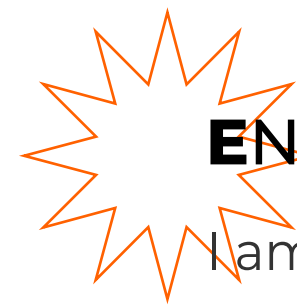


E U N H U Y C H O N

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.



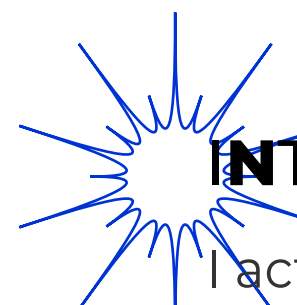
UNDERSTANDING

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

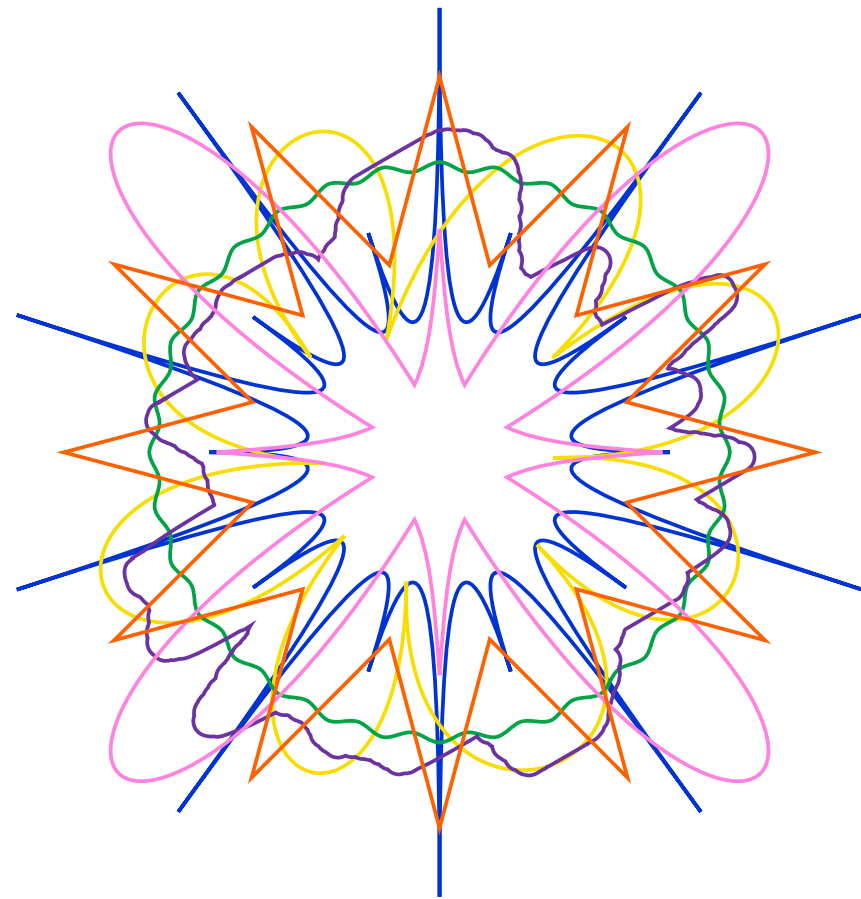
I actively create interactive designs that engage and connect people.



DYNAMIC

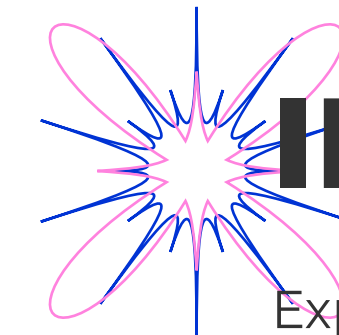
I thrive on exploring dynamic and new design approaches.

PROCESS



RESEARCH

Research to understand the background.



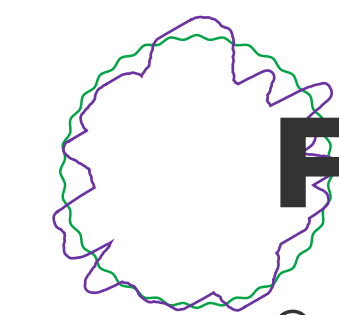
IDEATE

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.

HAE DAL JAN



Brand Strategy

Naming, Branding, Packaging

Tool: Adobe Illustrator, InDesign



HAE DAL JAN

GOAL

Branding traditional Korean souvenirs to sophisticate Korean heritage and contribute to a souvenir market.

TARGET

International tourists in their 20s and 30s visiting Korea.

CONTEXT

To meet tourists' demand for modern, traditional souvenirs, the brand uses Korea's specialized flower tea market to stand out.



- CURRENT TREND
- STUDY CURRENT MARKET



CONTEXT

These days, there is a growing interest in Korea from abroad, along with an increasing number of international tourists. Consequently, interest in the Korean souvenir market is also rising.

However, I noticed that despite the increasing number of young people visiting Korea, there aren't enough souvenirs to meet their preferences.

To contribute to the developing Korean souvenir market, I developed the concept of discovering and refining traditional souvenirs unique to Korea.

CONTEXT

There is a growing interest in 'tea' around the world.

Korea has its own unique **flower tea** market. However, despite its uniqueness, it is underdeveloped and not well known.

CURRENT MARKET

No story, no design interest.



SOLUTION IDEA

Make it meaningful for consumers.

: Using traditional Korean stories to create a narrative about flower tea that is both entertaining and informative to consumers

