

2009



PORTFOLIO

MYOUNG HEE JO

Graphic Design

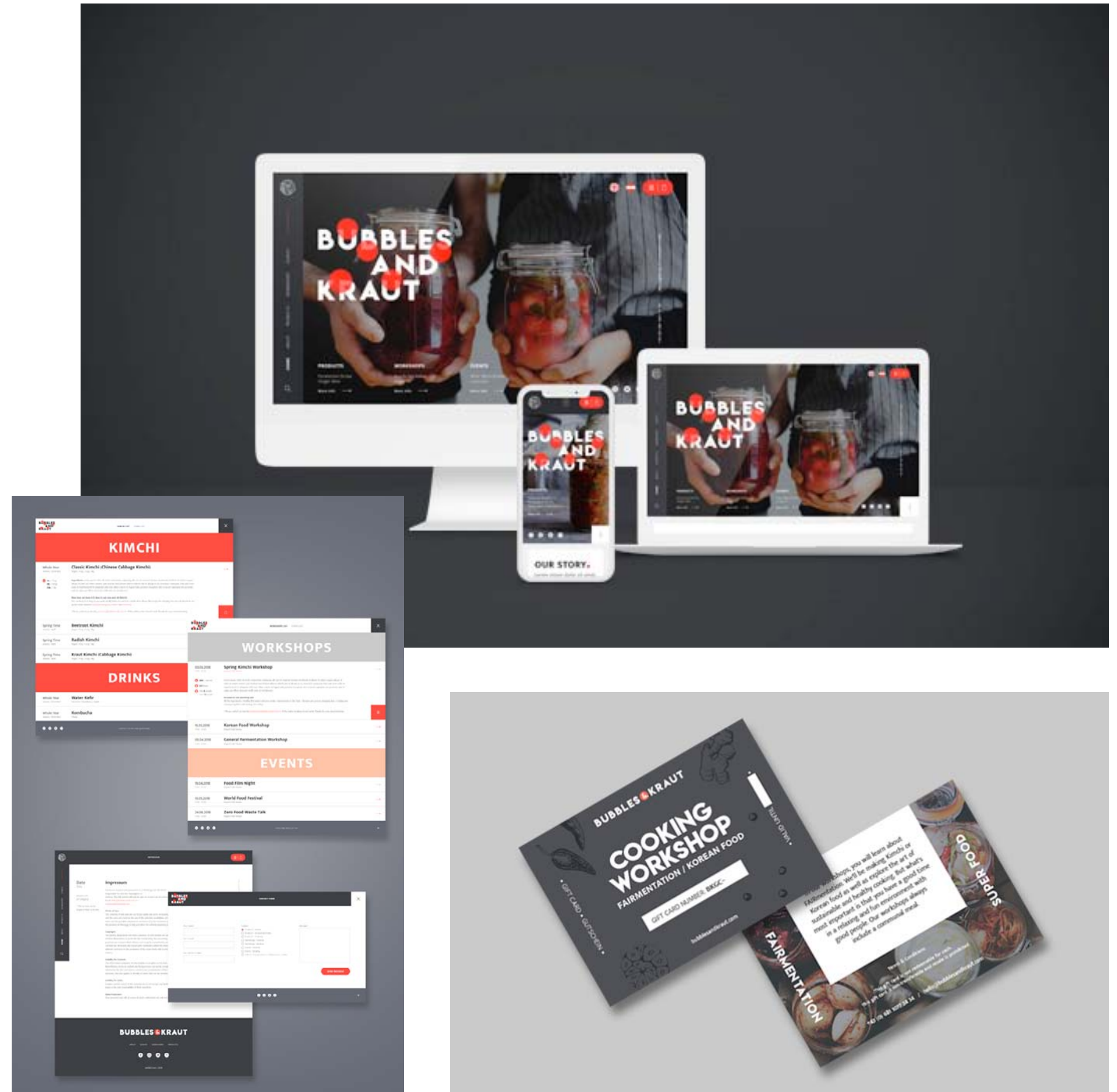
2022

GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

BUBBLES & KRAUT

This project is for an innovative food business branding from scratch, focused on the bold, modern yet fun identity of the brand. Web interspace is simple but easy to navigate. As a whole branding design project, I took care of every design part from the web to print, especially on labeling and marketing print materials for the products and services. It was my most personal design project as a designer who owned the business itself.

bubblesandkraut.com

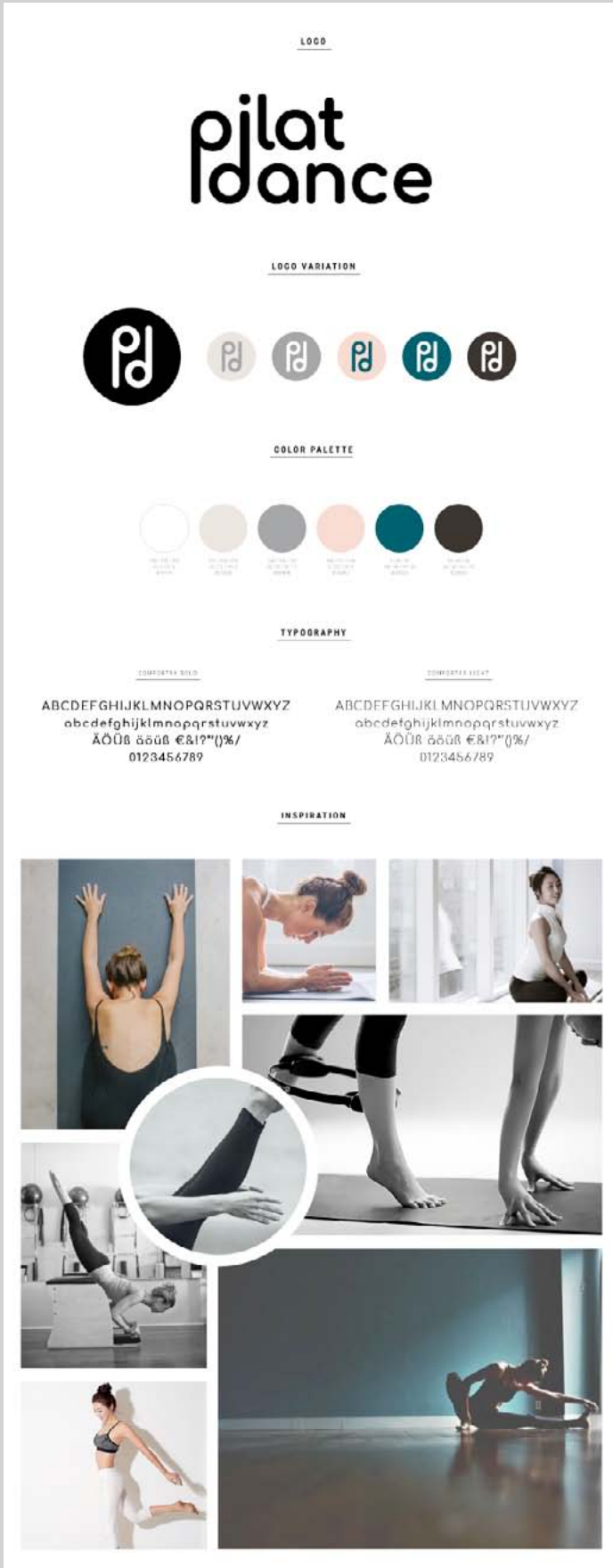
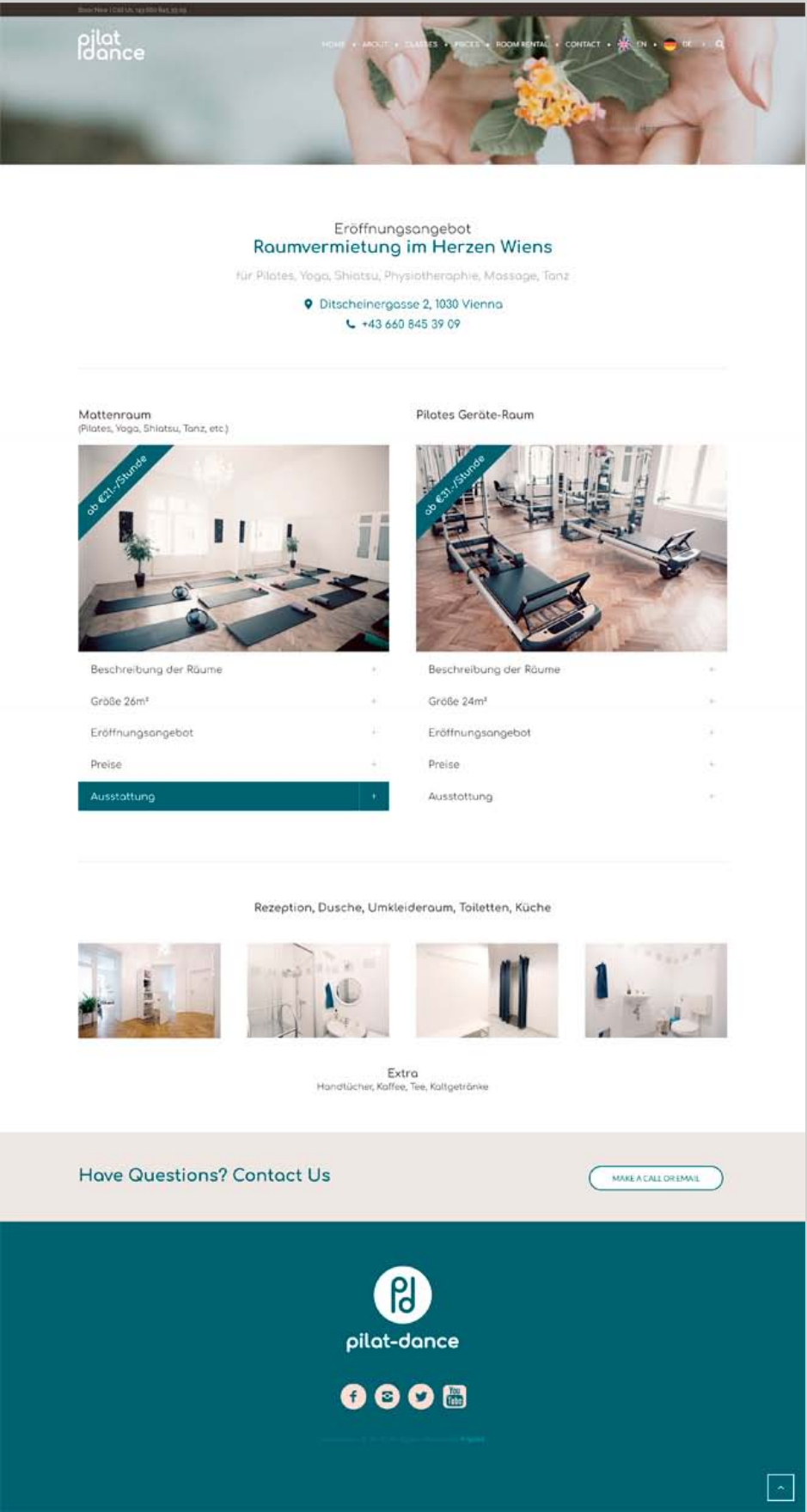
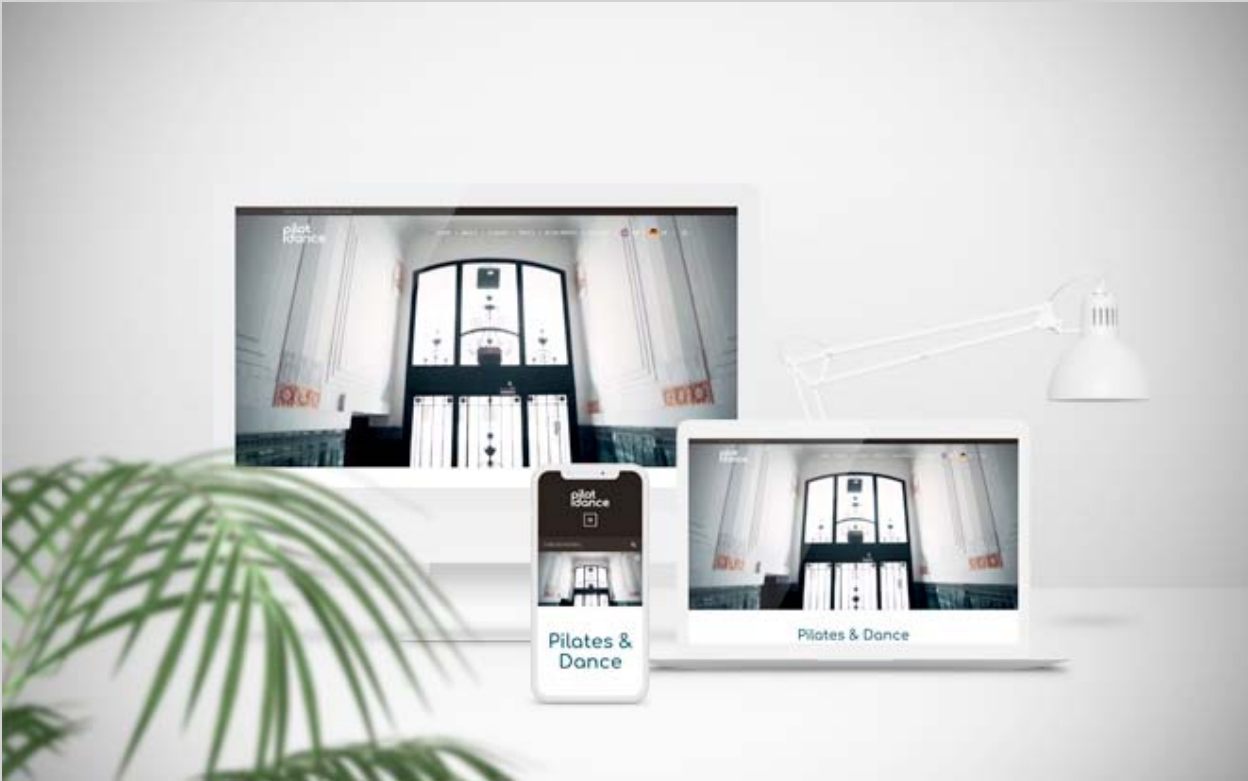


GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

PILAT-DANCE

Branding project for a pilates trainer, the client wanted to have a clean, fresh, modern, and zen look that represents herself. I was working very closely with the client and offered an overall brand identity through the concept of the images and graphics successfully.

www.pilat-dance.com



GRAPHIC DESIGN . ILLUSTRATION. IDENTITY . WEB .

GROW WISR

WisR is an education and career platform that connects motivated and talented Silver Talents with innovative entrepreneurs. The clients aim for a visual platform that gives positive energy yet is modern and classic. As the main users are from higher age groups, needs to be easy to navigate functionally and visually. For this, we used unique and live-style illustrations and icons with a bright color pallet.

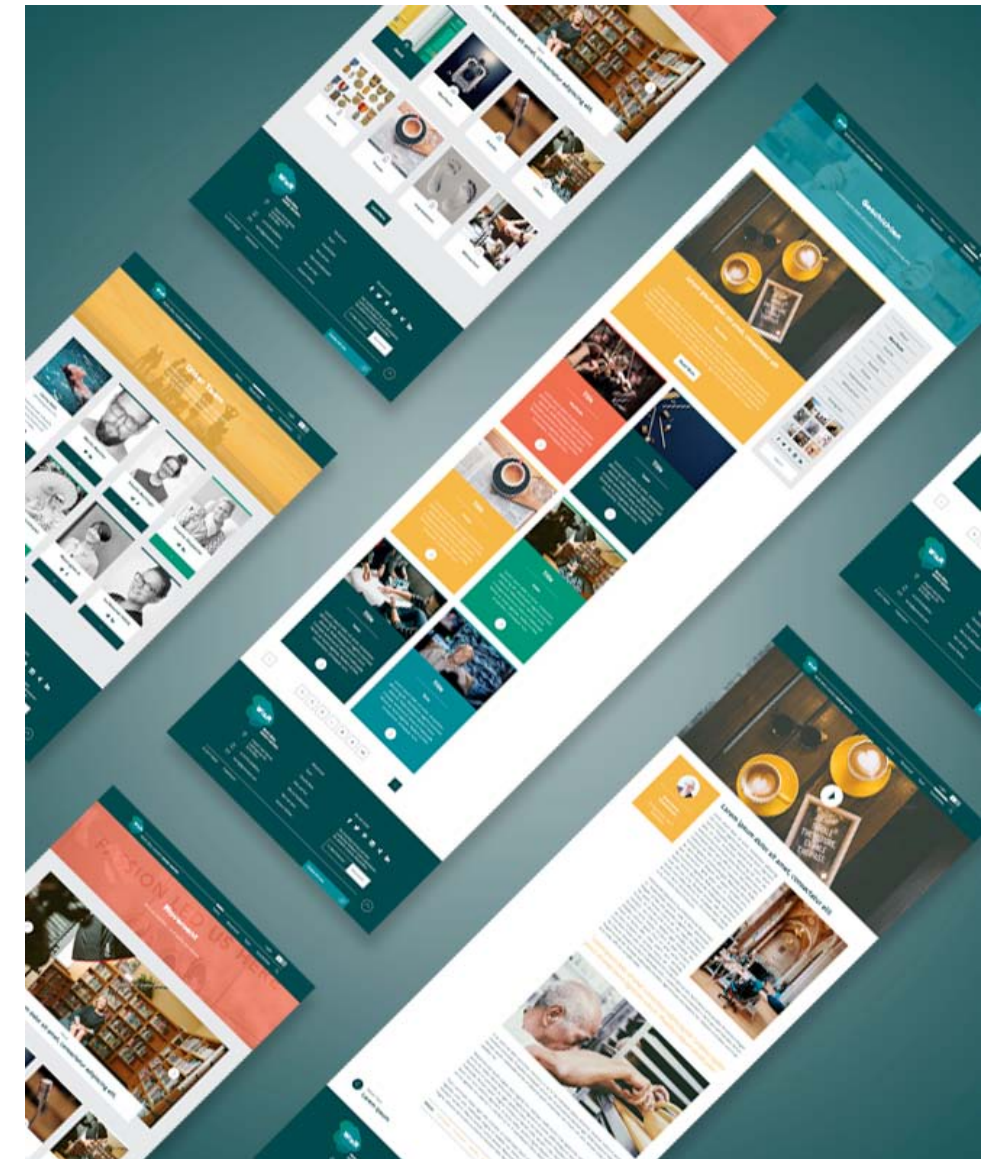
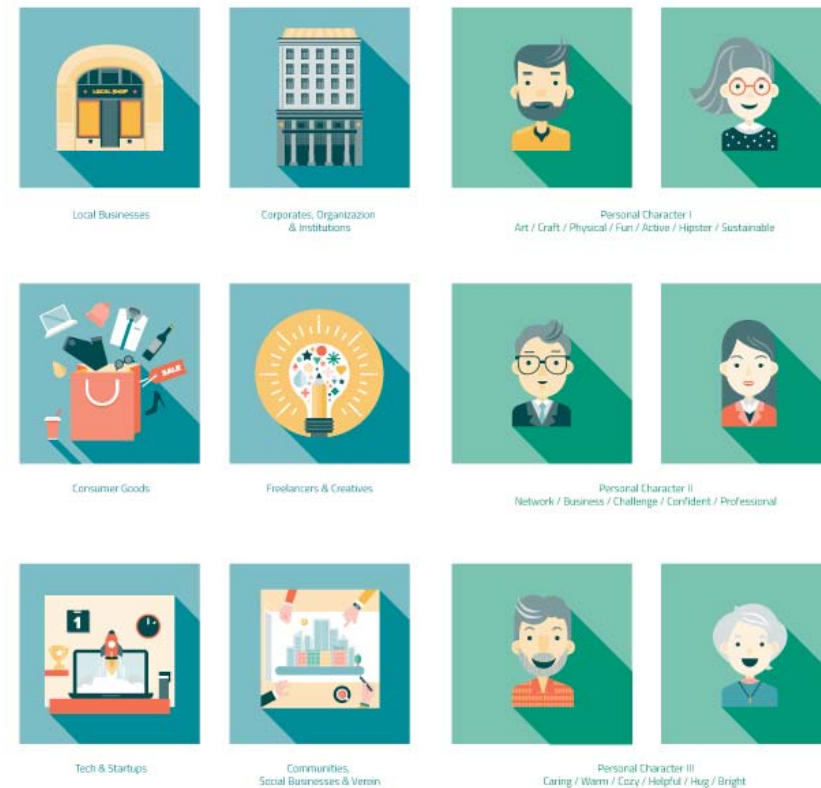
www.growwizr.com



Lietz Lindashamburg
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz Ää Öö Üü
0123456789

Titillium Web Bold (Google Font)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz Ää Öö Üü
0123456789

