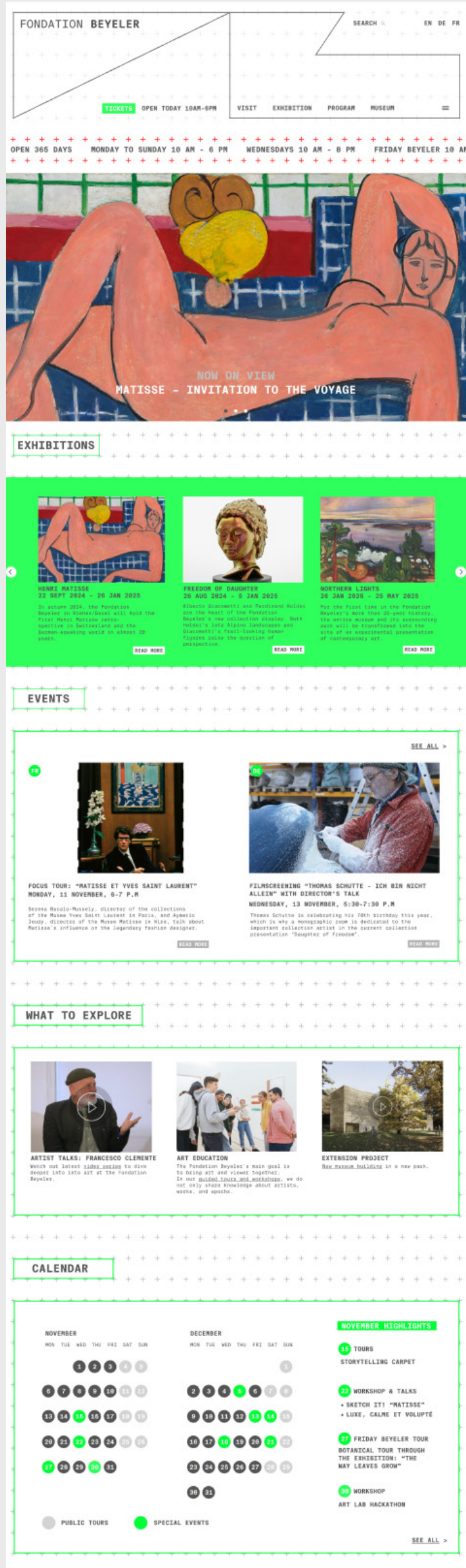
2 Vertical Calendar



Total of 23 crosses (*+ +) with each cross, representing one day

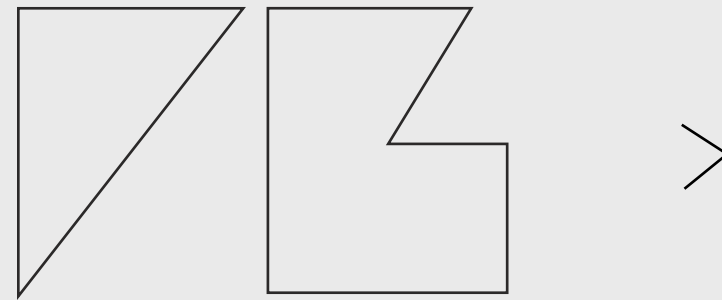
Silkscreen Printed Posters



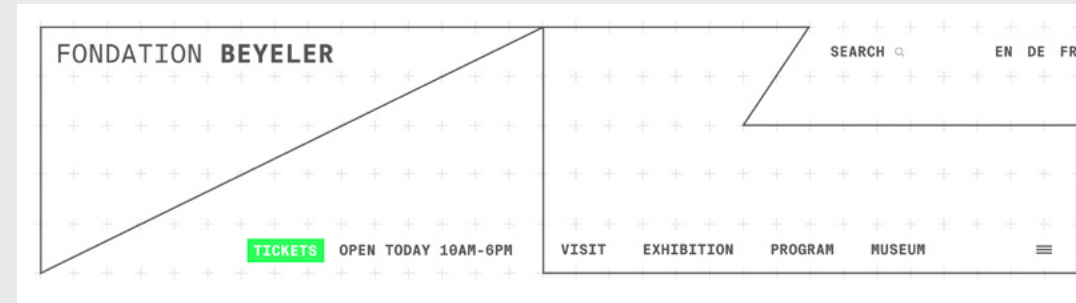


1

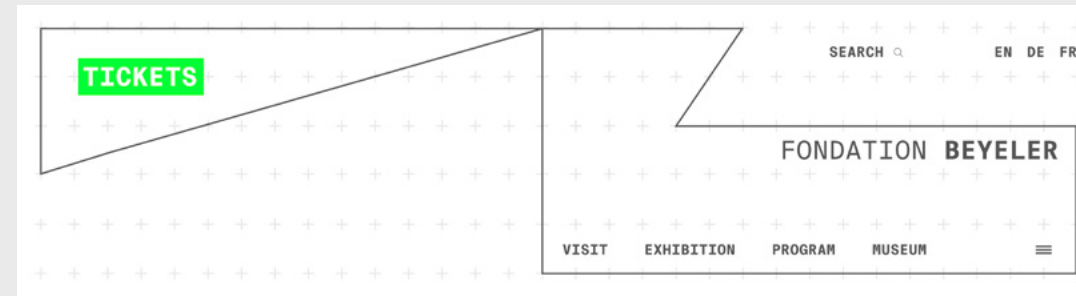
Interactive Logo



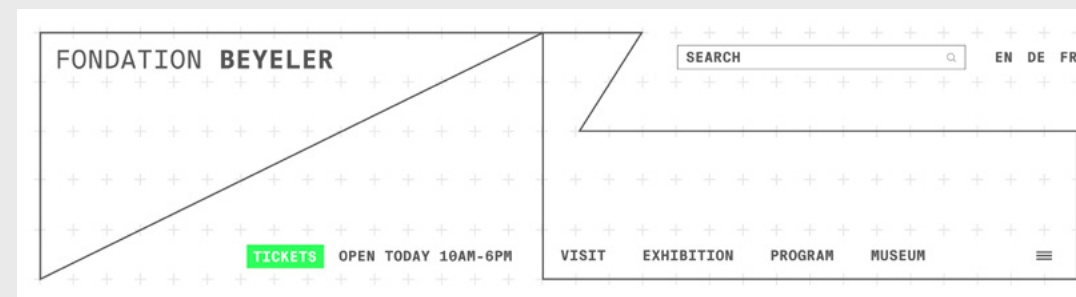
Main page



Ticket page



When the search bar is opened



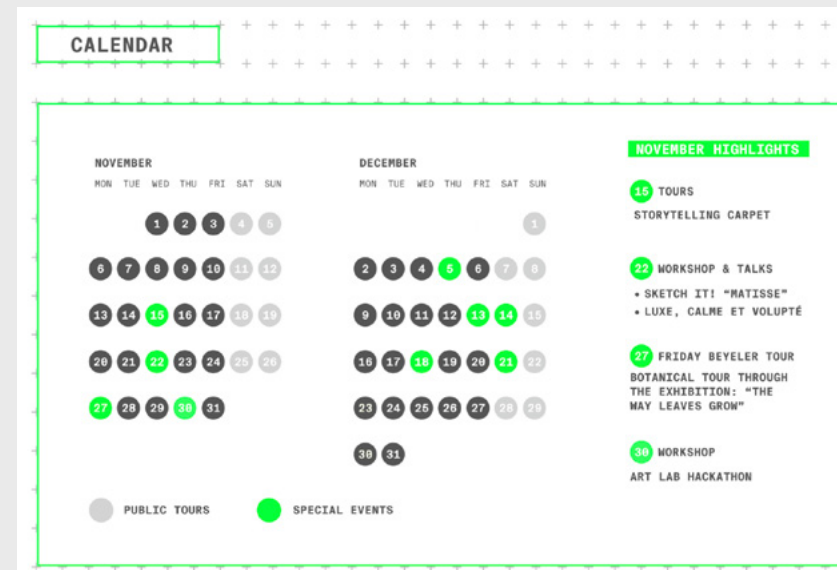
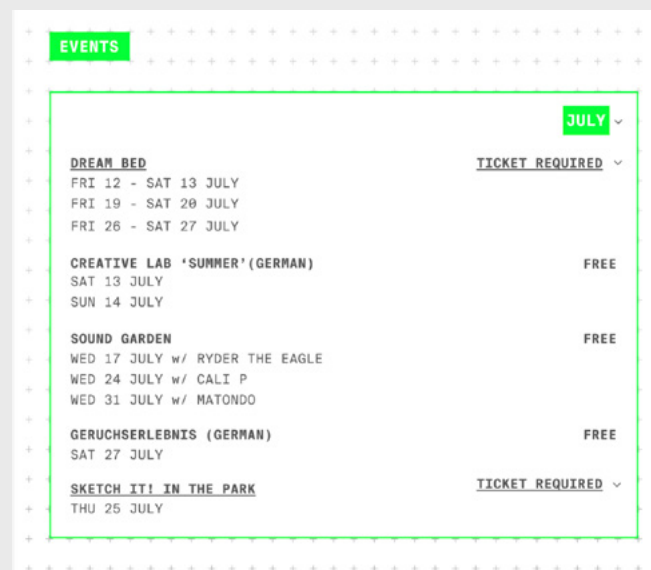
The shape changes interactively on each page based on the position of the “+”



Explore the New Website Design!

2

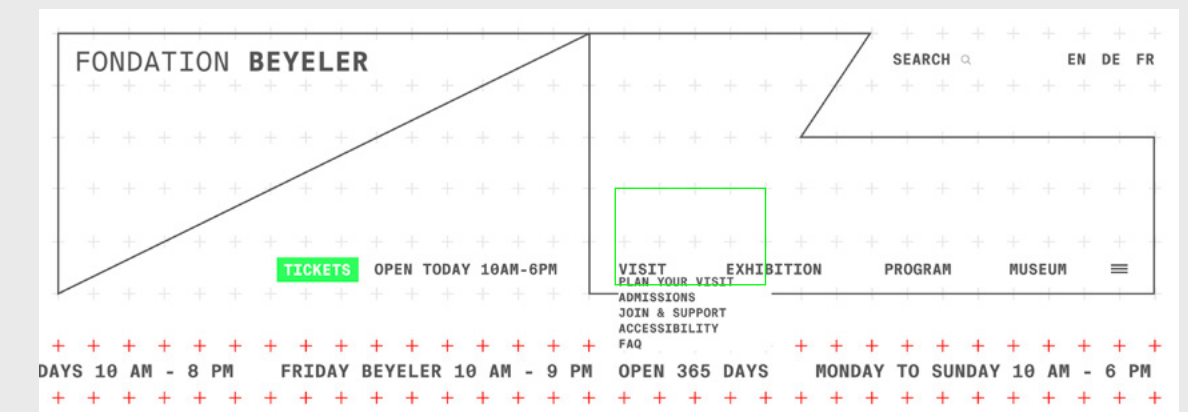
Reducing Repetitive Information



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

3

Simplify Navigation and Highlight Key Information



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



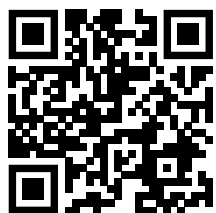
More is more

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.