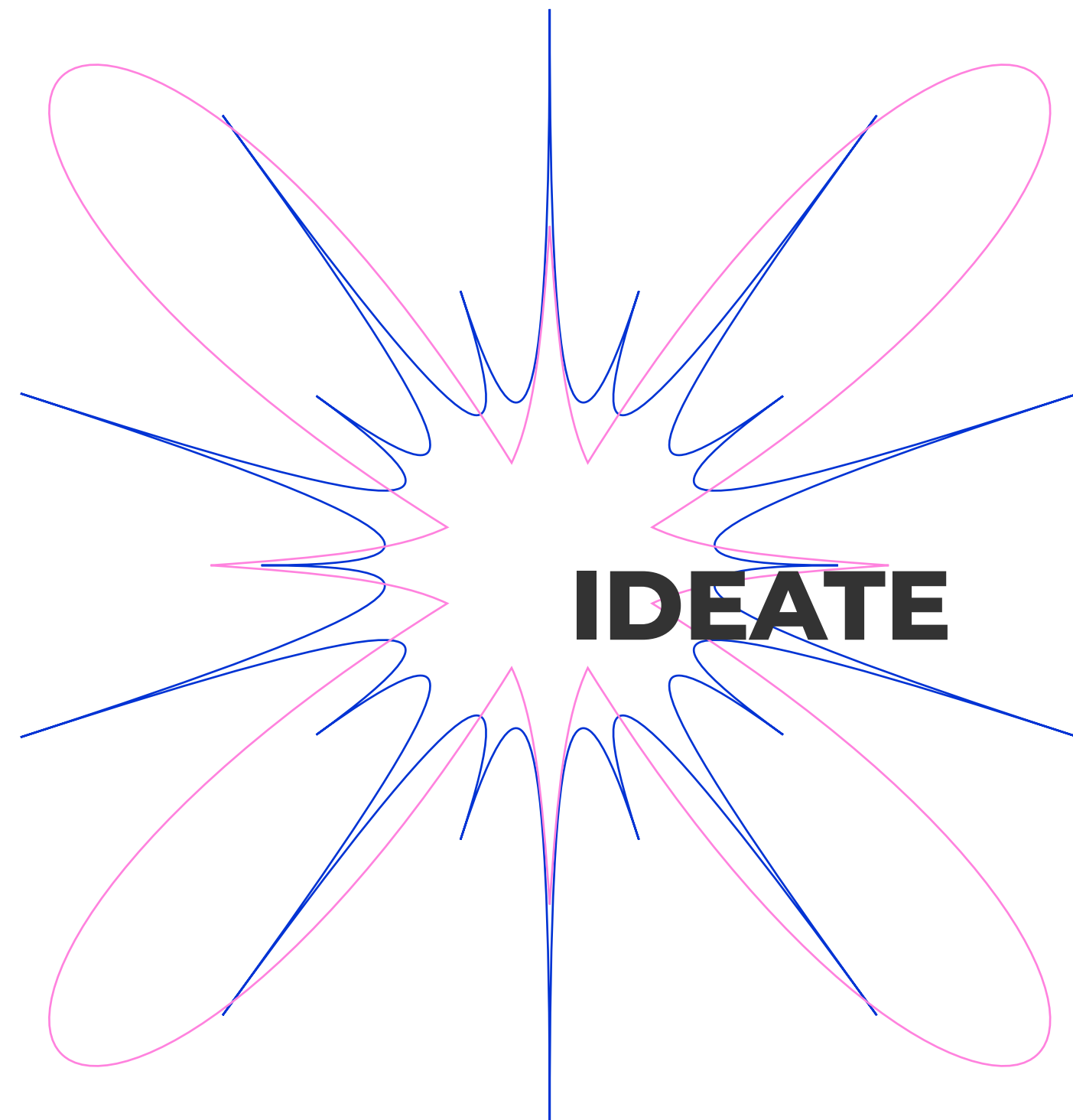
Designing tradition with sophistication.

: Need a design that is different from the existing market → Modern design with a touch of tradition

GOAL

Create a Korean flower tea brand that blends traditional and modern elements.

This unique approach produces souvenirs that contribute to market development.



- RESEARCH
- CONCEPT DEVELOPMENT

Chrysanthemum



For stomach discomfort, cold & cough, headache, dizziness, and dizziness.

	Color	Flavor	Fragrance	Temper
Yin (-)	Light Gray	Spicy	Clean	Cold
	Red	Bitter	Mild	
	Orange	Sour		
Yang (+)	Light Red	Clean	Sweet	
	Blue	Sweet	Rich	Warm

Bellflower



For colds, bad bronchials.

	Color	Flavor	Fragrance	Temper
Yin (-)	Red	Spicy	Clean	Cold
	Light Red	Bitter	Mild	
	Light Gray	Sour		
Yang (+)	Orange	Clean	Sweet	
	Blue	Sweet	Rich	Warm

