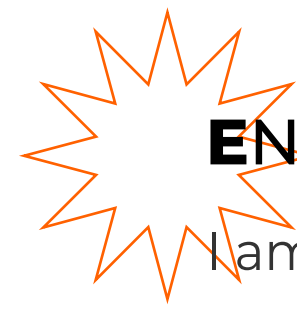


E U N H U Y C H O N

HELLO!

**I AM
A DESIGNER
WITH**



ENTHUSIASM

I am enthusiastic about harnessing design to improve the world.



HANDCRAFT

I blend handcrafting with digital designs for enhanced quality.



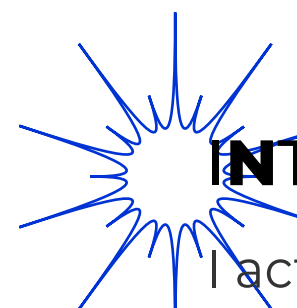
UNDERSTANDING

I am a designer who empathizes with and understands global and personal issues.



SUBTLE

I have a keen eye for subtlety, particularly in the nuances of color.



INTERACTIVE

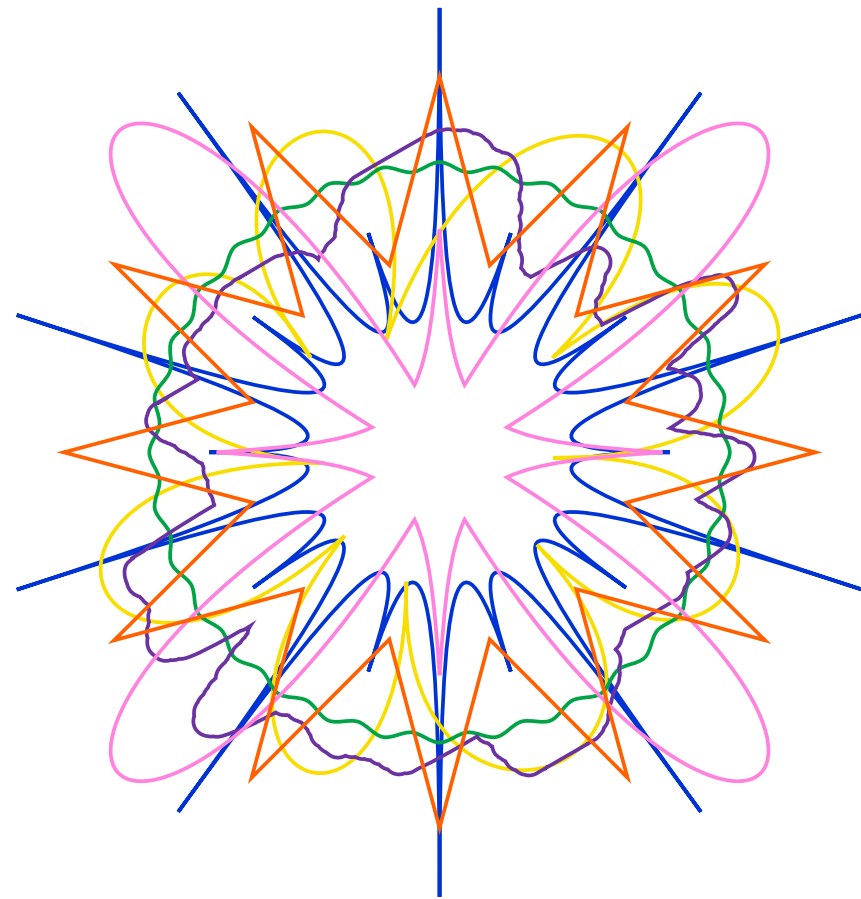
I actively create interactive designs that engage and connect people.



DYNAMIC

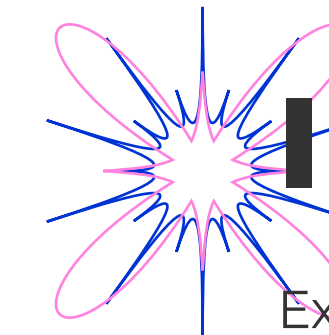
I thrive on exploring dynamic and new design approaches.

PROCESS



RESEARCH

Research to understand the background.



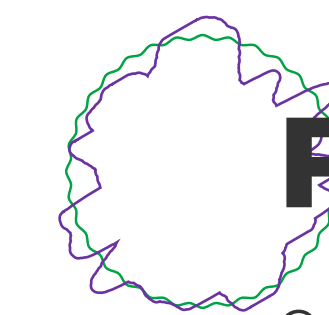
IDEATE

Exploring new directions to connect with the world and people.



EXPLORE

Create and explore variety of designs for the optimal result.



FINAL TOUCH

Create and refine final work.

THIS IS NOT A SHAPE



Event Identity & Strategy

Campaign, Naming, Visual identity

Tool: Adobe Illustrator, InDesign

THIS IS NOT A SHAPE

GOAL

Design a visual system that makes it easy for people who don't know the Korean Alphabet, Hangul, to recognize its shapes.

TARGET

For people who are not familiar with Hangul and have no particular interest in it.

CONTEXT

Even though Korean content is known, there is a lack of awareness of Hangul. How to make Hangul recognizable to people who are not interested in it.





- SET THE CONTEXT
- RESEARCH EXISTING FORM

GOAL

Make people recognize Korean character shapes as Korean by the way they look.

: Even if people are not here to learn Korean, let them realize that this is what Korean looks like.

SET UP A VIRTUAL SITUATION

CLIENT

: Korean cultural arts non-profit organization

REQUEST

: Organize a Hangul awareness pop-up event in the U.S.

PROBLEM (situation)

: Even though Korean content is known, there is a lack of awareness of Korean Alphabet, Hangul.

IDEA FOR SOLUTION

Communicate

Recognizable

Accessible

GOAL

:Promote Hangul to foreigners

TARGET

: General public on the street, especially who don't know Hangul.

: This is **not for people who want to learn Korean. Not for education.** Because they already know what Korean looks like.

RESEARCH ON KOREAN ALPHABET

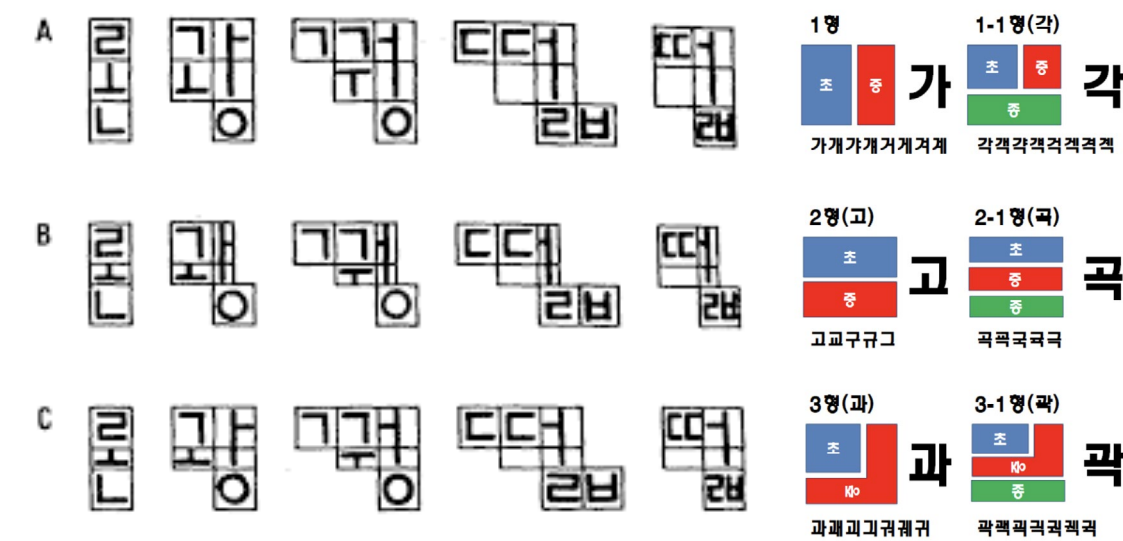
1. GEOMETRIC SHAPES

The shape of Hangeul appears to be geometric, with common basic shapes including rectangles, circles, and triangles.



2. MODULAR

Hangeul is a modular script, meaning any character can be created by combining basic alphabets. This makes it possible to understand how to create Hangeul characters without prior knowledge of Hangeul.

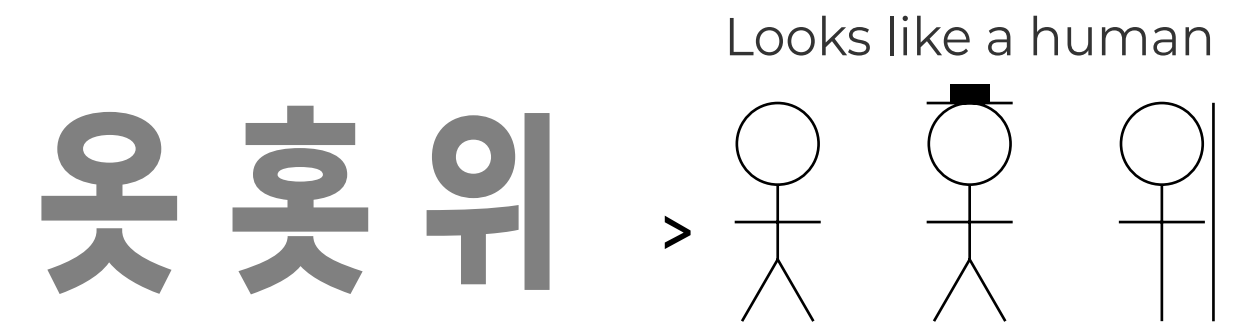


마각흥확
삼곰솟과
쏟뽕똥짹

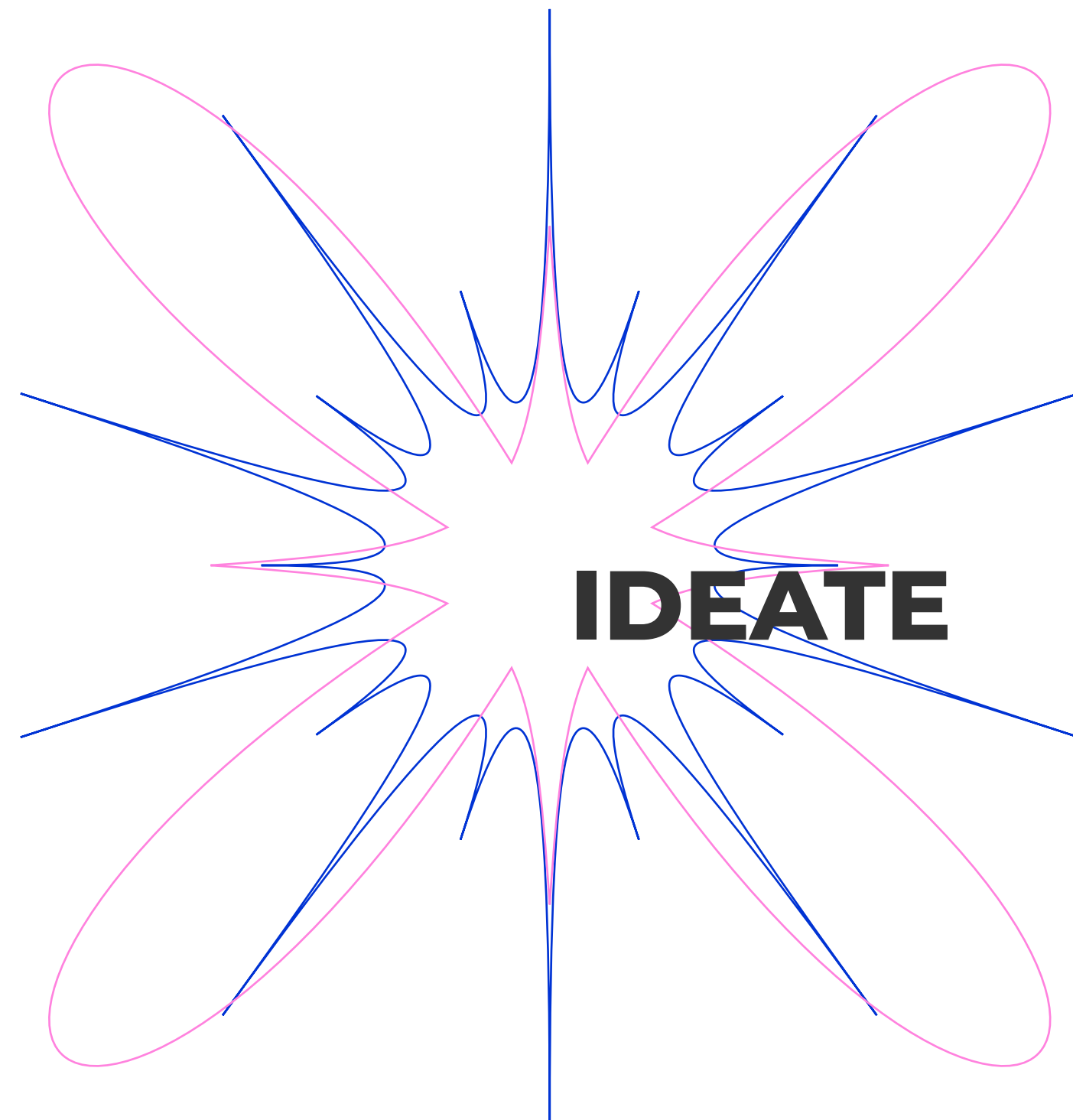
Even if the letters don't make sense, people can still read them and create their own words. This is a characteristic of Hangeul as a combinatorial alphabet.