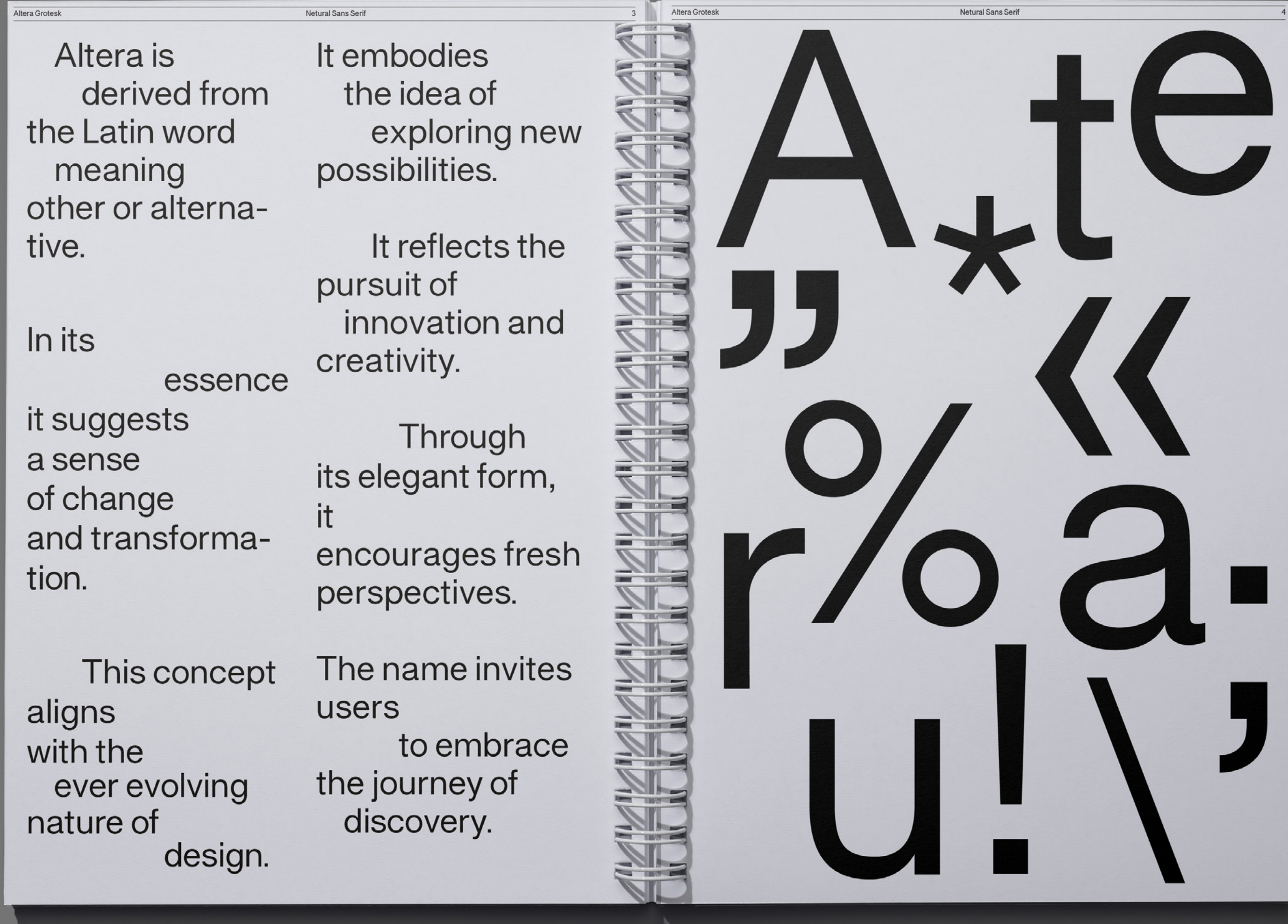
Time (AR Poster)



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.

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.

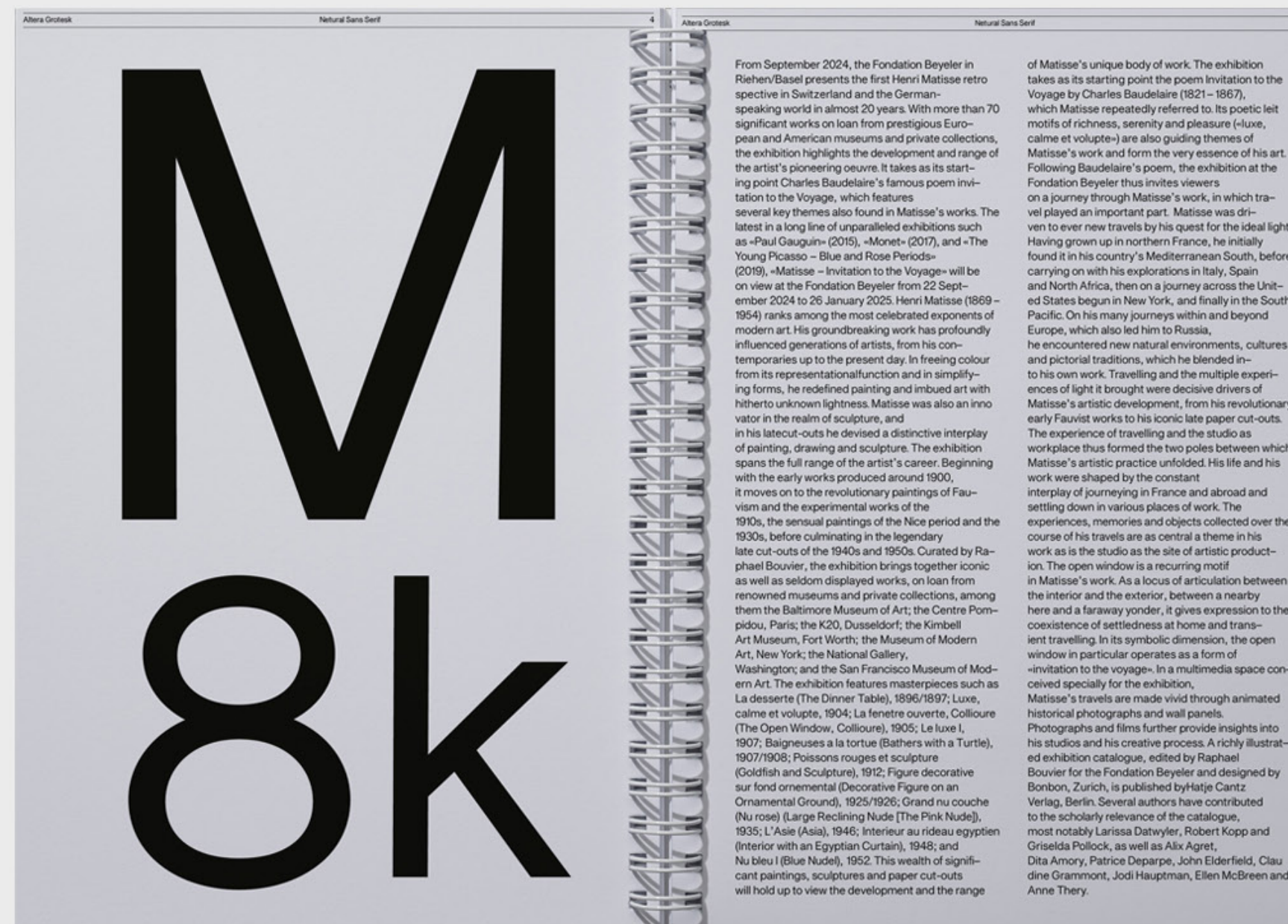
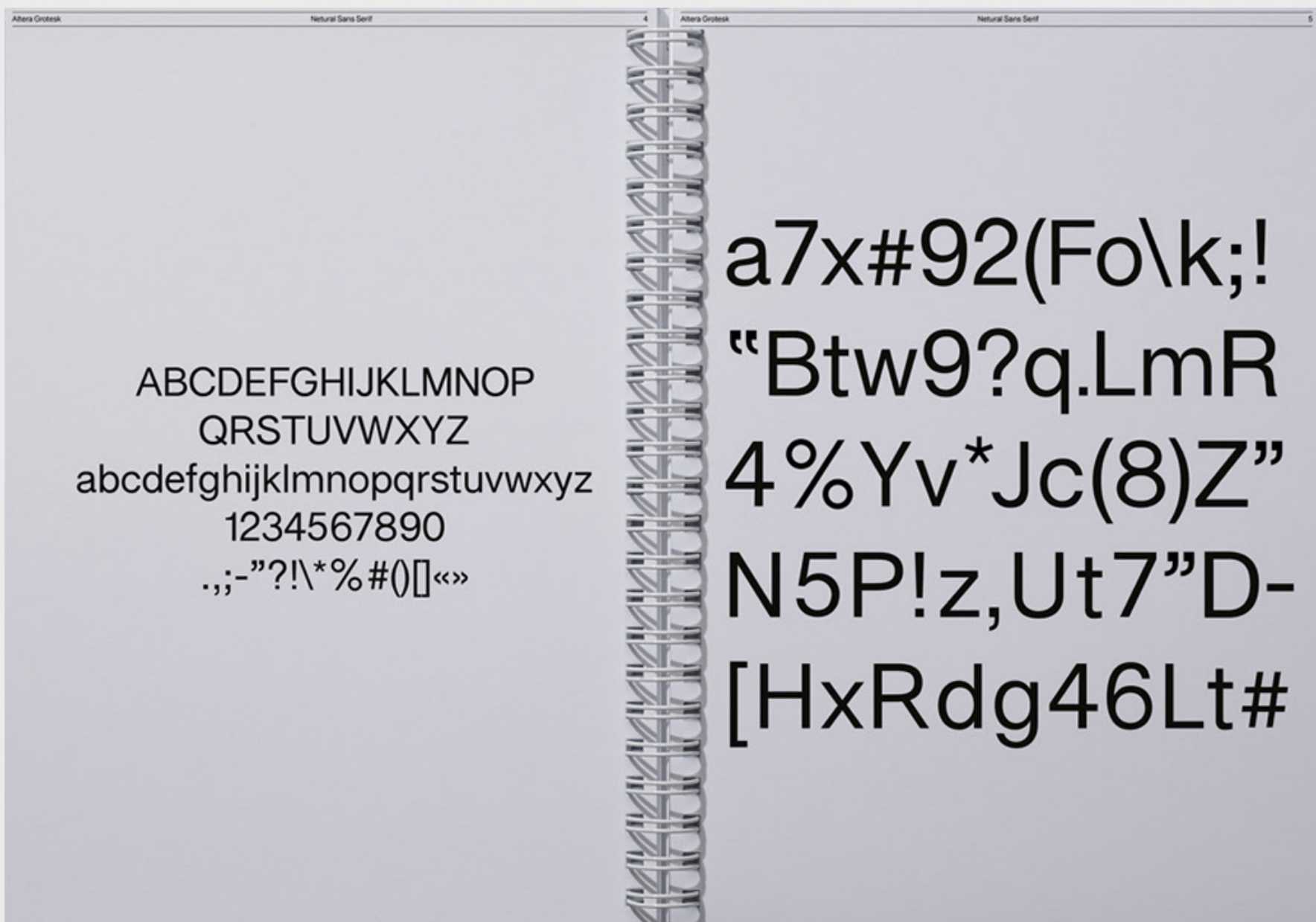
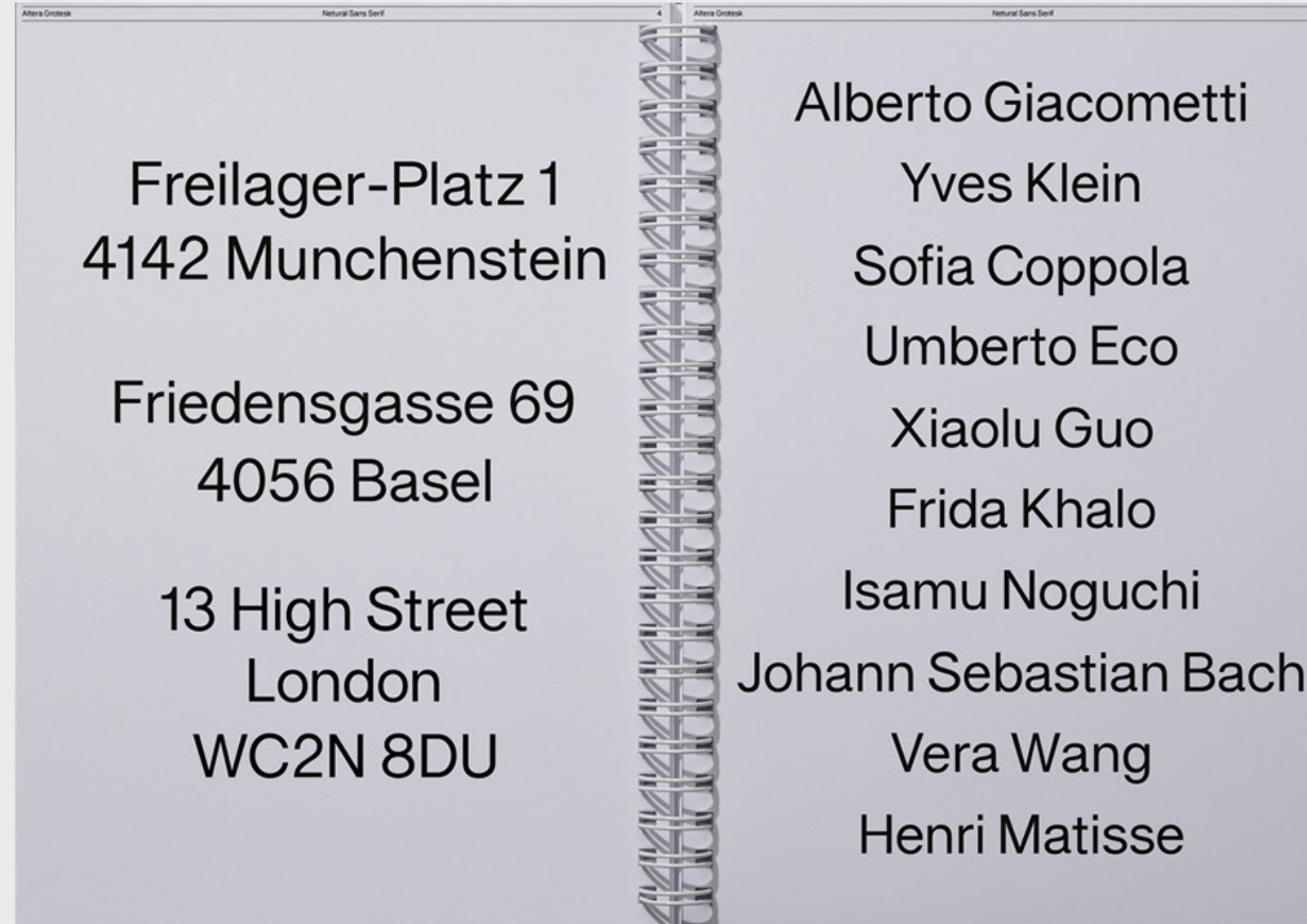
It reflects the pursuit of innovation and creativity.