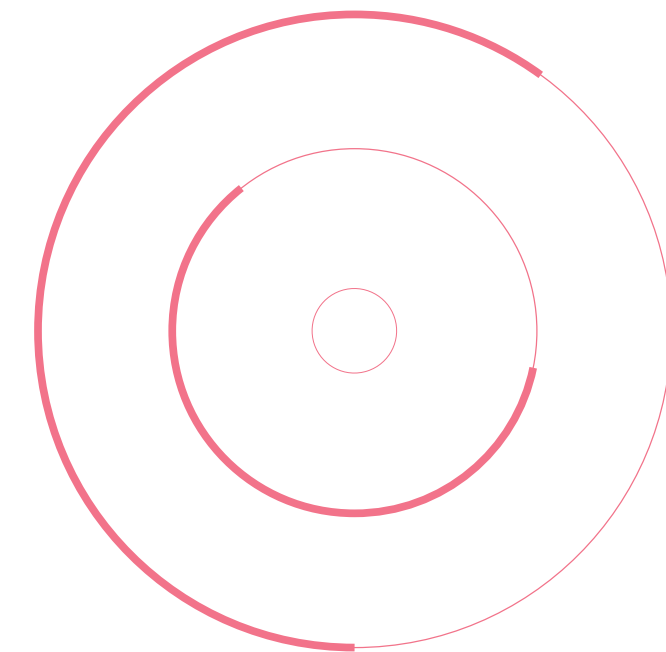
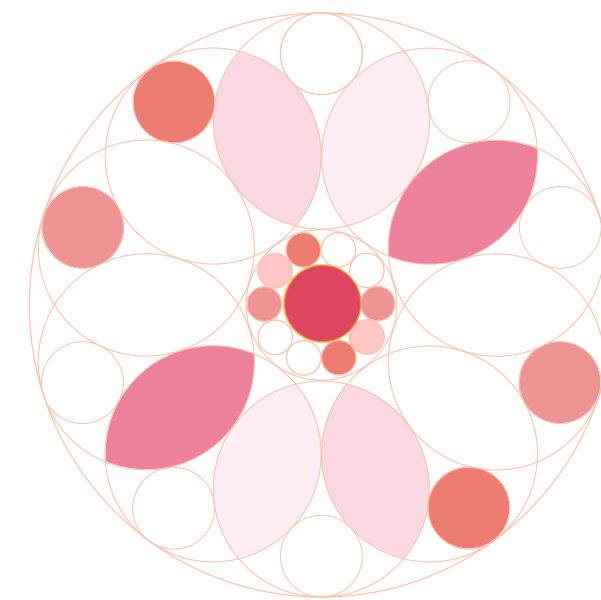
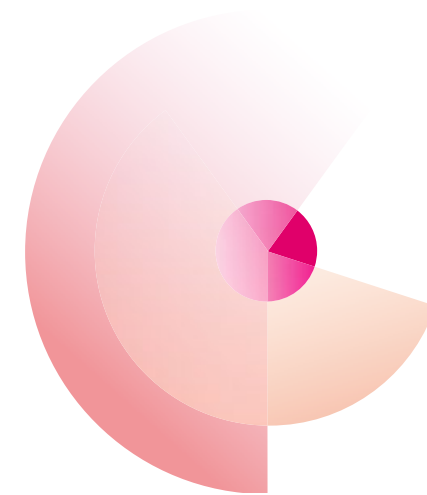
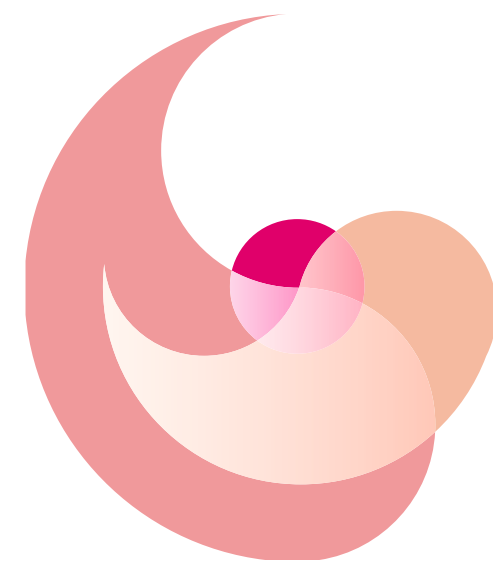
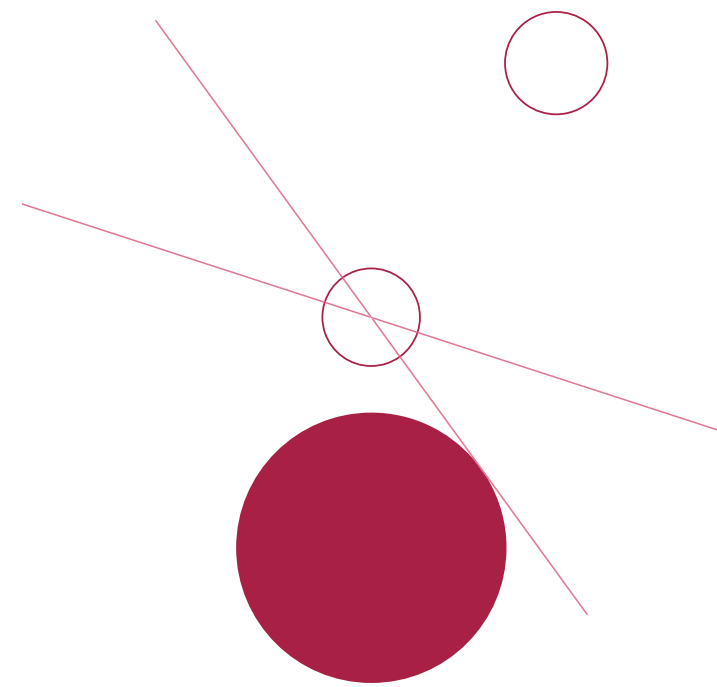
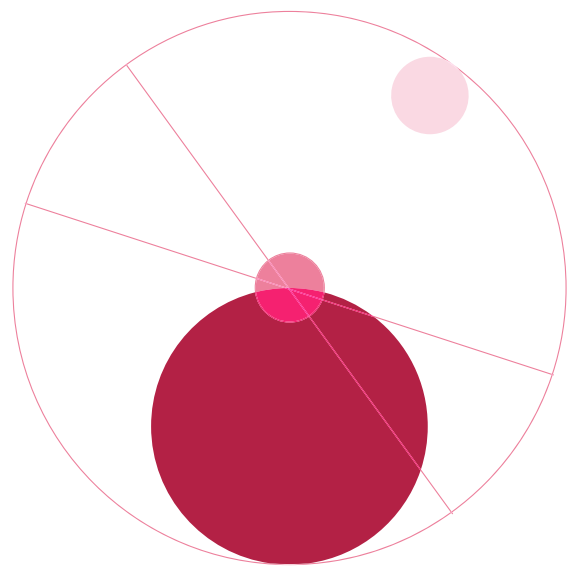
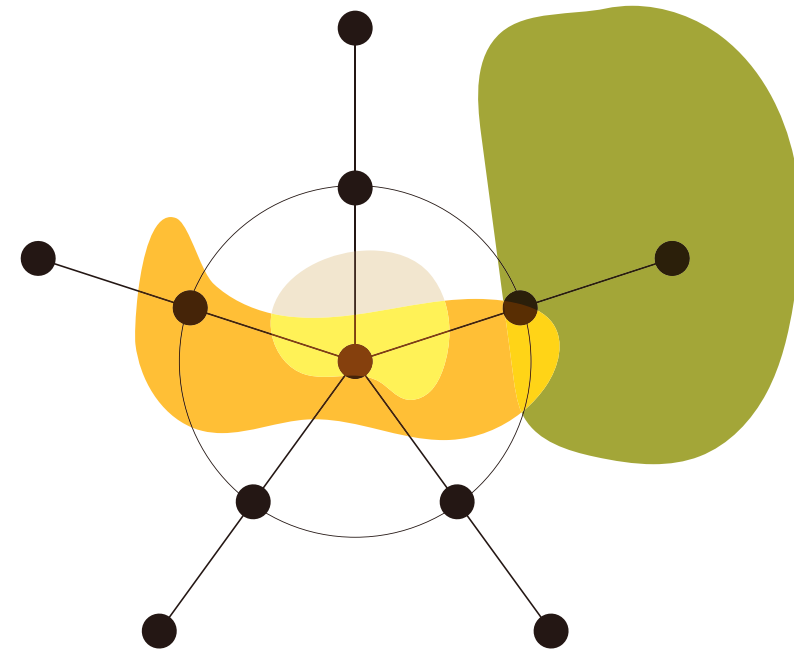
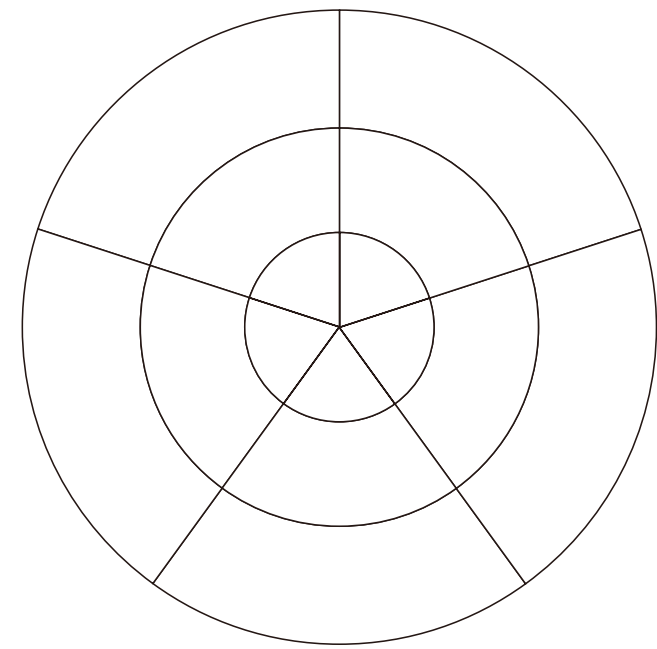
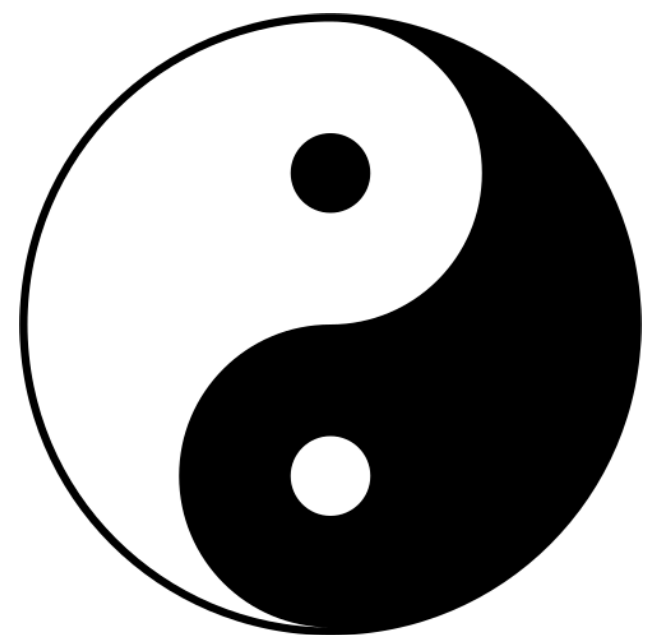


Order of research and classification

1. Classified traditional Korean flowers.
2. Categorized as a merchandisable flower.
3. Organized to find criteria to categorize each flower (season, color, taste, scent, characteristics).