3. REMINISCENT

After gathering feedback from individuals learning Hangeul, I discovered that some shapes are reminiscent of Hangeul characters.



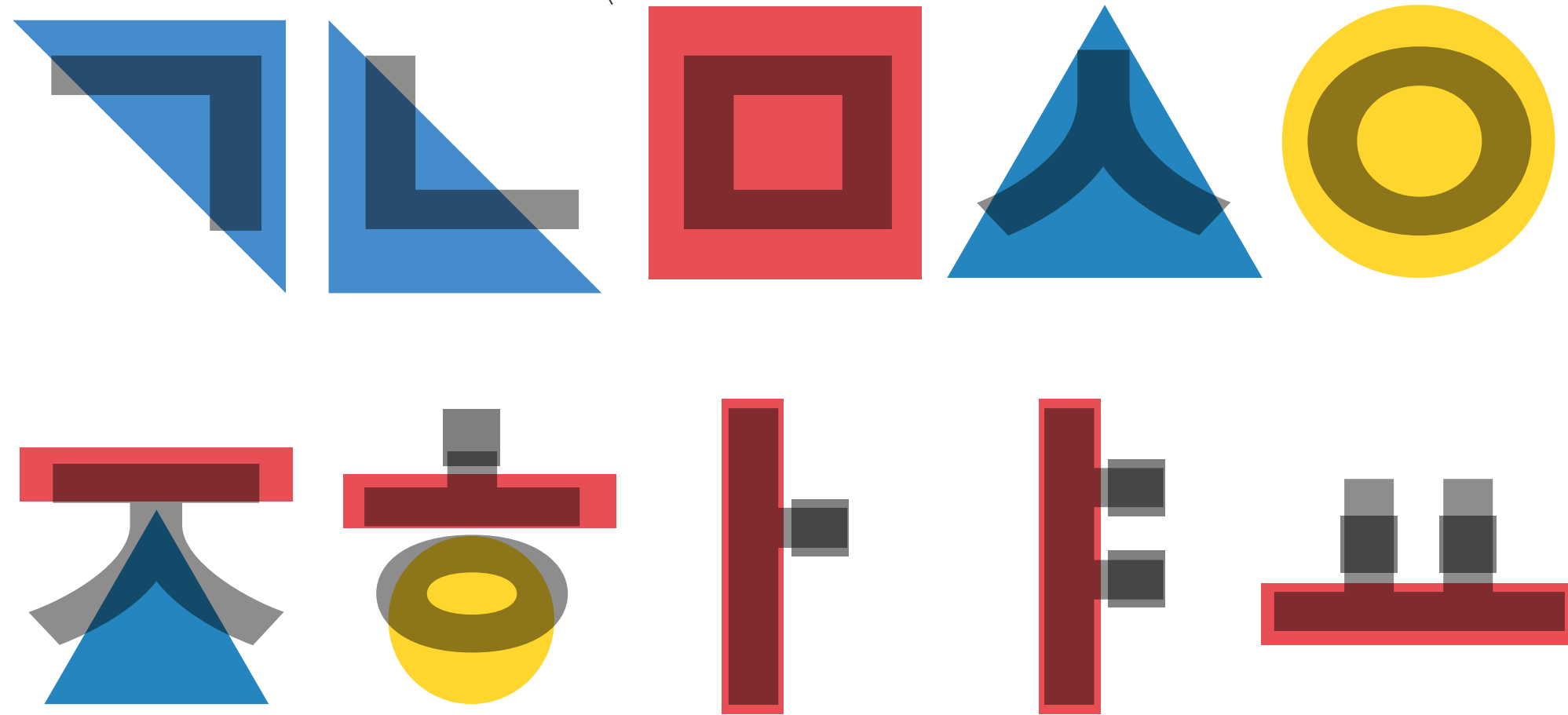
PyeongChang Olympic emblem. It's Hangeul but also looks like a building and a snow or star



- CONCEPT RESEARCH
- CONCEPT DEVELOPMENT

GRAPHIC SYSTEM

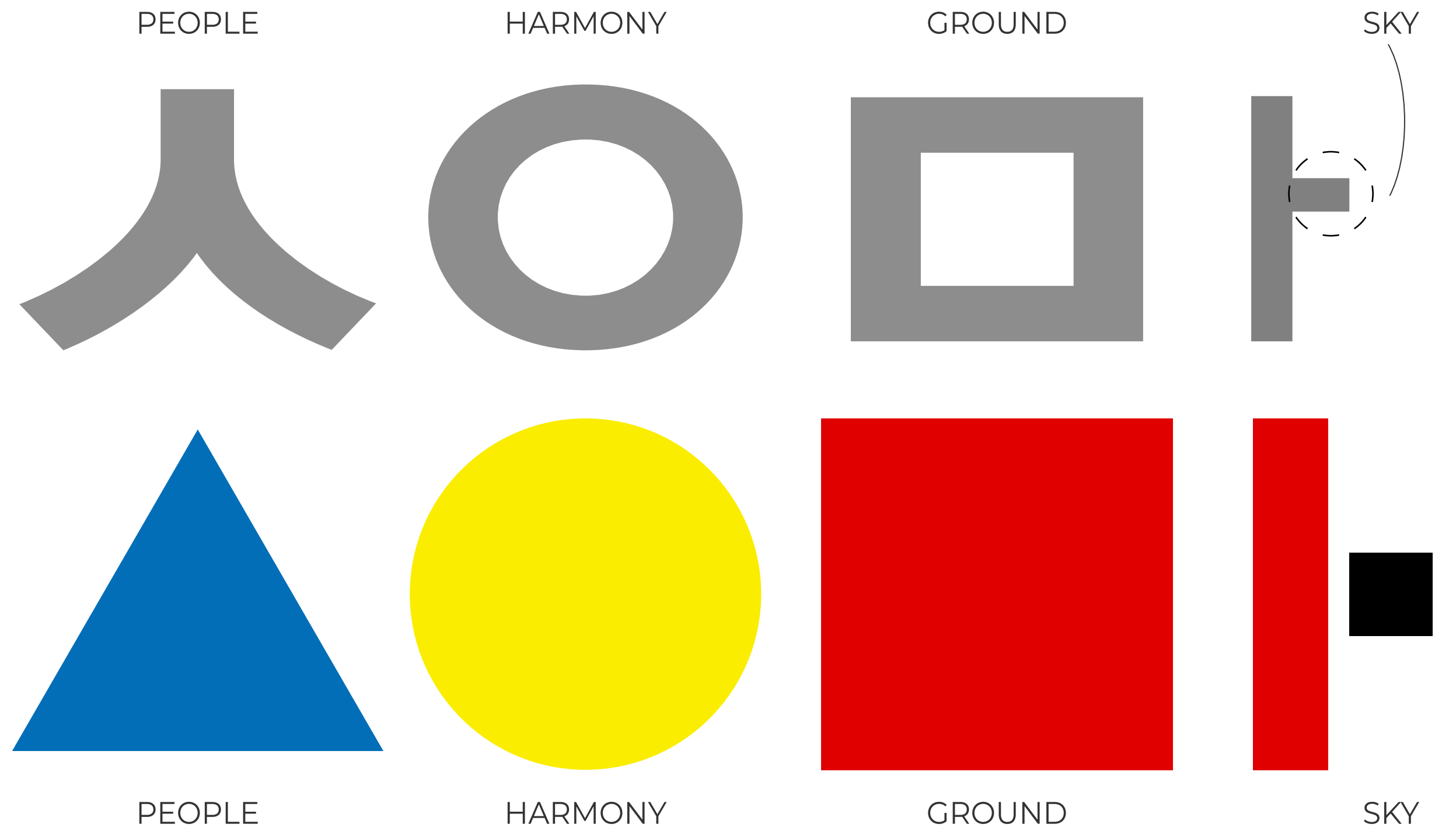
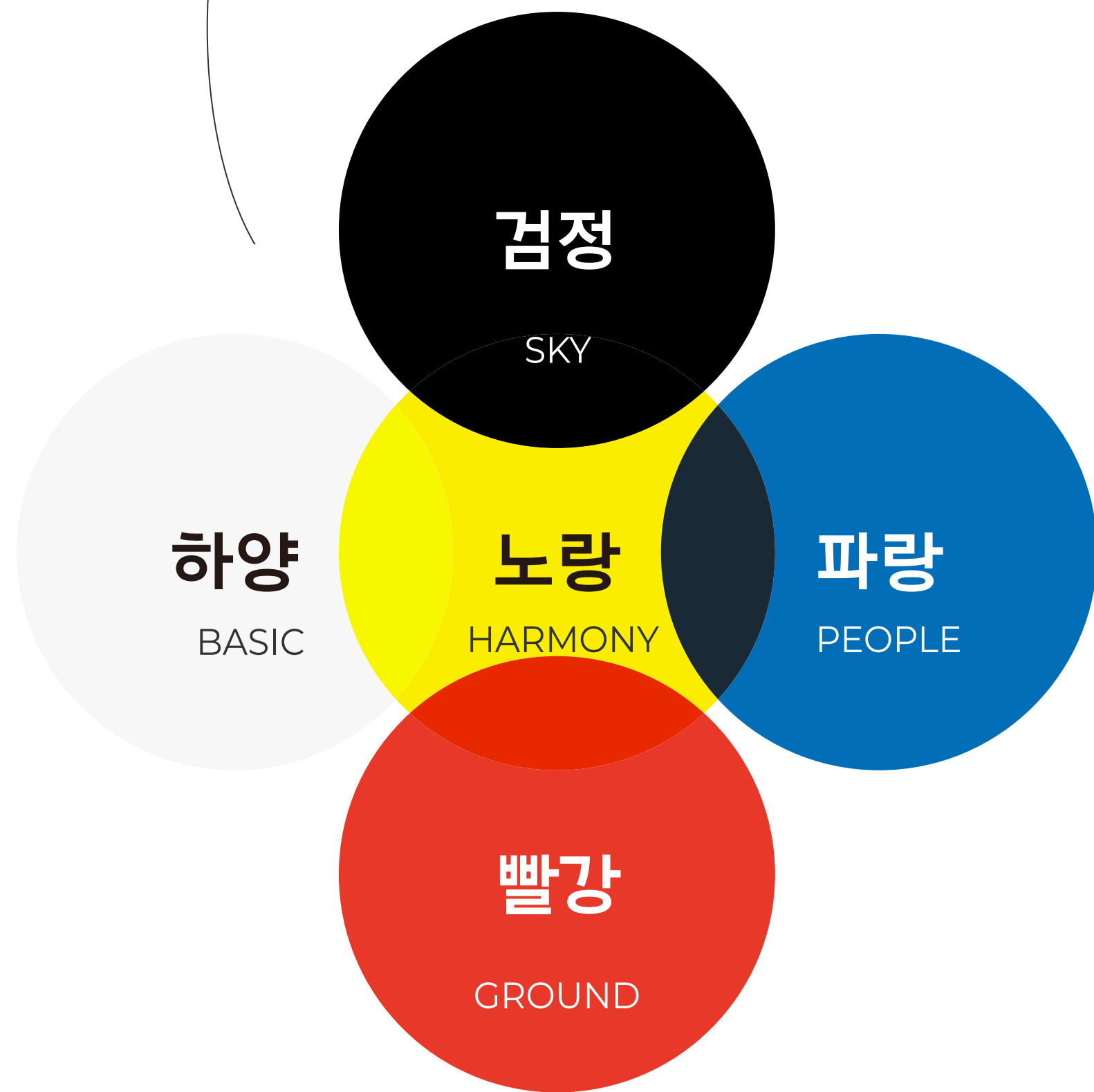
Hangul has geometric shapes.
Recognize letters as basic shapes familiar to people, making them simple for accessibility and understanding.



DESIGN SOLUTION

The approach to introducing Hangul is to present its letters as simple, easy-to-recognize shapes, accessible to everyone.
Make it easy for people!

