



Graphic Design Portfolio 2020

Jeongeun Yu



HELLO, I AM JEONGEUN YU

THIS IS MY PORTFOLIO
I WOULD LIKE TO PRESENT MY WORK
AND I HOPE YOU LIKE IT !

I was born and raised in Seoul, South Korea where has a high educational enthusiasm, thus, I get used to challenging environment. I am a quick learner as I learned Adobe Photoshop, Illustrator, and InDesign within a month. In addition, I can use many programs in terms of design as I have been learning for a long time.

I put the best value on the diversity. I always try to think of various perspective and creativity.

As an international student, I have had experience in communicating with others from numerous countries through group assignments. I know how to respect different opinions and try to find the best way.



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EDUCATION

Attending Georgian College
3 Year Graphic Design Advanced Diploma
Program, Graduating 2021

SKILL

Ps

Ai

Id

Xd

Pr

Ae

OTHER SKILLS

MS Word / Excel / PPT
Dreamweaver/ HTML/CSS/WordPress
3D Max/Z-brush/Dimension





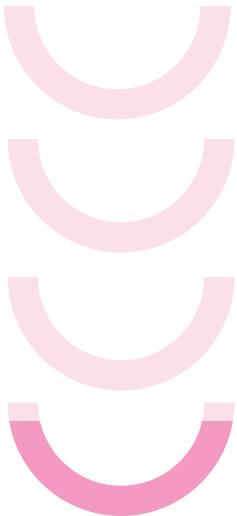
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LOGO DESIGN

ADVERTISEMENT & POSTER

EDITORIAL DESIGN

PACKAGE & PRODUCT DESIGN



01 LOGO DESIGN

Greener Ideas Studio

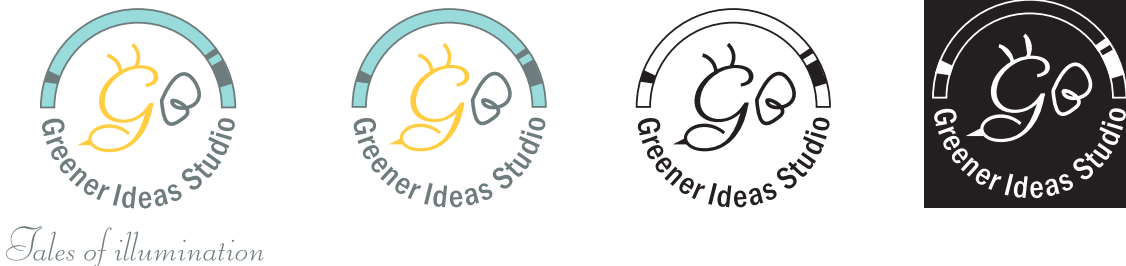


Logo Concept

To sum up the concept of the logo in one sentence, "Traditional with a modern flair."

As requested by the client, honeybee with her old memories were included in the logo, but the camera lens was modern and simple.

Various Logo Version



02 LOGO DESIGN

CAMO, Contemporary Art Museum Ontario - Fictional



Logo Concept

The icon of the logo shaped the outline of CAMO, which is short name for Contemporary Art Museum Onrio, into a simple shape.

03 ADVERTISEMENT & POSTER

One Word Poster - ATTRACT



Concept

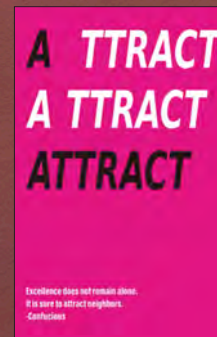
Attract: Attract: To attract someone or something to people, things, places, and the like by the qualities they have especially good one.

Design 1

The intention of the design is making it look like other letters are attracted to A

Design 2

Following up the poster 1, the poster 2 express many people are attracted to big person.



04 ADVERTISEMENT & POSTER

United Nations General Assembly's Universal Declaration of Human Rights



Visually articulate one of the rights from the Universal Declaration of Human Rights of UN General Assembly.