RESEARCH

Researched the types and characteristics of traditional Korean flowers. Based on this research, identified compositions that allow for various harmonious arrangements.

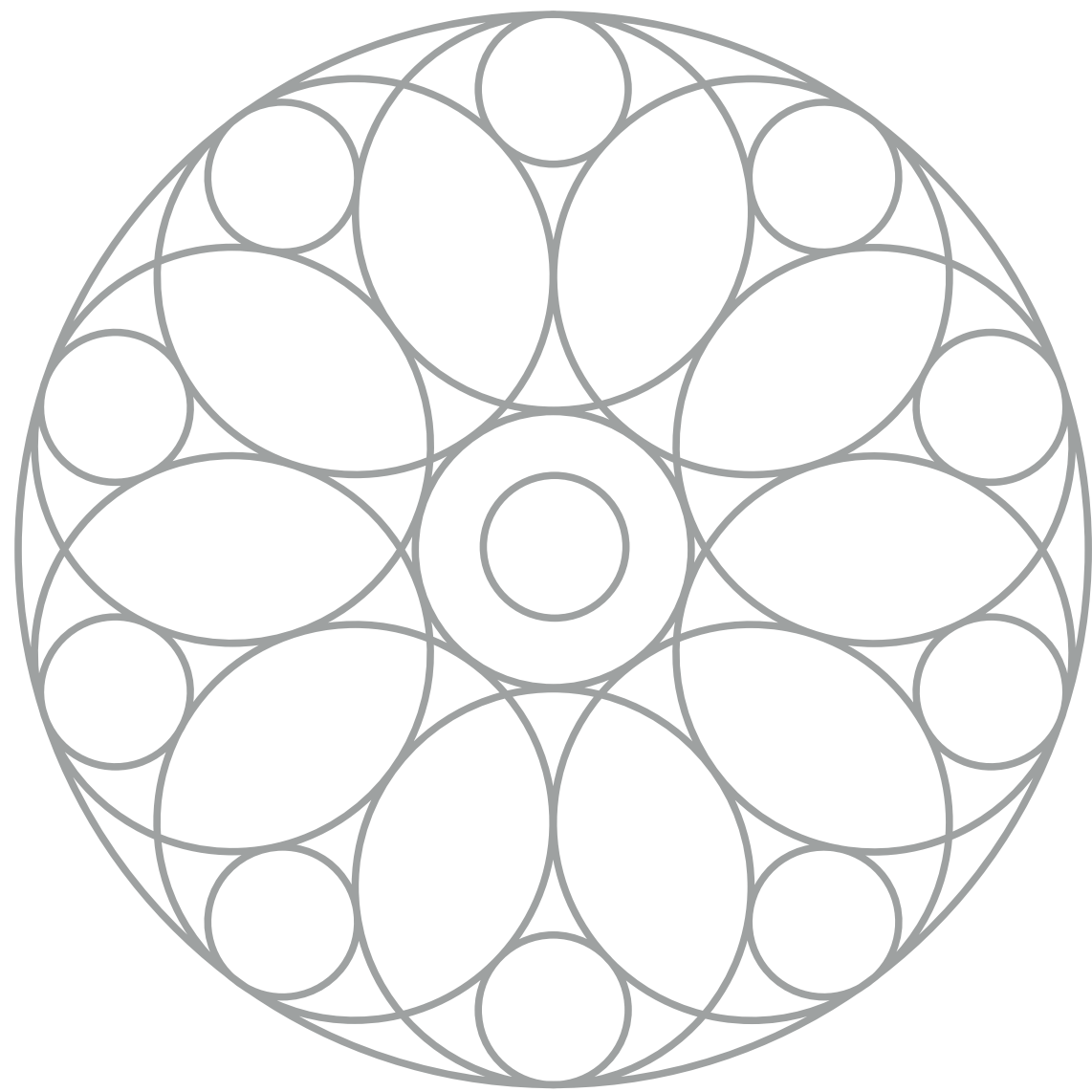


SYMBOL IDEATION

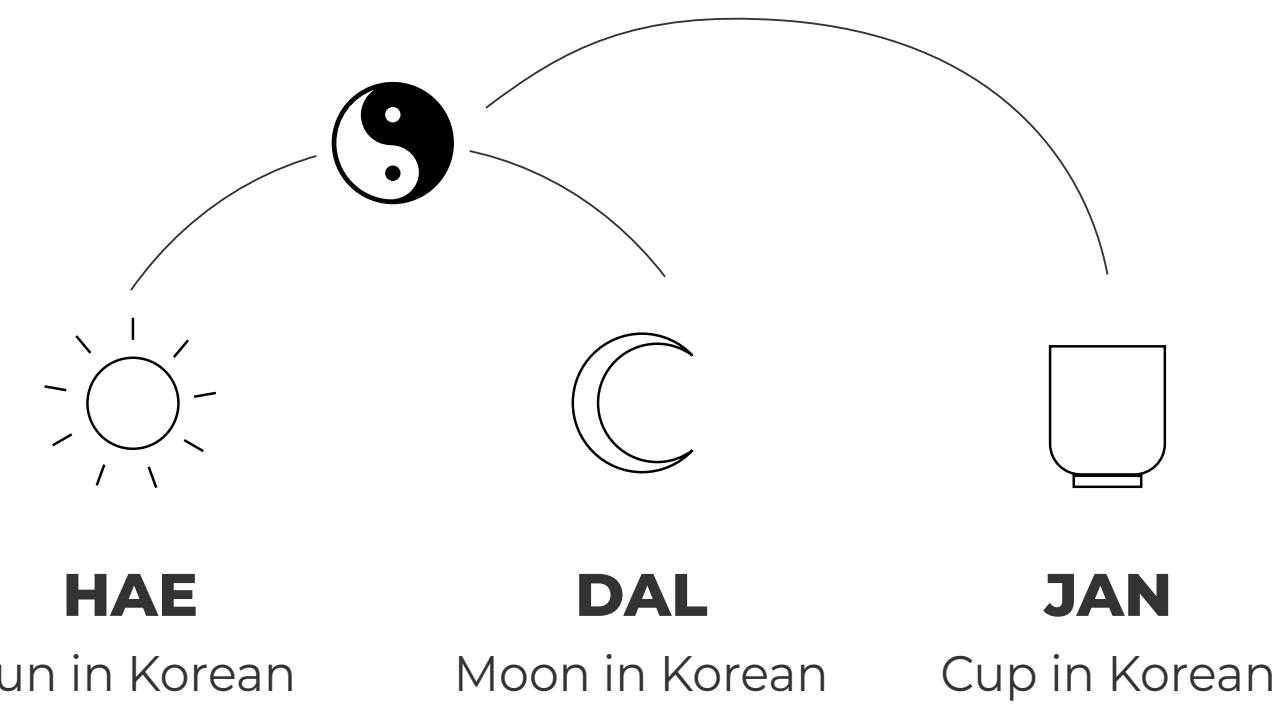
Combined information gathered from research on traditional Korean flowers with the traditional Korean concept of the “Yin-Yang Five Elements.”



