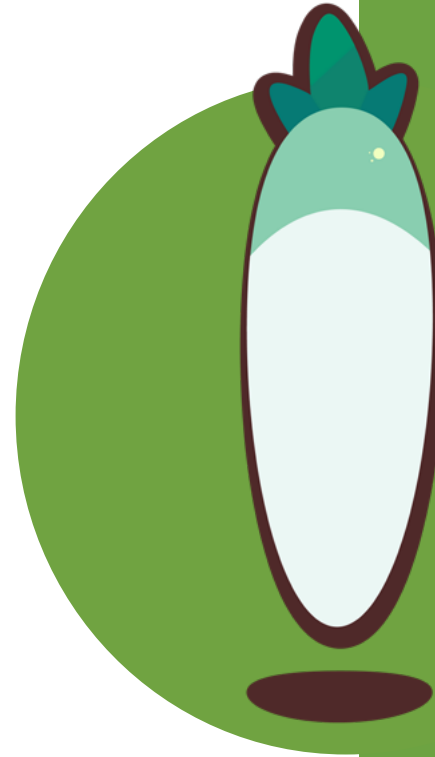


# KYASIA BROWN

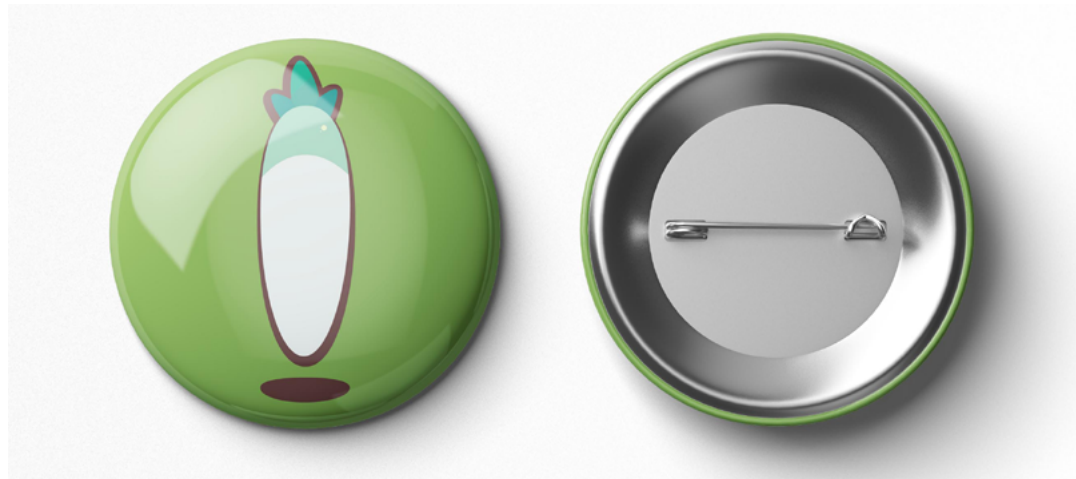
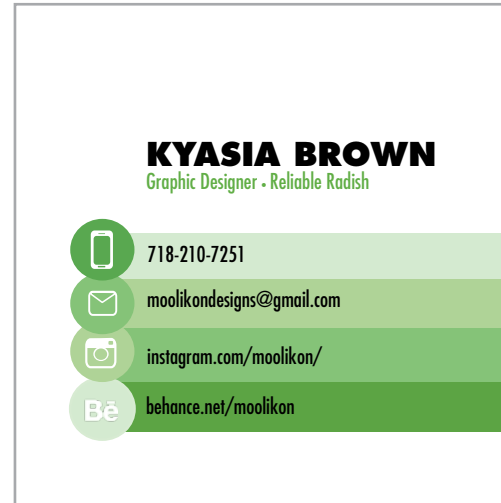
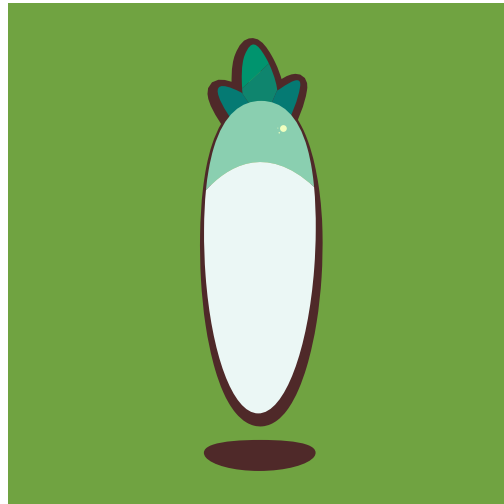
Being a Designer who welcomes a challenge, my experience as a student has helped hone my adoration for creating bold, anomalous designs that evoke emotion from viewers. Although I am equipped to handle a plethora of design problems, Editorial Design is my specialty.



# COLLATERAL

BUSINESS CARDS • PROMO PIECE

My identity centers around a radish defined as 'moolikon'. Earthy tones are used as a part of my identity system across all medias.



# KKOKIOH!

EDITORIAL DESIGN • BRANDING

KKOKIOH is driven by innovative, unique and risky design while remaining elegant and providing lots of visual oxygen to please the eye. Playing around with the setting of type and allowing typography to drive layouts is a unique aspect of KKOKIOH.

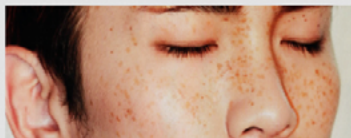


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Do any you know the full-story behind Kkockki-oh's name? It's a Korean onomatopoeia that represents a rooster's crow. In the west, roosters are the old equivalents of alarm clock. Because Kkockki-oh is meant to be a bridge between south Korean entertainment and the west, the name is dully fitting and highly relevant! This issue will cover controversy, too, not just the sunshine and rainbows.

South Korean Entertainment, more notably the pop side has been entering the western media more and more, reminiscent of the mid to late 2000s with the likes of JYPE's The Wonder Girls and SME's Girls' Generation entering western media only to fade. With the internet's reliability and the proposition of going viral, will any South Korean celebrities manage to successfully enter or trend in the almighty American market?

This issue will be designed unconventionally to emulate the style of one of the most prominent and extensive record labels in the industry, S.M Entertainment—my personal favorite in terms of their creativity and aesthetic. S.M's management can be questionable, but I feel that their creative process is daring— even if not all of their musical prospects work.

In this issue, expect to see experimental styles and layouts, fun and sometime overdone uses of type-faces and me trying to make things that probably won't work... work! ( And, no, this isn't a future excuse for horrid layouts.) So, yeah! This will be the only boring page in this month's issue, the snoozing ends here!

