

Keunho Kim

Portfolio Design

PRA 305

Hello, my name is Keunho Kim. I'm currently studying Public Relations and Advertising at Chapman University with hopes to pursue a second degree in Business Administration. Graphic Design has always been a huge interest of mine as I find it extremely beneficial in the digital creative world and would go hand and hand with my freelance phtoography & videography business.

My whole life, I've always had a passion for sports and expressed it through the creative worldw. Whether it was taking photos or creating films, I always wanted to expand my creative skills to continue working in sports. I wanted to build my freelance business through graphic design strategies, and although there's been moments of struggle, I always reflect and remember that my passion should drive me to express my true identity and creativity.

I hope you guys enjoy my work, and I want to thank Professor Flath for always pushing and supporting me.

As always,
Truth is Perspective

About Me

Even-Keeled

Introverted



Discipline

Hardworking

Chapman Ad

Redesign

Discover the university that helps you discover your best.



Chapman University is among the top universities in the country, according to the latest rankings from U.S. News & World Report. For the first time in its history, Chapman was ranked as a top-tier institution, an indication of its rising reputation, student selectivity, world-class faculty and growing research programs. The annual U.S. News report ranked

Chapman at No. 125 in the National Universities group, an elevated category that includes 399 of the leading private and public research universities across the United States, from Princeton and Harvard to UCLA and UC Berkeley. As you can see, Chapman University is on the rise and has been for years.

Ready to discover your best?

Apply today at www.chapman.edu/applynow or call 1-800-PANTHER to get started!

Nike

Magazine

Spread



Checks Over Stripes

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Story by Keunho Kim



Fresh



The diagram consists of four nested rectangles. The outermost rectangle is purple and contains the word 'Fresh' in white. Inside it is a blue rectangle containing the word 'Fish' in white. Inside the blue rectangle is a light green rectangle containing the word 'Flyer' in white. The innermost rectangle is orange and is unlabeled. Each rectangle is indented further to the right than the one it contains.

Fish

Flyer

Fresh Fish

Annual Tropical

Fish Sale

Get 25-75%
off selected
species
through
10/31/22

New Wave Tropical Fish Store

175 North Tustin Ave., Orange

714-997-8648

Mon.-Sat. 10-6, Sun. 12-5

newwavetropicalfish.com

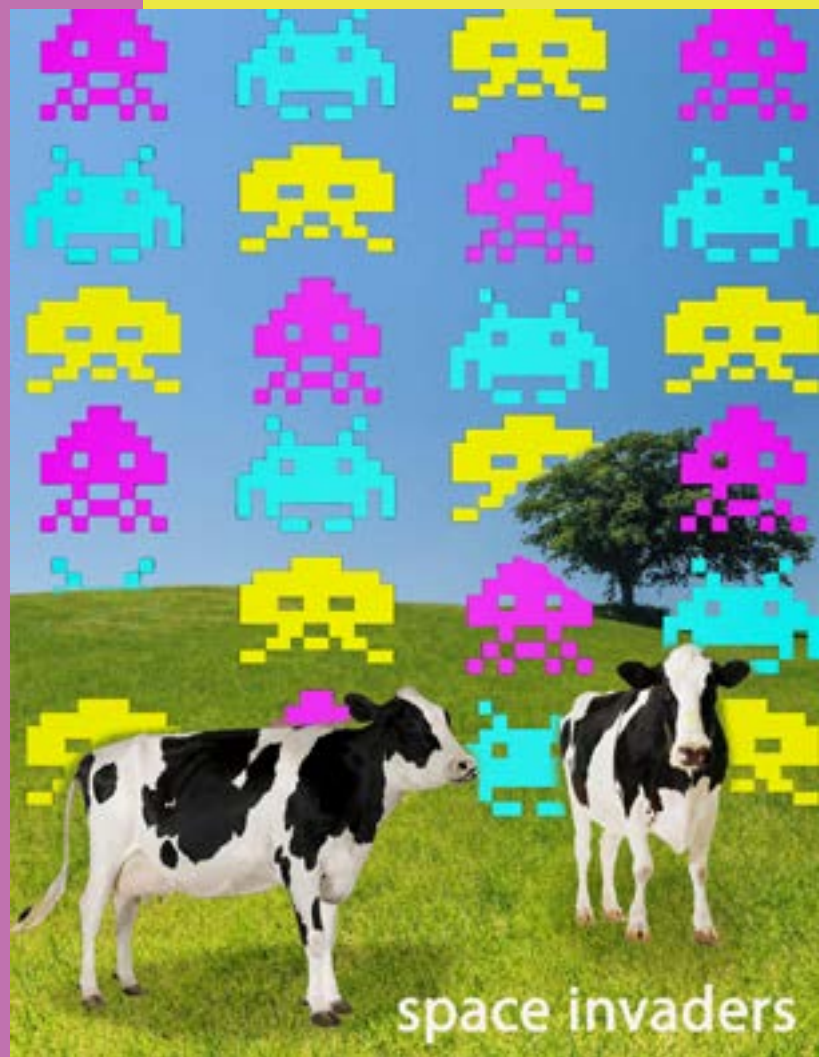
Adobe



```
graph TD; Adobe[Adobe] -- contains --> Photoshop[Photoshop]; Photoshop -- contains --> Skills[Skills];
```