KOREAN TRADITIONAL FIVE COLORS



COLOR SYSTEM

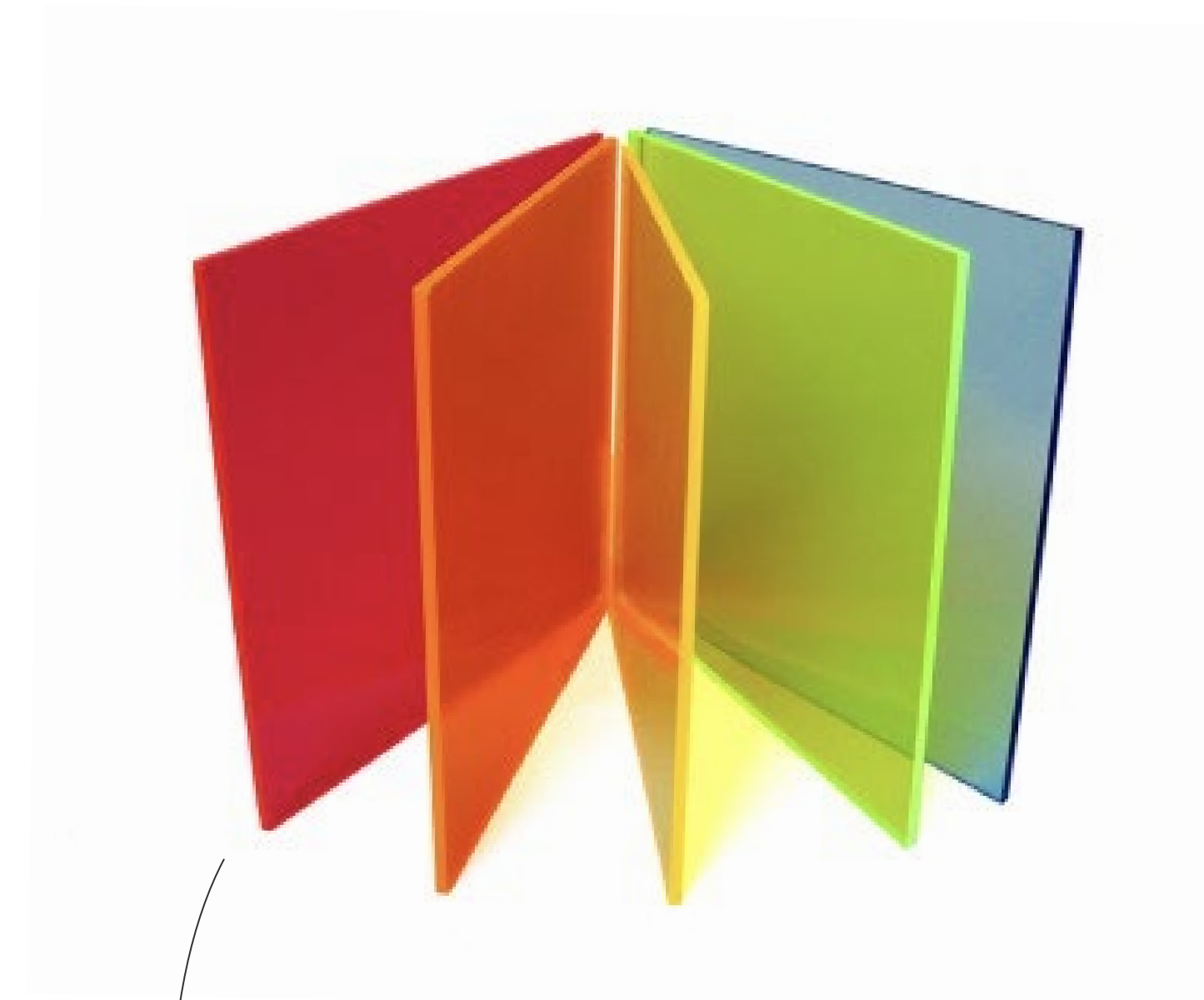
Match colors and shapes (letters) based on the traditional meanings of the five Korean colors and the Korean alphabet.



FABRIC

: Represents a traditional material.

Utilizing traditional Korean materials to create an eye-catching and unique atmosphere.



ACRYLIC

: Represents a modern material.

To make the design more approachable to non-Koreans, modern materials are utilized.

MATERIAL SYSTEM

Showing Hangu's Tradition and Modernity:
Bridging Tradition and Modernity



RESEARCHING TRADITION

Researched traditional Korean stories to find inspiration for objects. All objects incorporate traditional Korean elements.

INTERACTION 1

: display objects

Create objects that can be displayed both indoors and outdoors to **attract people's attention**.

Ensure every object has a meaning, so people enjoy discovering it.

INTERACTION 2

: experiential objects

Create interesting objects that people can touch and **interact** with.

Make it easy for people to experience and learn.

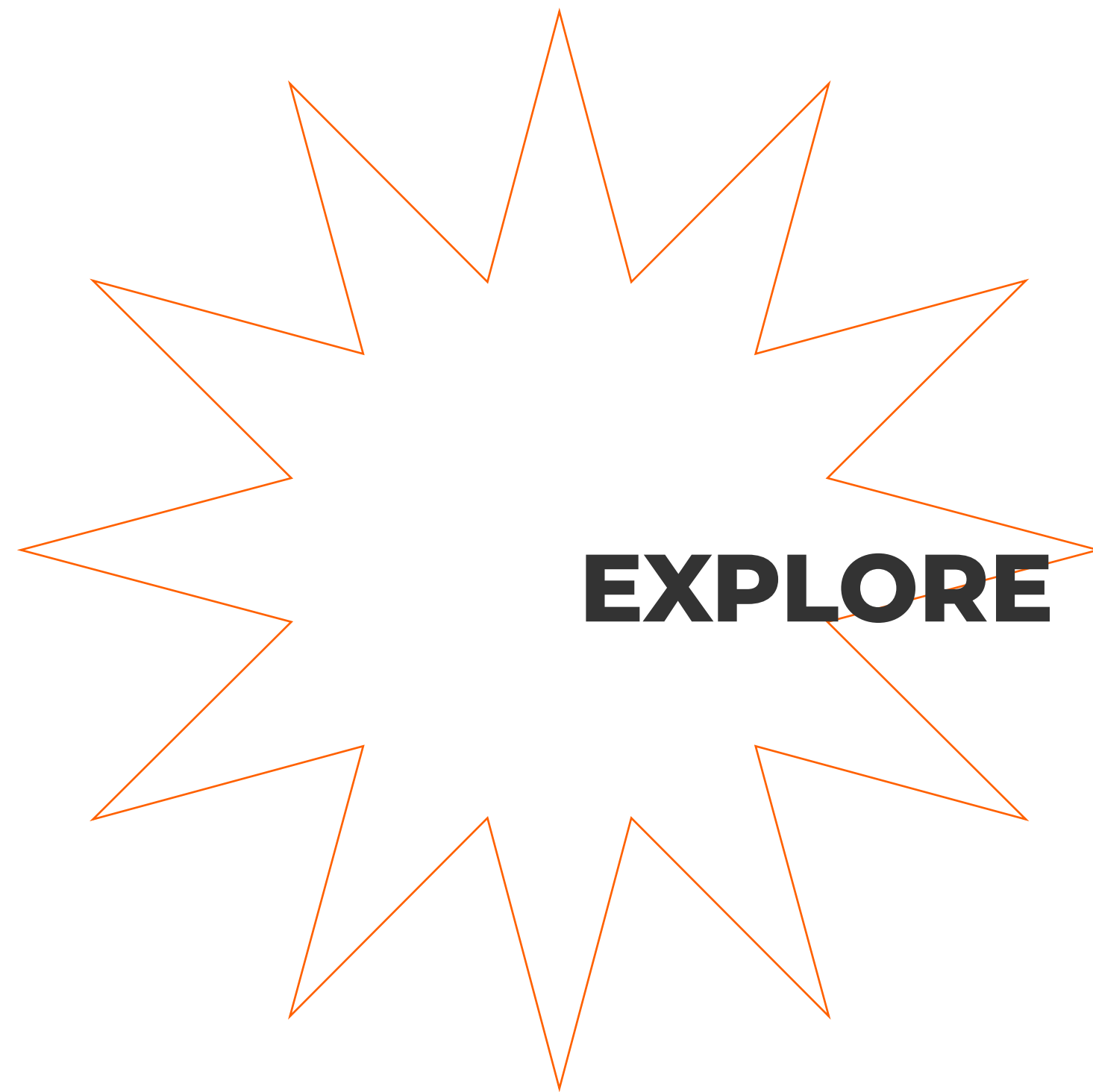
INTERACTION 3

: merchandises

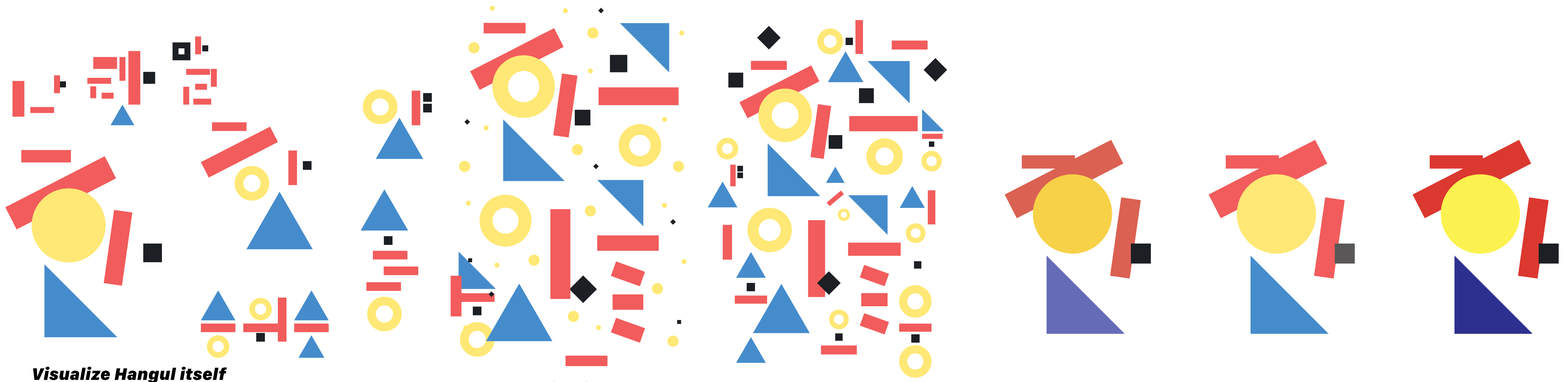
Create objects that people can take with them to remember their experiences when they return to their **daily lives**.

OBJECTS SYSTEM

Created three object systems that consider human behavior in three ways. All objects were suggested to be interactive in order to attract people who were not interested.

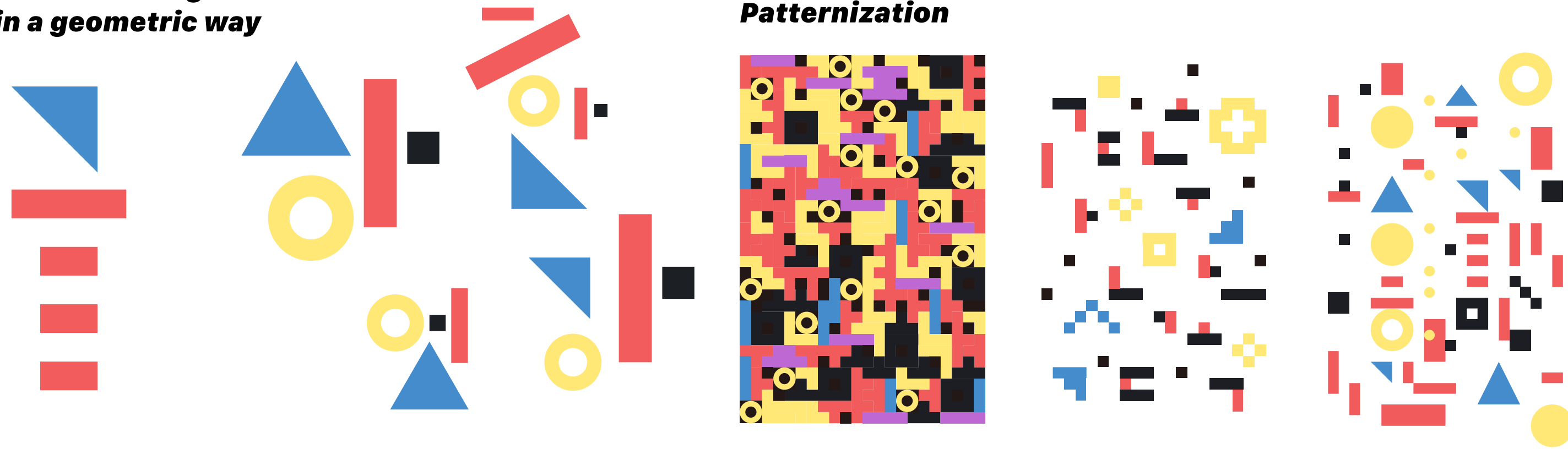


- CREATE ELEMENTS
- EXPLORE VARIOUS WAYS
- ITERATE



**Visualize Hanguk itself
in a geometric way**

Patternization



TRY DIFFERENT VISUAL STYLES

Tried different styles to create the appropriate key visuals.