# Meet SHINEE

— KEY ONEW MINHO TAEMIN JONGHYUN —

★ FAN MEET IN SEOUL ★

**MAY 6 2017**

**5:30@HANRIVER**

*NEED ALBUM FOR ENTRY*

**HOW REMEMBER TO BUY 3 ALBUMS**

CONTEMPORARY BAND

- ★ Who needs MR when you have SHINee doing the instrumentals, vocals, and dancing all at the same time? That's true talent, right there. There aren't any bigger SHINee fans than the SHINee members themselves. Become a fan right now and see the action live and uncut. The quintet won't fail to blow your mind.

WHERE

HOW

WHY



샤이니

www.smtown.com

# ROTTA

The hypocritical lolita witch hunt currently rising within the world of Korean Entertainment and fans of Korean Entertainment as a whole. Who's right?

Recently we've actually got a decent amount of spill debate thanks to Sulli, which is always more interesting to me than standard Korean versus international netizen stuff. The core of the debate here is not Sulli's "weird" Instagram, but instead her photoshoots with Rotta and her mention of "lolita". I thought both sides has valid points, and for reasons that continue to be unknown, people wanted to get my thoughts on it, so I figured why not milk this Sulli train.

As far as Rotta goes, while the pedophile cries appear bombastic and honestly counterproductive (throwing wild accusations around doesn't help anybody or anything), I am personally creeped out by the dude for what he's done with actual minors (permission or not). And unlike many of those groups, at least in Sulli's case she's an adult doing a concept.

As such, I would prefer if people didn't work with photographer Rotta because he gives me the creeps as a person. However, I honestly don't think it's logical to hold every celebrity that has ever worked with Terry Richardson, Woody Allen, or Roman Polanski types (not that Rotta has done anything on that level) accountable for the crimes or alleged crimes of the artist themselves. And quite frankly, I think most K-pop fans (and humans as a whole) agree with me, because I don't hear this kinda of stuff come up whenever Big Bang or CL or even Barack Obama (and most of Hollywood at this point) is mentioned, with multiple people accusing those figures of supporting or endorsing the

alleged sexual abuse of "Uncle Terry" or whatever else. Should they? Maybe, but they don't for the most part, primarily because it's a logical stretch to say that working with somebody problematic means you co-sign on it. It really seems to me like the main reason people are saying pictures like this are lolita is because they know who the photographer is.

You'd think of all the people to understand that, K-pop fans of any and all groups would get it considering the idols they stan and love are all a part of a system that endorses all kinds of problematic stuff (or worse, they stan the companies directly). In that same vein of separation, it's why I don't find Sulli or Hara or whoever else that works with Rotta responsible for him being a creep, reason people are saying pictures like this are lolita is because they know who the photographer is. I say this because of the multitude of schoolgirl concepts in K-pop that come out like a dozen times a year that have short skirts, some midriff showing, and an innocent nobody ever calls those out.

Below is only a sneak peek of what South Korean photographer, Rotta, photographs. Typical of his pieces are soft lighting, suggestive yet innocent poses



How RED Is Too

# RED

*Did ten whole years of training propel Red Velvet's Seulgi too far?*

Seulgi constantly receives nothing but praise from the netizens for her unique beauty and adorable charms. So it's no surprise that a number of male artists have also become her fans.

Super Junior's Kyuhyun once revealed that he attracted to mega-famous celebrities. So f(x)'s Krystal and Sulli jokingly hint about liking rainees instead. The incident immediately followed Seulgi up until her debut which eventually led to Kyuhyun to apologize on Twitter saying, "She's not my girlfriend I just want for her to debut well."

Born to Beat's Eunkwang revealed that after his debut he only focused on music and hasn't had a girlfriend since. However, when asked about the prettiest female idol member in the industry, he picked Seulgi without any hesitation in his voice.

Eunkwang revealed that after his debut he only focused on music and hasn't had a girlfriend since.

However, when asked about the prettiest female idol member in the industry, he picked Seulgi without any hesitation.

CNBLUE's Jonghyun confessed that Red Velvet was his favorite girl group on A Song For You. Although he was a bit shy about

the confession, he also admitted that he liked Seulgi the most. Netizens rave over Kang Seulgi's natural looking face in latest promotions and photoshoots.

While Red Velvet is on the rise to make a presence amongst girl groups, all members are starting to gain individual attention from fans and netizens. Red Velvet Irene has already made waves with her beautiful face even being compared side by side with A Pink member Son Naeun. But is another member starting to gain more and more attention?

Netizens rave over Seulgi's natural beauty. Joy, her fellow member, is unbelievably pretty, and her age brings the average down to a more rookie-like level. But I don't see a point in her addition, like Yeri.

To me, she's the weakest singer and the most awkward dancer, and the only rapping I've heard her do is the talk-singing in "Happiness", and all of the girls seem to pull that off just fine. That's not to say that I in anyway dislike Joy or want her out of the group, I think she's real cute, and her smile just brightens my day.

Red Velvet's Kang Seulgi, her model-like posture and grace surpasses that of her band mates. The way she handles her prop with grace truly shows how well trained she is in not only singing and dancing, but modeling, too.



## Wendy Son

MAIN VOCALIST

As for Wendy, she's definitely one of the two strongest, if not the strongest, singers in the group. Her dancing is sometimes a little awkward and her stage act and pictorials are awkward, too. It does surprise me that she's the lead dancer and not Seulgi, since Seulgi is certainly the stronger dancer of the two. When it comes to pure talent, I don't think Irene is the most gifted. But she has something the others haven't shown me: charm. She's messed up, she's been terribly awkward on stage. And I haven't had to follow them on variety shows

## Kim Yerim

MAKNAE OR "YOUNGEST"

According to her, she trained for five years, however, I even find it hard to listen to the few seconds she sings. Irene, who was the weaker member [before Yeri's addition] was able to sing her part just fine. I just think it is a shame. I can't even shield her when people say that she can't sing or when they ask for fancam proofs to showcase her

## Park Sooyoung

"JOY" LEAD DANCER

To me, she's the weakest singer and the most awkward dancer, and the only rapping I've heard her do is the talk-singing in "Happiness", and all of the girls seem to pull that off just fine. That's not to say that I in anyway dislike Joy or want her

## Bae Joohyun

"IRENE" LEADER AND RAPPER

She doesn't pull the team down, which she does not. Irene is not a very strong singer, but there's a sweetness to her voice that I really quite like or classify as actual rapping. She doesn't pull the team down, which she does not. Irene is not a very strong singer, but there's a sweetness to her voice that I really quite like or classify as actual rapping. She doesn't pull the team down, which she does not. Irene is not a very strong singer, but there's a sweetness to her



I am confused. Seeing as how it was Wendy that got the big solo adlib thingy in their debut song, I thought she'd be the main vocalist. But I guess not. I also don't think Seulgi looks like a typical, immediate visual. Not because she isn't pretty, of course she is, but I just think Irene has the face.