- CREATE ELEMENTS
- EXPLORE VARIOUS WAYS



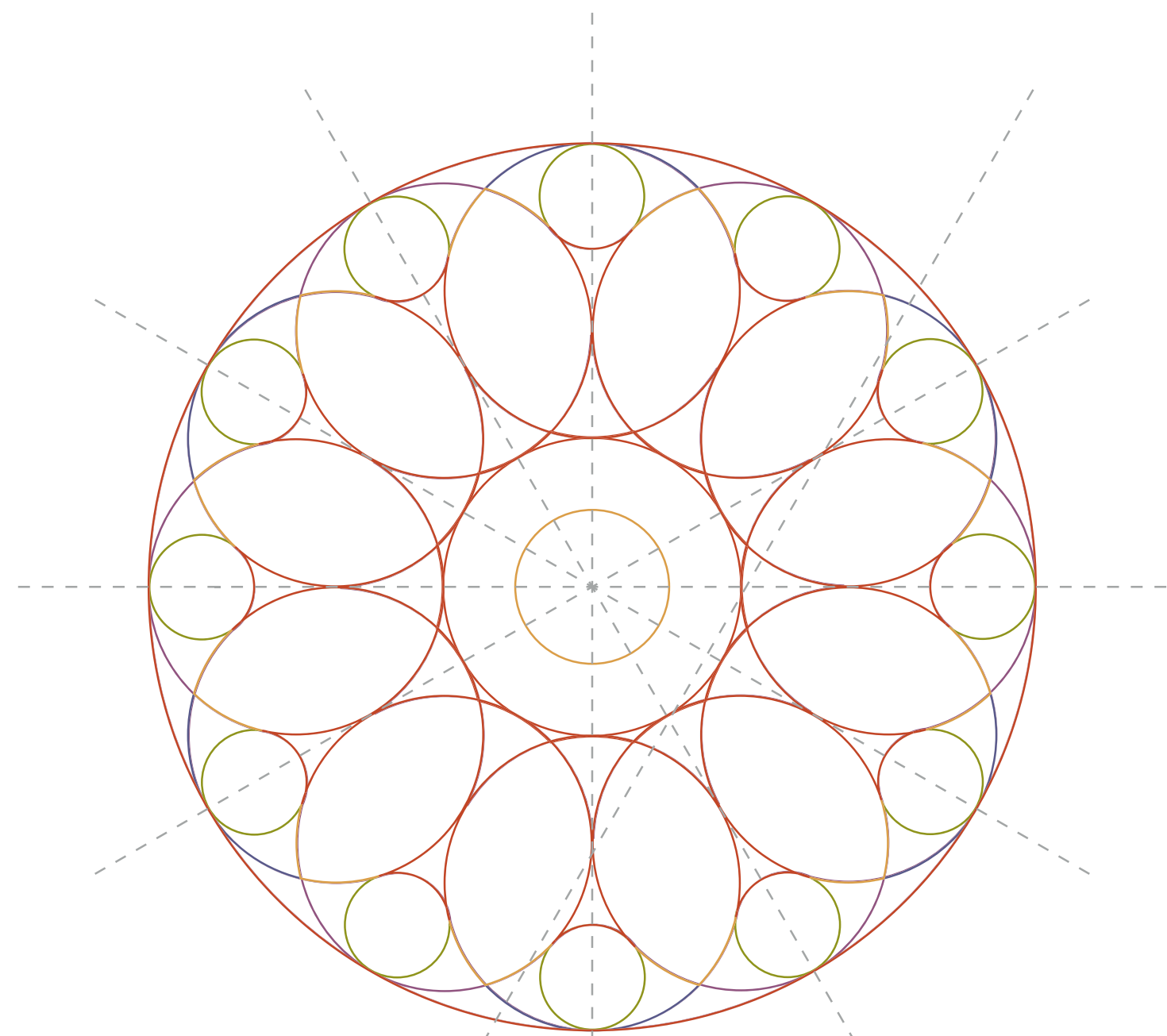
해 달 잔
 HAEDALJAN
 Traditional Flower Tea



해 달 잔
 HAEDALJAN
 Traditional Flower Tea

HAE DAL JAN

"HAE DAL JAN" represents the harmonization of the sun and moon, symbolizing the yin and yang of traditional Korean flowers within a cup of tea.



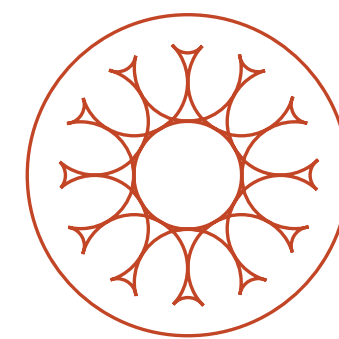
=

FLOWER SYMBOL

Iconized the visual form of each flower.

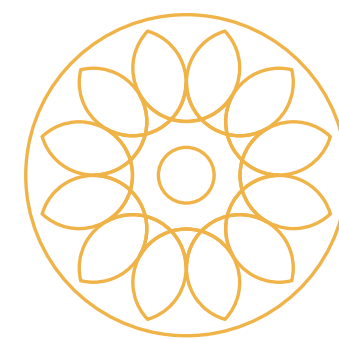
FLOWER SELECTION

Each flower has yin and yang qualities, and has been chosen to represent different characteristics.