THIS IS 이것은
NOT
도형이 A

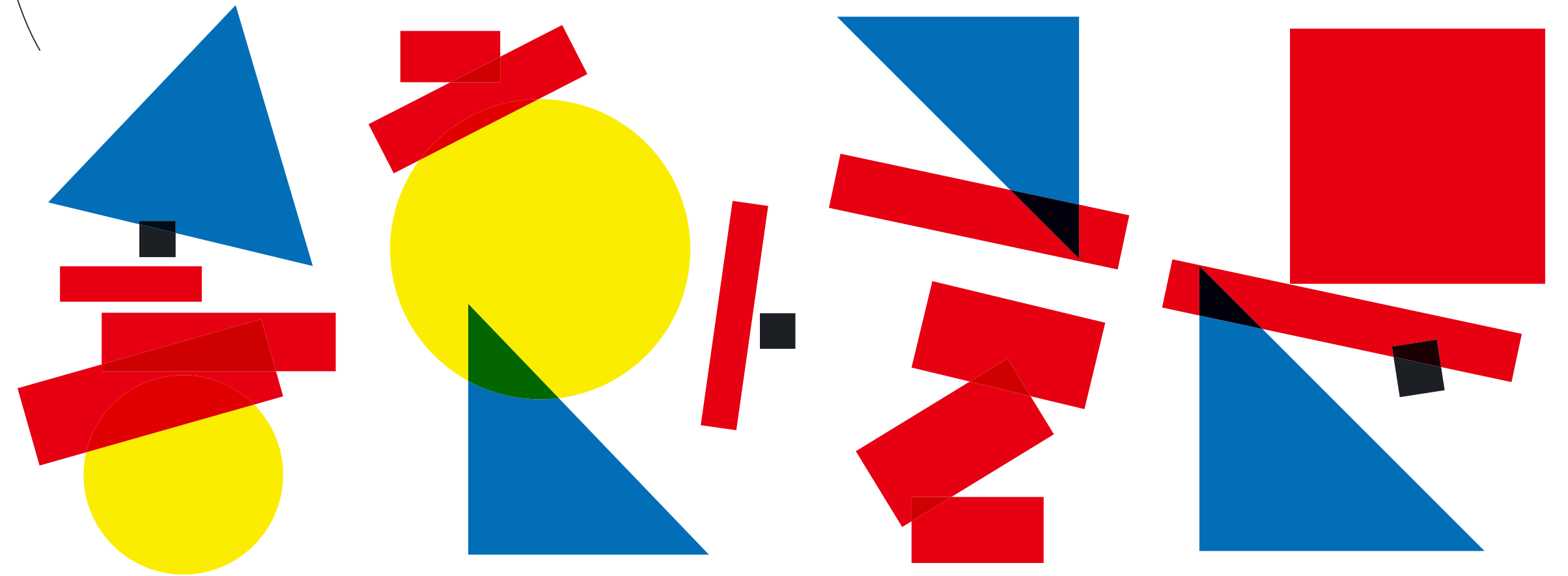
아니다
SHAPE

NAMING

An homage to "This is not a pipe".

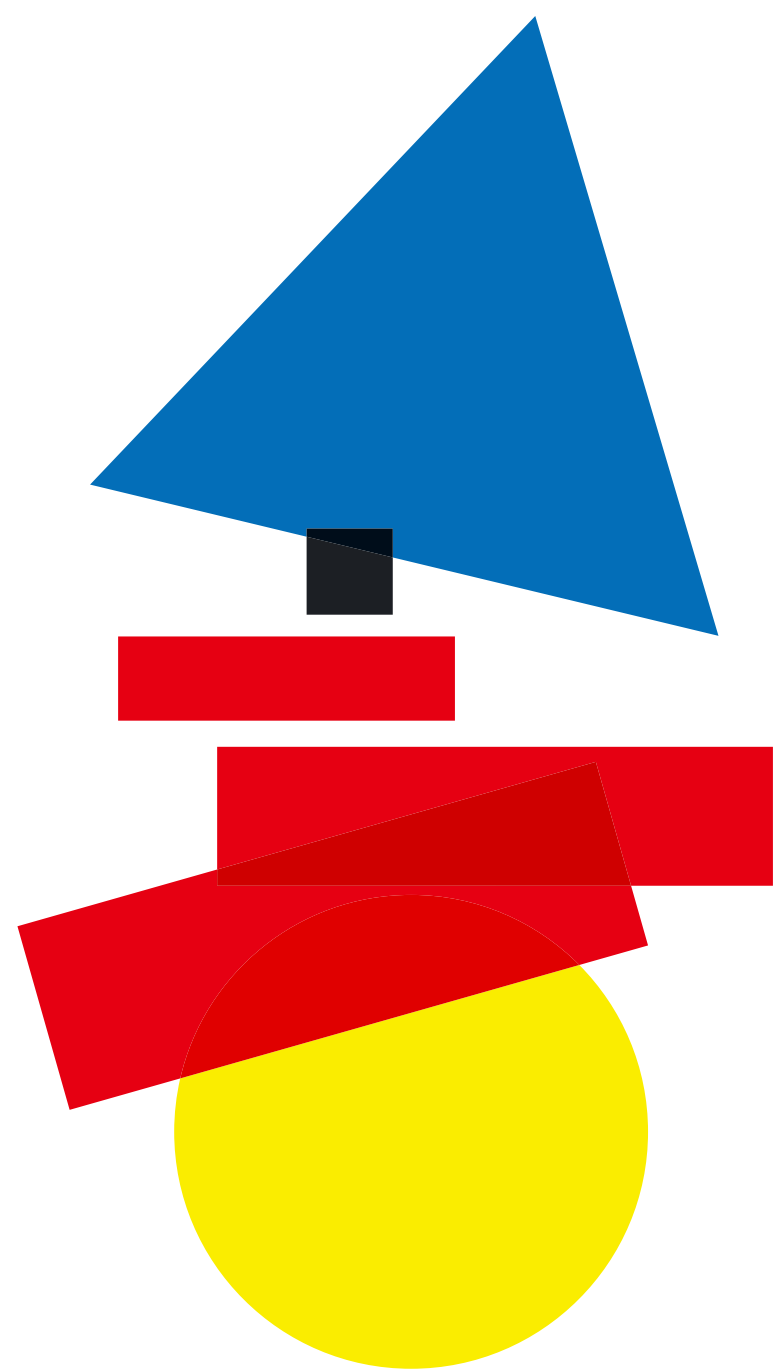
GRAPHIC

To someone who doesn't know Hangu, it looks like a simple combination of shapes, or a pattern. However, this is a graphic that reads as a Korean word.



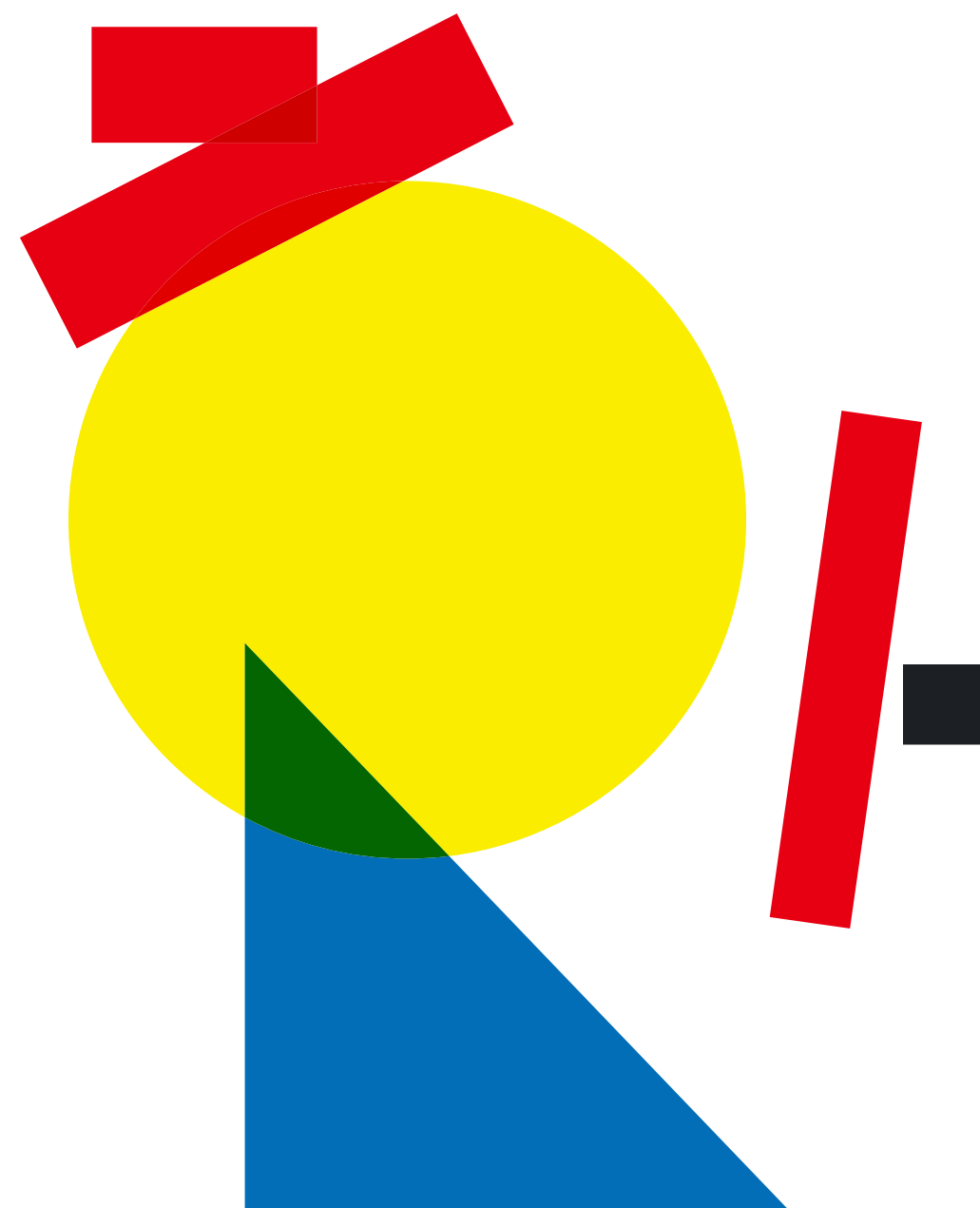
NAMING & GRAPHIC SYSTEM

The visual appears to be a combination of simple shapes, but the slogan, which explains that it's not just a shape but actually a Korean word, sparks interest.



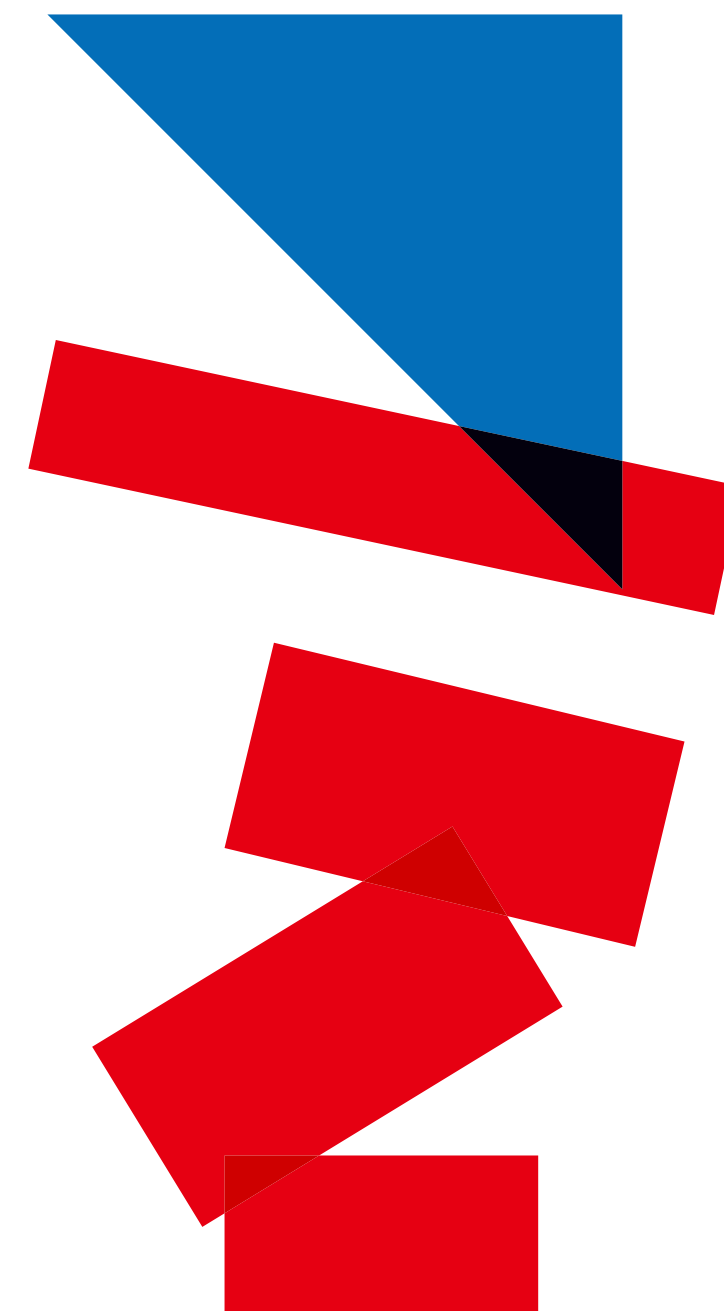
The shape you're looking at is the Korean word '송 [song].'

It is pronounced the same as the English word 'song.'