Seulgi is definitely one of the best two singers, and one of the two best dancers and overall seems to be the most evenly talented in the group. If only she'd been the oldest, then there'd be no question who should be the leader. Seulgi is impressive.

Seulgi, recently, has revealed that she had a huge slump between her 4th and 5th year during her trainee days and how she was able to overcome the most difficult time of her life. "I had a huge slump during the 4th and 5th year. At that time my mom got me through telling me 'You are going to make it, there is absolutely no question about that.' My mom later told me that that was one of the most difficult times."

She had formerly stated on a different radio show that she had almost given up on the trainee life as well. As for her group—K-pop quintet Red Velvet is the latest female act to drop a bright, summery track with the release of "Red Flavor" back in July.

"Red Flavor" reverberates with dramatic synths and a percussive melody as the five women sing about their fruit-flavored summer love. "What I like the most is the taste of summer," Red Velvet declares, evoking the tastes of fresh fruit, candy, ice cream and cocktails to paint a sonic picture of a vibrant seasonal romance.

Dynamic in its jam-packed, but not overpowering, production, "Red Flavor" doesn't hold back in its summery boldness, filled with soaring, harmonious vocals and a steady clapping beat.





LEARNING TO BE A  
**CHICKEN**  
An exploration into  
why being a chicken  
among swan isn't  
necessarily a bad.



# what is LOLITA?

Sulli is an interesting figure in the K-pop world. She entered the world of South Korean celebrity at the ripe age of 11, debuted as a member of girl group f(x) four years later in 2009, and rose to stardom under the strict guidance of SM Entertainment, a mega-agency in South Korea's entertainment world, whose status is akin to that of Seoul National University in education or Samsung Group in business.

Her stardom, though, seemed to collapse in 2014, when rumors of Sulli's romantic relationship with a rapper were confirmed first by the paparazzi, then grudgingly by SM Entertainment itself. She was condemned by her loyal fans, permanently discharged from f(x) duties in 2015, and now appears infrequently in acting and advertising roles, officially still under the SM umbrella. If her career was in danger of facing oblivion, Sulli's Instagram is helping her cling onto public visibility and relevance. Since becoming a relatively freer agent — no longer bound

by the strict codes of conduct that govern and will govern the K-pop idols for years and years to come, Sulli, or Jinri, has been posting more revealing and candid photographs of her life, which includes Choiza, the rapper whom she had been dating. For that, she has been called the

in skimpy miniskirts or school uniform-lookalikes, feeding the sexual fantasies of older "uncle" fans who insist that their affection arises out of paternal, protective instincts, or else admit the dirty reality — the Lolita Complex — that they secretly want to bang the girls. That K-pop's girls cater to older men is no big secret. For example, SM Entertainment CEO Lee Soo-man told Chosun Ilbo in 2008, "People in their 30s and

Kim Kardashian of South Korea, mentally unstable, bold and free, "My Way" Sulli, and more recently, Lolita.

Less than two weeks ago, she posted pictures of herself in just a T-shirt and underwear, staring suggestively into the camera.

The photographer was none other than Rotta, South Korean famous (or notorious depending on who is talking) for taking 'Lolita-esque' or 'virgin-whoreque' pictures of female celebrities.

The Lolita Complex in K-pop is an old topic for many fans. Young female stars, often in their teens, must dance

## Lolita (noun)

The term originates from the Vladimir Nabokov novel, *Lolita*, which told the tale of the love affair between middle-aged Humbert and his 12-year-old stepdaughter Lolita.



## Hypocrisy (noun)

The practice of claiming to have moral standards or beliefs to which one's own behavior does not conform; pretense.

The pictorial that started it all, that started the Lolita claims (and the witch hunt that followed), directed at Rotta and Sulli

40s are emerging as main cultural consumers, and Girls' Generation [a mega girl group SM Entertainment manages] specifically targets the men in that age group." Sulli herself has been part of the Lolita machine since her f(x) days: the Rotta photographs she posted on Instagram are really nothing new to her or followers of K-pop.

Yet many in the media and her Instagram followers have criticized her photographs as sexual and therefore "inappropriate." "As a celebrity, shouldn't she think about how the photos she posts influence the public?" commented Instagram follower 'syh\_362.'

"Now when she smiles, she doesn't look pretty. She looks dirty," wrote 'meilssa5566,' another follower.

Her explicit sexuality didn't draw such huge criticism about her morality or character when she was working as an f(x) member. The difference has to do with agency (i.e. freedom and choice, not SM). Now it's Sulli who's posting the pictures, not SM. Her sexuality or image is her own to craft, not the agency's. And unlike her company, she's not catering to the public's fantasies of her.

As a child, her manager and company sure did know how to walk the line between lewd sexuality and so-called youthful innocence, by revealing/covering body parts as deemed appropriate by K-pop conventions of the time. Careful not to push the boundaries of propriety too much, the industry keeps their stars polite and bland, coaching them never to say the wrong things or be too honest.

Sulli, on the other hand, is showing her nipples. Sort of. For social media followers used to the real Kim Kardashian, Sulli's Instagram is probably (mostly in Netizen's opinion's anyway) as controversial as K-pop stars' usual bland public praises of their bosses and fans.

But many South Koreans seem to find Sulli's barely visible nipples — even when completely covered by clothing — to be a slap in the face. Nipples lie beyond the bounds of acceptable sexuality.

The exposing of her nipples or braless self have caused a firestorm because they're not made for male entertainment. Sulli's nipples, an ex-idol. Not only is she supposed to be a public figure whose behavior is expected to set a 'healthy' standard for the rest, she was until recently a beloved female K-pop star. Her primary function was to preserve the fantasy surrounding her image. She did this largely by embodying the industry's hypocritical stance on South Korea's idol sexuality: An idol performs as

# KKOKIOH! MINI

EDITORIAL DESIGN • BRANDING

KKOKIOH, but for your pocket! KK!MINI is a bi-monthly pocket magazine that puts emphasis on KKOKIOH's departments: Kouture, and Kontroversy. This issue in particular contained to airport fashion of the South Korean quintet, SHINee.