Titillium Web Regular (Google Font)
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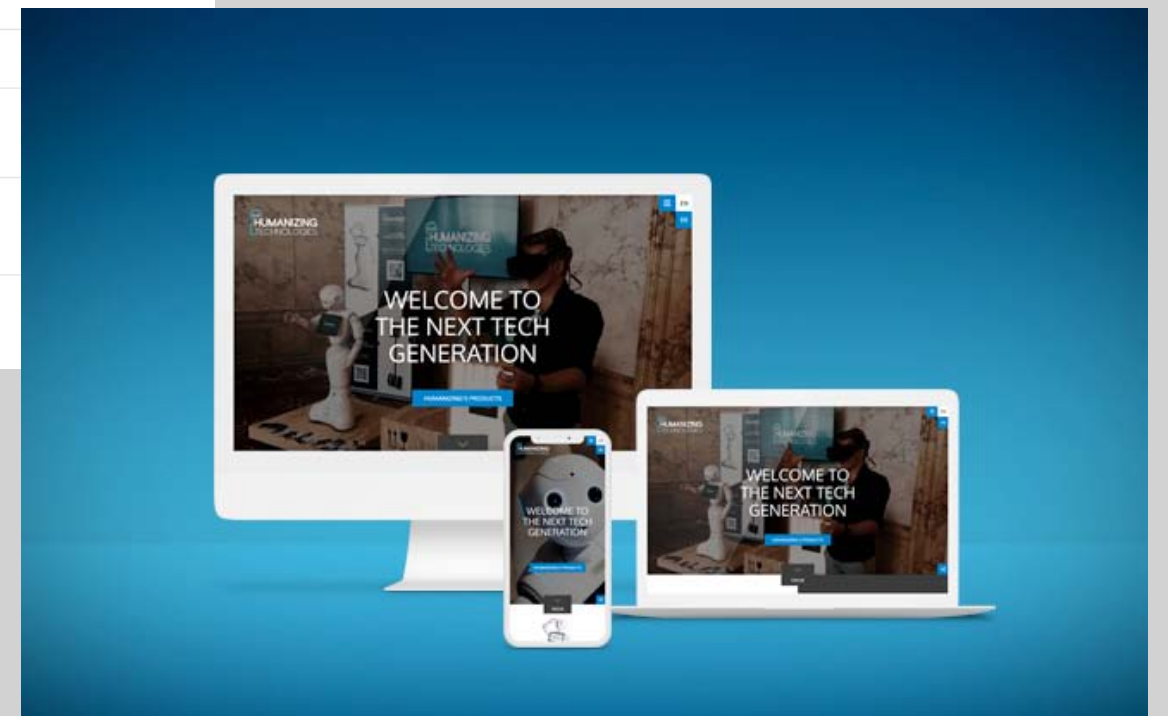
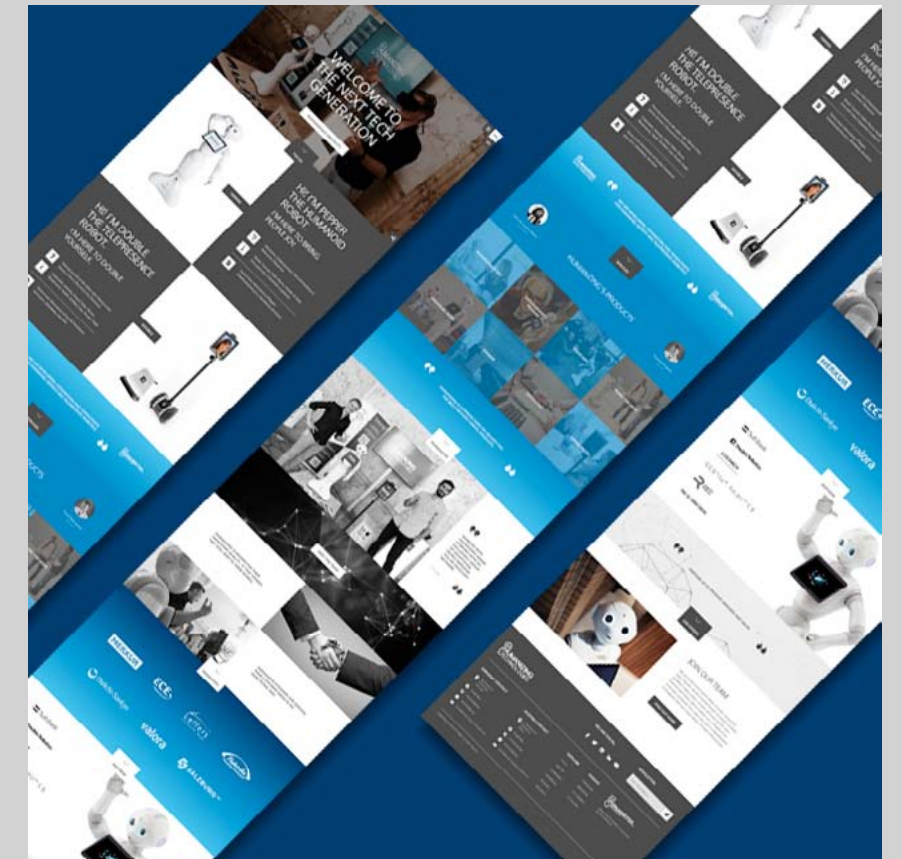
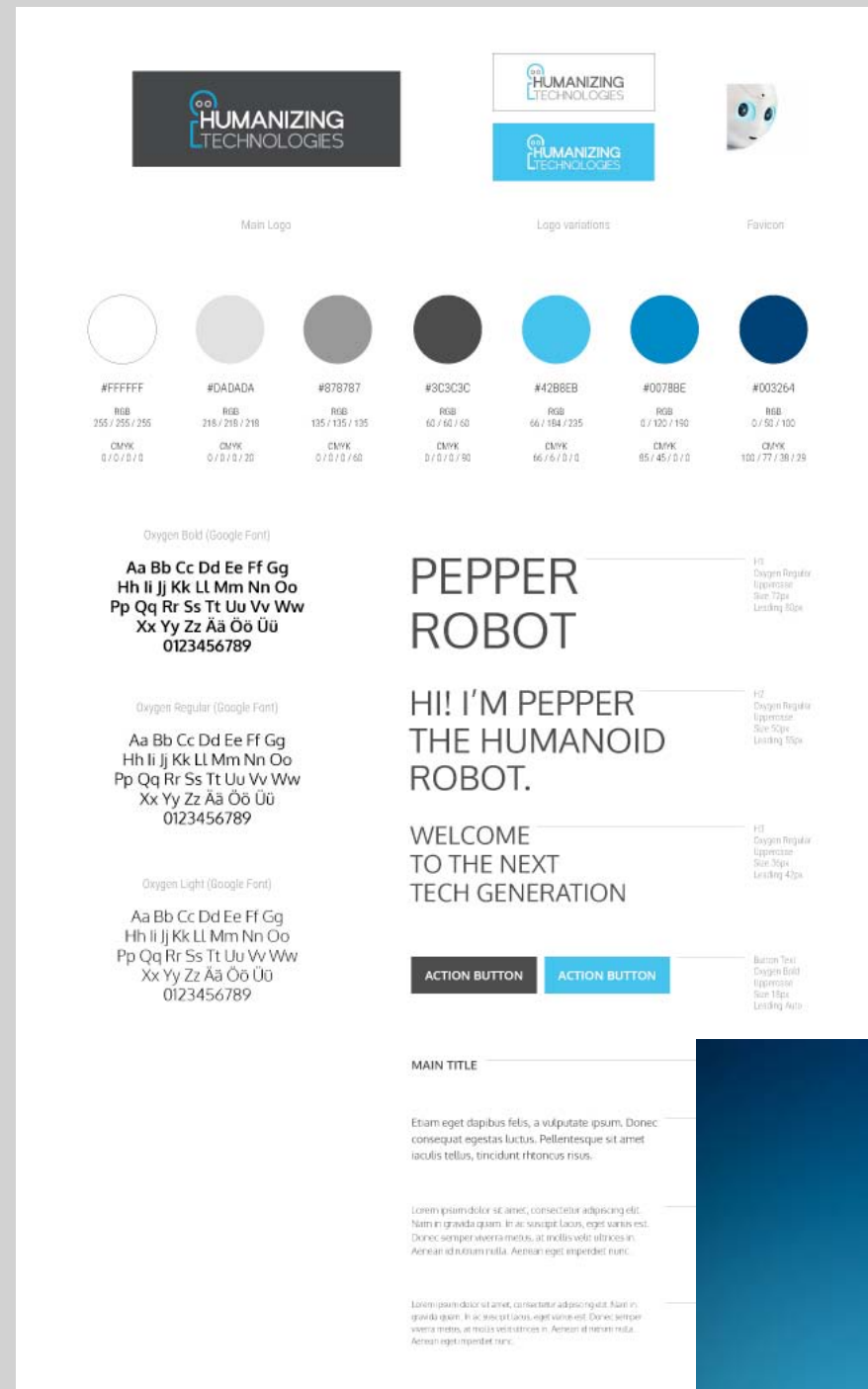
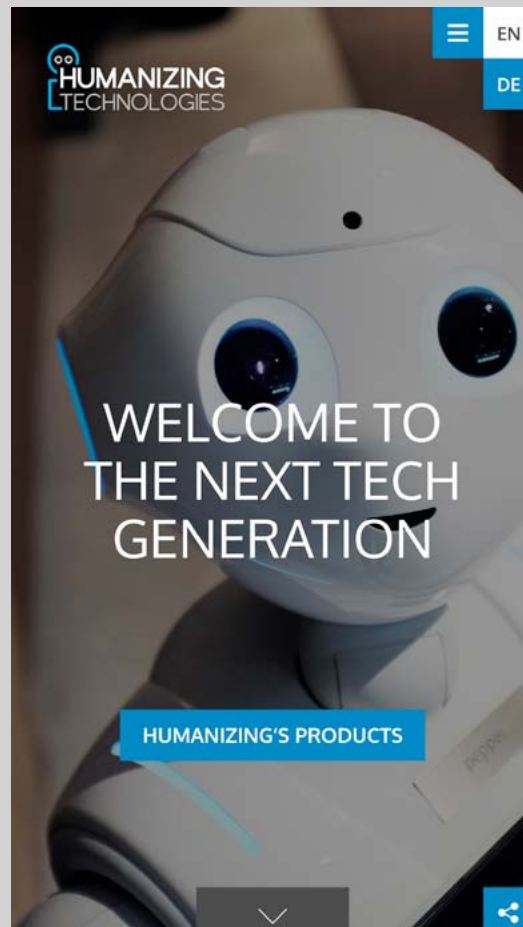


GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

HUMANIZING TECHNOLOGY

I mainly worked on Web Design and manage the whole project for Humanizing Technologies. The goal of the project was to provide a website that presents brand identity visually and can be a platform having a chance to get more customers as a leading reseller for telepresence and humanoid robots in their targeted market, also to provide prospective customers with vital brand image and information about Humanizing Technologies business operations.