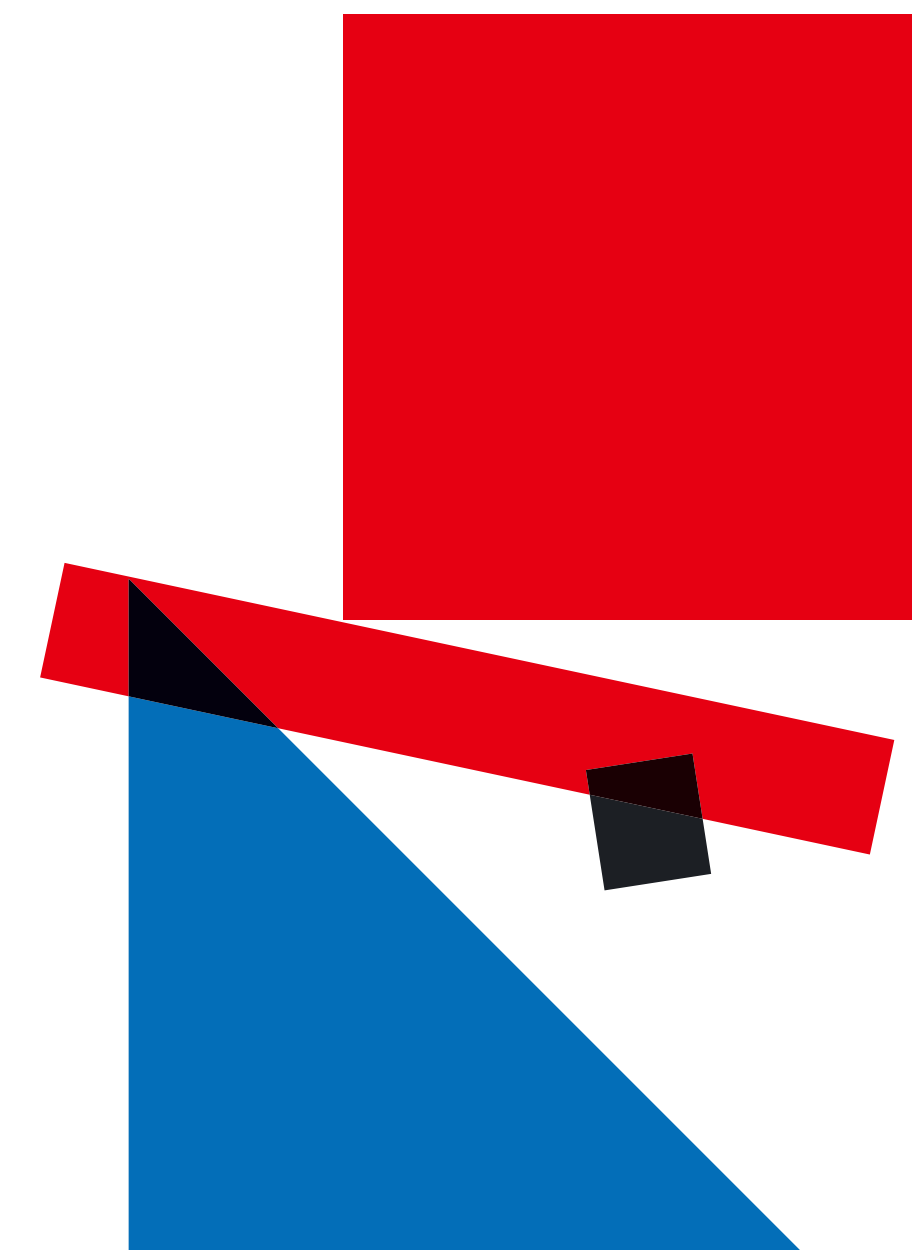
The shape you are looking at is the Korean word '한 [han].'

This is the first letter of 'Hangul,' which means the Korean alphabet.



The shape you are looking at is the Korean word '글 [gul].'

This is the last letter of 'Hangul,' which means the Korean alphabet. It also means 'writing' in English.



The shape you're looking at is the Korean word '문 [moon].'

It means 'door' in Korean and is pronounced the same as 'moon' in English.



Context

The beginning of the event.

Role

To get people interested and engaged at the beginning of the event.

Approach process

1. Notice the shapes.
2. See the message: "This is not a shape."
3. Wonder what it means.
4. Realize it's Korean and become interested.
5. Open the layer with curiosity.
6. Read the explanation about Korean on the back and connect to the Instagram page for more information via the QR code.

DISPLAYED OBJECT : POSTER



Context

The beginning of the event.

Role

To get people interested and engaged at the beginning of the event.

Approach process

1. Initially, it is perceived as a simple object.
2. As people experience the event, they realize that it is made up of Korean words.
3. They then recognize the combinations of Korean words with objects.



**DISPLAYED OBJECT
: FABRIC HANGING
& ACRYLIC HANGING MOBILE**

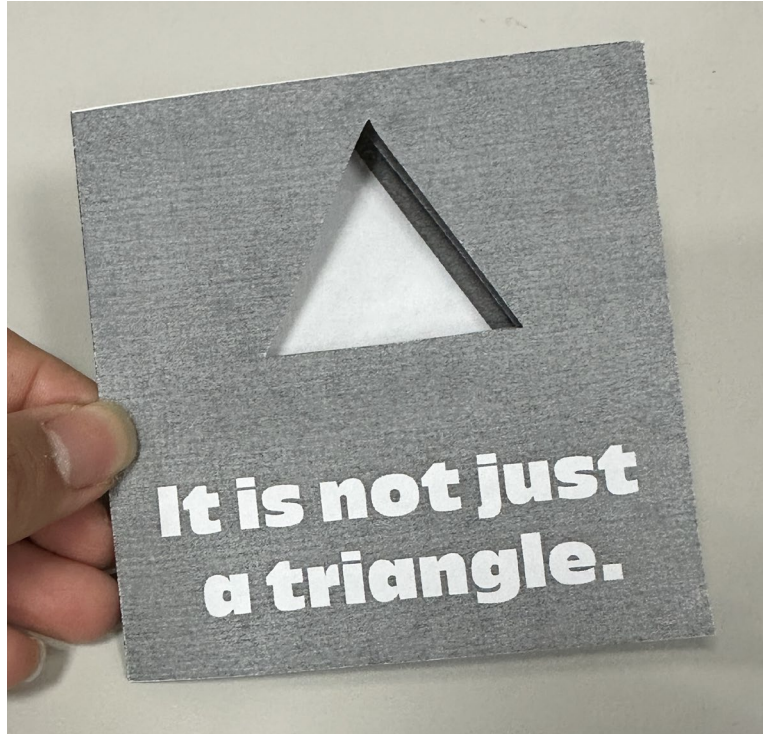
Hangul, the Korean alphabet, was created in the 15th century by King Sejong the Great and his scholars. The alphabet was designed to be easy to learn and use, making literacy more accessible to the general population.

Can you believe that this circle could represent a letter from any country's alphabet?



If you want to know more about Hangul, come here!

This is NOT a CIRCLE



Context

In the middle of the event.

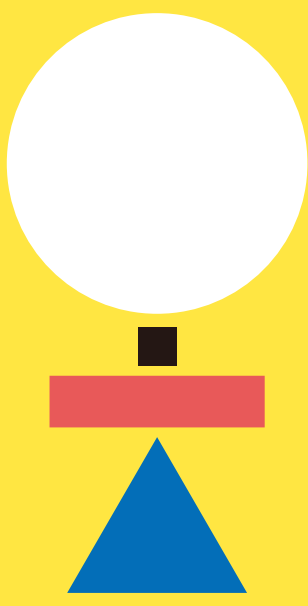
Role

Explain Hangul and invite interaction to recognize the shape of Hangul.

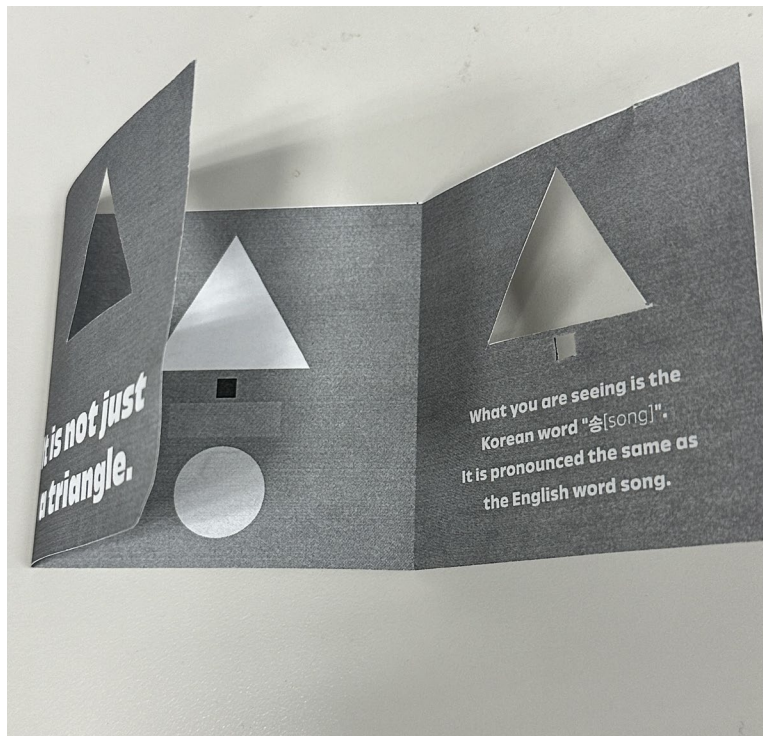
Approach process

1. Notice the shapes.
2. Open it up.
3. Realize it's Korean.
4. Read the explanation and get fun to know about Hangul.

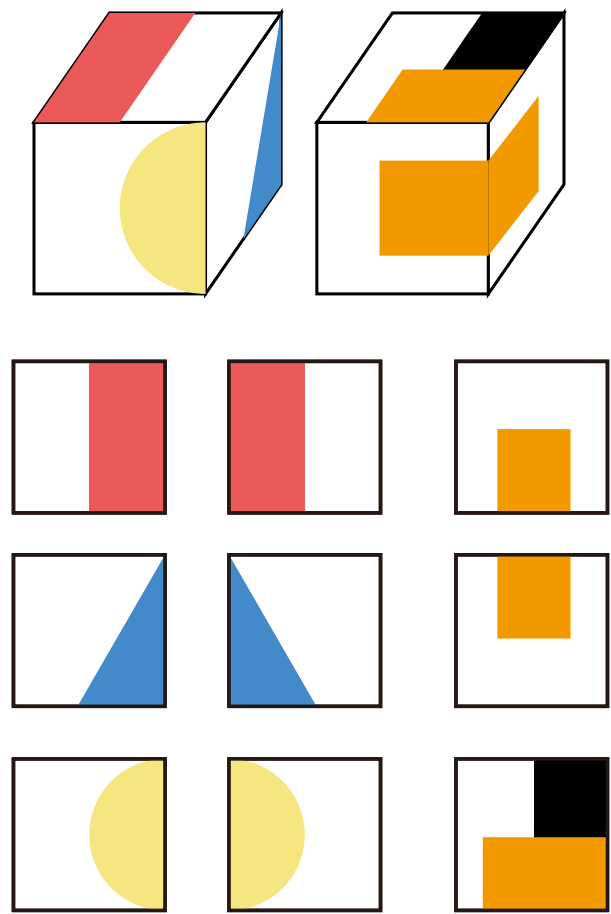
Did you know that this circle can be pronounced as 'O'?



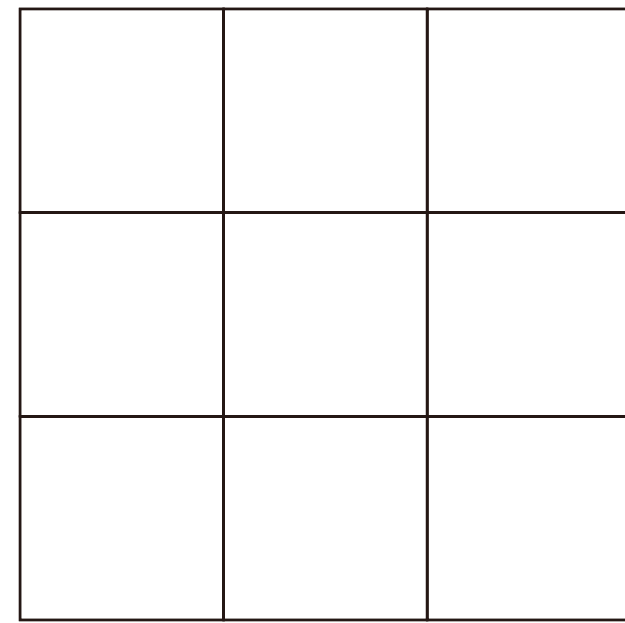
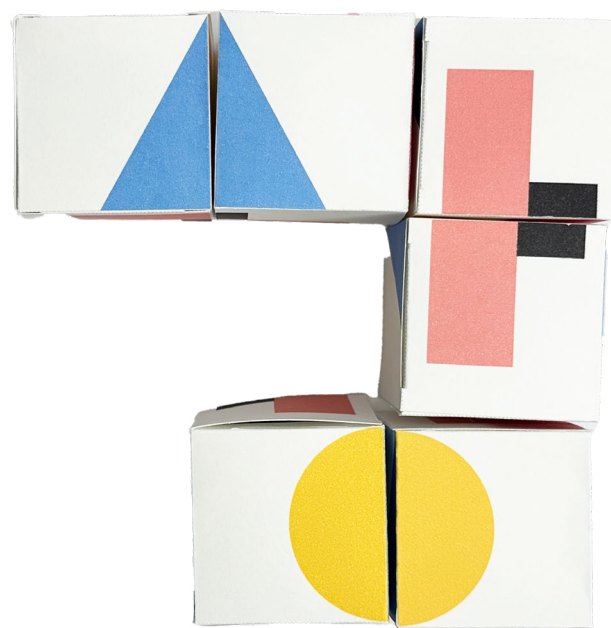
What you are seeing is the Korean word "옷[ot]". It means "clothes" in Korean.