# Airport Fashion

*Korean celebrities just don't airport like American celebrities do!*



Airport Fashion in Korea is what the idols wear when going to the airport. There it is where they use the garments they get from sponsoring their fashion brands, well styled by their personal stylists, here it is where they also wear items they get from their fans and fan clubs, in a PR move that qualifies as 'fan service'. There it is where some choose to express their own personal taste, since on stage they have to dress as directed! Many dress down to depart from their glamorous appearance.

## COMFORT + FASHION IMPOSSIBLE

One thing that is certain is that each airport visit will be heavily covered by the media, and obsessively posted on social networks by their fans. Fan club members live for these bits and pieces news that helps them get closer to their favorite idols or group.

# Meet SHINee

SHINee, pronounced "Shiny", stylized as SHINee is a South Korean male quintet signed under SM Entertainment who debuted in 2008. The five members are named as following: *Choi Minho, Lee Jinki or "One", Lee Taemin, Kim Jonghyun, and Kim Kihyun or "Key"*. Because SHINee is a contemporary band, naturally they pride themselves on creating both musical and fashion trends rather than following the

## 샤이니



## 'Leader One!'

*Lee Jinki does oppa style. If it the outfit isn't comfortable, he won't wear it. He has a hard time keeping his shirt tucked in.*

### NON LOCAL

To start, Jinki adorns a simple striped black and white long sleeve shirt which directly correlates to his simple, clean and modest personality. Most idol's shirts alone can easily rack up to 500 dollars.

### 206HOMME

The jacket he wears is from 206 Homme, 206 Homme is a street fashion brand that wholly dominates and holds its own during Fashion week in South Korea. It is draped around his arms, not worn.

### GUESS BAG

Here Jinki matches his GUESS bag with his combination of Homme and Nonlocal.



## Critically acclaimed artist & poet, KJH

*Practical and kinda hip hop feel. Jonghyun hyung and I are similar. We wear the clothes we want.*

### Exactly What he wants.

Jonghyun's style is more "hip hop" as Key explains because he admires the musical face of the culture. Jonghyun is a vocalist/ singer song writer who enjoys R&B and rap so of course this influences his style.



A staple in Jonghyun's wardrobe is his Nike. It's one of the only splashes of color in his outfits as he's said his favorite color is black and red. He also wears a black shirt underneath his sweaters, which directly mirrors his hip hop influences. Like Key, he wears exactly what he wants. He's quoted as Winter being his favorite season and after looking through photos of him bundled up, it's easy to see why it is his favorite.



## 'Visual, actor & rapper' CMH!

*Minho face is perfectly proportional...for example, if I were to wear exactly the same outfit as minho, it wouldn't have that feel...*

### Origin

Minho was raised in a very traditionally structured South Korean family which directly affects his fashion style.

Minho's personality in terms of how he styles himself doesn't quite match his outward appearance as he's less strict than his style choices may lead on.

His personality is more silly than serious. Less structured than traditional.

### His Outfit

Here Minho is dressed simple and clean. Blue jeans, black shirt with a small colored bag attached to his shoulders. His shoes add color to his overall outfit, but otherwise his look is simple and possibly the closest to American's laid back style



# KEYBUM

## Fashionista & Actor KJB!

*Kim Kihyun, SHINee's eccentrically loose-tongued rapper, a captivating connoisseur from daegu with an anomalous fashion sense, he reigns as the freakiest freak of them all!*

### Origin of Key

Kim Kihyun or "Key" was born in South Korea, Daegu and has explained that his mom was trendy and stylish when he was a kid. His rather rich background attests to why he styles himself so well. Though, years after debut, he admitted to learning fashion throughout the years rather than being stylish originally.

By 2012, many news sites noticed him if not for his talents, for his style. By 2018, Key has become synonymous with fashionista. Proof of Key's non conformity is in the photo adjacent, Key showcases a casual he wears a trench coat that over a monochromatic inner styling while his hair is dyed pink and he wears a choker an object that isn't usually found in a man's wardrobe.



### What He Wears

Here Key matches plaid with a plain gray sweater. He's said before that he prefers his cardigans to be plain colors because they match outfits better.

This particular cardigan is a gift from his member, Minho back in 2011 and directly correlates the similarities in taste they share. Suspenders are used as another neutral color to lead to his pants.

### Saint Laurent

His bottoms are flare and folded above the ankle. The focal point of his outfit is the Saint Laurent bag he wears. It's subtle, but strong and classy enough to support the rest of his whimsical outfit choice. The bag brings harmony and elegance to his outfit.

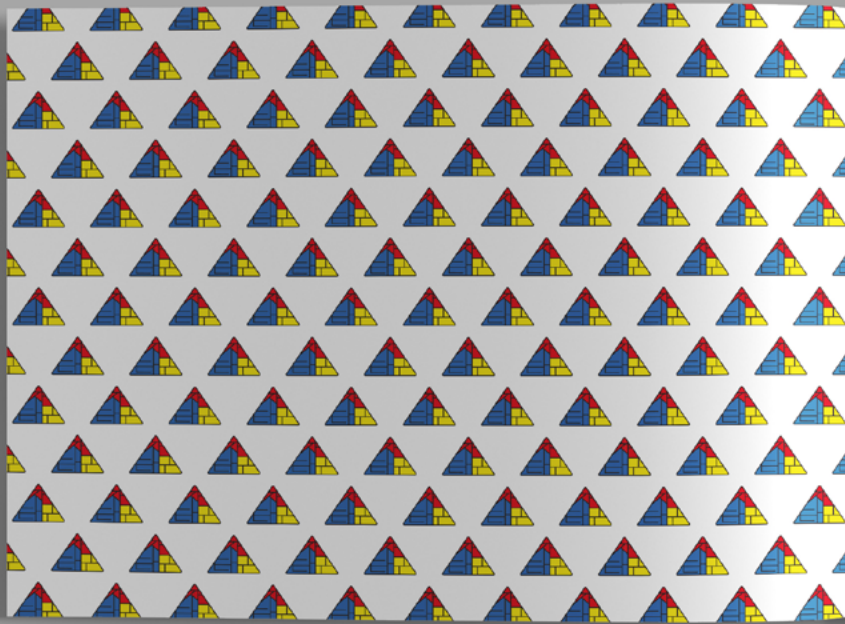


# TEAGU

EDITORIAL DESIGN • PACKAGING •  
BRANDING

TEAGU is a company based in South Korea, Daegu that sells organic, loose leaf tea harvested exclusively from South Korea. TEAGU strives to attain a modern, unique and fresh style for its products while promoting Daegu.