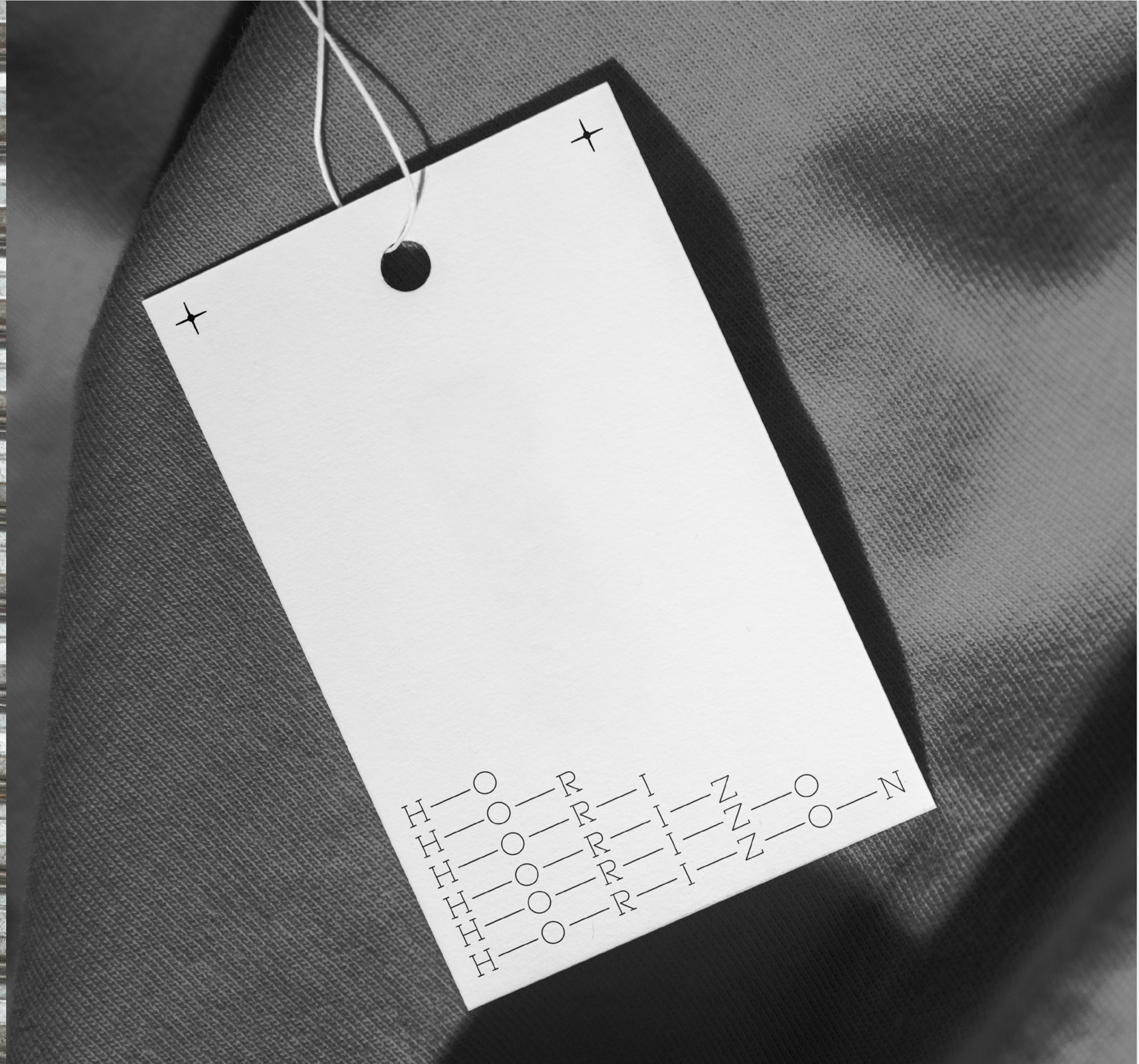
Through its elegant form, it encourages fresh perspectives.

The name invites users to embrace the journey of discovery.

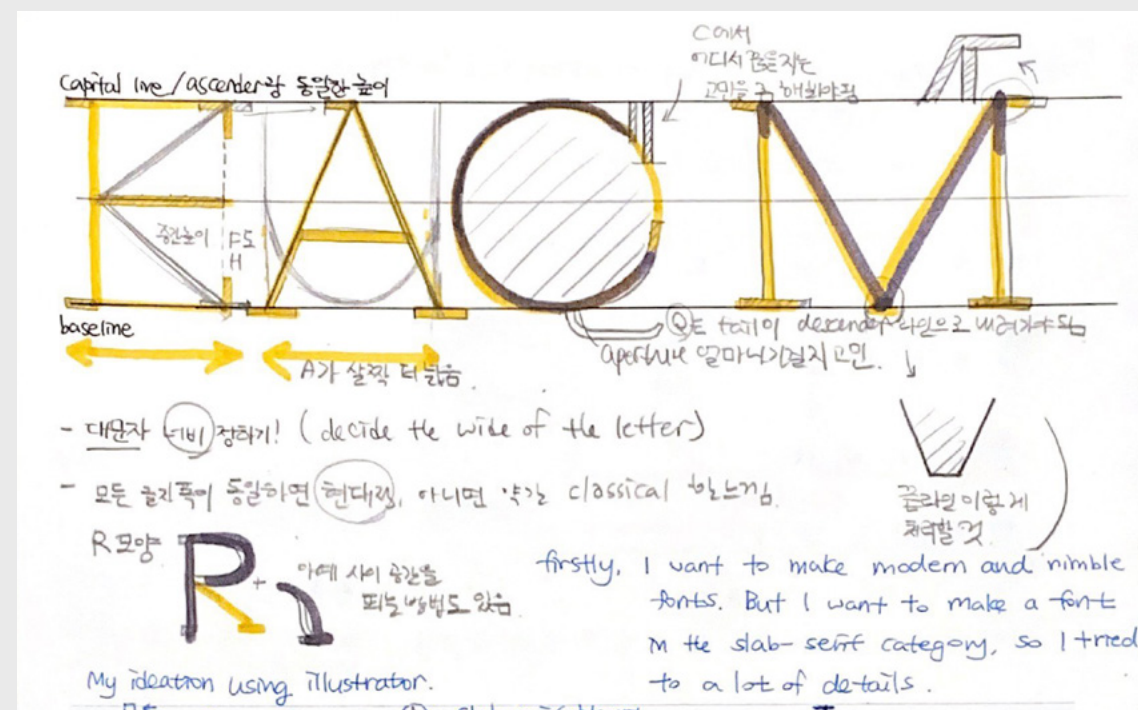
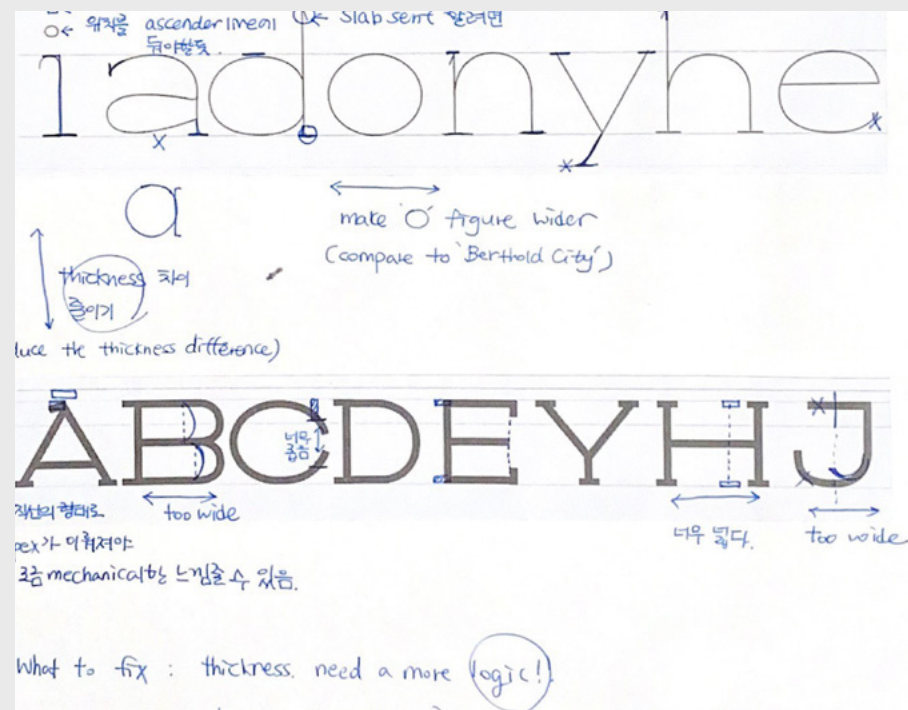
A * t e
“ ” « »
r / o a .
u ! \ ’