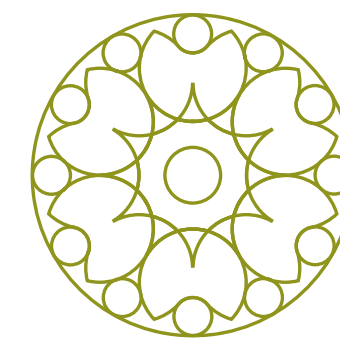
참나리
Tiger Lily

+



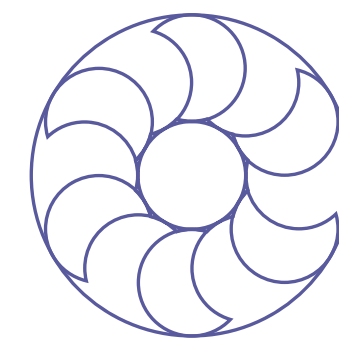
국화
Chrysan-
themum

+



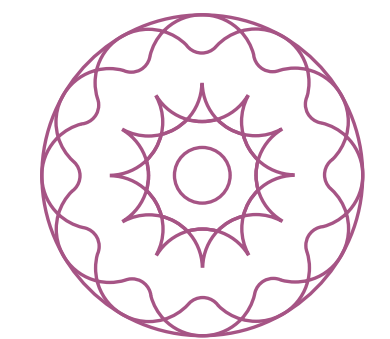
매화
Plum
Blossom

+



도라지
Balloon
Flower

+



복숭아
Peach
Blossom

해달자
HAEDALJAN
Traditional
Flower Tea

SYMBOL

In keeping with the brand's meaning, the main symbol is a harmonious combination of all the flowers.

해
달
잔

참나리
Tiger
Lily

HAEDALJAN
Traditional
Flower Tea

단맛이 납니다.
은은한 향을 내고, 찬 성질을 지니고 있습니다.
기력 회복과 기침 증상에 좋습니다.

한국의 백합이며
깨끗함을 의미하는 여름 꽃입니다.

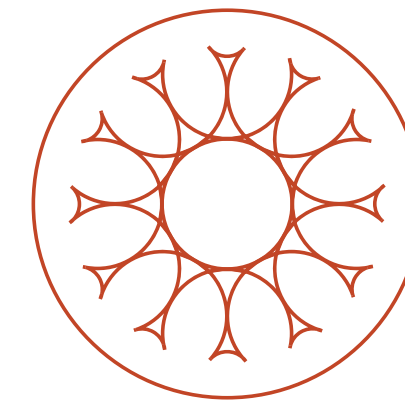
It tastes sweet.
It has a gentle scent and a cold disposition.
It is good for recovering energy
and cough symptoms.

It is the lily of Korea.
It is a summer flower which means 'clean'.



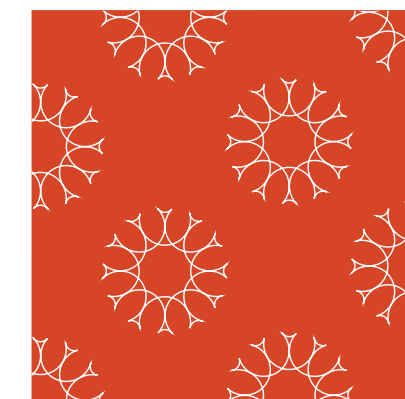
TIGER LILY

Flower's traditional
characteristic: Yin



Symbol

Iconized a flower from its
existing form.



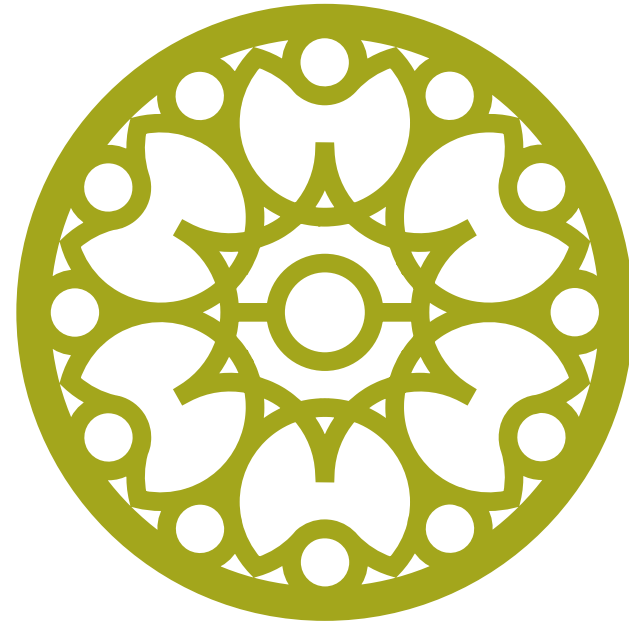
Color

Extract from flower's color.

참나리
Tiger lily

Font

Blend modern and traditional
moods by pairing sans serifs
with serifs.



해
달
자
나

매화
Plum
Blossom

HAEDALJAN
Traditional
Flower Tea

달고 새콤하며 매운 맛의 마무리가 납니다.
향이 맑고 풍부하며, 따뜻한 성질을 지니고 있습니다.
숙취와 소화작용에 좋습니다.

봄의 전령이라고도 불리며
양기 회복에 상징적인 꽃입니다.

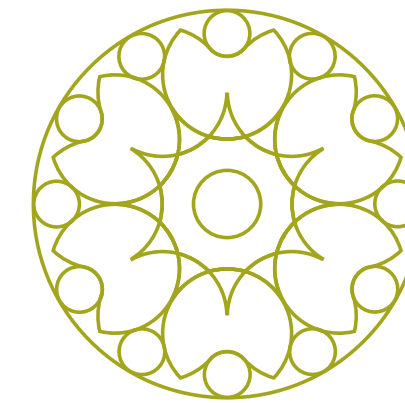
It is sweet, sour and spicy.
The scent is fresh and rich and has a warm disposition
It is good for hangover and digestion.

It is also called the messenger of spring.
It is a symbolic flower for the recovery of energy.



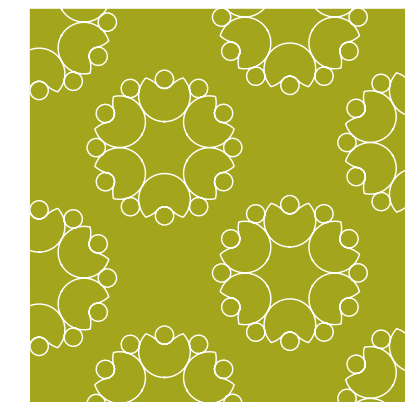
PLUM BLOSSOM

Flower's traditional
characteristic: Yin



Symbol

Iconized a flower from its
existing form.



Color

Extract from flower's color.

매화
Plum blossom

Font


Blend modern and traditional
moods by pairing sans serifs
with serifs.

건강하고 어두운
서늘한 곳에 보관하세요.
개봉 후 가능한 빨리 드세요.

90°C 3min hot/cold

traditional
flower tea

HAE DAL JAN



해달자 | 참나리
Tiger lily

단맛
sweet flavor

은은한 향
delicate scent


찬 성질
cold disposition

건강하고 어두운
서늘한 곳에 보관하세요.
개봉 후 가능한 빨리 드세요.

90°C 3min hot/cold

traditional
flower tea

HAE DAL JAN



해달자 | 매화
Plum Blossom

신맛
sour flavor

풍부한 향
rich scent

따뜻한 성질
warm disposition

건강하고 어두운
서늘한 곳에 보관하세요.
개봉 후 가능한 빨리 드세요.

90°C 3min hot/cold

traditional
flower tea

HAE DAL JAN



해달자 | 도라지
Balloon flower

은은한 맛
mild flavor

은은한 향
delicate scent

찬 성질
cold disposition

건강하고 어두운
서늘한 곳에 보관하세요.
개봉 후 가능한 빨리 드세요.