# 일

ONE & TWO

## all about the client

WHO SHE IS, WHAT HER VISION IS FOR TEAGU.

## problem, pricing

THE PROBLEM AND THE SOLUTION.

# 삼

THREE & FIVE

## demographics

WHO IS TEAGU'S PRIMARY TARGET FOR.

## competition

COMPETITION IN THE SAME MARKET.

# 칠

SEVEN AND NINE

## research

A LITTLE BIT ABOUT THE CULTURE OF DAEGU.

## sketches

THE PROBLEM AND THE WAY TO THE SOLUTION.

# 십이

TWELVE & THIRTEEN

## final logo

WHAT THE SKETCHES ARE FINALIZED TO.

## analysis

LOGOS MEANING IN REGARDS TO TEAGU.

# 십사

FOURTEEN & FIFTEEN

## color analysis

COLOR MEANING IN REGARDS TO TEAGU.

## usage

WHAT THE LOGO MEANS IN RELATION TO TEAGU.

# 십칠

SEVENTEEN & EIGHTEEN

## packaging

PURPOSE, OBJECTIVE AND FUNCTIONALITY.

## extended

MORE PRODUCTS UNDER TEAGU.

# 십구

NINETEEN & TWENTY ONE

## dieline

CROP MARKS, TRIM LINES, MEASUREMENTS

## ads

SMALL SPACE AND WEBSITE!

# 십일

TWENTY ONE & TWENTY TWO

## website

PURPOSE, OBJECTIVE AND FUNCTIONALITY.

## photoshoot

MORE PRODUCTS UNDER TEAGU.



ceo song hyekyo

# 손니 CLIENT

## what is teagu?

TEAGU's goal is to entice the younger generation and future worker bees of Daegu to return back to herbal teas as a drink of choice in a youthful, fun and fresh way. TEAGU hopes to resonate within the younger generation of Daegu's orbit as well as their taste buds. *Colorful tea for you, From Daegu.*

## a little about the founder, song hyeko

Bubbly Song Hyekyo, 37, is the jovial founder and CEO of TEAGU. When asked what her vision for TEAGU was she used words such as: friendly, kaleidoscope, trendy, bold, unique, feminine. Her emphasis on giving TEAGU

it's own voice is reflective in their brand's voice. TEAGU's tone is witty, straightforward and rooted in civility. Despite this she wishes for tourists to be able to bring a piece of Daegu back to their hometowns or where ever they currently live.



# 문제 PROBLEM

## problems are made to be solved

The biggest problem that plagues TEAGU is its strive to appeal to the younger generation while tea usually appeals to the older generation (40 and above). Younger people often prefer coffee or "fad" drinks. Song Hyekyo often asks, **"How do we make TEAGU popular with the youth?"**

## color. packaging. price.

To begin with, it's obvious that the target audience should be clearer: **girls ages 14-25**. At these ages, girls buy with their eyes first so the packaging must be **colorful and bold**. Modeling the teabags after clothing would make the consumer feel special. As for **pricing**, girls of these ages

have the habit to splurge, but at the same time the lower end of the spectrum usually lives off of allowances allotted by their parents. Pricing TEAGU at \$ USD per box (20 teabags) appealing to **popular culture** within ads and packaging is vital for making TEAGU more than just tea.



# 인그 DEMOGRAPHICS

## typical teagu consumers

### multifandom, dedicated supporter

Lee Mijoo, 16, was born and raised in South Korea. She is obsessed with K-pop culture. As a sophomore in high school, she lives off of allowances from her dutiful parents. Although she isn't rich, she and her **idol obsessed posse** of three seeks out the greatest and latest fads through them and tends to pick up her idol's favorite products, buy what they endorse as well as use SNS to show off that she has it. There's nothing better to Lee Mijoo than to be able to have a product that has an idol's approval and their face on it. She attends concerts.



### the entertainment lover drama lover

Im Jinah, 18 was born and raised in Daegu and is very **prideful of her hometown**. Instead of opting for SNU, she decided to become a **student** at Daegu Health College and is an aspiring nurse. She **travels** to Seoul often to meet with her old classmates who are also from Daegu and share her values. There, they **speak asteen** rather than standard dialect. She enjoys watching **dramas** preferably romcoms that expose her to many actors/actresses.



## typical teagu consumers

### the music lover

Kim Sonam, born and raised in Daegu, has been a fan of music ever since she was a little girl. Now 22, low middle class courtesy of her parents, after classes she stalks the **Internet** for more and more pop music. Seeing so much representation within music makes her wish Daegu had more of a presence. She often **explores** local markets and tends to buy local goods over imports.



### the culture junkie

Lee Dasom is a tall, 17 year old, first generation **South Korean American** who wants to get in touch with her roots. To do so she takes in all forms of South Korean. Due to her parents, she falls into the high middle class. She takes herself as sophisticated, always has her nose in a book or a blog. She is seeking a study abroad program at her colleges of choice to complement her minor in Korean.



# 경쟁 COMPETITION

## what the competition looks and feels like

### osulloc tea from jeju

Osulloc is a tea culture brand and its tea house are more like a cultural healing space where you sample our award-winning, certified organic teas, directly harvested from Jeju Island. At Osulloc they believe beauty starts from within and we provide a calming and healing place to begin the process. Tourist attraction in Jeju, South Korea.



### no. 1 fukujuen

Fukujuen was founded by Iyemon Fukui in Kyoto in 1790. Fukujuen was originally selling wood by shipping, and later began selling green tea as well. Fukujuen is endearingly called lemon and Suntory began collaborating with Fukujuen to produce bottled green tea. Suntory Iyemon is one of the best selling green tea products in Japan and imported to Korea. They market to middle class families and older people, of course. Because of their rich history they're dominant in Japan and of course imports to Korea and remains fairly popular in terms of sales and consumption.



### kwangdong corn tea

Corn silk tea has been found to be one of peoples' most beloved drinks. According to recent research that took a close look at the domestic beverage market, spawning the first to the third quarter last year and which was released by the Ministry of Agriculture, Food and Rural Affairs, the drink came in **first place**, grabbing 23.9 percent of the year's industry-wide sales.



### ito en

A Japanese multinational drinks company specializing in tea production, distribution, and sales. Ito En is the largest green tea distributor in Japan. Its products include unsweetened, bottled green tea and loose leaf tea. Ito En is currently the fourth largest soft drink producer in Japan. Very cheap and affordable. "Always Putting the Customer First" is the ITO EN Group's management principle, representing the fact that the foundation of business management at ITO EN is our commitment to placing importance on each and every customer.



