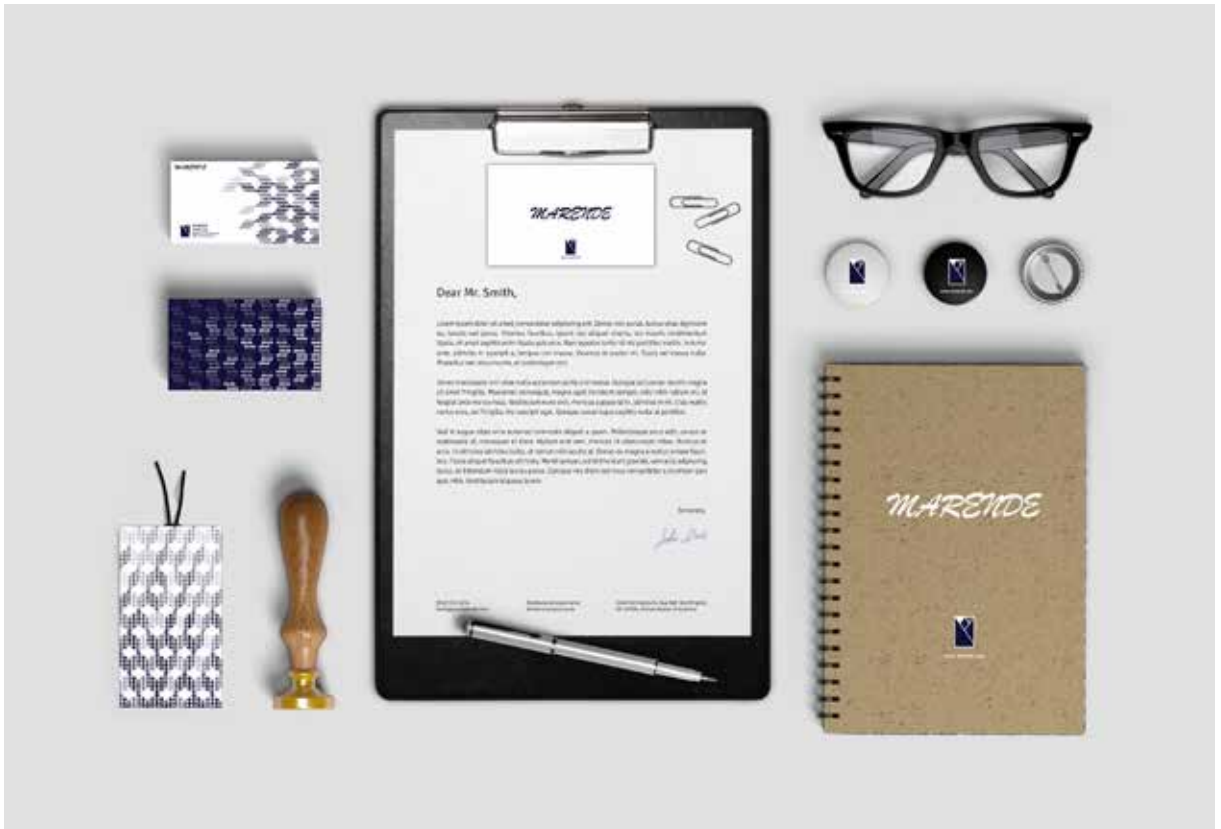


# LEE HYO EUN

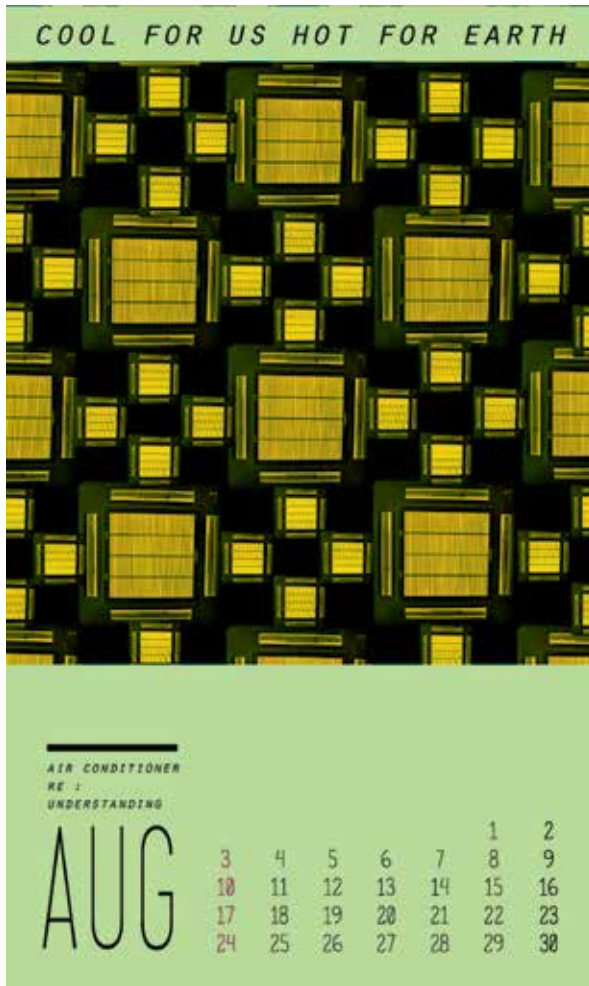


Graphic design is an art that every company and institution utilizes in order to express their missions and sell products. It's a field that many fine artists find themselves in, not only as a steady job but also as a rewarding creative outlet. Lee Hyo Eun is one Korean artist who can't get enough of the art and challenge of graphic design. Even when she's not working on assignments for her design classes at Yeungnam University, she's spending her free time creating mock-up album covers for her favorite bands.

Lee's portfolio ranges from poster design to complete branding packages. For one branding project, *Marende* (a men's suit company), Lee plays on the English and Italian languages. The name she came up with suggests a harmonious fit between a man and a perfectly tailored suit. Lee's classic use of triangles within the logo design illustrate the sharp angles of a well-fitted suit and the creases of a pressed collar.

Her editorial piece titled "SungWoo Barbershop" (not pictured) focuses on the word "ongojisin" which means "to learn something from the past." Lee wants people to take notice of how quickly older establishments are disappearing in Korea and being replaced by chain retailers and large corporations. The goal of this piece was to record and present memories of a time gone by and cultural traditions that Koreans might be leaving in the past. The featured barbershop that Lee focuses on in this project claims to be the oldest in Korea and has been family run since its inception nearly 50 years ago. Lee compiled stories from the owner and photographs of the shop to evoke a feeling of nostalgia for older folks and a sense of importance of culture and tradition for a younger generation.

Lee's ability to adapt can be seen while looking through her portfolio. While she is able to consis-



tently produce quality work, her style varies greatly. Lee's abstract calendar design contrasts her more commercial friendly editorial and branding work. The idea for the calendar sprang from her belief that anything and everything can be designed. Lee took an environmental approach to this project. The month of August (above), for example, features a collage of air conditioners and presents us with the line "cool for us hot for earth." Lee hopes that this will serve as a daily reminder of how luxuries like air conditioning can negatively affect our planet.

Preparing for graduation doesn't keep Lee from continuing her extra curricular design work. She is

currently the cover designer for the Yeungnam University campus magazine, *The Observer*. She is also a member of a design team called Gainplay which keeps its members creatively active by requiring them to design one poster and one magazine cover every week. With a schedule this full of creating, Lee should have no trouble taking on any workload her future career in design requires of her. **[b]**

*Lisa Highfill*