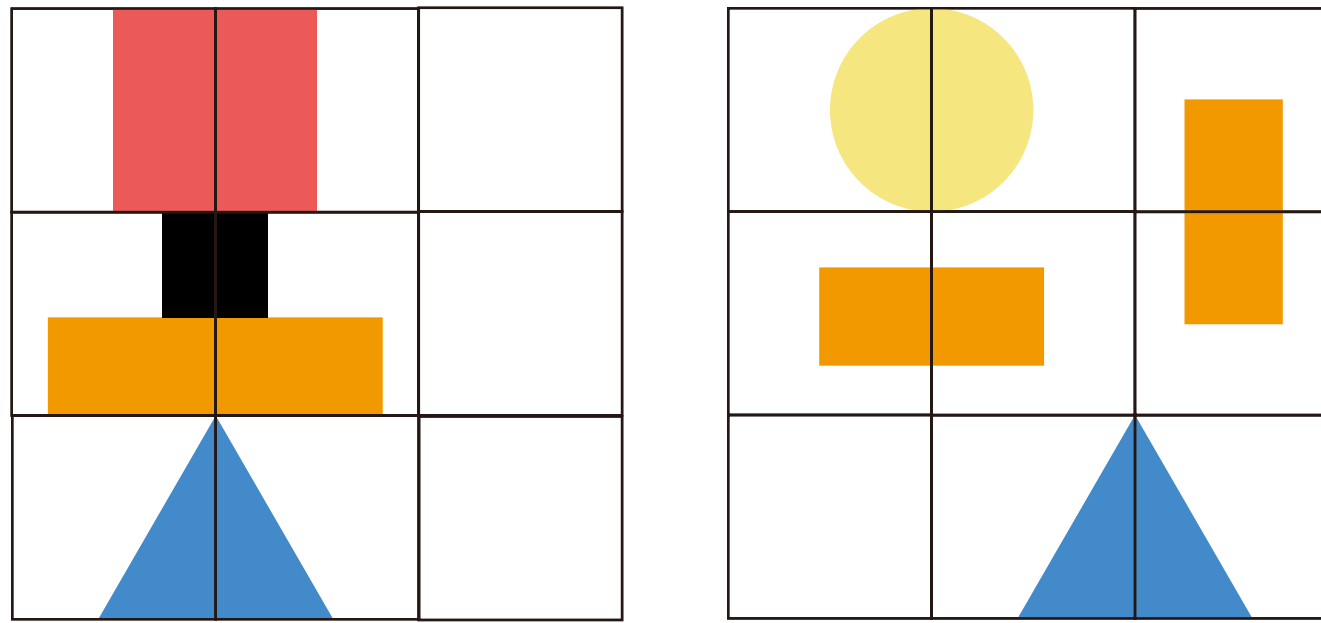
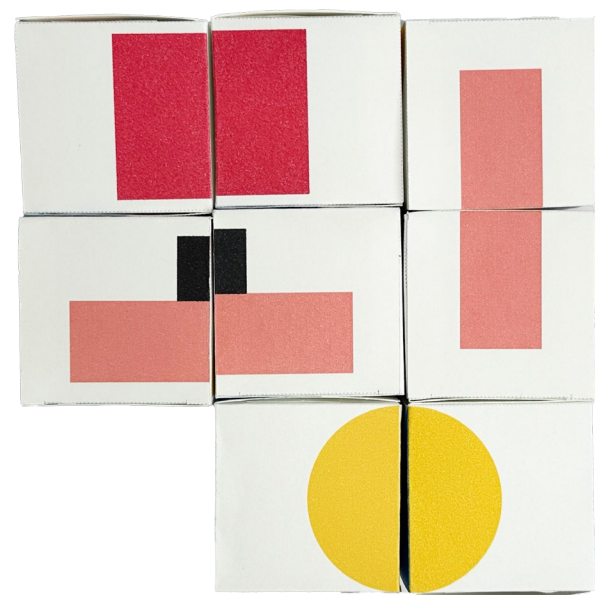
EXPERIENTIAL OBJECT : BROCHURE



Step1.
Choose blocks.



Step2.
Match the blocks with
the guidelines.



Step3.
Discover what they've created.



Congratulations!
You've created your own Hangul!

Context

In the middle of the event.

Role

Helps people create Hangul characters in a fun and engaging way, even if they don't know Hangul.

Approach process

1. Check the shapes of the blocks.
2. Align the blocks according to their shapes.
3. Follow the guidelines to match the blocks.
4. If unsure, refer to the example.
5. Listen to the explanation of how the shapes they made represent the letters of the Korean words.

**EXPERIENTIAL OBJECT
: BLOCK MATCHING GAME**



I found that using examples makes it easier to understand. This is easy, not complicated.

People who have learned a little Hangul:

At first, they think it's a shape, but then they realize it's Hangul.

People who don't know Hangul:

They find it interesting when they realize what they made is actually Hangul.

FEEDBACK FROM OTHERS

Got feedback from people every step of the way. Developed design based on the reactions of people who don't actually know Hangul.



Context

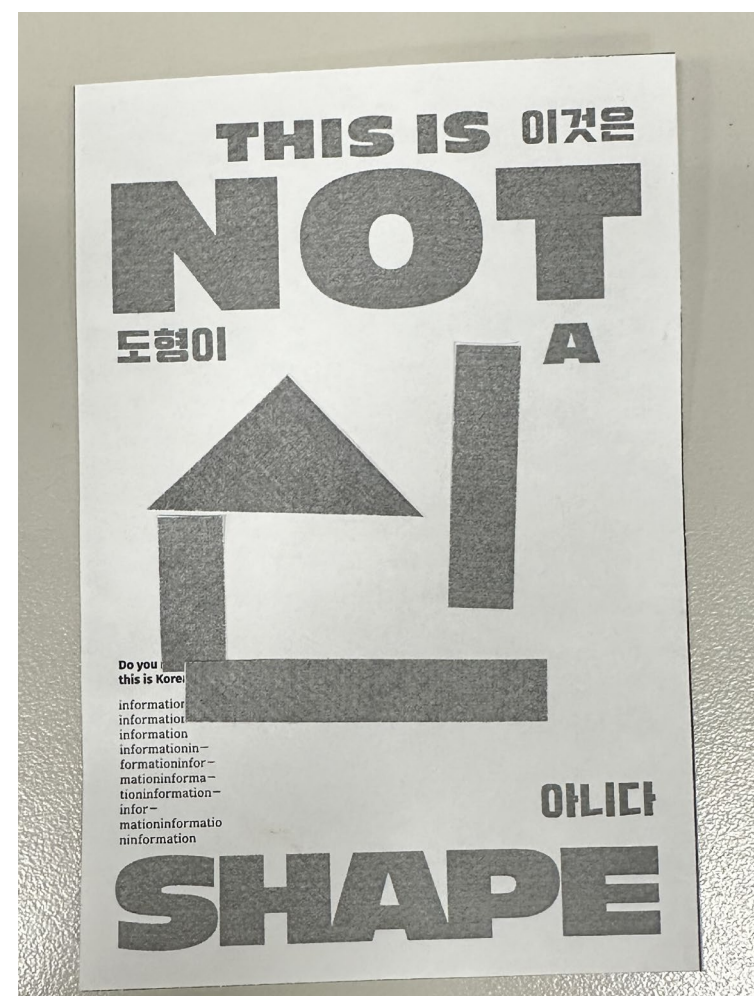
In the end of the event.

Role

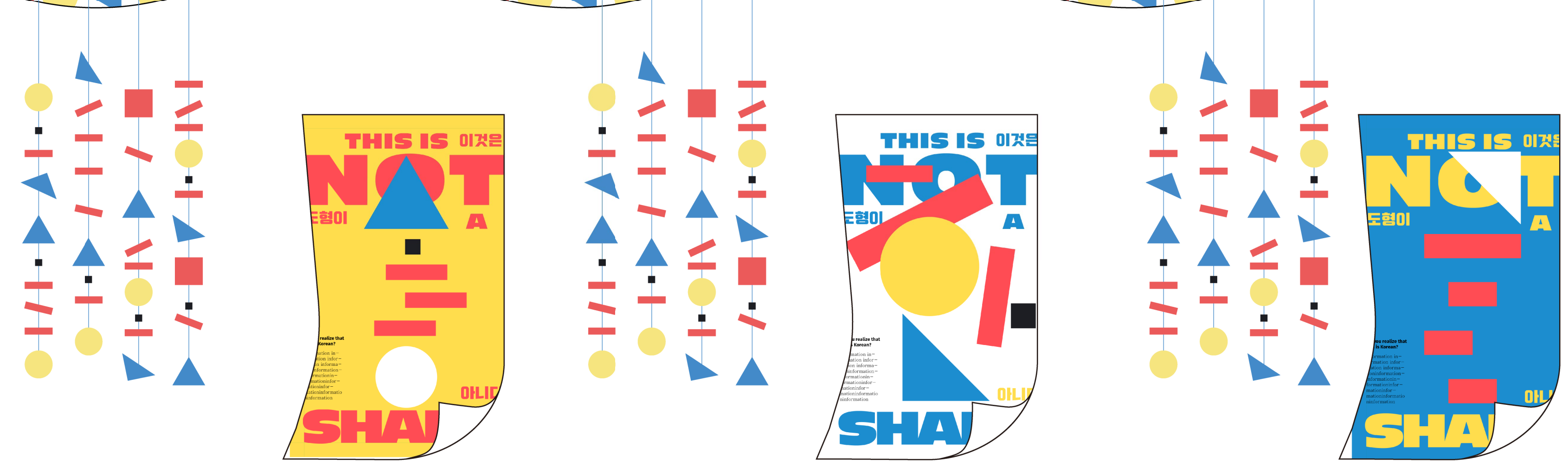
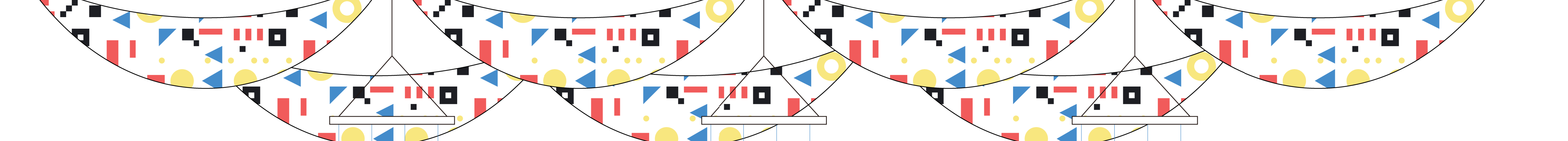
Merchandise that people can take with them daily to remember their experience at the event.

Approach process (post card)

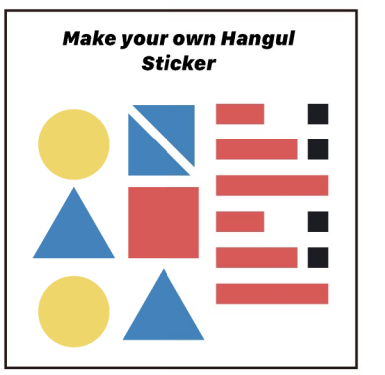
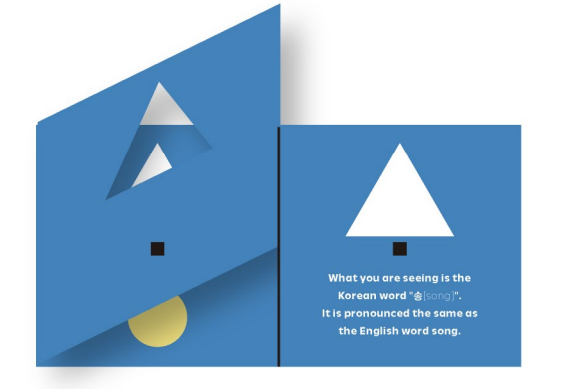
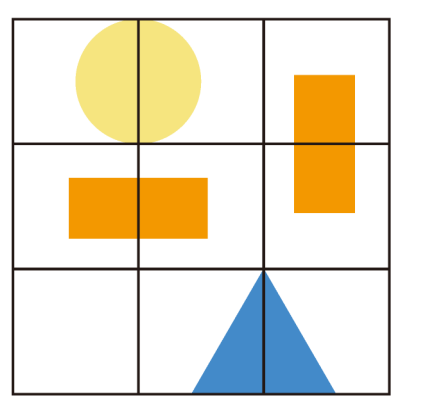
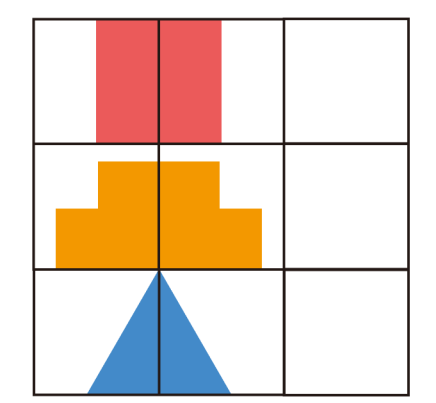
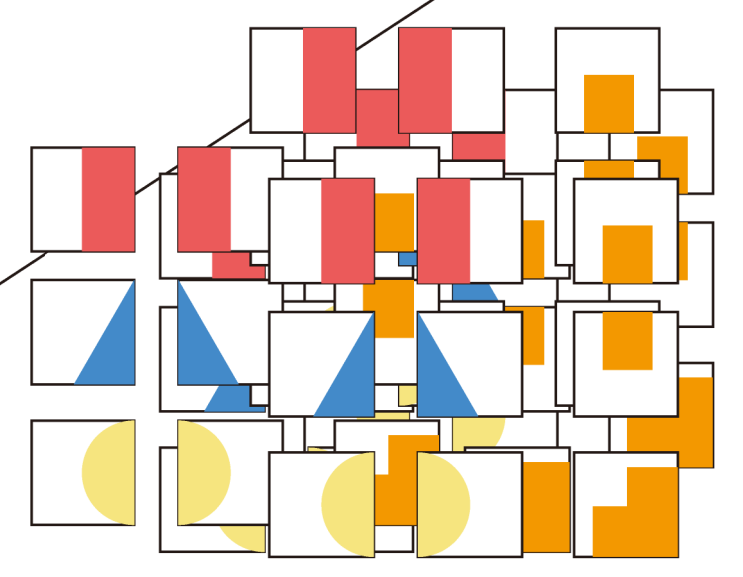
1. Look at the shapes on the sticker and reflect on what you've experienced so far.
2. Arrange the shapes to form Korean characters as you want.
3. Take it home.