Altera Grotesk





Horizon Slab Serif



ABCDEFGHIJKLMNOPQRSTUVWXYZ
 NOPQRSTUVWXYZ
 VWXYZ

abcdefghijklm
 nopqrstuvwxyz
 0123456789.- ?!

60pt

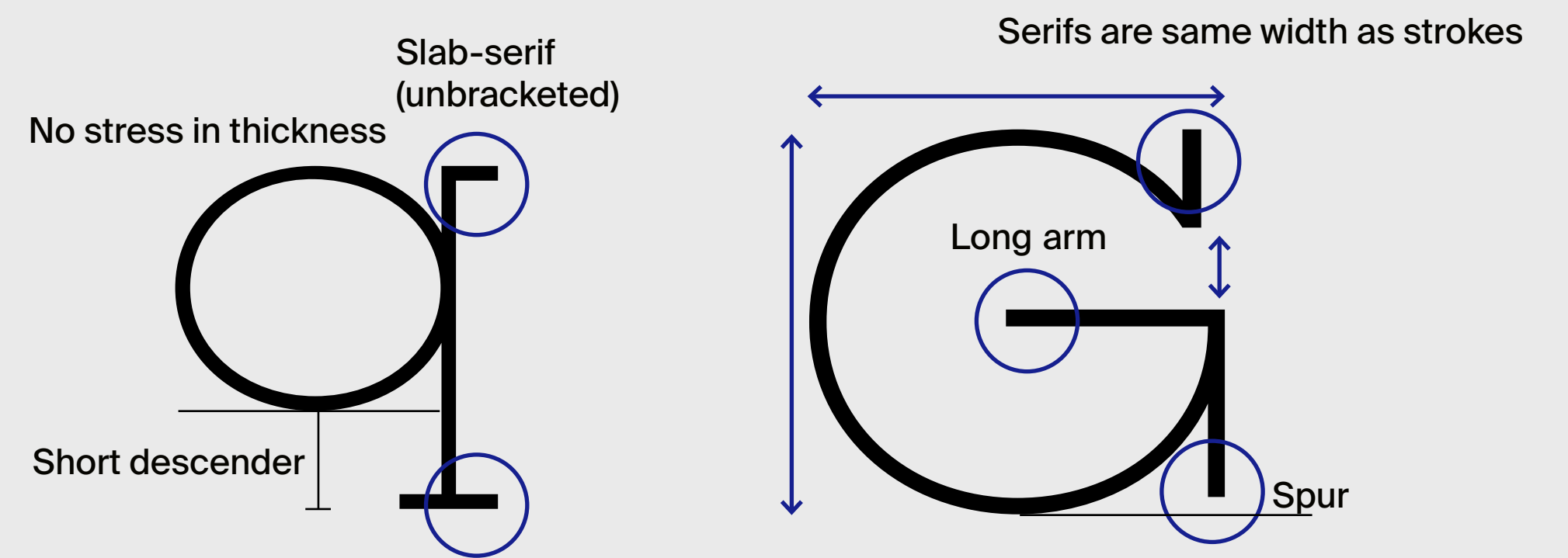
THE ROW KODEX
 Popularity

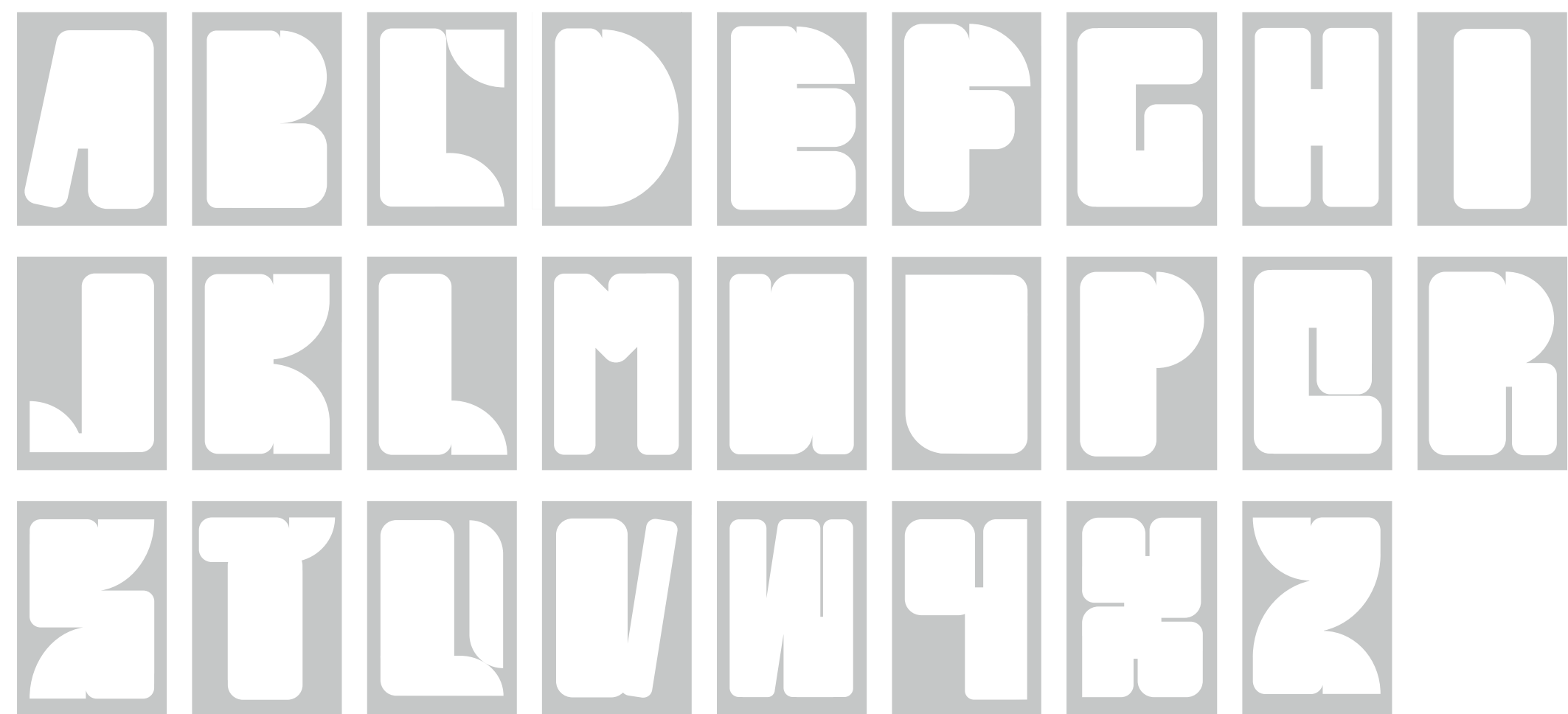
40pt

582 York Road London EC73 8XK
 9930 Rockwell NY 10024

16pt

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





Stencil Monospaced Typefaces

Medium: Acrylic
Size: 161 x 230 mm, 70 x 100 mm each | F4 (128 x 90.5 cm), Digital Print, 2023

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 (#S) Magazine #1

297 x 210 mm, Magazine, 2024

This project is a student-run magazine created by a group of five students at HGK Basel, including 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.