www.humanizing.com

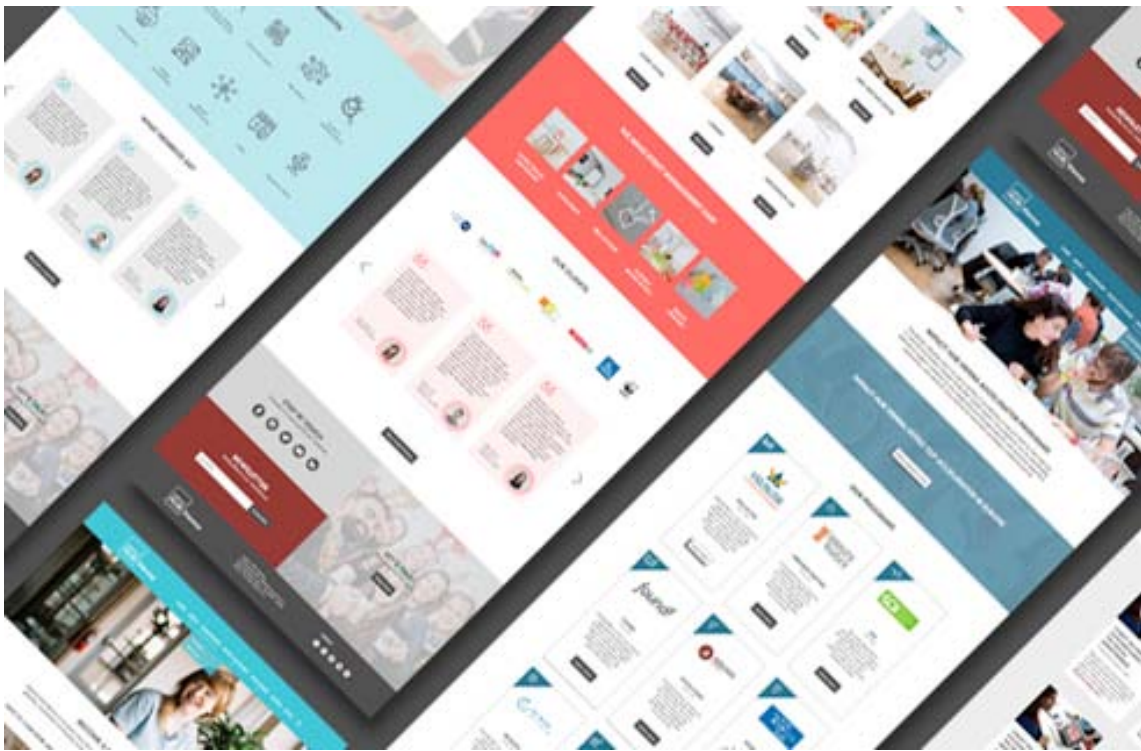
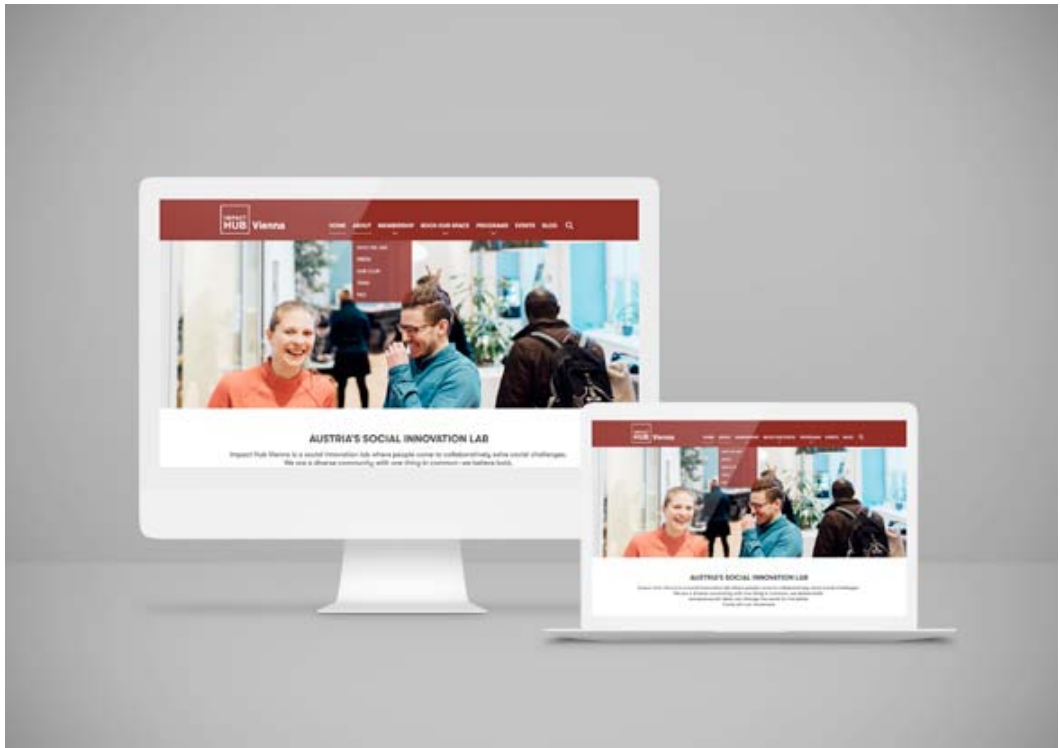


GRAPHIC DESIGN . BRANDING . ILLUSTRATION . WEB .

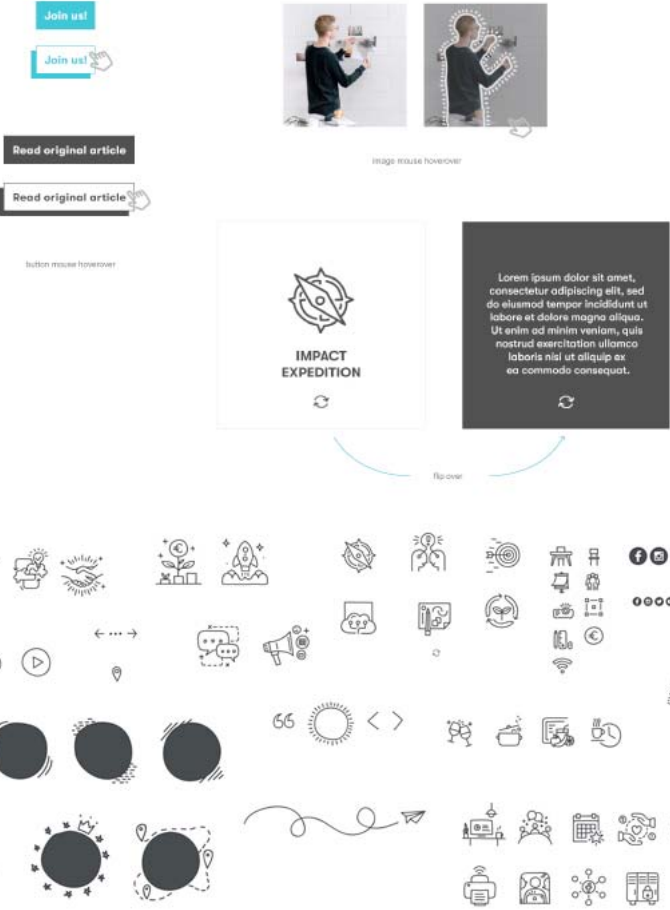
IMPACT HUB VIENNA

The goal of this project was to provide the client with a locally customized website design based on the Impact Hub global template which presents a new local brand identity visually and can be a platform having a chance to be a new supplier in their targeted market, also to provide prospective customers bright and refreshed brand image and information about Impact Hub Vienna's business operations. With hand-drawn illustration, brought up the brand image lighter and more playful.

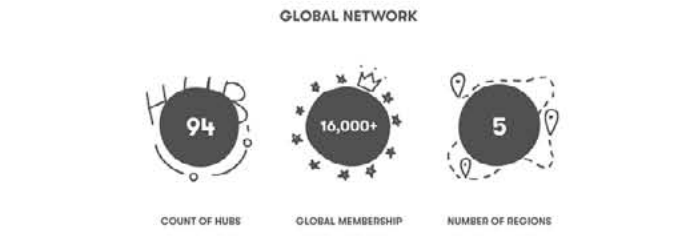
vienna.impacthub.net



RESPONSIVE



AUSTRIA'S SOCIAL INNOVATION LAB
Impact Hub Vienna is a social innovation lab where people come to collaboratively solve social challenges. We are a diverse community with one thing in common - we believe bold, entrepreneurial ideas can change the world for the better. Come join our movement.

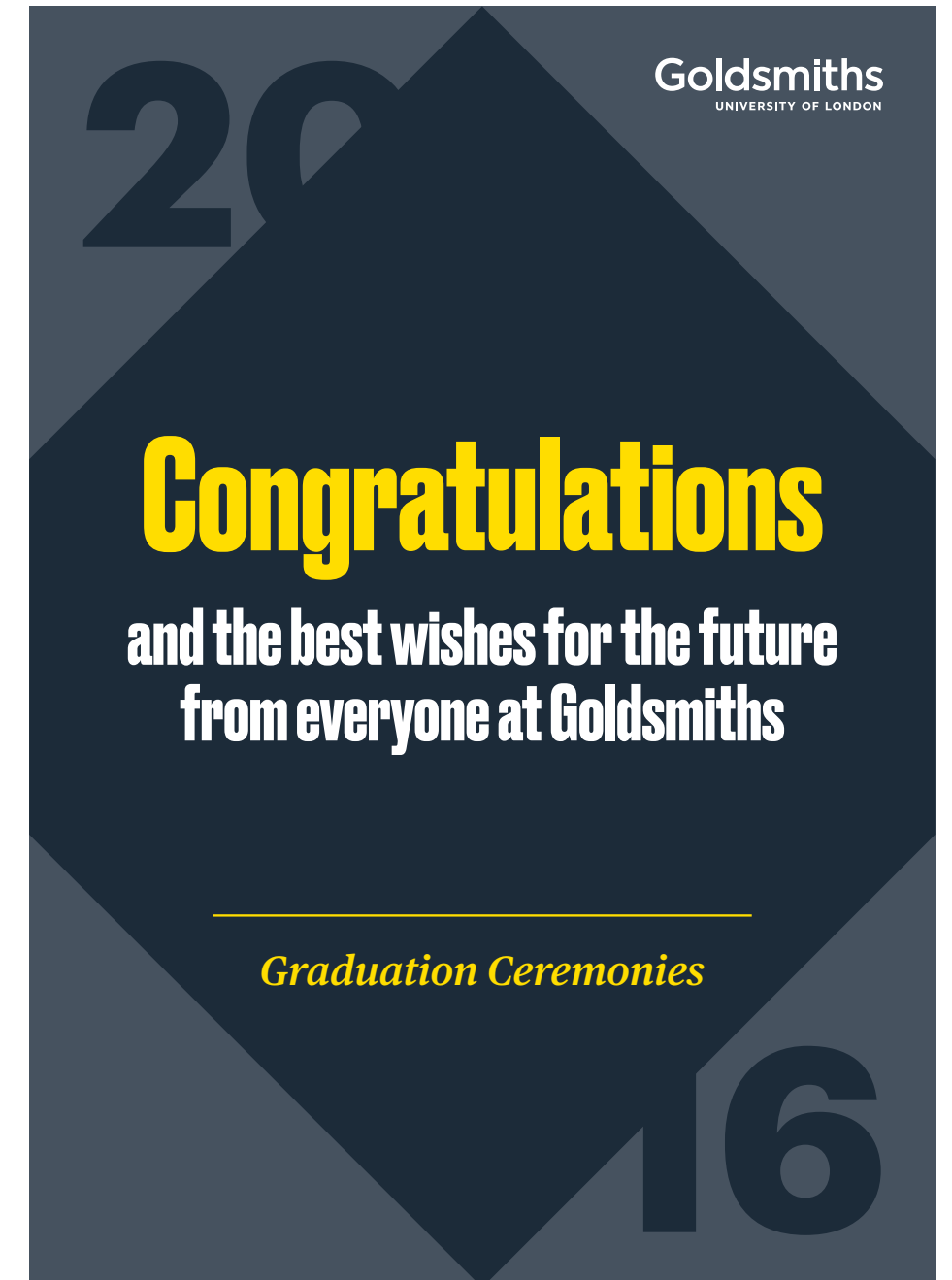


GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

GOLDSMITHS GRADUATION CEREMONIES

This was one of the big and exciting projects for me personally. Basically, it's redesigning whole visual identity of Goldsmiths graduation ceremonies for 2016. I needed to produce all different campaign materials for this graduation ceremonies. The main theme was from mortarboard (graduate square cap) and it was very clear and straightforward to develop further marketing materials.