# TEAGU

EDITORIAL DESIGN • PACKAGING • BRANDING

The completed designs for Teagu's packing design, users have the experience of opening a special gift. The intended audience would be more inclined to buy something designed as if it were so much more than just tea





# CLOUT NINE

BRANDING • EDITORIAL DESIGN •  
UI DESIGN • LOGO DESIGN

C9 is a social media incubator and movement found sometime in December 2018. C9's branding consists of bold, bright, youthful colors, paying homage to their roster of influencers and SNS celebs alike.





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[SEARCH](#) 

# DOING IT FOR THE CULTURE

FEBRUARY 16TH

ANDREW AND BLONDIE TAKE  
A SPONTANEOUS TRIP TO JEJU

FIND OUT HOW  
ANDREW'S FANS  
FOUND HIS LOCATION  
WITHOUT NOTICE

LEARN MORE ABOUT  
IM BLONDIE, ANDREW'S FRENCH  
STYLIST WHO LOVES SANNAKI!

SEE WHY NETIZENS ARE  
GOING CRAZY ABOUT  
ANDREW'S FUTURE SCHEDULES

**CloutNews**  
WHEN IT RAINS, IT POURS NO. 1 SOURCE FOR ALL THINGS CP



# Elout News

WHEN IT RAINS, IT POURS NO. 1 SOURCE FOR ALL THINGS C9

BACHELOR JAMES DE CH... HOSTS A BLONDIR-ABSENT PARTY WITH EVER AND MEG. SNS ARTICLES ENJOY

EVER TEASES HIS NEW ALBUM IN MYSTERIOUS SNS VIDEO, SET TO RELEASE AFTER WINTER

ANDREW AND MEG SHINE IN ANDREW'S WINTER COLLECTION CAUSING MEG TO GAIN FOLLOWERS



## DOING IT FOR THE CULTURE

ANDREW AND BLONDIR TAKE A SPONTANEOUS TRIP TO JEJU

This new wave of attention speaks positively for Andrew's brand as netizens praise him for his patriotism and dedication to showing off Korea to his French stylist, Blondie who is receiving attention for his backlog of styling Andrew—specifically for Homens winter fashion show—and his love of Jeju's sannakji and black pork. On SNS, he writes,

**"I'll take much more sannakji thank you."**

His whimsical personality and enthusiasm for Korean culture is one netizens seem to appreciate. Many fans of Andrew's are familiar with Blondie, and have expressed excitement seeing the duo together for the first time in 2019.



JAMES DE CHAMBERLAIN



BLONDIR'S NEW HAIR

TOP COMMENTS	MOST DOWN VOTED	LOW TO HIGH
[+330,-32]	I didn't think much of Andrew's character but his pictorials are always classy and clean. Happy to see he has a great personality.	
[+324,-14]	I always hate it when foreigners come to Korea but don't even bother to immerse in the culture, being Korean French is no excuse for not knowing the culture.	
[+276,-18]	Can more celebs show patriotism like this? I'm sick of seeing them boast about their western team and eating western food.	
[+203,-9]	Glad Andrew is serving him some culture, more celebrities need to be more mindful.	
[+118,-34]	There's a big difference between praising Korea on Independence Day and actually showing foreigners what we're made of!	
[+105,-20]	Blondie looks so cute in his scarf... really cute...	
[+90,-12]	Is it just me or is Blondie rly handsome...	
[+87,-5]	I heard Blondie enjoys sannakji and black pork his post about his fallen pastry was hilarious +++++	
[+82,-20]	A lot of you don't know but when Andrew signed with TQ, Blondie stayed with their old company, I was worried there was discourse between the two of them	

After an influx of successful schedules such as Andrew's stunning appearance on the cat walk or his cool of for Andrew's cashmere winter collection, Andrew's fanbase has been gradually rising! This much can be seen in the small crowd of fans that sent him off back to Seoul, causing a frenzy as they scrambled to gift him Jeju staples such as hallabong and kangyu, and 'ryan' dolls, noting the lion as Andrew's favorite fictional character.

### How did fans find out about the enigma's location?

PWAN posts point to his stylist—Paris born Blondie, who debuted a lighter hair color, for his whereabouts. February 6th was the first post the latter made about Jeju, tagging the model's private SNS in his posts which had fans sitting on the edge of their seat. A naver article praises the model for showing his foreign stylist Jeju, observing the two's SNS posts (not in any particular order), Samsunggyeol Haemulatang, The Teddy Bear Museum, Manjanggul Cave, Rich Mango, and Café Delmoondo. What excites fans even more is the ambiguity of the trip. Many have theorized that

it's for work, observing the nature of the two's SNS posts, one of them showing Andrew dressed from head to toe in denim. Speculation from insiders suggest brands have expressed their desire to work with Andrew in private after the successful sales of Andrew's 'Drew' promo code that allotted users with a 20% discount which spiked sales 20 percent from last winter, making Andrew their most successful ambassador yet.



FEB 16 | BOAT | 2,934



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LOVE FEELS LIKE:  
**AMORE MIO**  
SHOP LA DOLCE VITA

# REINVENT YOURSELF

EDITORIAL DESIGN

The Cheat Sheet To Reinvent Yourself  
is a witty, typography driven  
booklet made to guide viewers through  
the steps of reinventing yourself.



1

create an **ORIGIN**  
*like a fairytale, you can be ANYTHING*

**A**bandon the old and create a new. Imagine where you want to be right now and instruct the canvas. Sketch; you're destined for success. Linework; a famous, quirky, fashion designer with world renowned praise and your own brand that sells out per launch. Add color; you have an entire clique of shiny new friends centered around your talents, but you stand out, without you they're just people. You do love them though don't you?



2

change your **NAME**  
*you'll never go out of STYLE*

**B**eing Blondie is easier. He's charming, he's friendly, he doesn't get angry. He never gets into fights. He's a love of many things and he isn't from Daegu- he's from France, Paris. He smiles a lot and bursts with energy. How can you not love Blondie? How can you not love being Blondie? Blondie loves being you.

3

erase **IT**  
*it's making you so UNWELL*

**C**razy, excited teenager loses loses a bet and stamps a heart tattoo on the back of his ear that's already riddled with too many holes from lost bets and not enough earrings to fit it, you hate him for it just like you hate how your satoori. You grit your teeth and the loops of the heart becomes the closest thing to Blondie than Blondie himself.