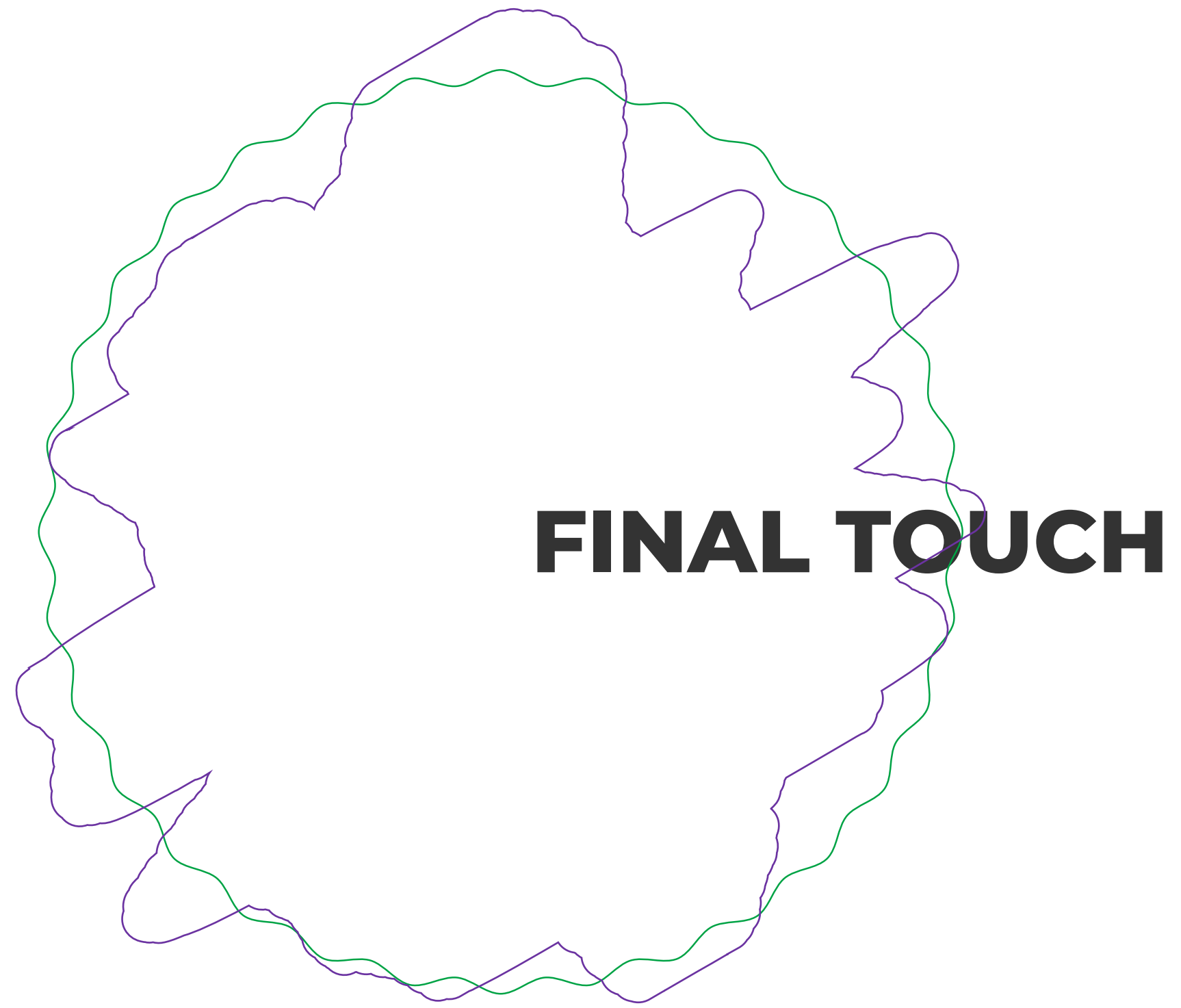


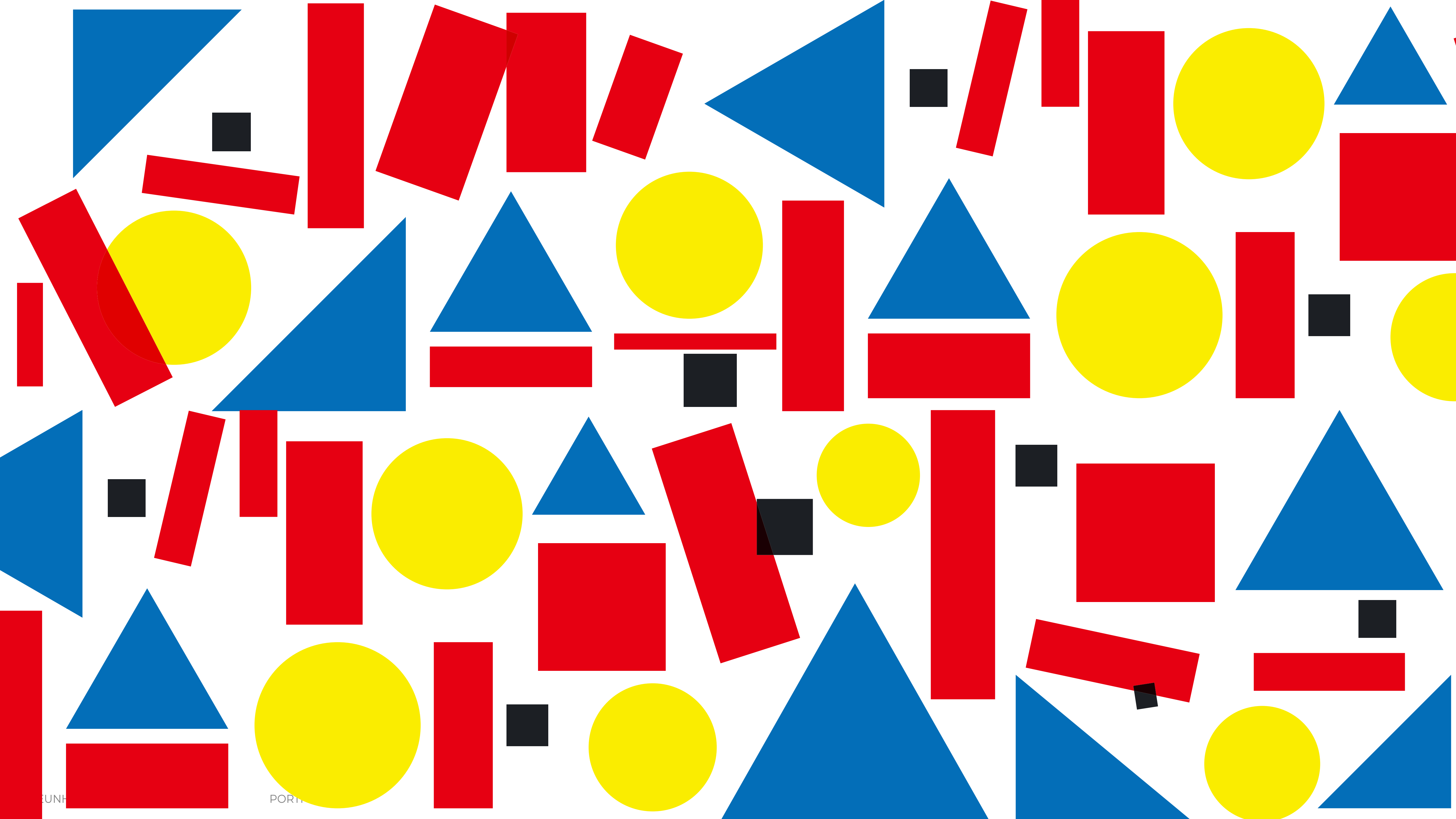
MERCHANDISE : KEYRING & POST CARD

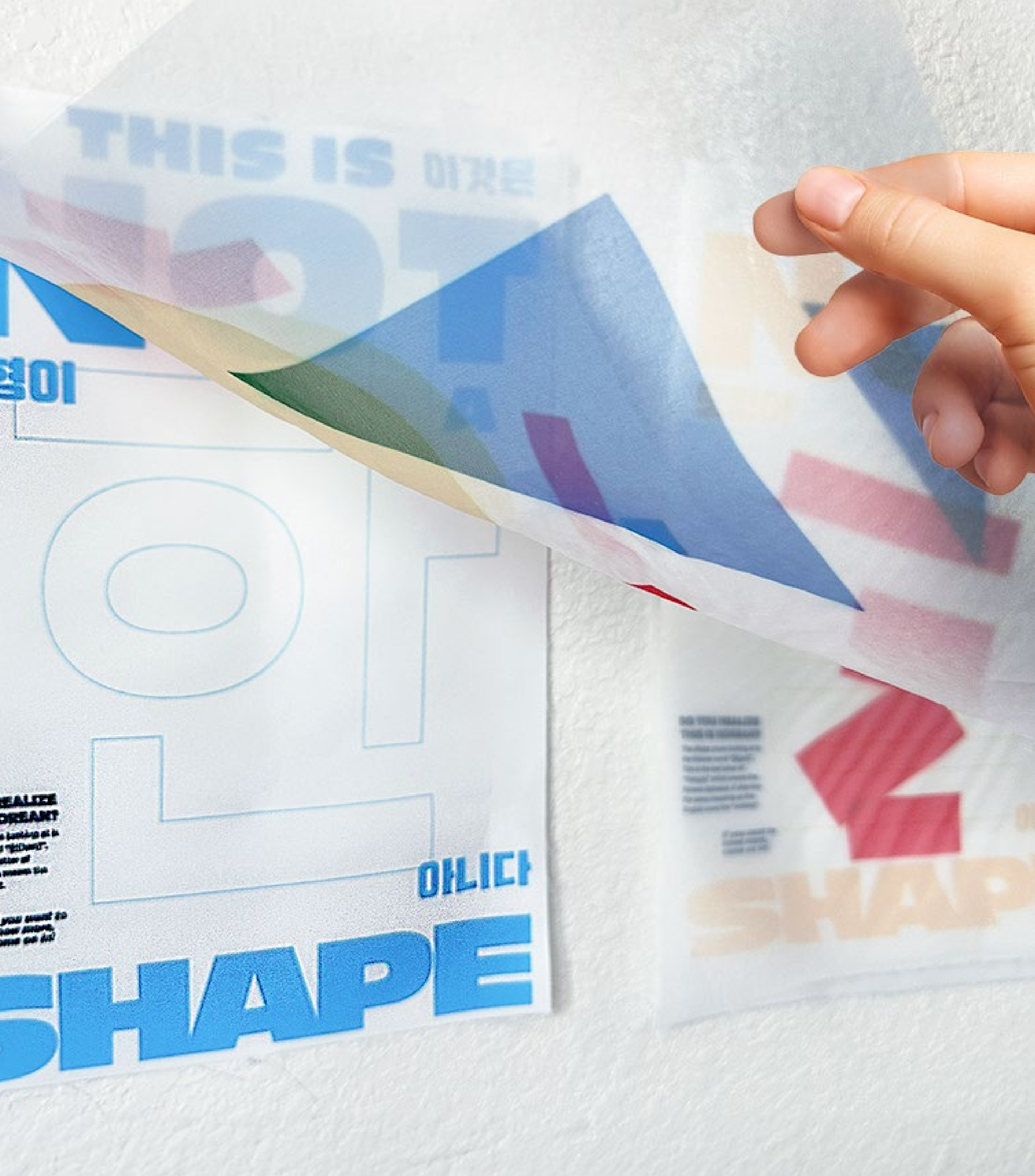


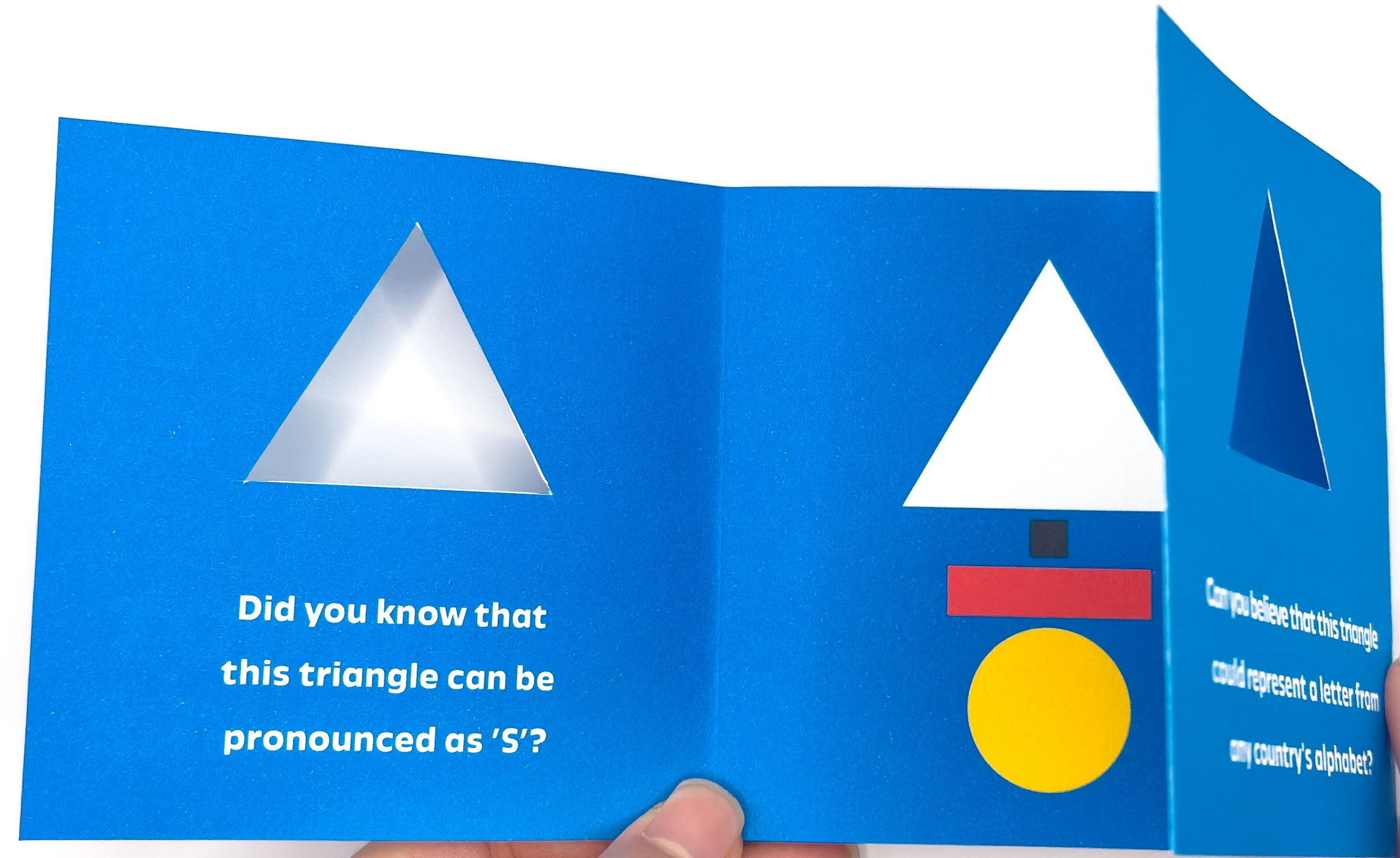
Make your own Hangul!