www.gold.ac.uk/graduation-ceremonies

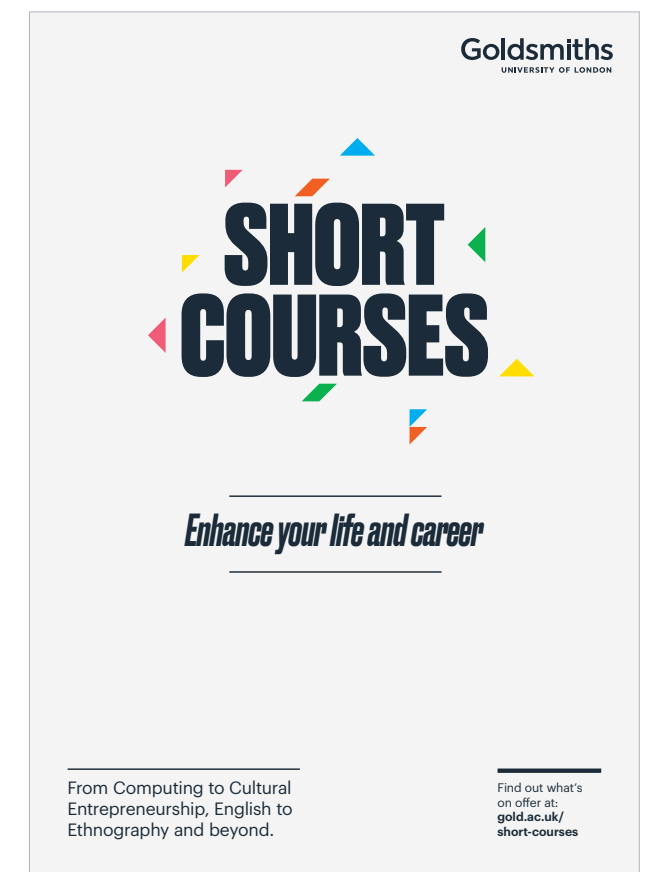
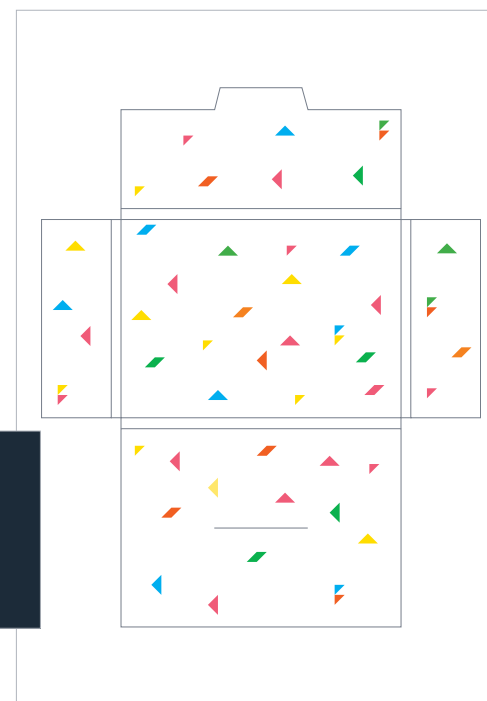
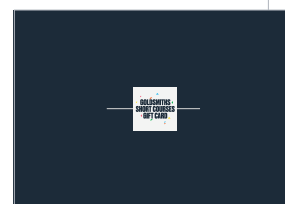
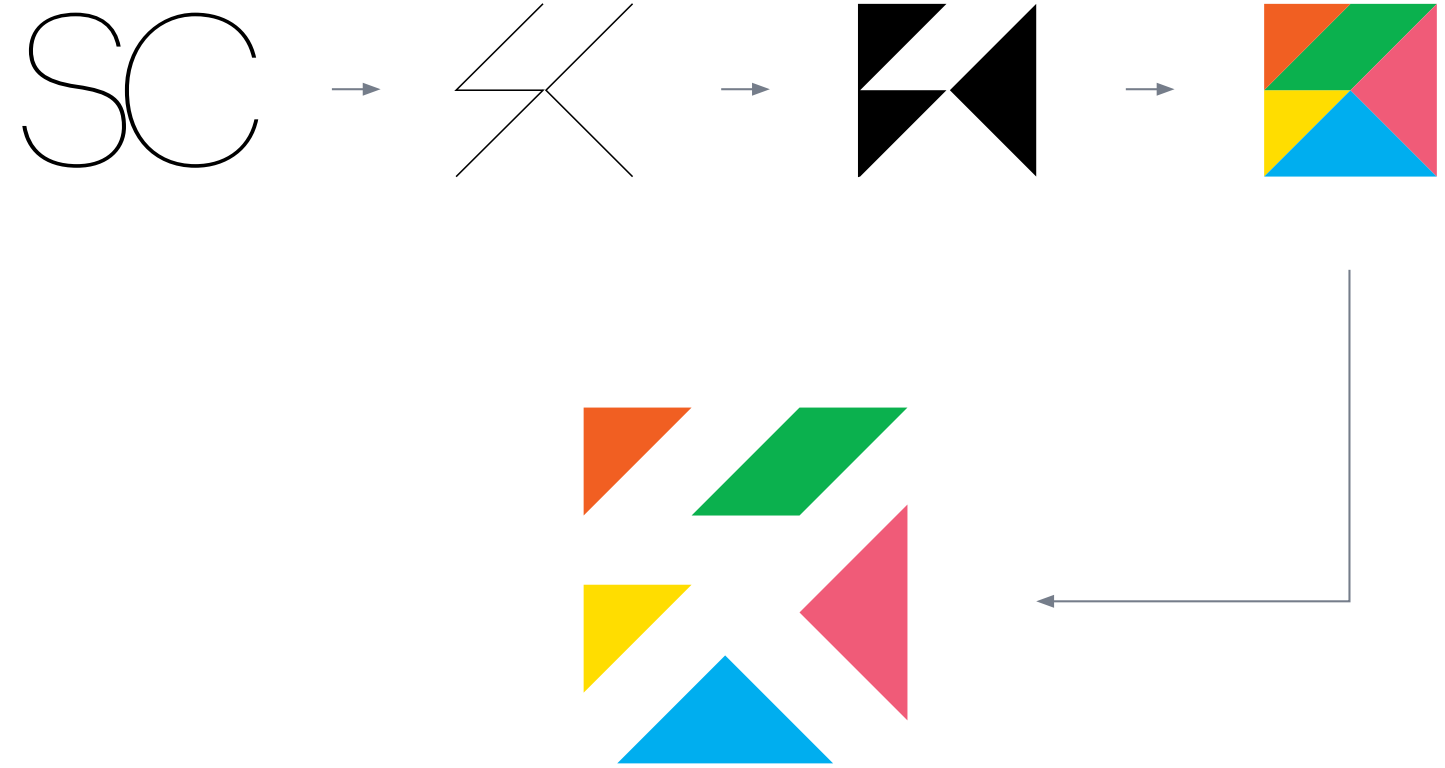


GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT . WEB .

GOLDSMITHS SHORT COURSES

This is brand new campaign which Goldsmiths offers unique short courses in the arts, social sciences, business, design, computing and more. The communications team proposed to implement a multi-channel campaign to raise awareness of the short courses offer and a conversion strategy to fill course places. My job was delivering and impactful creative and messages that give audience a reason to sign up, and ultimately apply to a short course and rich, engaging contents: print and web marketing materials to raise awareness of Goldsmiths Short Courses programme.

www.gold.ac.uk/short-courses



GRAPHIC DESIGN . BRANDING . IDENTITY . PRINT .

FILMS FROM THE UNDERSIDE

I've got a great opportunity to get involved and helping this interesting film festival, showcases political documentaries coming from, and about, almost every corner of the world. I've been working closely with the team on the 'look and feel' for the festival, shows a couple of routes and narrowed it down to one final route that could be applied across all print and online materials. For example, the hero image on the website, event listings, Facebook banner as well as the poster and programme.

www.gold.ac.uk/news/films-from-the-underside

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WELCOME

Films from the Underside showcases political documentaries coming from, and about, almost every corner of the world. Organised by Goldsmiths' Centre for Postcolonial Studies, the festival reflects the principles guiding the Centre's intellectual activities: in new MA in Politics, Development and the Global South, that politics must be seen in its broader sense, as an arena of social contestation, and not merely as ideas and the doings of the state, that to grasp contemporary politics, we need to 'provincialise' Europe and looking beyond its borders, and that the study of society is inseparable without a serious engagement with culture. All of this are well represented in the selection of films for this festival, the first of what is an annual event.

This year's films venture into Africa, Asia, the Americas and Southern Europe's resurgence of the Left in parts of the globe, we look back at the insurrection of the world in the recent past - in Cairo, Madrid, Istanbul, New York, Hong Kong, show the possibilities, but also the serious dangers, of rebellion in the Global South. Madina's Dream captures suffering of the inhabitants of the Nuba Mountains, the government of Sudan. Miners Shot Down tells the story of the strikes of 19 miners in South Africa. Xavier Robles' documentary on the 'disappeared' and Ayotzinapa reconstructs the climate of impunity, corruption and crime that prevails in contemporary Mexico.

We pay close attention to the human drama of the Mexico/US Border by screening a marathon of four films, that together create an impressive fresco of a convulsed part of the world. South East Asia figures in two documentaries that deal with two 'gifs' bequeathed by the Global North to Cambodia and Vietnam, namely sweatshops and Agent Orange.

In this first edition of Films from the Underside, we also pay tribute to two important artists and filmmakers based in the UK: Isaac Julien and Agnieszka Piotrowska. We celebrate 25 years of Looking for Langston, Julien's early masterpiece that helped to craft a new language for the film essay. Piotrowska is our guest director for this year's festival, and she will be discussing her most recent film, Lovers in Time or How We Didn't Get Arrested in Harare, shown for the first time in London at this Festival.

Centre for Postcolonial Studies

AYOTZINAPA: RECOUNT OF A STATE CRIME
XAVIER ROBLES, 2015, 101 MIN

15.00 MONDAY
30 NOVEMBER
LOOT PROFESSOR STUART
HALL BUILDING

16.00 MONDAY
6 DECEMBER
LOOT PROFESSOR STUART
HALL BUILDING

On the night of September 26, 2014, in the city of Iguala Mexico, over a hundred young students of the Rural Teachers Training School of Ayotzinapa, left their boarding school to make a public collection in order to travel to Mexico City for a national demonstration. On this night, they were attacked by police forces, resulting in the deaths of three students, more than 20 wounded and 43 kidnapped and still unaccounted for. All of this occurred with the passive complicity of the Mexican army. The voices of those interviewed in this film, including two surviving students of the events in Iguala, reconstruct the climate of impunity, corruption and crime that prevails in Mexico.