4

get a **JOB**  
*you can't keep your wild eyes on the ROAD*

**D**o it. As you much as you hate being a slave to the system become a stylists' hand and then a stylist. Even though you hate celebrities and their pompous air, grit your teeth through needle pricked fingers and sleepless nights. You're only good at styling yourself, netizens say you suck but andy warhol was said to suck at his craft, too. What do they know?

# GRADUATION

## COVER DESIGN

New York City College of Technology's 79th commencement ceremony called for a bold, inclusive design that uses earthy tones to convey a jubilant tone.



# CACTI CARE

INFOGRAPHICS

A six step guide, complete with funfacts of how to care for a household cacti. This infographic offers a fun, playful approach to the traditional infographic.

## CARING FOR CACTI

Here's the guide to having your very own, very happy, and specially cared for cacti!

- 1 CHOOSE A SUNNY LOCATION**  
Kitchen and bathroom windows are great for cacti, because they can pull additional moisture from the air as needed.
- 2 WATER & FERTILIZE THE CACTUS**  
Don't water if the soil is still moist, this will cause rotting. Cacti will need regular feedings, every season except winter.
- 3 PROVIDE PLENTY OF CIRCULATION**  
Let your cactus breathe.
- 4 ROTATE THE POT MONTHLY**  
Encourage balanced growth by providing the cactus with even light, and rotate the pot a quarter turn every month.
- 5 REPOT THE CACTUS ANNUALLY**  
Pick a well-draining pot that's one size larger than the current pot. Fill the pot with cactus potting mix.
- 6 HELP YOUR CACTUS GO DORMANT**  
Dormancy is necessary for most plants to recoup their energy, to help cut back on feeding your cacti.

**FUNFACT**  
Cacti can be green, bluish or brown-green in color. They have waxy substance on the surface which prevents loss of water via transpiration (loss of water through small holes when outer temperature is high).

**FUNFACT**  
Species have two major roles: they prevent loss of water via transpiration and keep the plant safe from animals.

**FUNFACT**  
Cacti can gather and hold a lot of water in their stems. The water is not pure, clear water but is quite a thick viscous liquid. It's drinkable though and has been known to save many peoples lives in the desert.

**FUNFACT**  
Roots of cacti are located few inches underground but they can reach 7 feet in diameter because water easily passes through sand.

© 2018-2019  
www.pinterest.com  
www.pinterest.com

An infographic describing the horrors of whaling, the effect on whales, and how to help whales who are still in danger of being whaled

# Be Cool, Say No To WHALING

**WHALING** is cruel and unnecessary and must stop. Commercial whaling is banned. Trade in whale products is forbidden and demand is falling. Yet, every year, Japan, Norway and Iceland kill around 1,500 whales between them. There is no humane way to kill a whale at sea. Many die a slow, painful death.

## Excuses to Murder



**OIL**  
Lamp oil, soap, perfume, candles and cosmetics



**FOOD**  
Cooking oil, margarine and whale meat and stocks



**CLOTHING**  
Whale bone is commonly used to make construct corsets

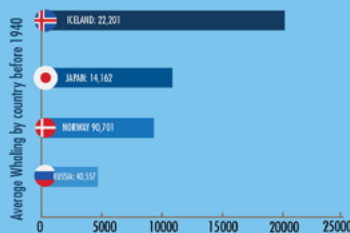
## How to Help



**SANCTUARIES**  
Support the creation of whale sanctuaries via donation and spread awareness

## Whaling Before Ban

The earliest modern whalers, were large sailing ships that launched small, open boats to pursue and capture the larger whale species. The whalers. By 1930, these high-tech whaling fleets were killing 250,000 whales.



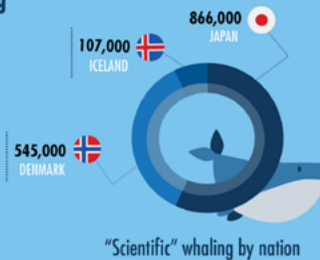
## Whaling Before Ban

The whalers then brought the captured whales to the ship and butchered and processed them into oil. By the late 19th century, fast, maneuverable steamships would sail world wide every very year in search of whales to brutally murder.

**3** out of 4 whales are subject to whaling



**3** out of 4 whales won't return home



## "Scientific" Whaling: An Excuse to Murder

Despite the global ban of commercial whaling, Japan uses the provision in the 1946 whaling convention which allows whales to be killed for scientific purposes and samples. The 'scientific whaling' provision has also been used by Norway and Iceland as a way of getting around rules.

Samples that can be collected without killing whales:





# DAD V. THE WORLD

BOOK COVER DESIGN • AD

Dad Vs. The world, a book that puts dads back in control of their child's development while being trendy, up to date way.

# DADS V. THE WORLD

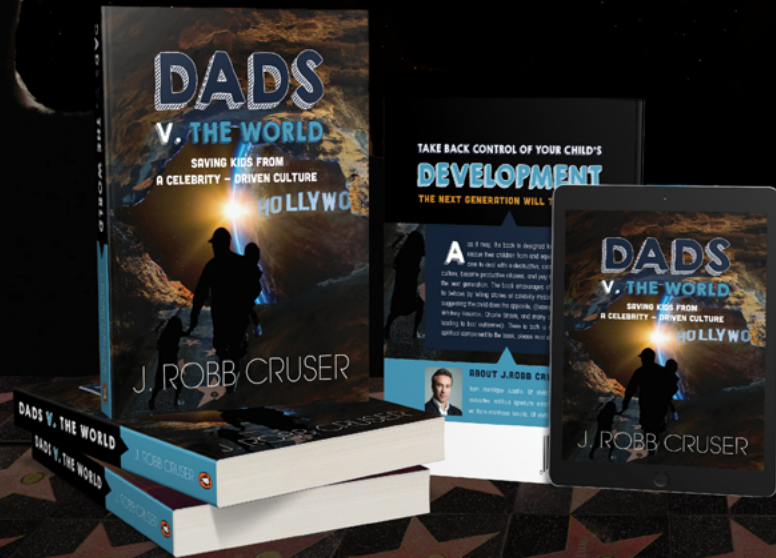
SAVING KIDS FROM A CELEBRITY-DRIVEN CULTURE



AN IMPORTANT EXAMINATION OF DISMAYING  
SOCIAL AND CULTURAL TRENDS."



The New York Times



An explorative profile designed for pdf format on web or mobile devices.

# 키범

I'M FROM NEW YORK, HONEY!

origin of a melon. daegu born, paris raised



growing up with disney

Picture it: Daegu, 1991. A baby boy is born to the chagrin of it's **modern mother**. He gets his father's features: monolid, slow metabolism, large, watermelon forehead. And his mother's charm and penchant for purchases.