90°C 3min hot/cold

traditional
flower tea

HAE DAL JAN



해달자 | 국화
Chrysanthemum

단맛
sweet taste

풍부한 향
rich scent

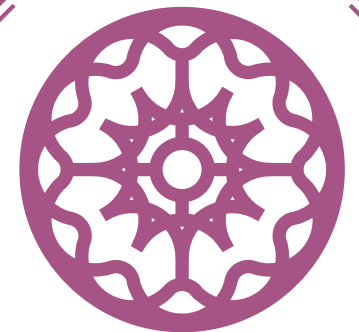
따뜻한 성질
warm disposition

건강하고 어두운
서늘한 곳에 보관하세요.
개봉 후 가능한 빨리 드세요.

90°C 3min hot/cold

traditional
flower tea

HAE DAL JAN



해달자 | 복숭아
Peach blossom

매운 맛
spicy taste

은은한 향
delicate scent

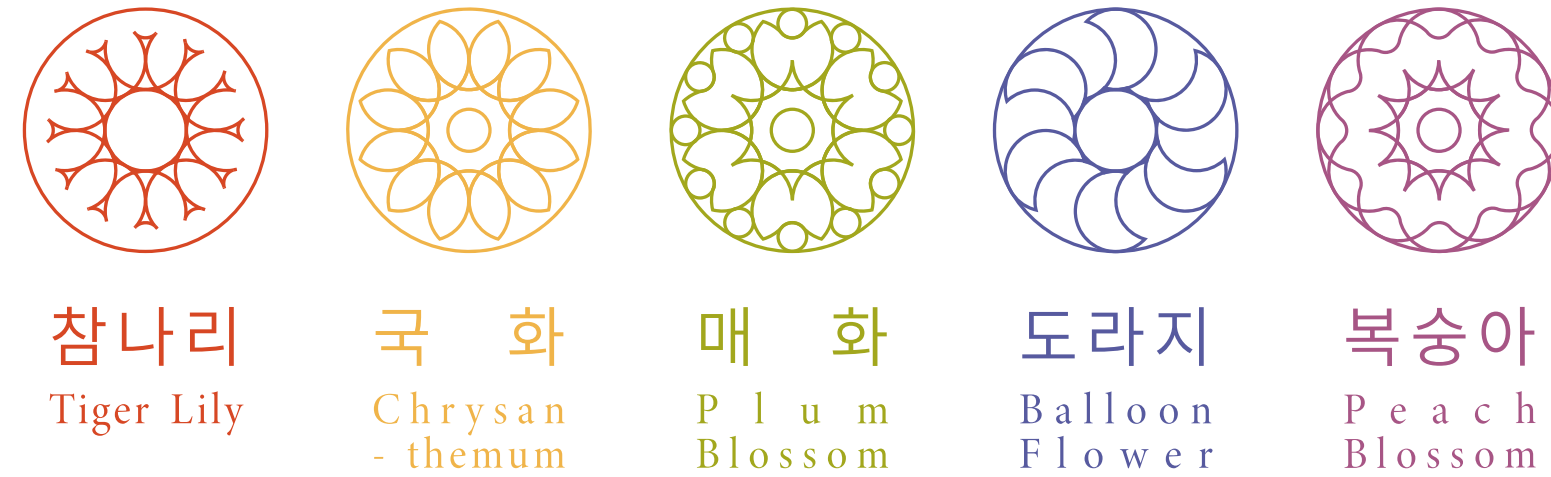
따뜻한 성질
warm disposition



PACKAGING

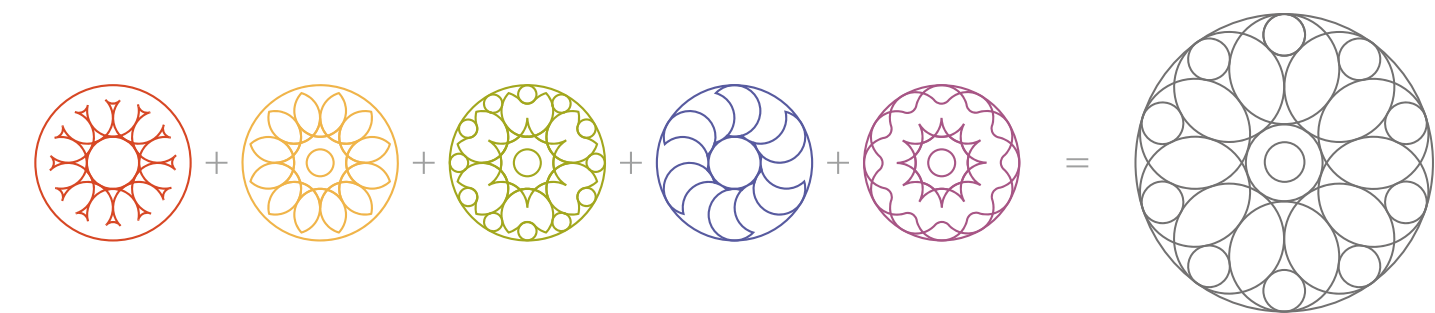
Aimed to create unique tea packaging suitable for gifting as a souvenir. Each tea was individually packaged and assembled into a complete set.

