

**Dawn Dawoon Kim**

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# Graphic Design

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/ mentor: Jon Nguyen  
/ class: Design II

The Line & Dot project applied fundamentals of design by designing compositions using only line and dot. My theme was "The Universe," which directed my execution. I took characteristics of the telescope, which cased the book that has neither a start nor finish.

## LINE & DOT



Unified Diversity



Monochromatic

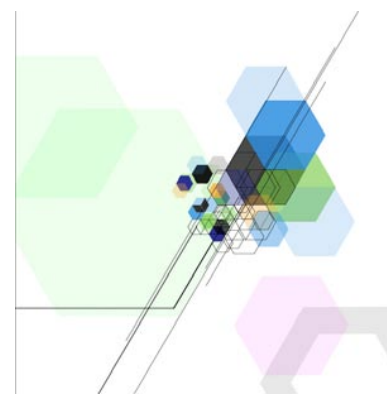
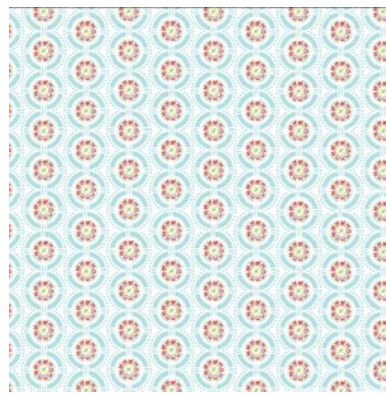


Figure on Ground



Rhythm



Pattern



Value



/ mentor: Simon Johnston  
/ class: Typography III

A French New Wave movie event poster that could also function as a brochure using only 2 colors

## FRENCH NEW WAVE



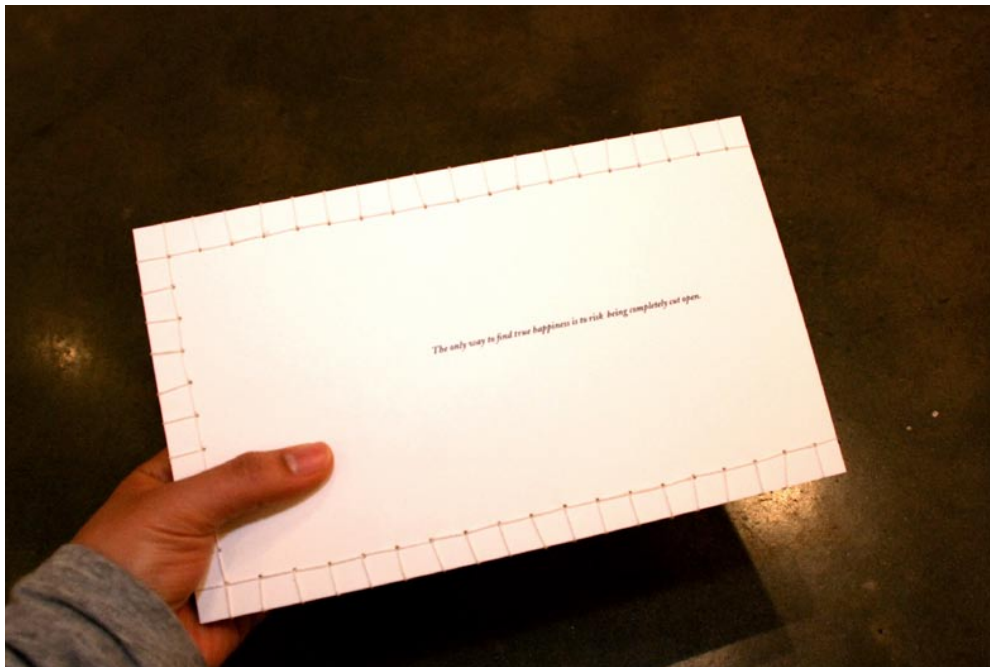


/ mentor: Barry Taylor  
/ class: Copy Concepts

The many violent quotations of Chuck Palahniuk, author of *Fight Club* and *Choke*, have been bound so that the reader must also engage in an act of violence to read through the book.