Theme: Gaze / Main Color: Fluroscent Orange, Blue

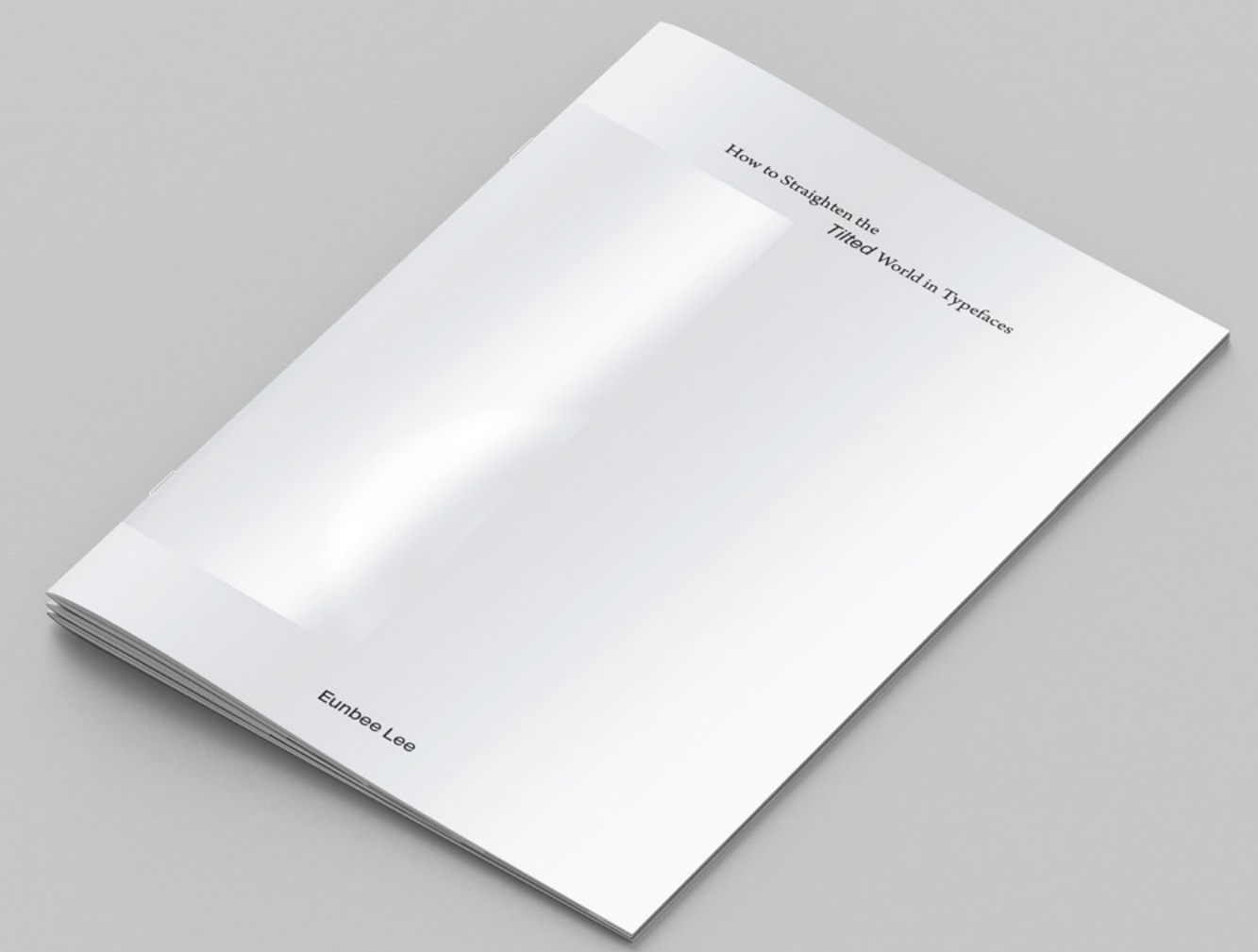


Mind AR technology is integrated to offer a dynamic experience, allowing users to view moving graphics

Cover Design



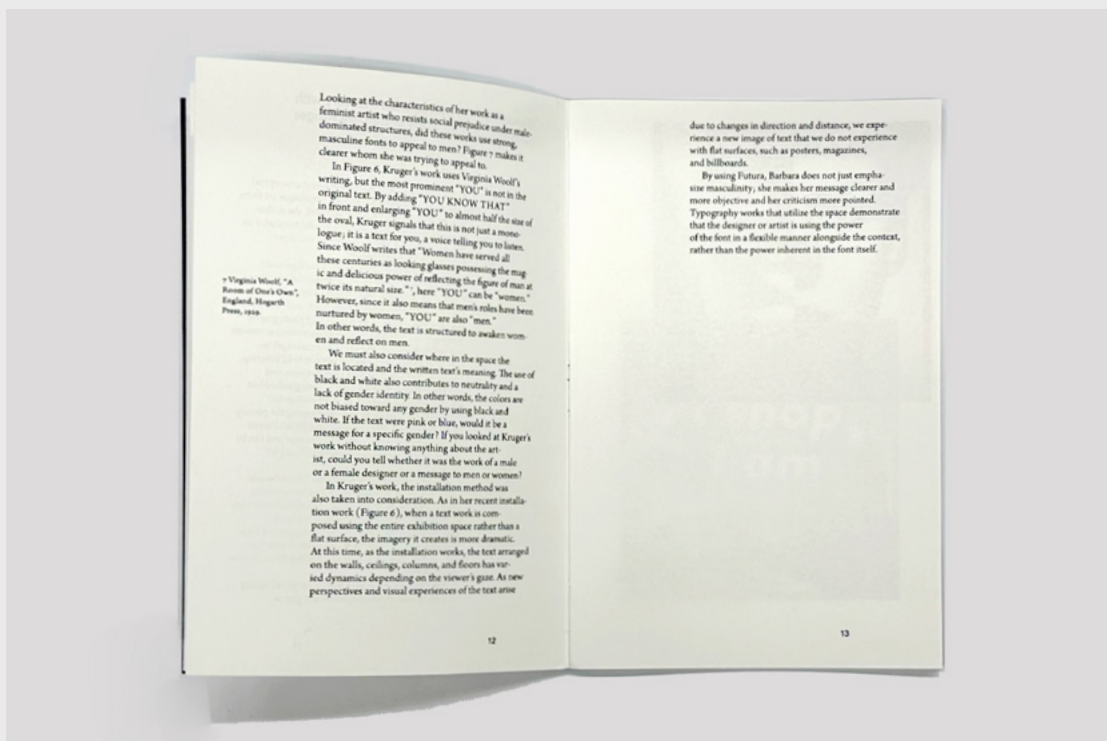
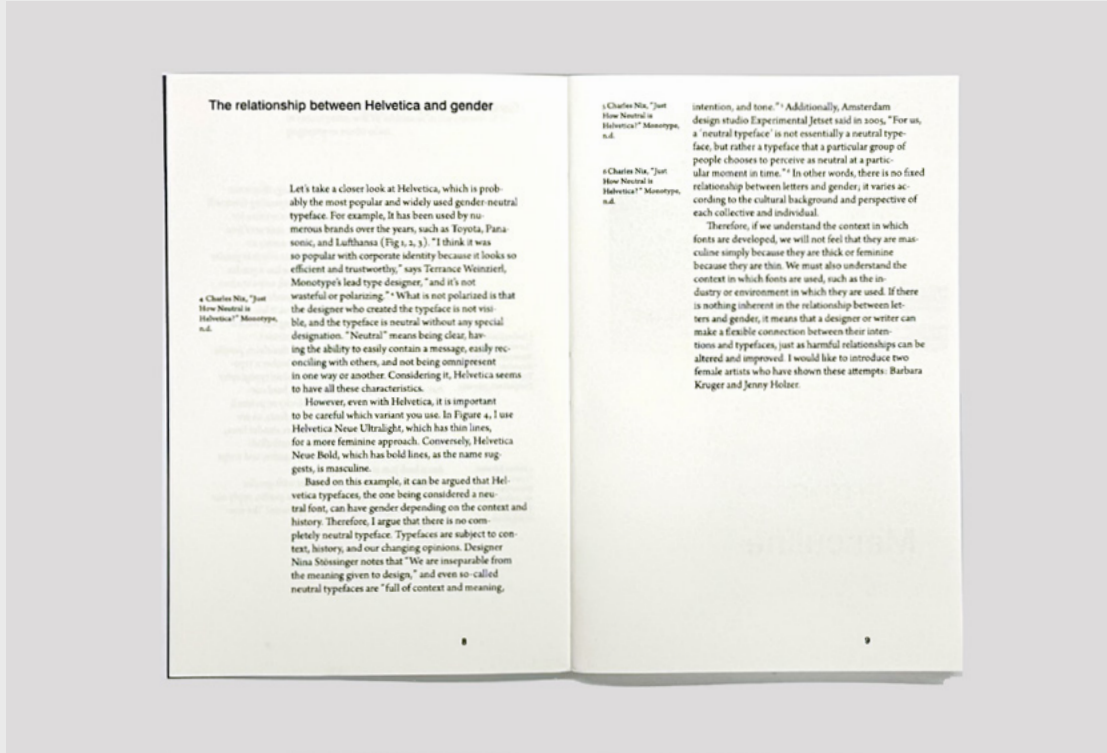
A gatefold format was used for the cover design, with laser cutting, laser engraving, and screen printing techniques



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.



Folded View

Full Spread View

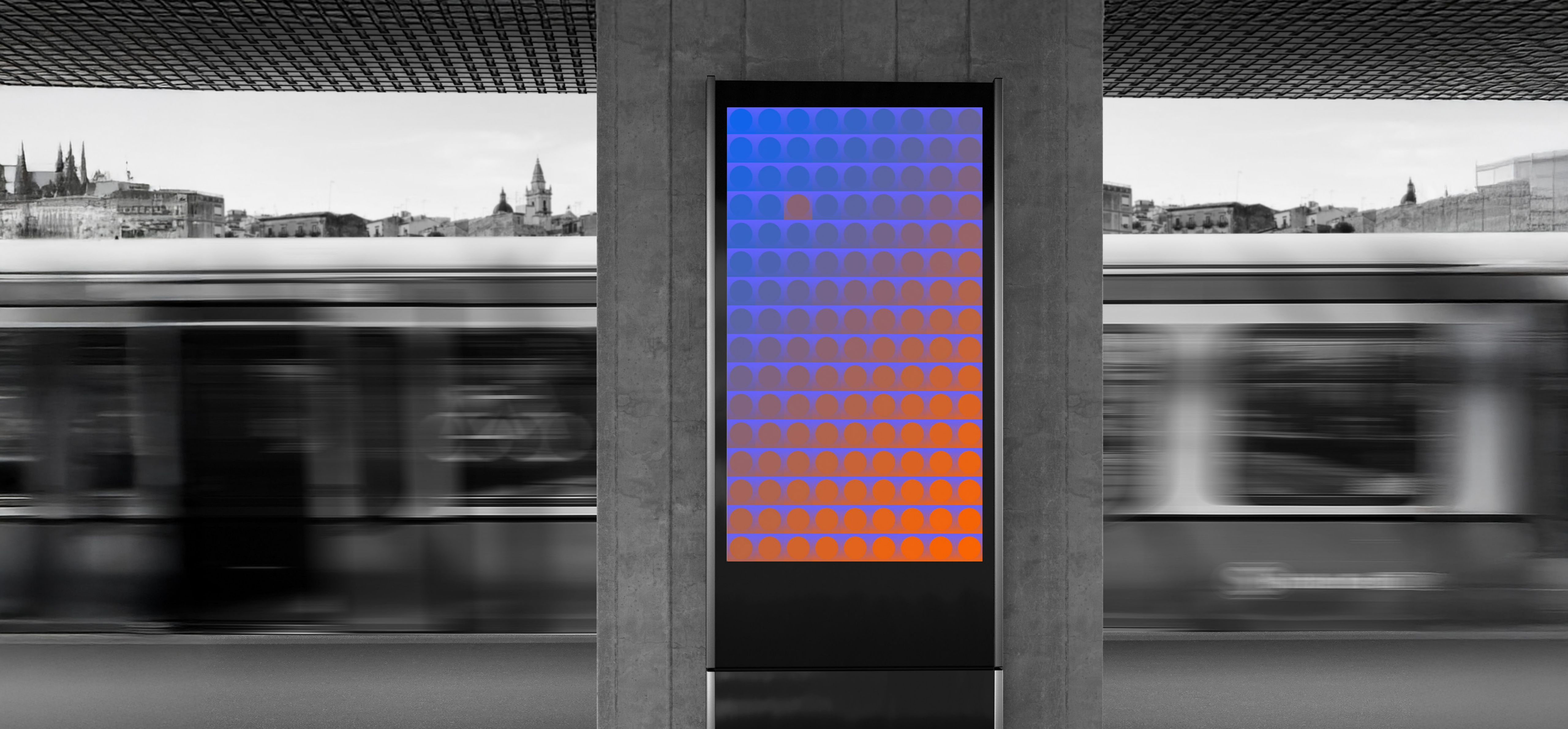


Midnight Snack

<https://vimeo.com/1025979133>

900 x 1920 px, 10 seconds, Creative Coding (p5.js), 2024
Instructor: Vera van de Seyp

Inspired by the song 'Midnight Snack,' I used p5.js to create a circle that generates a continuous gradient in an infinite loop, revealing text through an opposing gradient. Additionally, I incorporated lines that resemble ants, which continuously drift across the canvas.