UK Premiere Screening



MINERS SHOT DOWN
REHAD DESAI, 2014, 86 MIN



In August 2012, miners in one of South Africa's biggest platinum mines began a wildcat strike for better wages. Six days later the police used live ammunition to brutally suppress the strike, killing 34 and injuring many more. Miners Shot Down shows the courageous fight waged by a group of low-paid workers against the combined forces of mining company Lonmin, the ANC government and their allies in the National Union of Mineworkers. What emerges is collusion at the top, spiralling violence and the country's first post-apartheid massacre. Miners Shot Down has been nominated for

16.00 MONDAY
30 NOVEMBER
LOOT PROFESSOR STUART
HALL BUILDING

17.00 MONDAY
6 DECEMBER
LOOT PROFESSOR STUART
HALL BUILDING

TIMETABLE

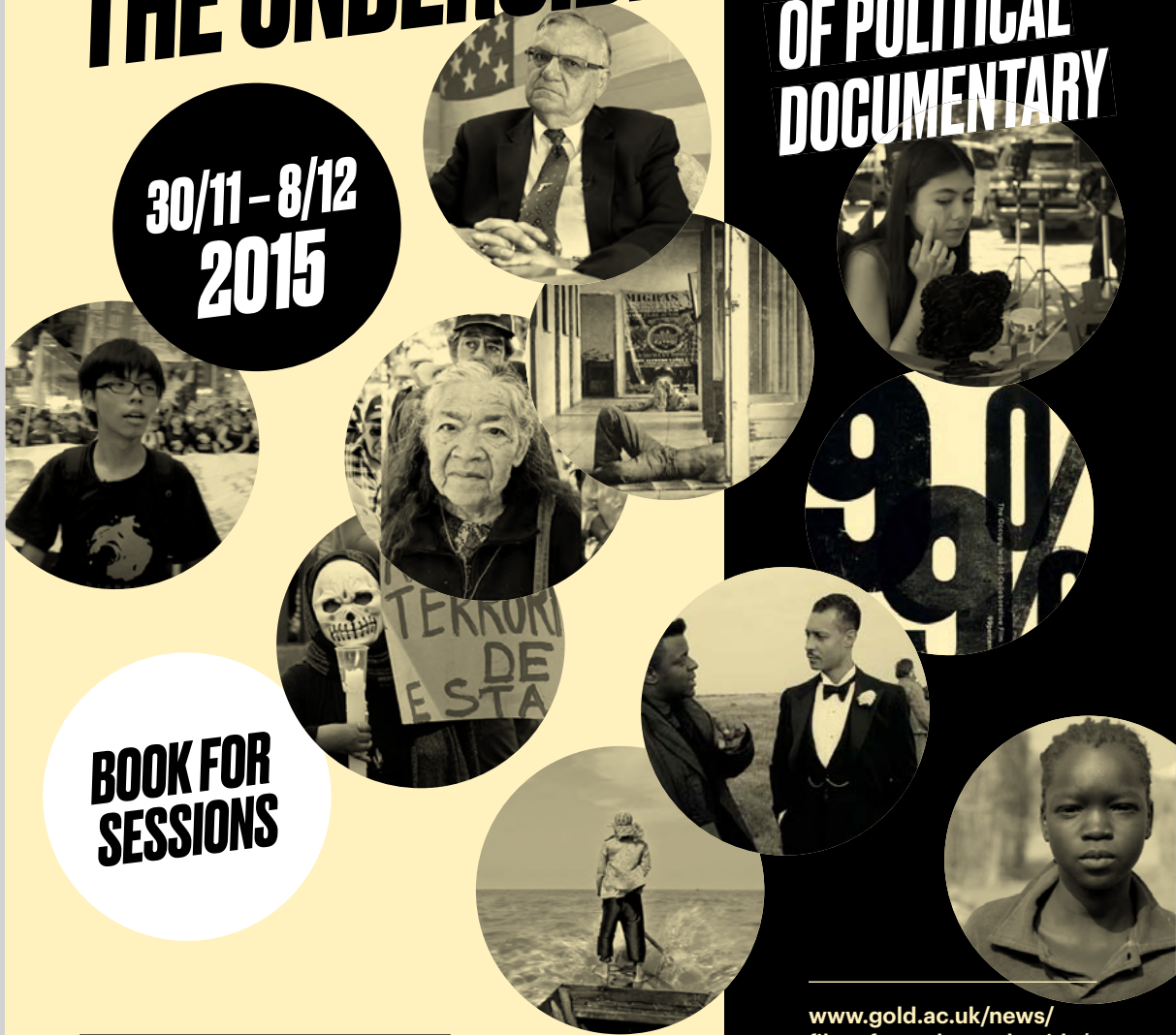
	12.00-14.00	14.00-16.00
MON 30 NOV		
TUE 01 DEC		
WED 02 DEC		
THUR 03 DEC		
FRI 04 DEC		
SAT 05 DEC	Faces of Time & Hotel de Paso LOOT PROF STUART HALL BLD	The Joe Show LOOT PROF STUART HALL BLD
SUN 06 DEC	Revolution and Religion RICHARD HOGGART BUILDING 309	
MON 07 DEC		
TUE 08 DEC		

16.00-17.00	17.00-18.00	18.00-19.00
Autumnale LOOT PROF STUART HALL BLD	Engagement Party in Harare RICHARD HOGGART BUILDING 137	Madina's Dream RICHARD HOGGART BUILDING 137
99% The Occupy Wall Street BEN PILLIOTT THEATRE	Lessons in Dissent RICHARD HOGGART BUILDING 309	La Plaza: la Ostración del 19M BEN PILLIOTT THEATRE
Cairo Drive RICHARD HOGGART BUILDING 309	Looking for Langston After Retrospective (event with Gavin Butt) LOOT PROF STUART HALL BLD	Baglariq RICHARD HOGGART BUILDING 309
Who is Dayant Crystal? LOOT PROF STUART HALL BLD	Miners Shot Down LOOT PROF STUART HALL BLD	Autumnale LOOT PROF STUART HALL BLD
	Engagement Party in Harare RICHARD HOGGART BUILDING 144	Madina's Dream RICHARD HOGGART BUILDING 144
	99% The Occupy Wall Street RICHARD HOGGART BUILDING 144	Cairo Drive RICHARD HOGGART BUILDING 144

Centre for
Postcolonial Studies

FILMS FROM THE UNDERSIDE

30/11 - 8/12
2015



BOOK FOR
SESSIONS

Book through Eventbrite at:
[centrepstcolonialstudies.org/
film-festival-2015/](http://centrepstcolonialstudies.org/film-festival-2015/)

Goldsmiths
UNIVERSITY OF LONDON

A FESTIVAL
OF POLITICAL
DOCUMENTARY

99%

[www.gold.ac.uk/news/
films-from-the-underside/](http://www.gold.ac.uk/news/films-from-the-underside/)

@pococentre
#pocodocfest

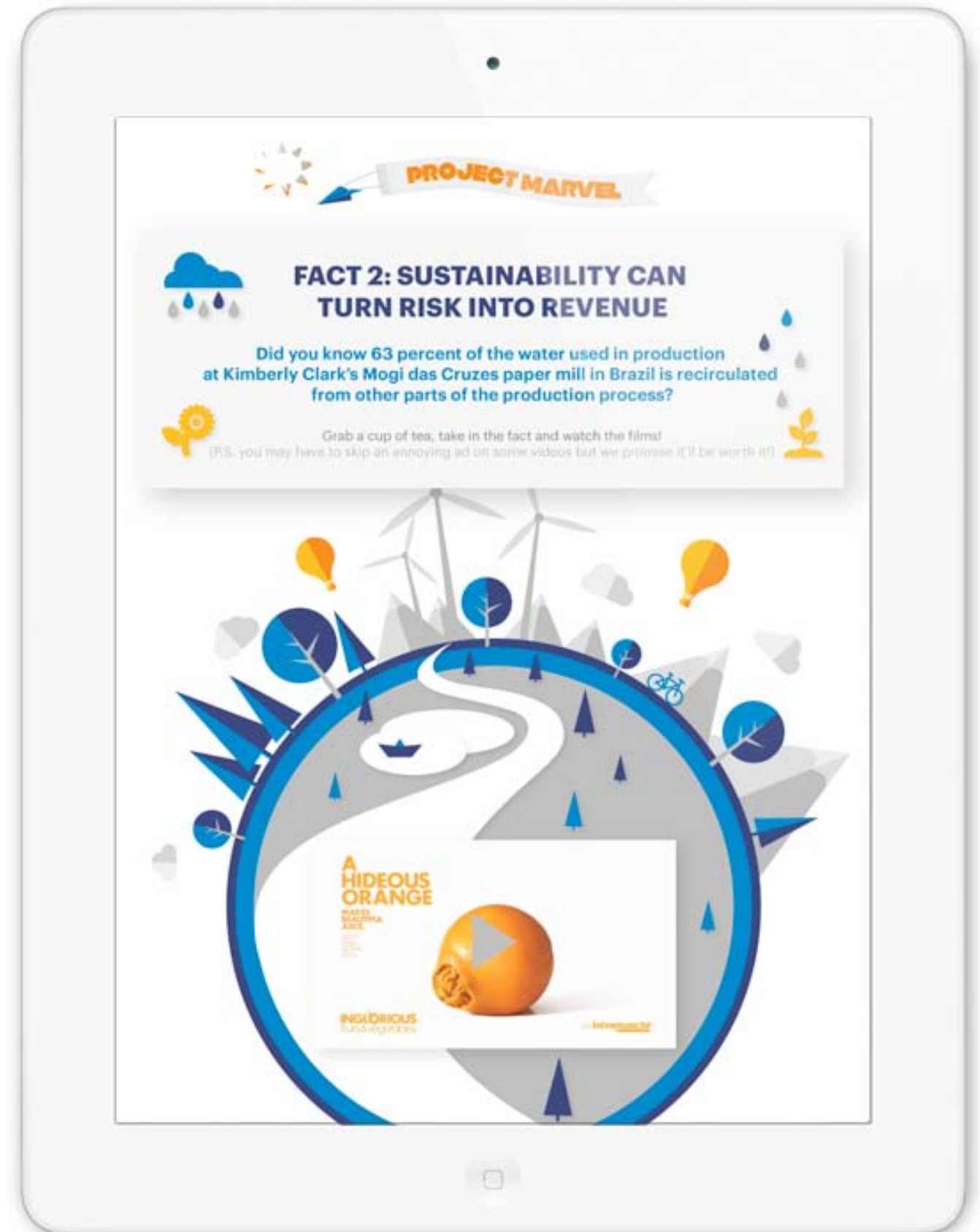
GRAPHIC DESIGN . ILLUSTRATION . PRINT . WEB .