## BOOK OF PALAHNIUK

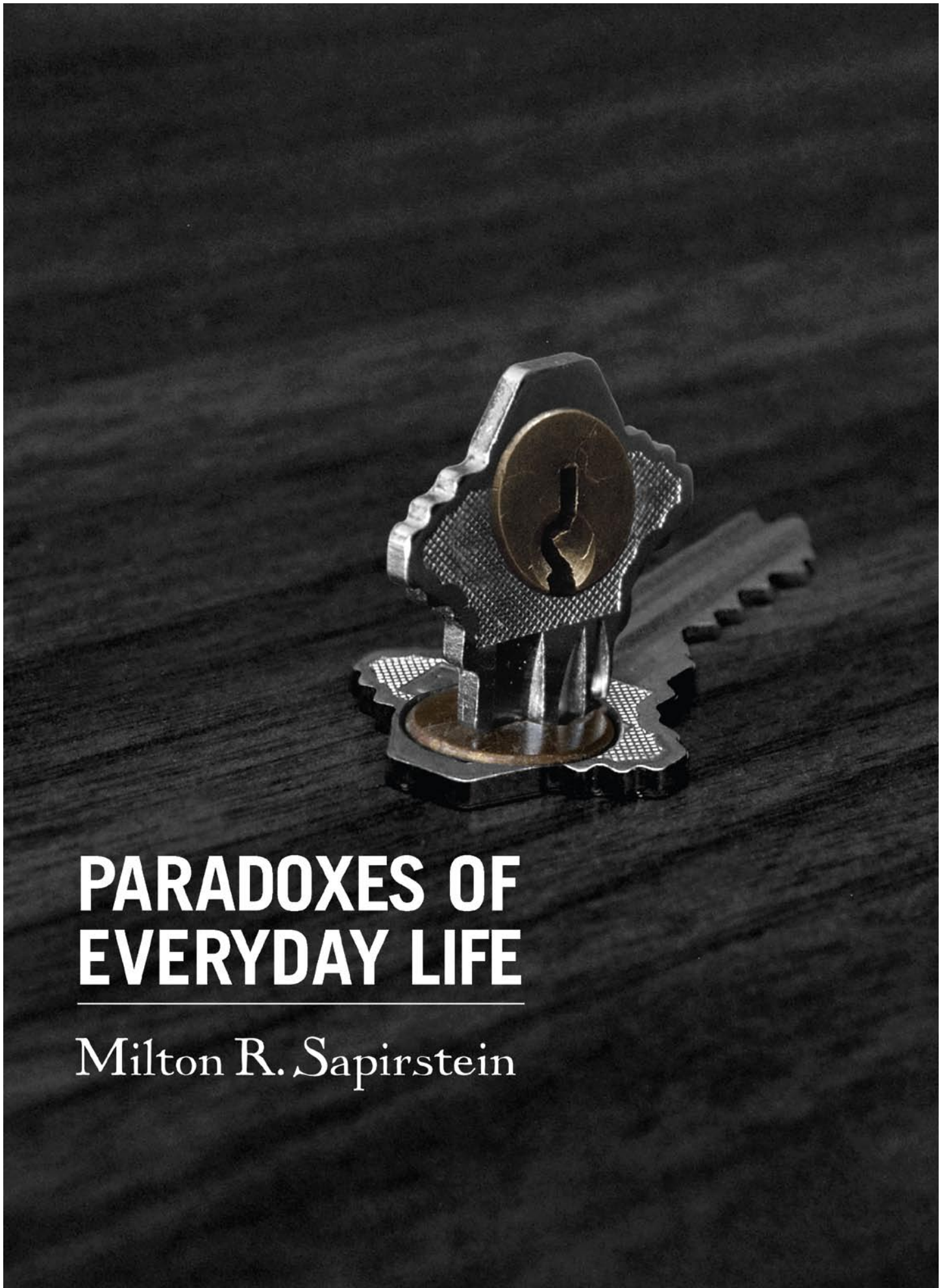
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/ mentor: Koji Takei  
/ class: Visual Concepts

**PARADOXES OF EVERYDAY LIFE: BOOK COVER**

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**PARADOXES OF  
EVERYDAY LIFE**

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Milton R. Sapirstein

# Advertising

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/ mentor: Mikio Osaki  
/ class: Ad Concepts I  
/ medium: print