Sundown

<https://vimeo.com/1025978333>

1920 x 500 px, 10 seconds, Creative Coding (p5.js), 2024

Created a continuous gradient representing the cycle of the sun rising and setting in an infinite loop using p5.js.

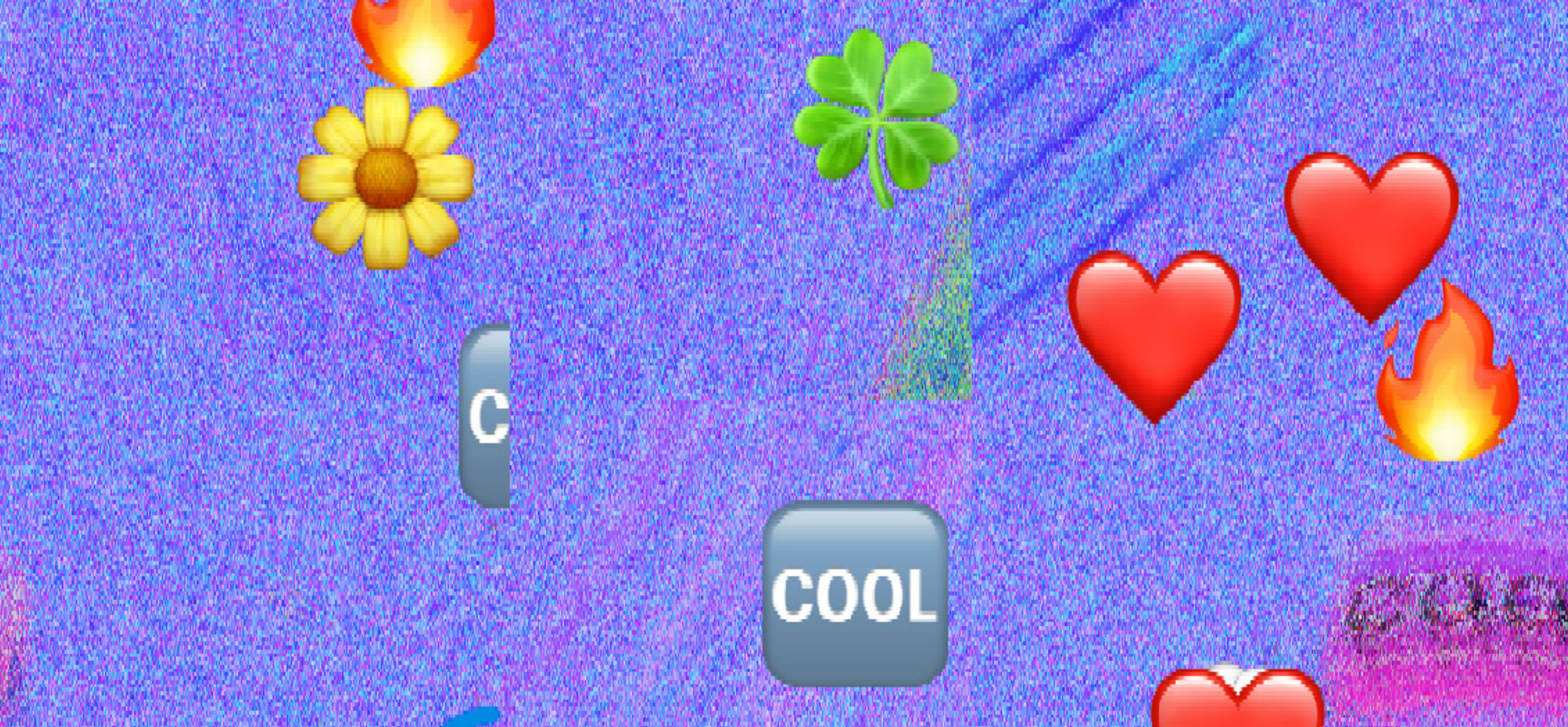


Zeitreise

<https://vimeo.com/832675046>

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.



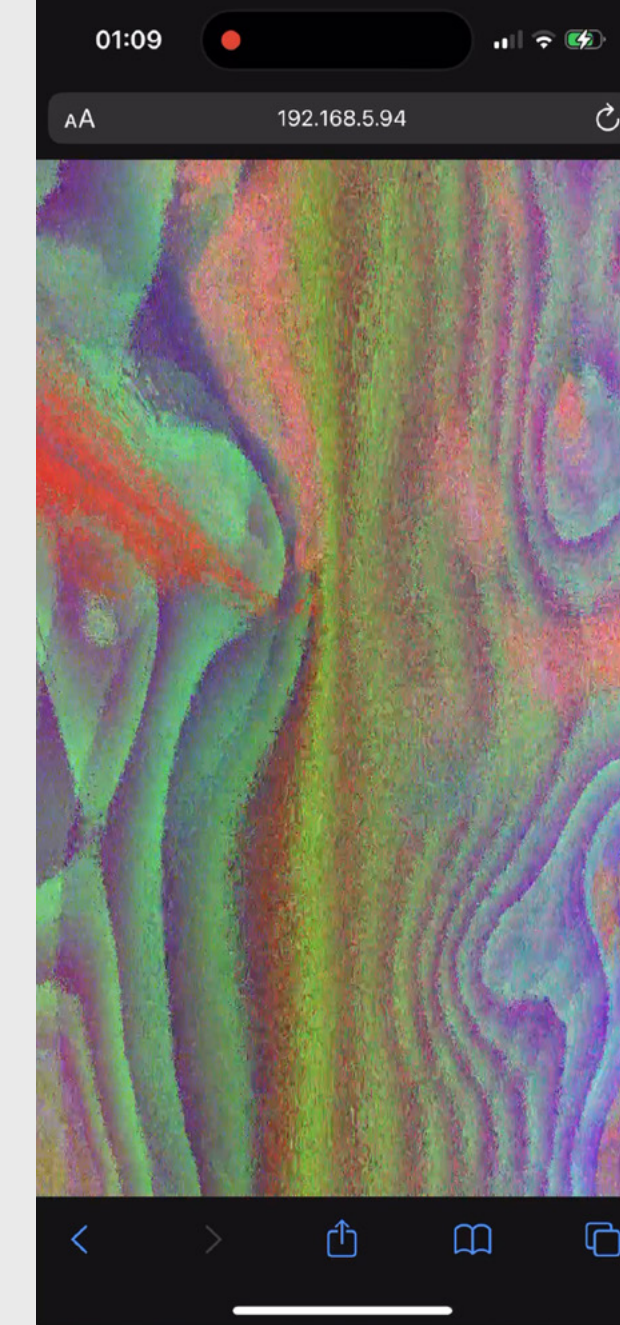
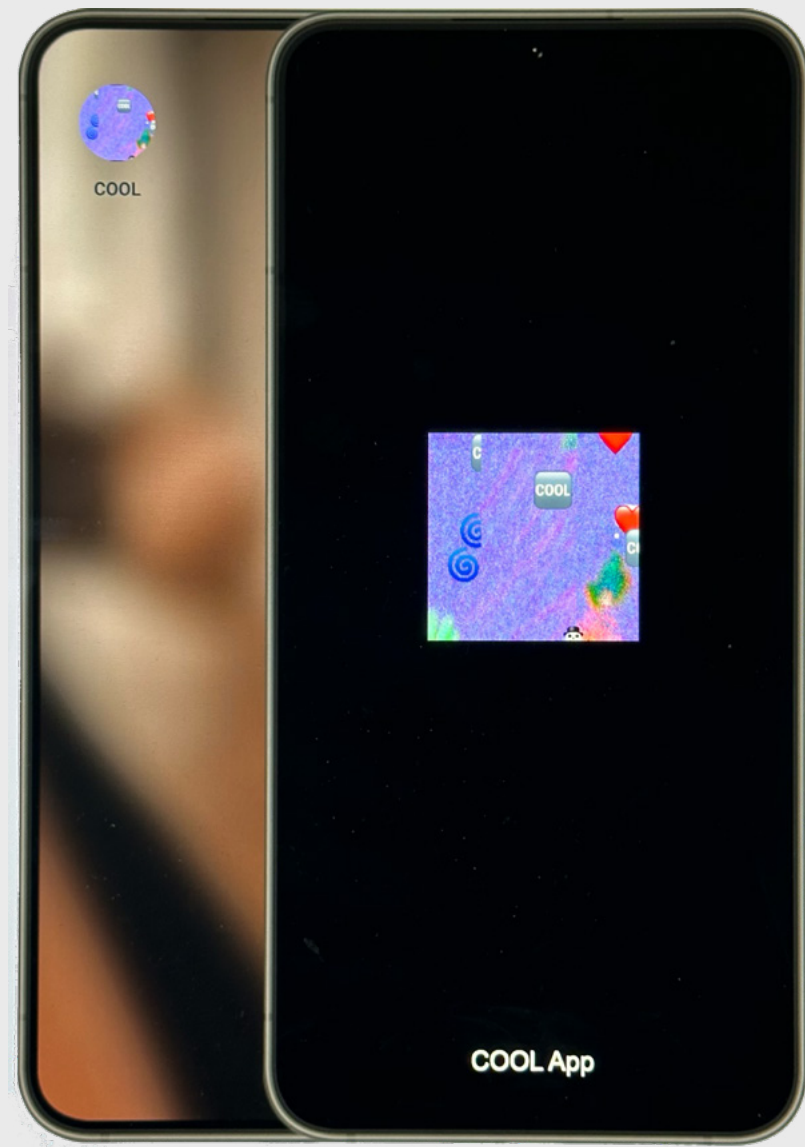
Cool App