PROJECT MARVEL: KIMBERLY-CLARK

How Kimberly Clark can harness sustainability for brand success.

The primary aim of Project Marvel was to inspire, engage and equip the Kimberly-Clark family care team with the commercial opportunities afforded by sustainability and use this understanding to generate sustainability messages at Kimberly-Clark, Family Care and Brand level. To full fill this objectives and successful workshop which could engage Kimberly-Clark North American team, Forum for the Future requested marketing materials: 5 weekly newsletter and 4 info graphic posters.

forumforthefuture.org



PURE SKY

The goal of this project was to provide Kimberly-Clark and Forum for the Future with a graphic design for 6 posters and 5 interactive emails for the Pure Sky project of Forum for the Future which presents project identity visually and could be an information graphic for having a chance to give an idea of sustainable approach, also to provide current and prospective customer sustainable brand image of Kimberly-Clark and inspirational thoughts and provoking facts.

forumforthefuture.org



ILLUSTRATION . GRAPHIC DESIGN . PRINT .

DHL WORLD

This section is filled with vector graphics used as wall graphics for the office interior started in London first and on going project, so every country has different landmark skyline in this style on the right here. Also this design has been applied to different marketing materials such as video pack as below.

www.dhl.co.uk



EDITORIAL . PRINT DESIGN . BRANDING .

DHL BROCHURE

I've done many different brochure designs for DHL based on their brand guidelines, these projects always needed to be tailored carefully inside of meticulously regulated world but also should be creative and attractive at the same time.

www.dhl.co.uk

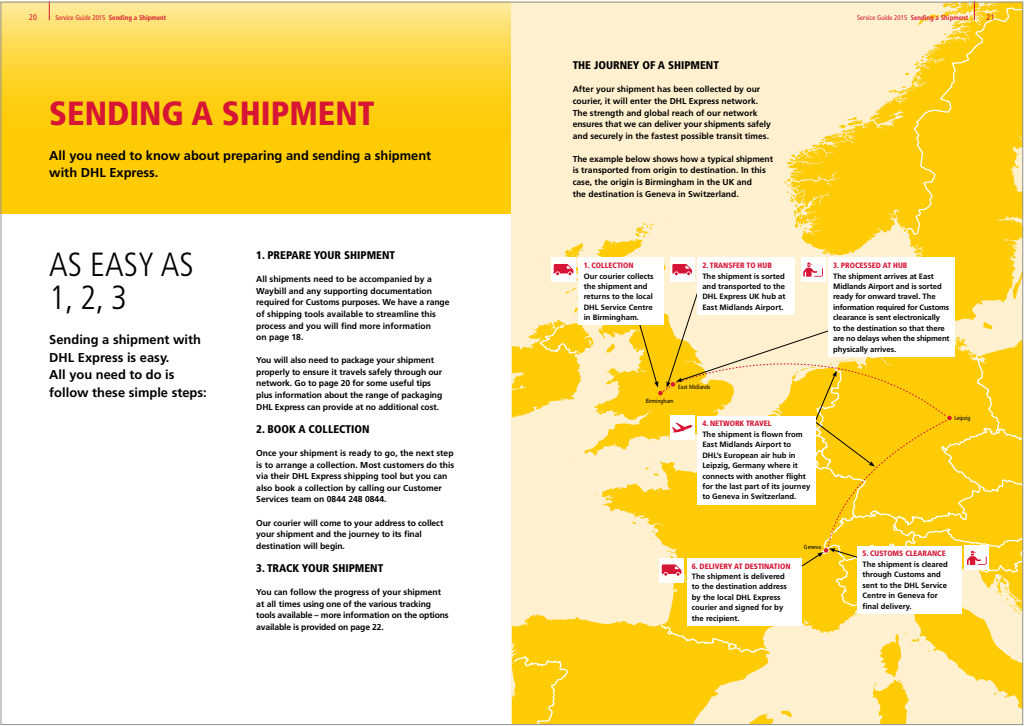
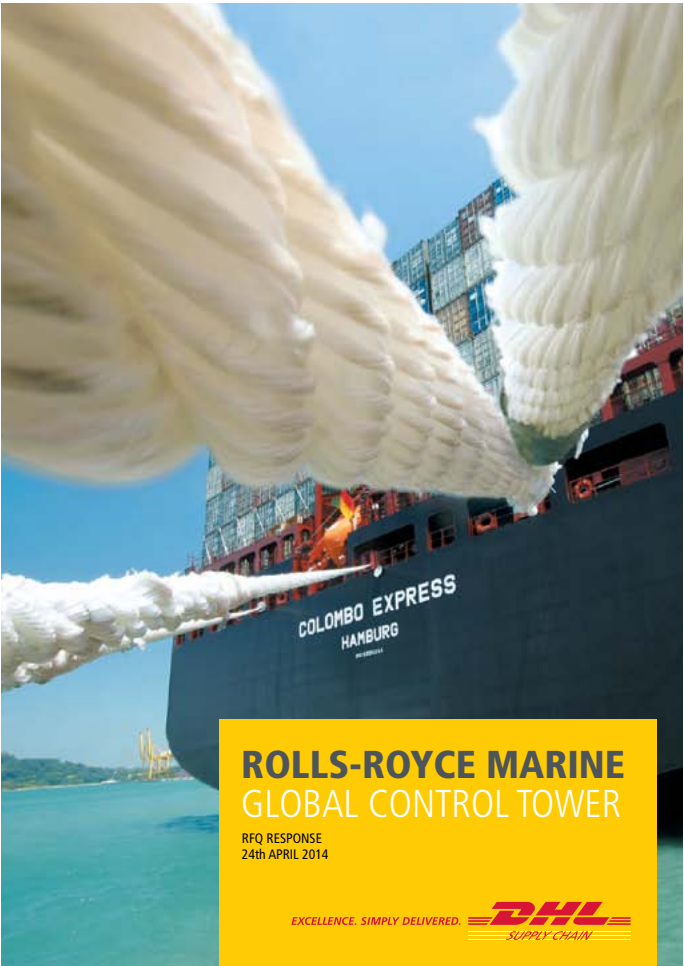
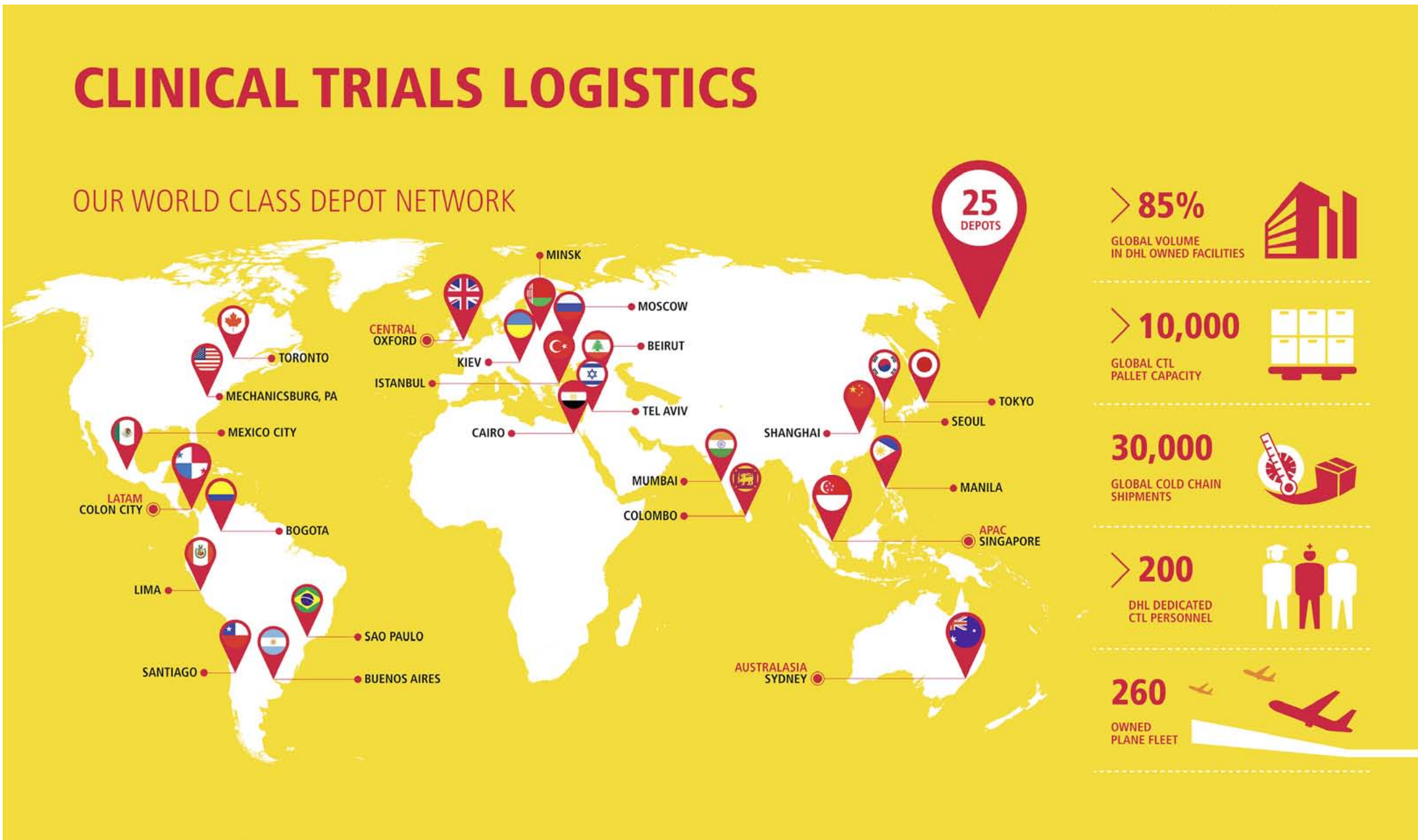


ILLUSTRATION . INFOGRAPHIC .

DHL CONFERENCE

This is back panel design for DHL Supply Chain at Clinical Trials Logistics Conference.
This panel shows basic but important facts how DHL delivery service could be the best choice for supply chain management in the pharmaceutical market.

www.dhl.co.uk

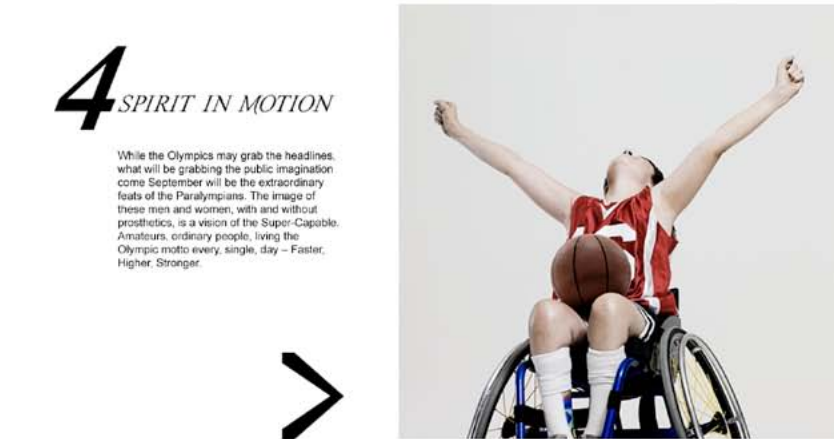


THE FALL TAKES OFF

Five Trends for The Fall

This is a seasonal theme photo gallery, has trawled the tearsheets, scanned the trend research, and taken notes from the creative superbloggers. Although it demonstrates Autumn season but it's over your expectation and more interesting than you expect. These five trends are very individual and cover all trendy sectors around you. Following this basic idea, visual design has modern and classic magazine look.

www.imagesource.com



BRANDING . WEB DESIGN . LOGO DESIGN . PRINT DESIGN .