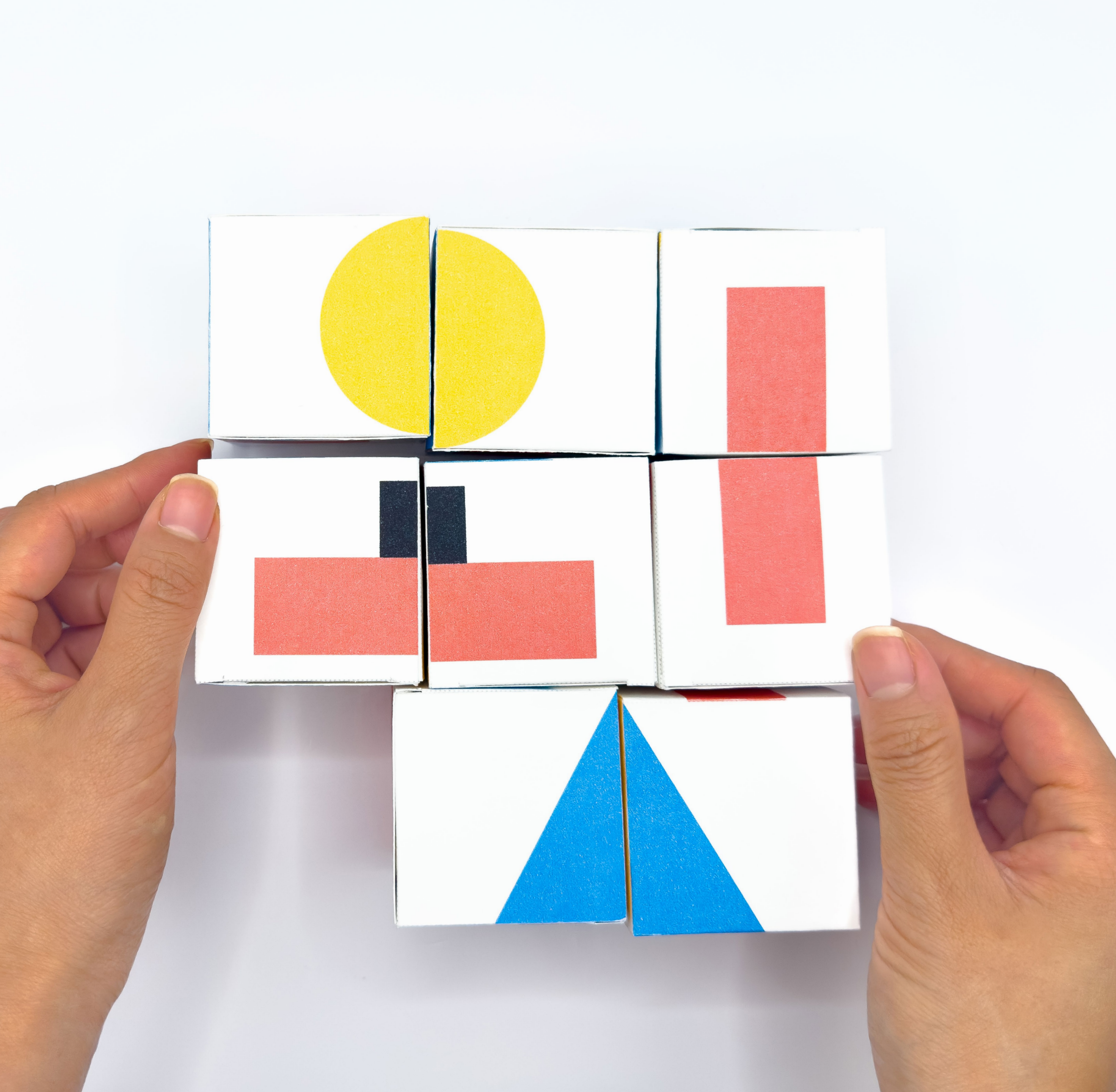


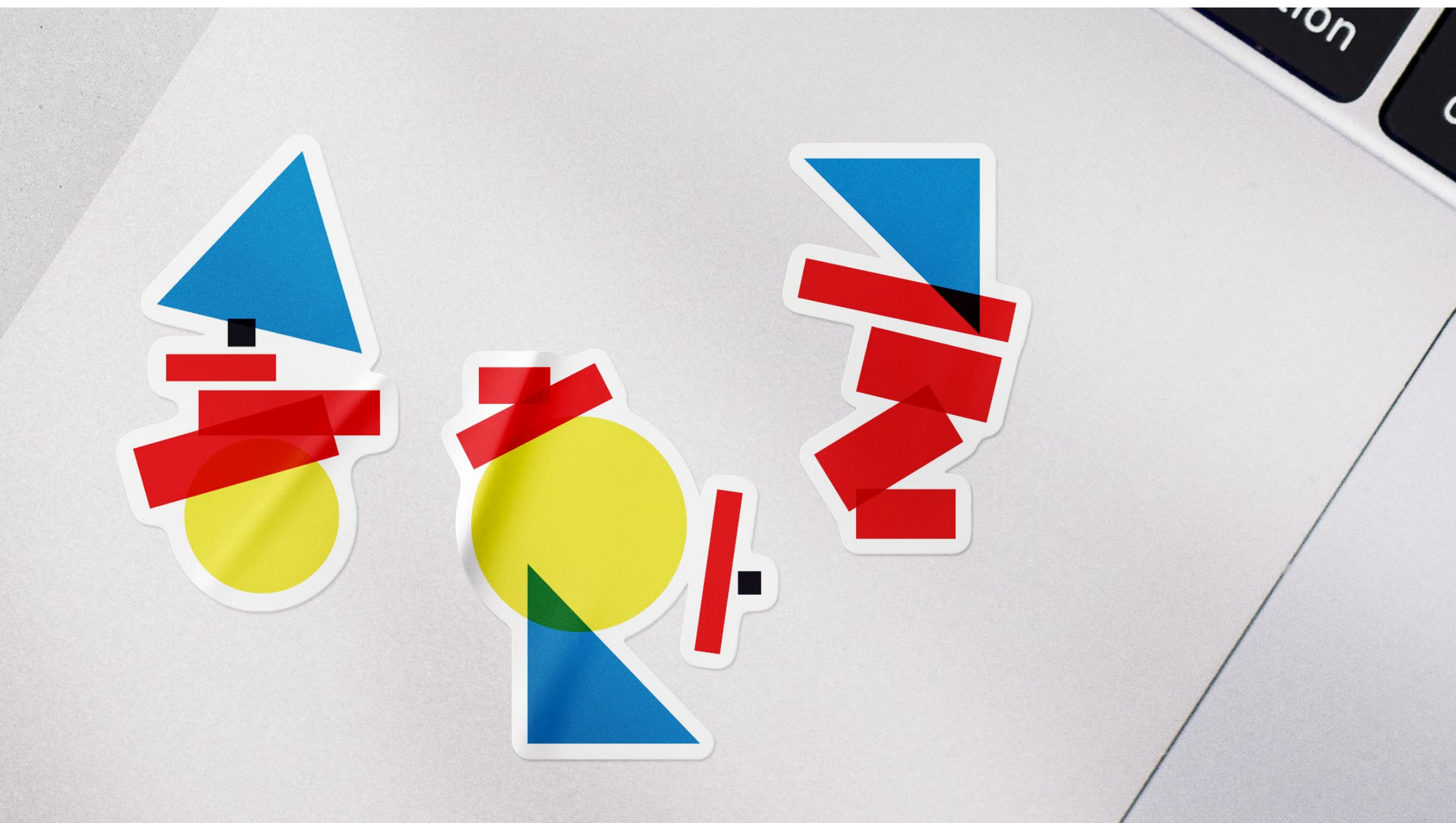




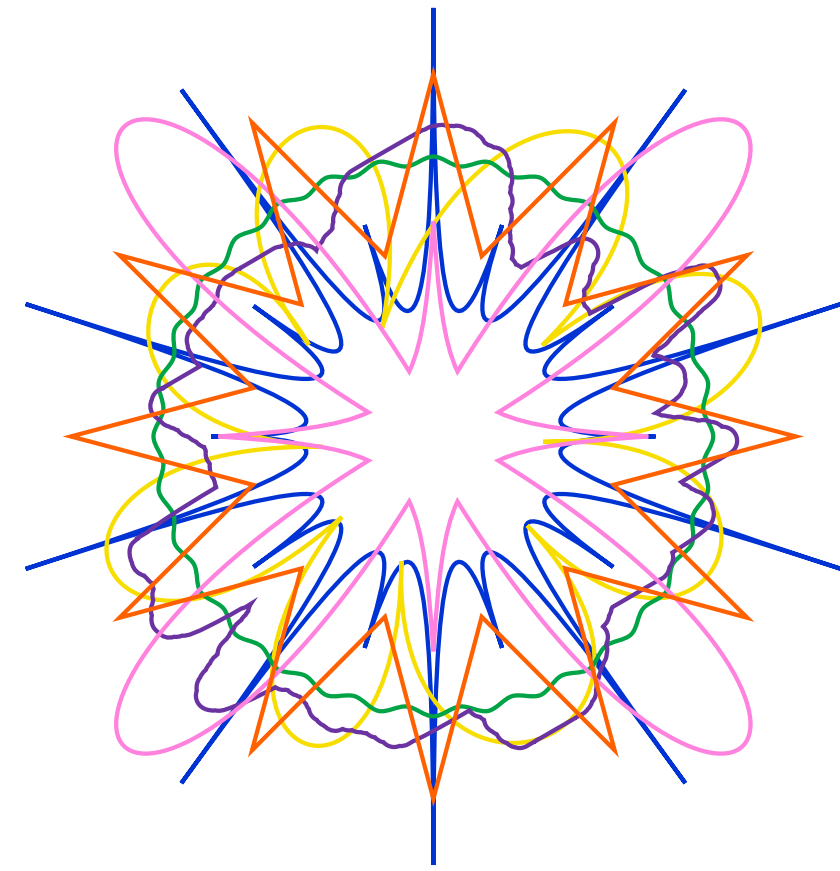












EUNHUY
CHON

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Click the logo!