<https://vimeo.com/1025987813>

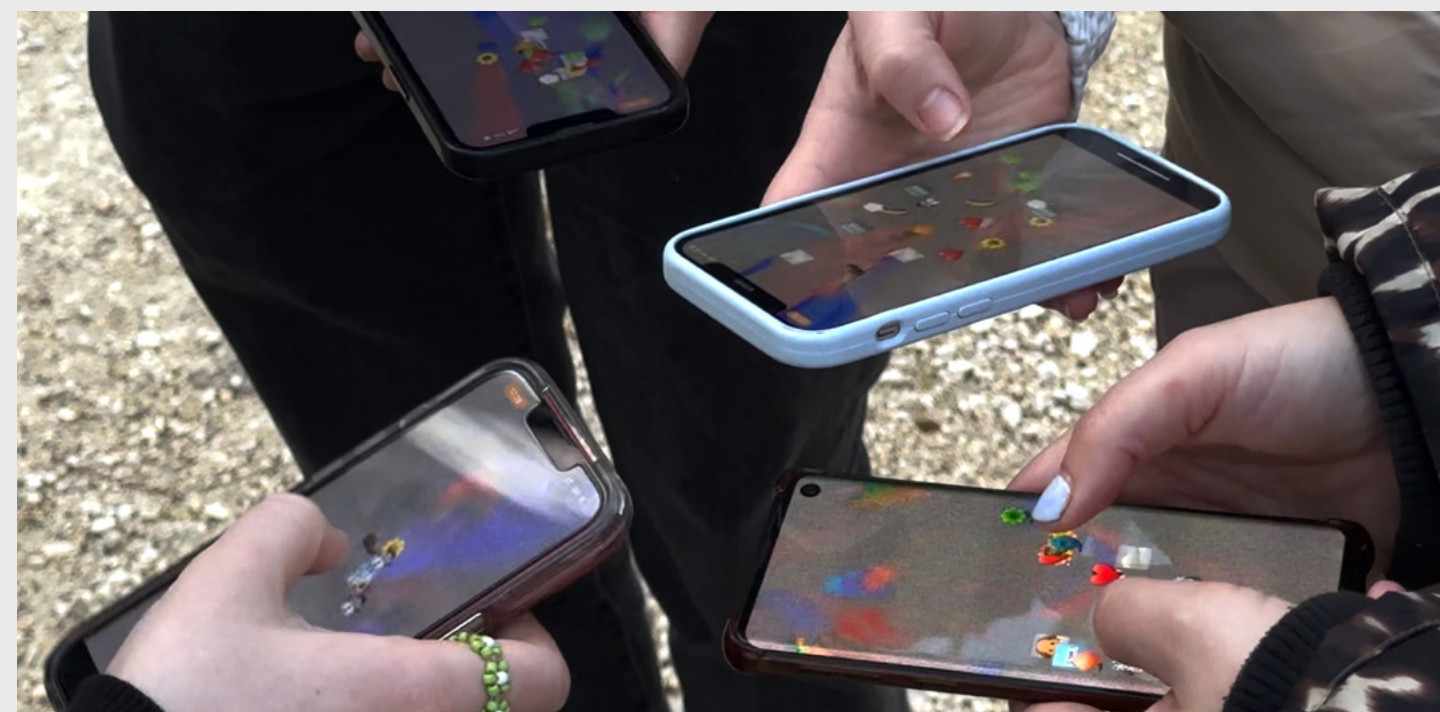
Application, Creative Coding (Hydra, p5.js), 2024
Instructor: Olivia Jack

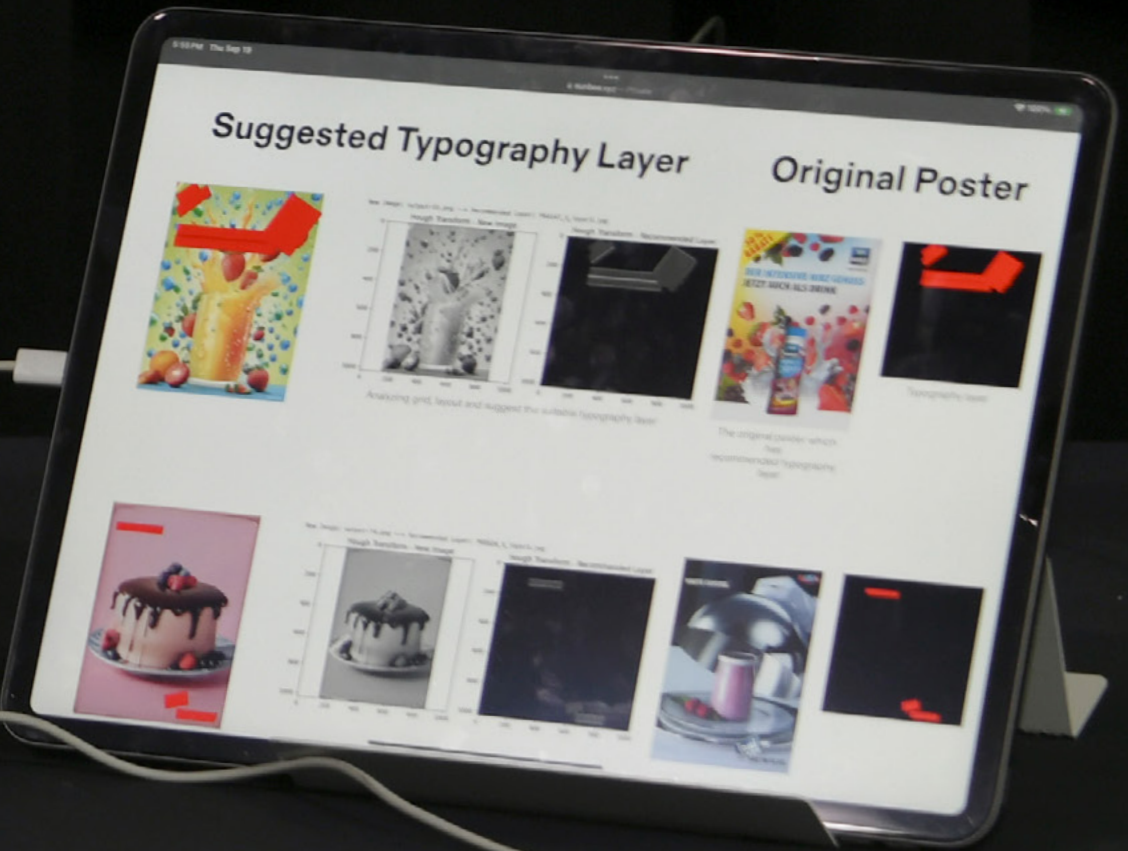
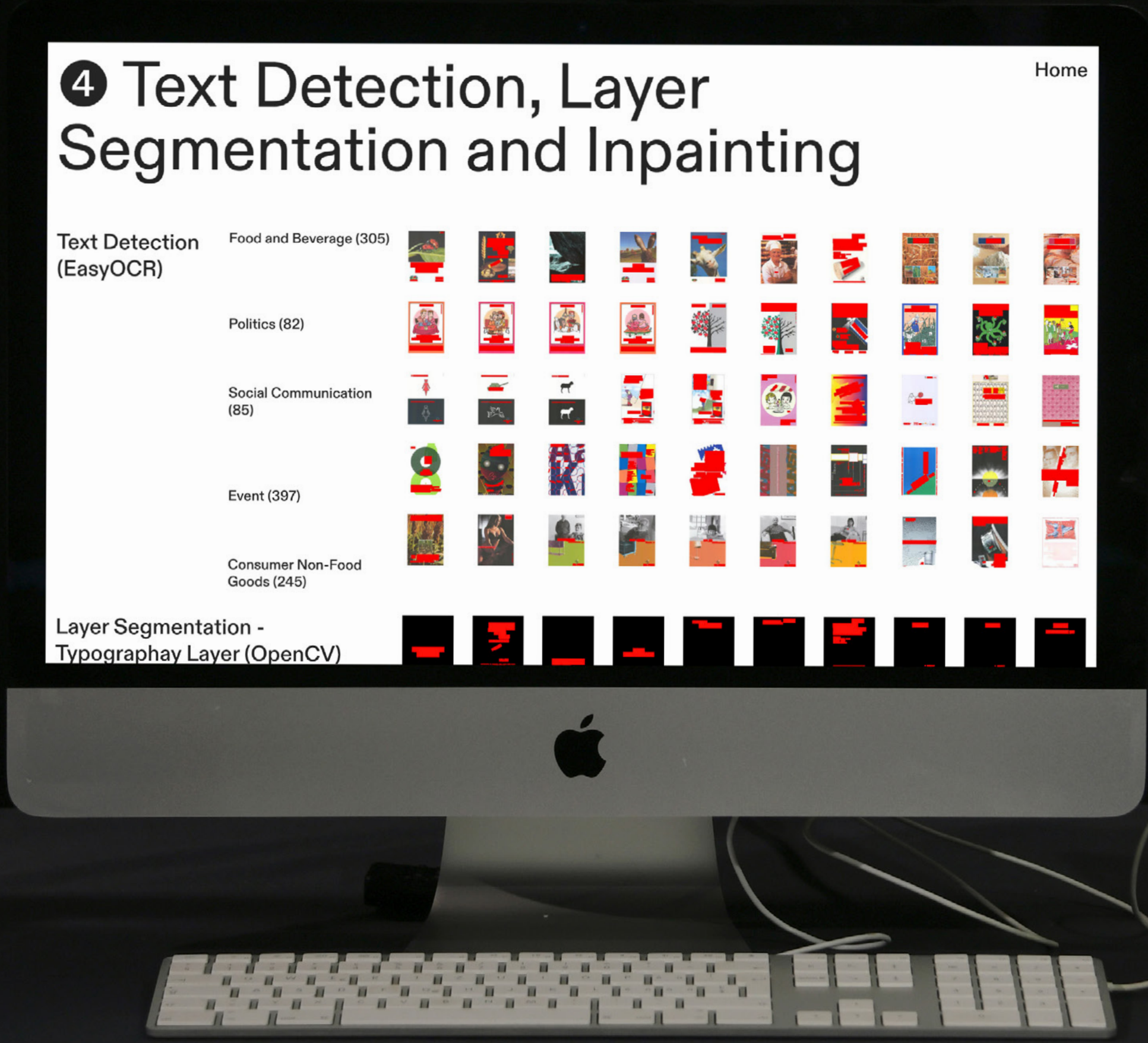
A fun, random app with a single, simple function: when you touch the screen random emojis are generated and float around with a complementary-colored shadow behind each one.

Graphic variation in App Contents



App in Use





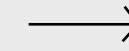
Pushing the Proverbial Needle Forward:
Generative AI Poster Design

Master's Thesis Project, 2023
Instructor: Jiri Oplatek, Ted Davis,
Dr. Invar-Torre Hollaus,
Bérénice Serra

This research explores how open-source artificial intelligence tools can be integrated into a contemporary poster design process, aiming to visually examine AI's potency, drawbacks, and trivialities within the creative workflows of graphic designers. The ultimate goal of this exploration is to formulate a generative AI process so that the training model can intuitively understand the purpose and messaging of a certain poster design thus generating appropriate new layouts.

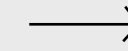
Generative AI Poster Design Workflow:

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



Categorization

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



Separating the typography and images from the original poster

: AI 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 AI's ability to support the poster design process.

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



Represent selected examples from "Event" category



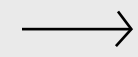
The left image: **image layer** with the typography layer removed

The right image: the **typography layer**.