Photoshop

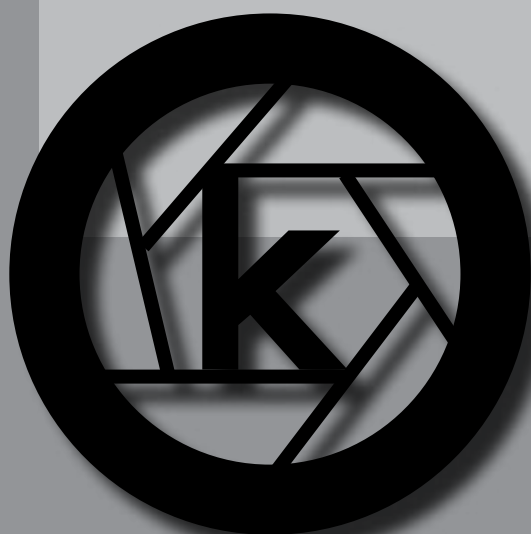
Skills



Case Study: Keunho

Logo Design

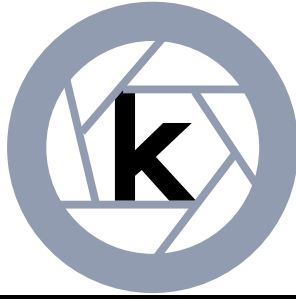
KEUNHO



Case Study: Keunho

Brand Style Guide

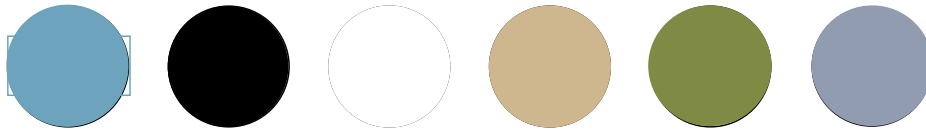
Logo (Light Background):



Logo (Dark Background):



Color Palette:



Fonts:

FENWICK for Headlines

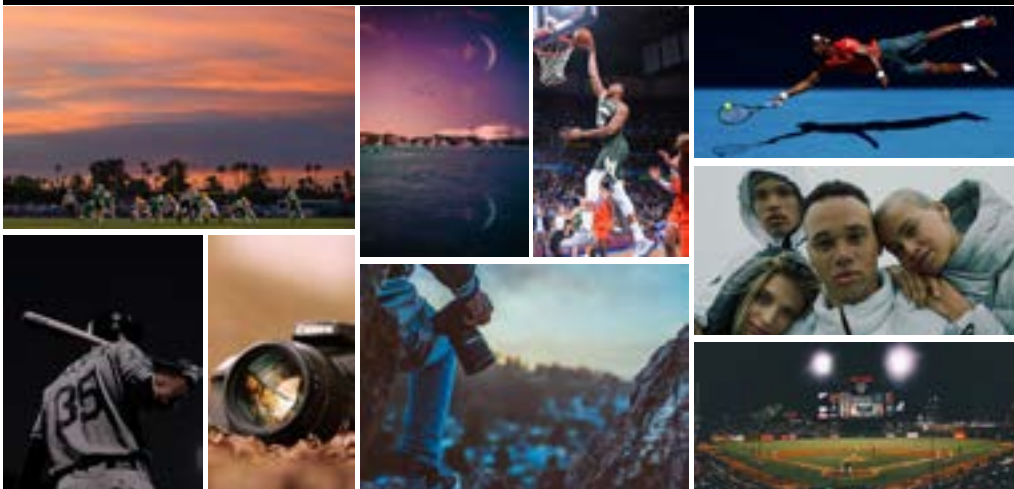
Galvji Bold for callouts and subheads and adding emphasis

Galvji Light FOR BODY COPY... It seemed like it should have been so simple. There was nothing inherently difficult with getting the project done. It was simple and straightforward enough that even a child should have been able to complete it on time, but that wasn't the case. The deadline had arrived and the project remained unfinished. It seemed like it should have been so simple. There was nothing inherently difficult with getting the project done. It was simple and straightforward enough that even a child should have been able to complete it on time, but that wasn't the case. The deadline had arrived and the project remained unfinished.

Brand Descriptors:

Calming Sophisticated Innovative Unique Slick
Simple Aesthetic Clean Creative Inspirational
Pleasing

Mood:



Case Study: Keunho

Ad Campaign

Truth is Perspective



www.keunho.com
(415)-866-0424

Truth is Perspective



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(415)-866-0424

Truth is Perspective



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Case Study: Keunho

Website

Who is Keunho?

Ulpā con enimin porere, sum qui in rem consequo quam facculles rehentus sitatincto to imet, nestota aut atem voluptisquam rehendita sam con pore imaxim.

[Learn More](#)


Los Angeles Angels

Ulpā con enimin porere, sum qui in rem consequo quam facculles rehentus sitatincto to imet, nestota aut atem voluptisquam rehendita sam con pore imaxim.

[See More](#)


San Francisco Giants

Ulpā con enimin porere, sum qui in rem consequo quam facculles rehentus sitatincto to imet, nestota aut atem voluptisquam rehendita sam con pore imaxim.

[See More](#)


Stanford University Baseball

Ulpā con enimin porere, sum qui in rem consequo quam facculles rehentus sitatincto to imet, nestota aut atem voluptisquam rehendita sam con pore imaxim.

[See More](#)

Feature Article on NBC Bay

[Read More](#)

Podcast with Jordan Jimenez

[Listen to Podcast](#)


Case Study: Keunho

eNewsletter

8/22-8/29

This week with KEUNHO



What's in my Bag?

[Read More](#)

8/16-8/20:

Kona, Hawaii

Lovers' graveyard at night, romantic lighting etc. Most important thing though was no culture. The aim was to have a fun party, not a show, if possible.

Podcast #7:
Travel Photography Tips

Archive Week 32/52:
Visuals

[Listen to Podcast](#)[See More](#)

Upcoming Shoots



Thank You



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