He's raised with the knowledge of a world far beyond his own. Touches far off places: sapphire oceans and sandy beaches and distant places. Grows up on Disney and films like The Sound of Music that introduces him to places he hasn't yet gone. Keyword: yet.

Every weekend it's this way, and every Sunday he huffs as he's returned to his grandmother who drives him to express himself. To blend blues and greens rather than red and yellows; to scribble English expressions with blunt tipped pens until his uncle frames and exhibits his pieces. His studies turn him into an exchange student, abroad in the heart of LA.



# 돌

AND I WAS A CHICKEN.

that one group called shinee...



diamond

Ambition drives who his father calls "too quiet" to go to audition for S.M only to get rejected. Determination drives him to audition again and win 8000:1. Luck and perseverance (and not so many meals) has the boy who left Daegu with a kiss from his grandma, her note and a thick accent selected for a contemporary band called SHINee.

(It's a quintet of 4 others: a too tall, too tight-faced, overtly holier than thou, doe eyed foreign looking one who preaches "status and order"; a tone deaf kid that he dubs himself lucky for being an only child—a boy that looks younger than him but is actually older. He's introduced as the leader and he remembers him from the practice room. [In Kibum's expert opinion, he's lasted 2 seconds too long, he just looked too soft and kind for this life], and lastly, a short hyung with big eyes, big nose who sighed *postray*.) They debut in 08. (First Four years, Kibum is fifth in rankings and lacks schedule. They truly become brothers in '12, in '18 they solidify SHINee as a ten year group.

# 셋

I CAN'T HIDE WHO I AM.

just your average coffee lover

Depends on where you find him. Find him working and he's sharp.



# 셋

I CAN'T HIDE WHO I AM.

just your average coffee lover

Depends on where you find him. Find him working and he's sharp, meticulous. Docile like a plant and working frivolously with life to please the early 20 year old Kibum who had big dreams and no opportunities. Having many now, with brows furrowed he sketches ideas and concepts and pitches that never makes it. He looks after his hoooboes and ultimately respects his sunbaes. Taking his career seriously, he puts his all into every performance.

Find him off schedules and he's an impulsive thorn berry, a plethora of contradictions. Like his unexpected quiet nature ( He could speak for hours without revealing anything ( significant ) about himself despite not being closed off ). Awkwardness is dusted away when he slips in as the mood maker, using banter to lighten the mood. He's a realist who's a lover of arts, culinary, and criticism, independence and alone time. [READ MORE HERE](#)



# 넷

I'M READY TO FLY!

he works with life, not against it

Scheduleless, 21 year old Kibum gets a love call for Bonnie and Clyde. He doesn't care to perform in one, but he enjoys watching them so maybe he'll enjoy performing in one, too? During rehearsals he stumbles a lot, has to project his voice without a microphone and be weary of the venue's limitations, encouraged to use his talent for improvisation. When he goes home, he binges musicals and regurgitates his script. All kinds. American. Korean. French.

He learns from the best, and Clyde succeeds and in that way Key does, too. 2013 is a good year for him personally, 2014 lands him a shot on WGM and lets the directors allow him to create stage outfits for his group. 2015, though, is a dream. He lands his own show after creating a 15 page proposal and even lands a collab with AXODUS.

Many musicals later, he's cast in his first drama, drinking solo. A character written specifically for him, he's allowed to give the character a hairstyle that's unlike his taste but fitting to the character.

Early 2017 he gets to collab with CHARMS and his friend Irene Kim for designing clothing. It's easy fun, but production lets him down. Next is 'Lookout', a character unlike himself. In an unused lot too late at night he scars his feet with ugly bruises as he learns to skate. He wears sandals outside of filming and always smile when he's reunited with the cast.



# 다섯

THEY'RE KIDS, NOT DOGS.

# 하나

THEY CALL ME KEY.

best actor, musician, designer.



He's a multi-talented actor, musician, and designer. He's known for his roles in 'The Healer' and 'The King of Hearts'. He's also a member of the band 'The Quiett' and has a clothing line called 'KEY'. He's a very private person and is often seen with his friends.

# 키범

I'M FROM NEW YORK, HONEY!

origin of a nation, change born, parts related



# 둘

AND I WAS A CHICKEN

think some groups called chicken...



# 셋

I CAN'T HIDE WHO I AM.

just your average coffee lover



# 넷

I'M READY TO FLY!

he works with life, not against it



# 다섯

THEY'RE KIDS, NOT DOGS.

Kibum's funny life partners



# 일곱

THERE'S ALOT I WANT TO DO.

plots.



# 여

IT REALLY IS FAIR.

It is a disclaimer



# RESUME

PDF PORTFOLIO



## KYASIA BROWN

718-210-7251 | moolikondesigns@gmail.com | Portfolio

Being a Designer who welcomes a challenge, my experience as a student has helped hone my adoration for creating bold, anomalous designs that evoke emotion from viewers. Although I am equipped to handle a plethora of design problems, Editorial Design is my specialty.

### EDUCATION

#### **B.A. IN COMMUNICATION DESIGN | 2017 - Present**

Concentration: Graphic Design

#### **CUNY New York City College of Technology**

- 3.8/4.0 GPA
- Designed 2019 Commencement cover for City Tech's Graduation

#### **A.S.S IN COMMUNICATION DESIGN | 09/15- 06/17**

Concentration: Graphic Design and Animation

#### **CUNY Kingsborough Community College**

- 3.8/4.0 GPA
- Multiple works featured in gallery

### EXPERIENCE

#### **New Tech Times Graphics Team | Brooklyn, New**

York | 09/17-09/18

*Designed multiple promotional posters for the newspaper, including providing copy and layout, met strict deadlines for each issue, created the master pages for future issues*

#### **Beach Clean Up | Brooklyn, New York | 09/13-09/15**

*Gathered students to organize an annual beach cleanup, provided details and updates to students*

### ACHIEVEMENTS

#### **COMMENCEMENT COVER | 2018**

- Designed and won the cover and back of City Tech's 79th graduation commencement booklet

#### **ACHIEVEMENT SCHOLARSHIP | 2017**

- Designed and won the cover and back of City Tech's 79th graduation commencement booklet

#### **DEAN'S LIST | 2016- Present**

- Consecutive member of the Dean's List from 2016 onwards

### SKILLS

- Proficient in Adobe Photoshop, Illustrator, Indesign and Acrobat
- Strong communication skills verbal and written
- Excels at creating editorial design layouts
- Committed team player
- Excellent time management skills