Model Training

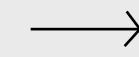
: Images without typography layers are trained in AI-Model

Used AI models: **Stable Diffusion XL 1.0 + LoRA**



AI-Generated Images

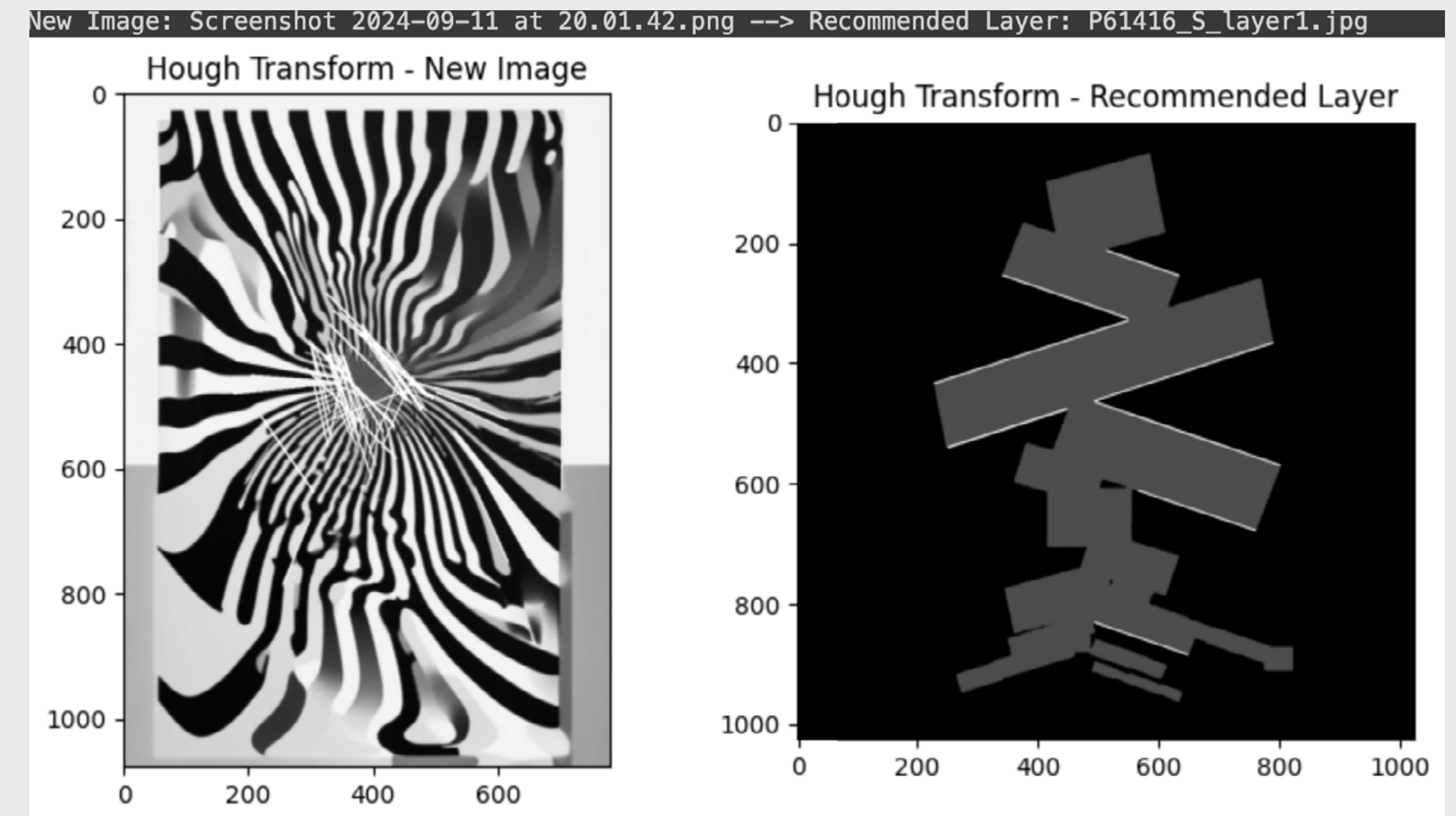
: The infinite images generated by this model aid in the initial idea generation and concept development for various styles of posters, including graphic, illustrative, and photographic posters.



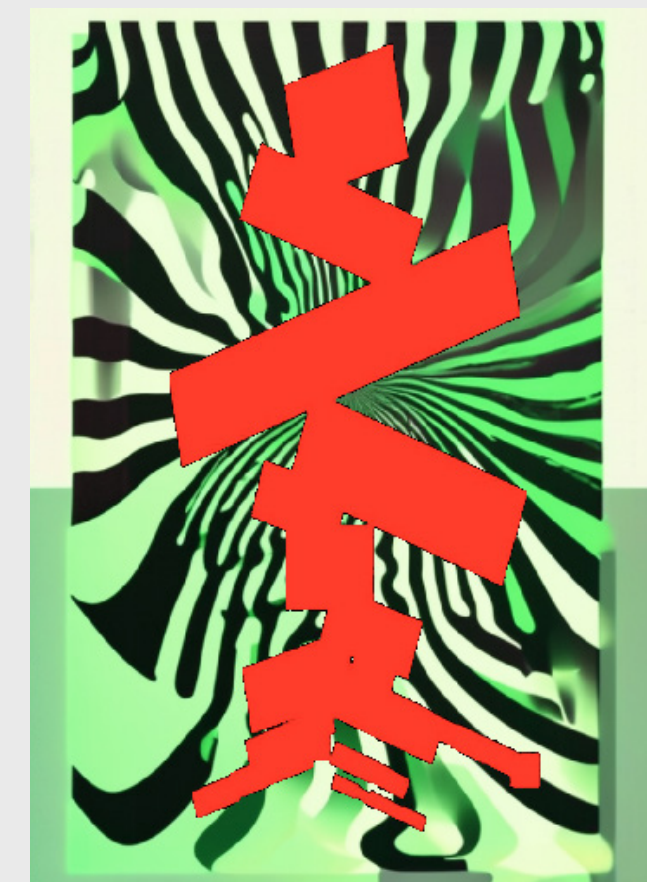
Typography Layer Suggestion

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

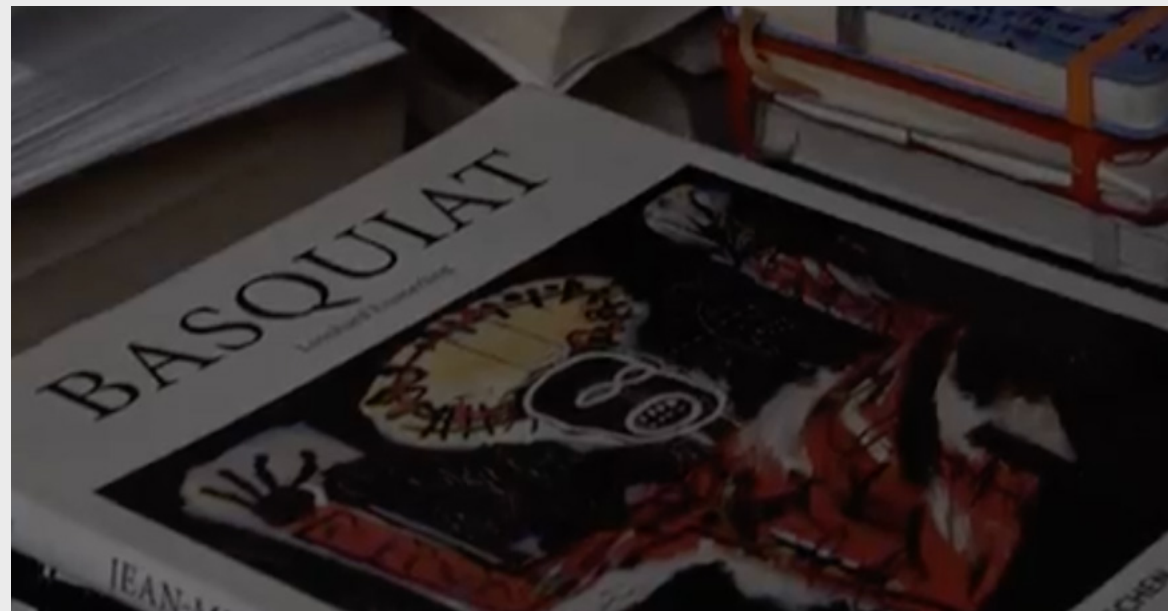
Used Open Libraries: **ResNet50, Hough Transform**



Final Outcome



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

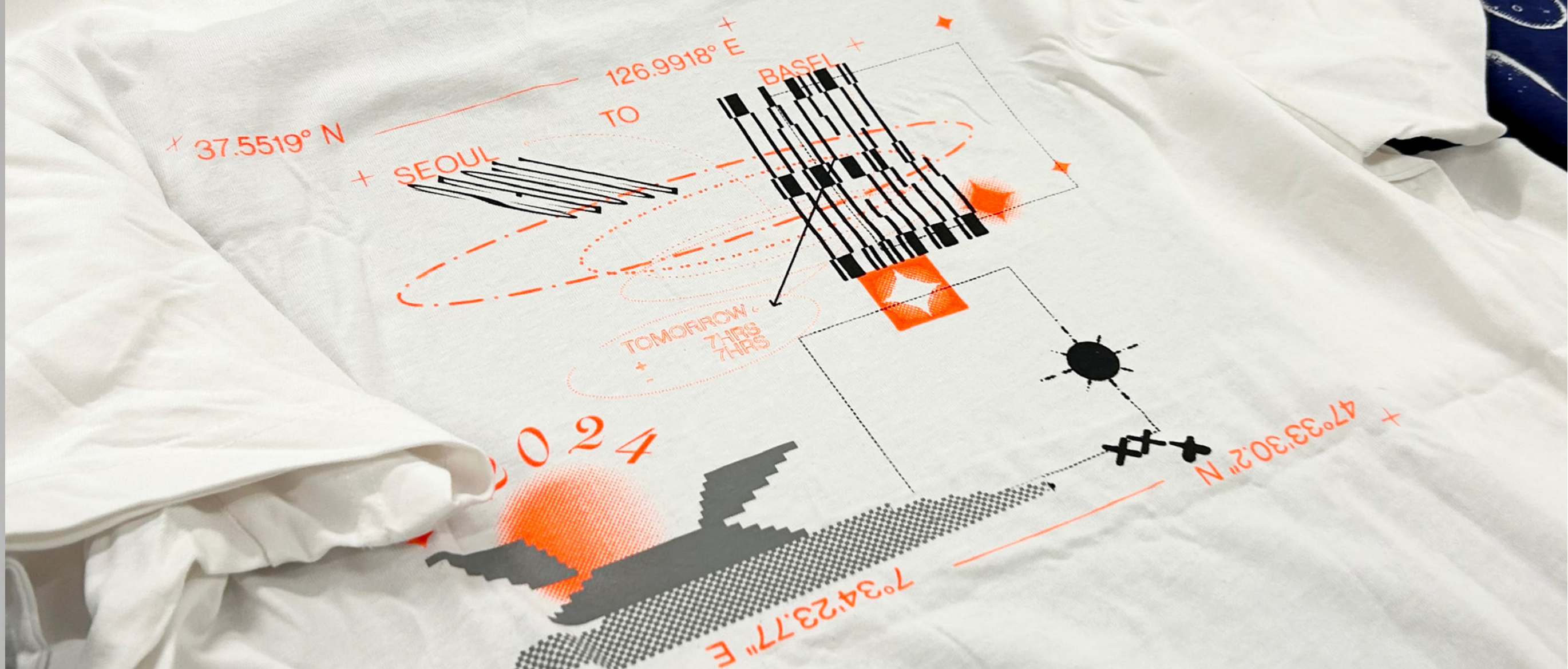


<https://vimeo.com/802164523>

Seat at the table

Documentary Film, 2023

While pursuing 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.



Seoul to Basel

T-shirt, Silkscreen, 2024

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

Photography, 2023 - 2024

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.