마시는 법
How to drink



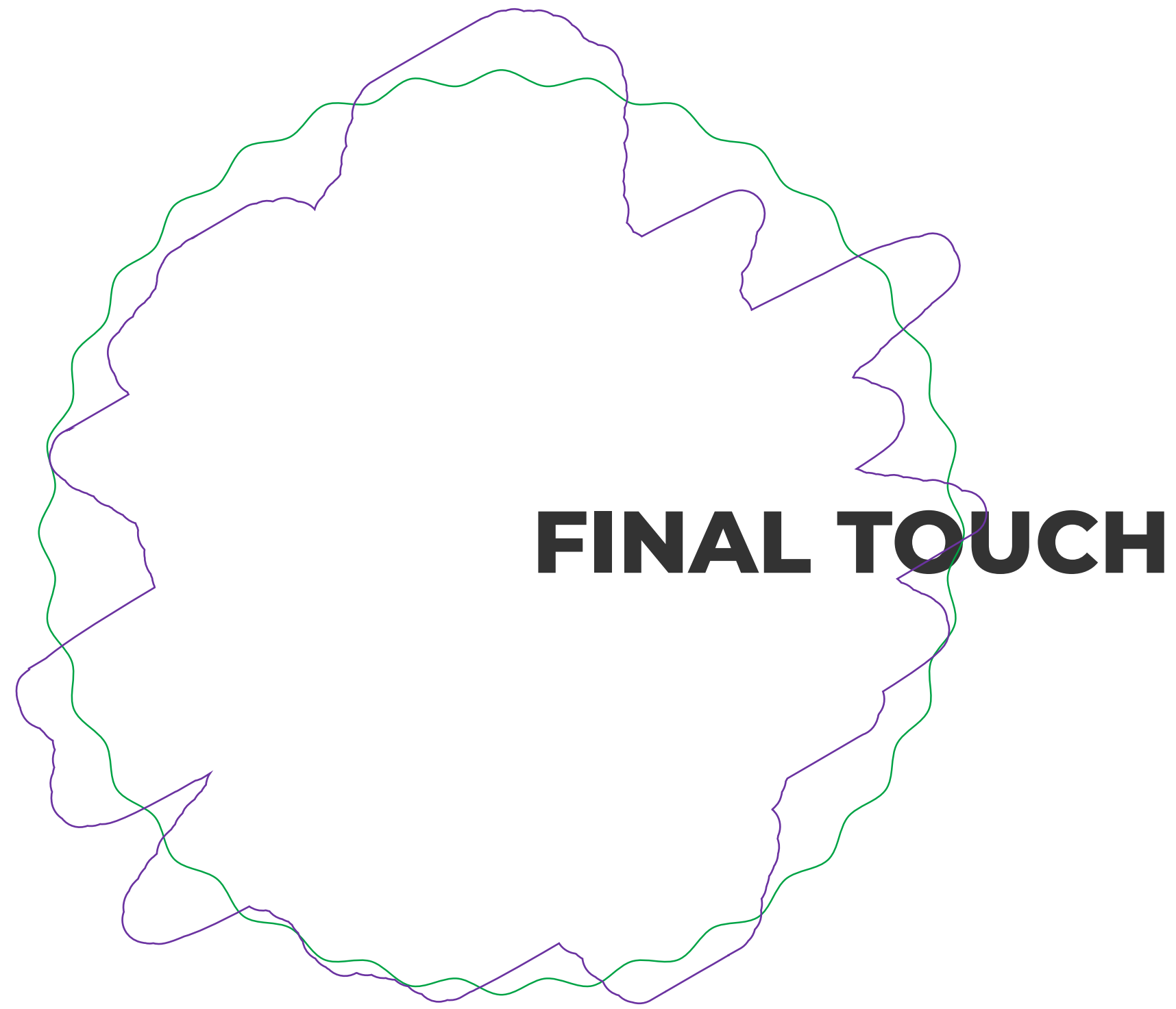
1. 꽃의 맛과 향, 성질을 확인하세요.
각각 심볼은 꽃들의 성질을 나타냅니다.
Check out the taste, scent and disposition of flowers.
Each symbol represents the nature of the flowers.
2. 자신에게 맞는, 혹은 자신이 먹고 싶은
성질의 꽃차를 선택하세요.
Choose the flower tea that suits you or you want to eat.

3. 이 꽃들은 서로 조화가 될 수 있도록 성질이
이루어져 있습니다. 원하는 대로 섞어서 드세요.
These flowers are made up of characters that can be
harmonized with each other. Mix and eat as you like.



SYSTEM

Consumers could find the pairings that worked for them and have fun drinking them.





해다자
HAEDANJA
Traditional
Flower Tea

해다자
해다자
복숭아
Peach blossom

해다자
해다자
매화
Plum Blossom

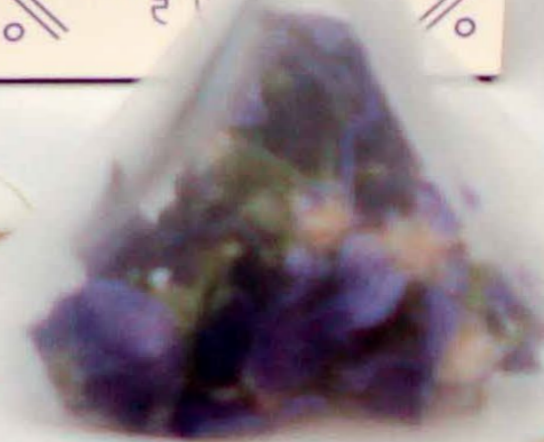
해다자
해다자
도라지
Bellflower

해다자
해다자

해다자
해다자
국화
Chrysanthemum

해다자
해다자
단풍
Autumn Maple









해달자 | 매화
Plum Blossom
HAEDALJAN
Traditional Flower Tea

달고 새콤하며 매운 맛의 마무리가 남니다.
향이 맑고 풍부하며, 따뜻한 성질을 지니고 있습니다.
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The scent is fresh and rich and has a warm disposition
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해달자 | 매화
Plum Blossom

신맛
sour flavor

풍부한 향
rich scent

따뜻한 성질
warm disposition




해달자 | 참나리
Tiger Lily



해달자 | 참나리
Tiger Lily
HAEDALJAN
Traditional Flower Tea

단맛이 납니다.
온온한 향을 내고, 찬 성질을 지니고 있습니다.
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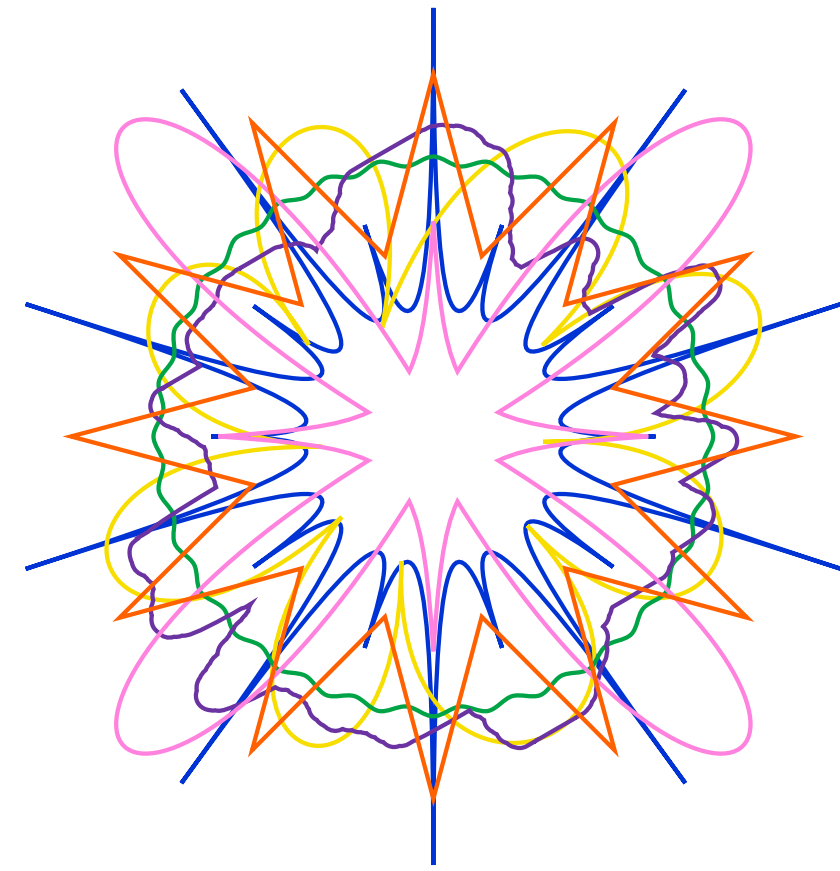
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It is a summer flower which means 'clean'.









EUNHUY
CHON

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Click the logo!