IDENTITY

This is a campaign to promote new product, Cross-Media.

The innovative Cross-Media collection partners high quality still images with matching, web to broadcast quality motion clips, for visual consistency across all digital and print media.

In house design team at Image Source created imagined lifestyle brand, called 'Identity'. We picked one collection from new products and demonstrated to the clients how they can partner still images and motion clips for a visually consistent multimedia campaign. We created whole new brand from the logo to website and also a usage video.

www.imagesource.com

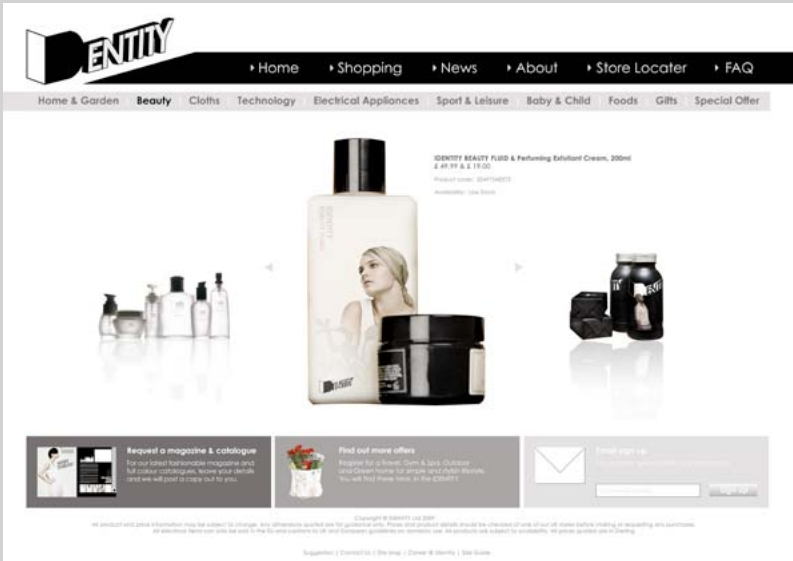
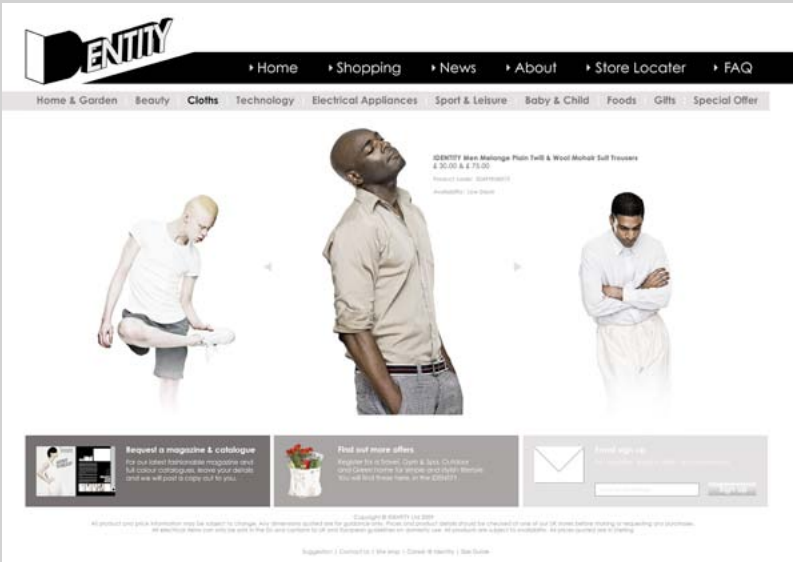


PHOTO MANIPULATION . PRINT .

CREATIVE WALL

This is an interior graphics for vibrant and welcoming office environment. All the images were sourced from their library and manipulated with cut-out photo elements because it's for photography agency. It should be creative and up-lifting. I used many colourful images and created imaginative and surreal scenes. Working with other in-house designer, we produced 5 large wallpaper digital print stickers.

www.imagesource.com



PAPER CRAFT . GRAPHIC DESIGN . PRINT .

AMERICAN APPAREL

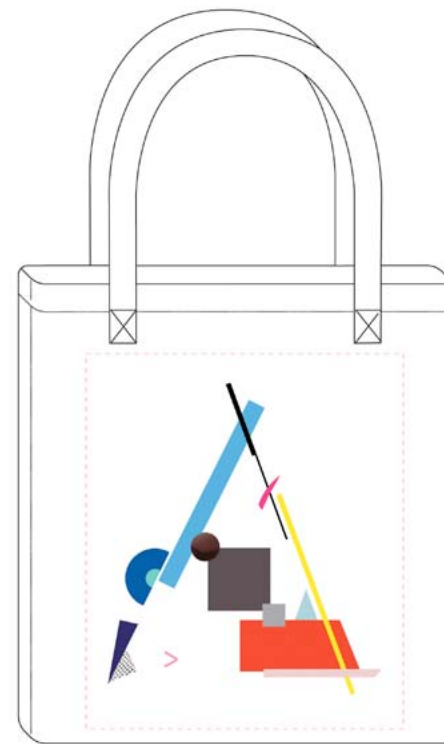
One of the finalist of American Apparel Print-Shop Design Contest.

It's called 'Re-shape the Soul', inspired by Kandinsky.

"Color directly influences the soul. Color is the keyboard, the eyes are the hammers and the soul is the piano with many strings. The artist is the hand that plays, touching one key or another purposively, to cause vibrations in the soul." – Kandinsky

I played with cutout colour paper on the first stage, then shape alphabet 'A' that represent American Apparel using different color and shape paper pieces collage.

www.americanapparel.net



Front
11"x13"



Back
11"x13"



THESE FLOWERS WON'T WILT

Make your own 3D Pop-Up Valentines Day card!

The idea is based on pop-up flowers, which has personal touch and never fade away. Also, it should present various images as it's for clients of stock image library, so I combined many colourful flowers, bird and butterflies. Although they are photographs of real objects, it needs some interactive part and giving some depth among the cutout elements, the plain papers became a real bunch of flowers.

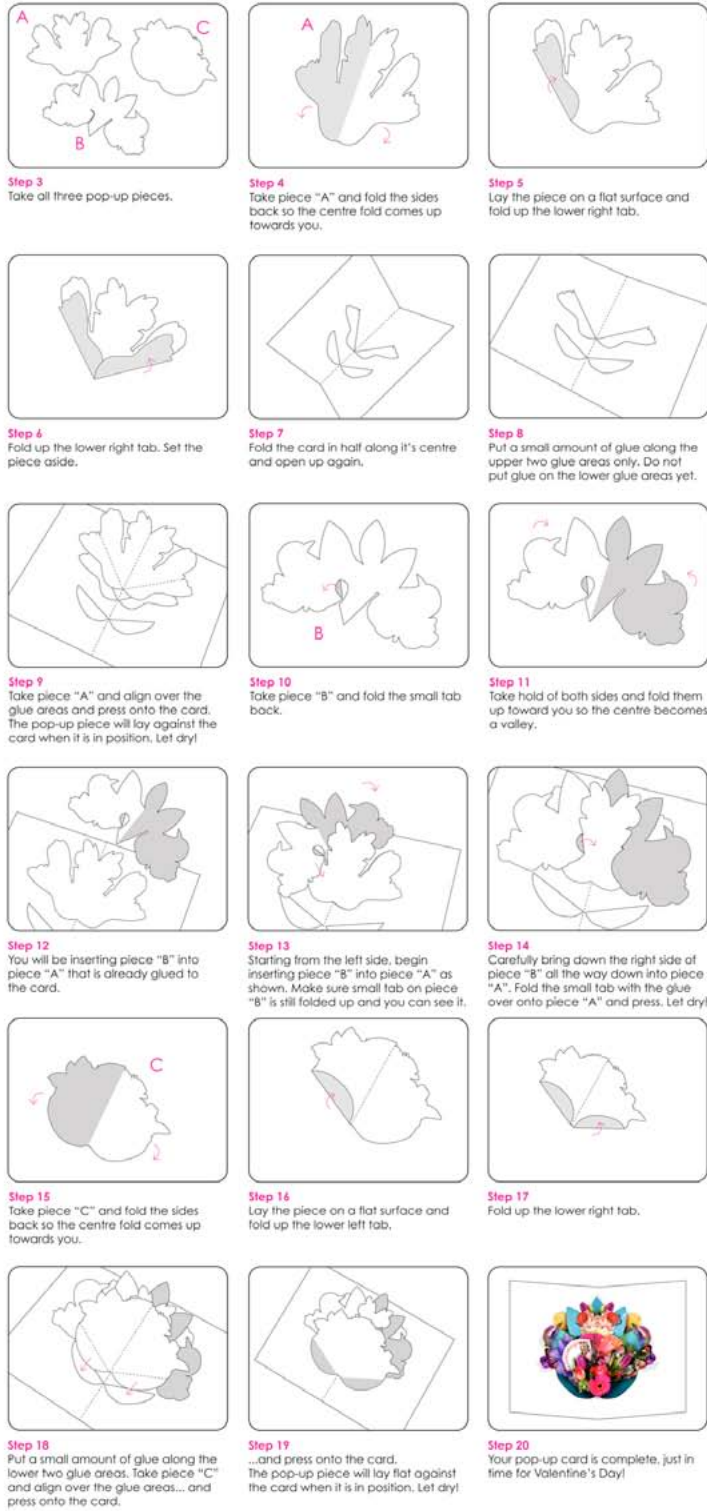
www.imagesource.com



To make your pop-up Valentine's card, follow the instructions below or view our 'How-To' video guide [here](#)

Step 1
To begin, print out this page on any plain A4 or A3 paper, the heavier the better.

Step 2
Carefully cut out the pop-up pieces following the edge of the images (A, B and C) and solid black box line.



PAPER CRAFT . ARTWORK . MARKETING .

WINTER WONDERLAND

"Design your own Winter Wonderland."

This is Social Media marketing, a part of seasonal promotion for Winter Holiday. Offering a printable PDF with instruction, people can make their own Christmas ornaments and share this playful craft with their friends and family.

Also we photographed actual cut-out paper craft and provided desktop wallpapers as additional give-away design element supporting promotion.

www.imagesource.com



2009



DANKE!

GET IN TOUCH!

hellojo@myoungheejo.com

2022