The subject of this poster is article #17: (1) Everyone has the right to own property alone as well as in association with others. (2) No one shall be arbitrarily deprived of his property.

Concept

By using this image, it represents a sight of homeless people alienated from passersby well. The usage of this image represents vividly that the sight of homeless people alienated from passersby. Grayscale makes it more effective. When placing the photos, the homeless were magnified to make them stick out.



05 ADVERTISEMENT & POSTER

Heinz Tomato Ketchup



Design 1

Emphasize that it is fresh. Putting a faucet in the tomato illustrate that the ketchup is freshly made.

Design 2

Used the shape of the tomato to express the heart. Indicates that the ketchup is very friendly and everyone loves Heinz because It is made from good ingredients.



06 ADVERTISEMENT & POSTER

Q tips



Concept

By using a cotton basket image, emphasize that it is 100% pure cotton material. The overall colour is white to impress a mild and pure image.



07 EDITORIAL DESIGN

Design Edge



This project is redesigning the magazine.

After analyzing this magazine, I concluded that “Design Edge” focused on the design process and the design trend.

But the original magazine was hard to recognize and not neat. So, its legibility is not good.

08 EDITORIAL DESIGN

Life Collect - Fictional



Canadian lifestyle magazine that educates its audience on a variety of different topics that all share one commonality: pop culture. This monthly magazine has recurring theme; fashion, entertainment, arts & culture, travel, food & wine.

This magazine will contain a mixture of articles that both informing and entertaining

09 EDITORIAL DESIGN

Cookbook



It is a cookbook that introduces Swedish cuisine and explains how to cook.

By changing the layout little by little, it gives a variety of vibes.

10 EDITORIAL DESIGN

About Diana Beresford-Kroeger



It is a two-page magazine that was designed after researching the author's information and books.

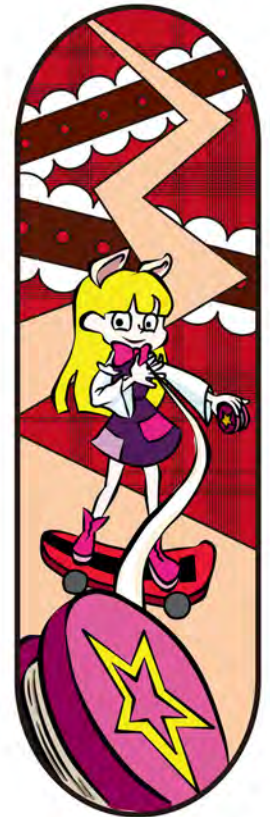
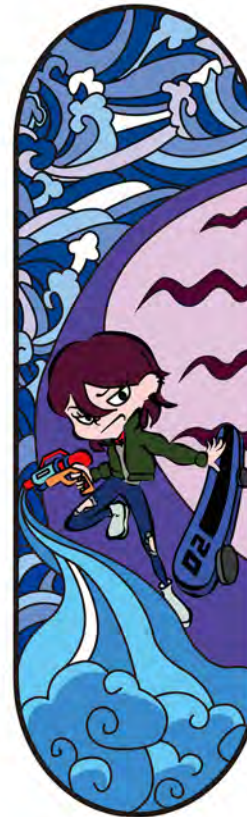


11 PACKAGE & PRODUCT DESIGN

Skateboard Design



Using a familiar and cute child character in the skateboard, I designed a board not only for adult but also for children to ride.



12 PACKAGE & PRODUCT DESIGN

Wine



VVS represents the highest grade of diamonds.

I used luxurious colors and packages to match the name of the brand.

13 PACKAGE & PRODUCT DESIGN

Keebee Play - Infant Toy Dieline (RoundBout Game)



It's a toy for children. It helps brain development and can learn about the solar system.

14 PACKAGE & PRODUCT DESIGN

Vinyl Record - Movie CATS



This project is to change the genre of the movie and make vinyl record design.

I chose the movie "Cats" which is based on a musical for the project. I changed musical genre to horror.



Thank You!