**CHAPSTICK**

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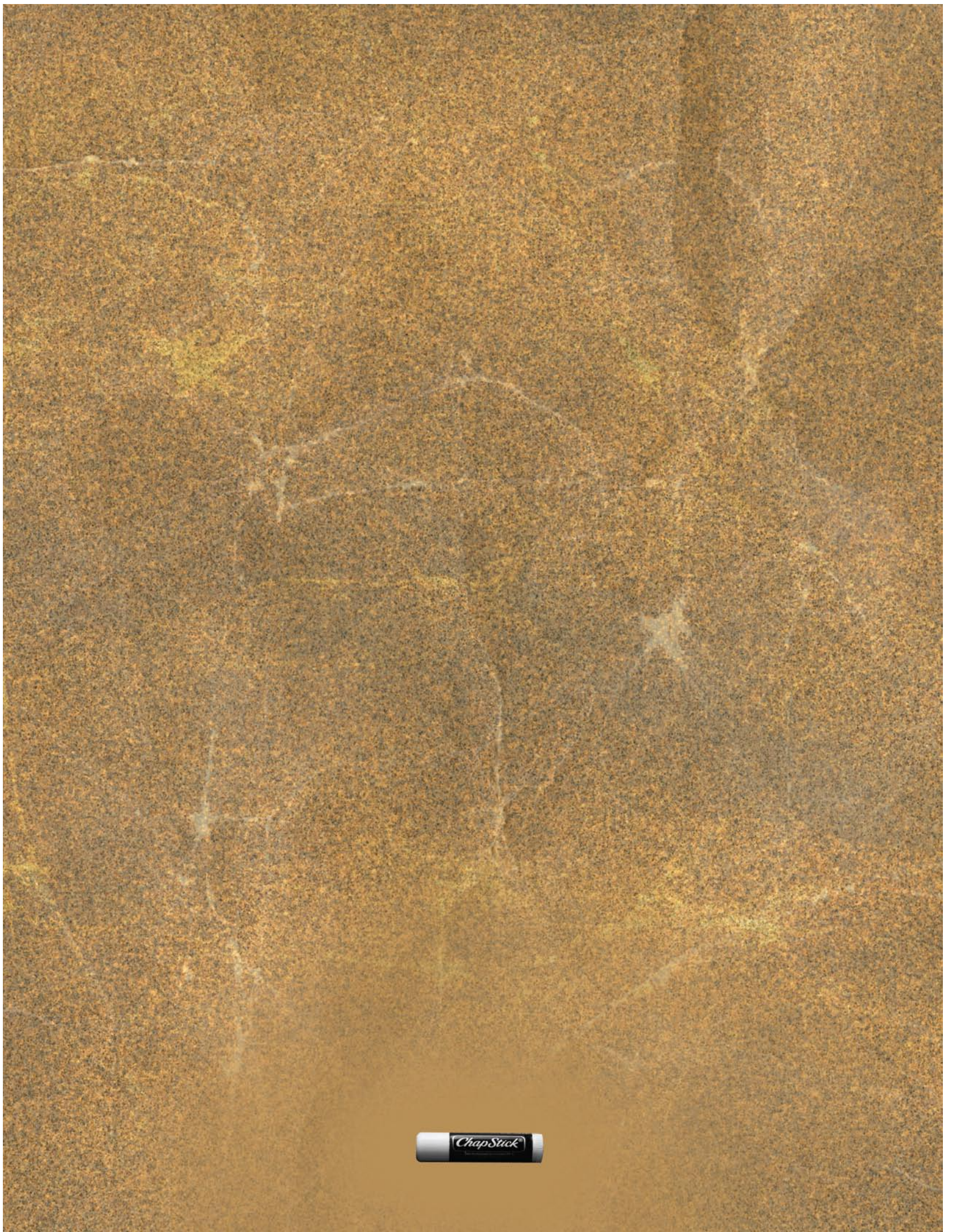
*Give and receive year-round.*





*cheesemmmm*







/ mentor: Lou Danziger  
/ class: Ad Concepts II

**Medaglia D'Oro Espresso**

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EXTRA BOLD.



/ mentor: Lou Danziger  
/ class: Ad Concepts II  
/ medium: print

## Glidden Paint

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/ mentor: Lou Danziger  
/ class: Ad Concepts II  
/ medium: outdoor billboard

## 25th ANNUAL OUTDOOR ART EXHIBITION

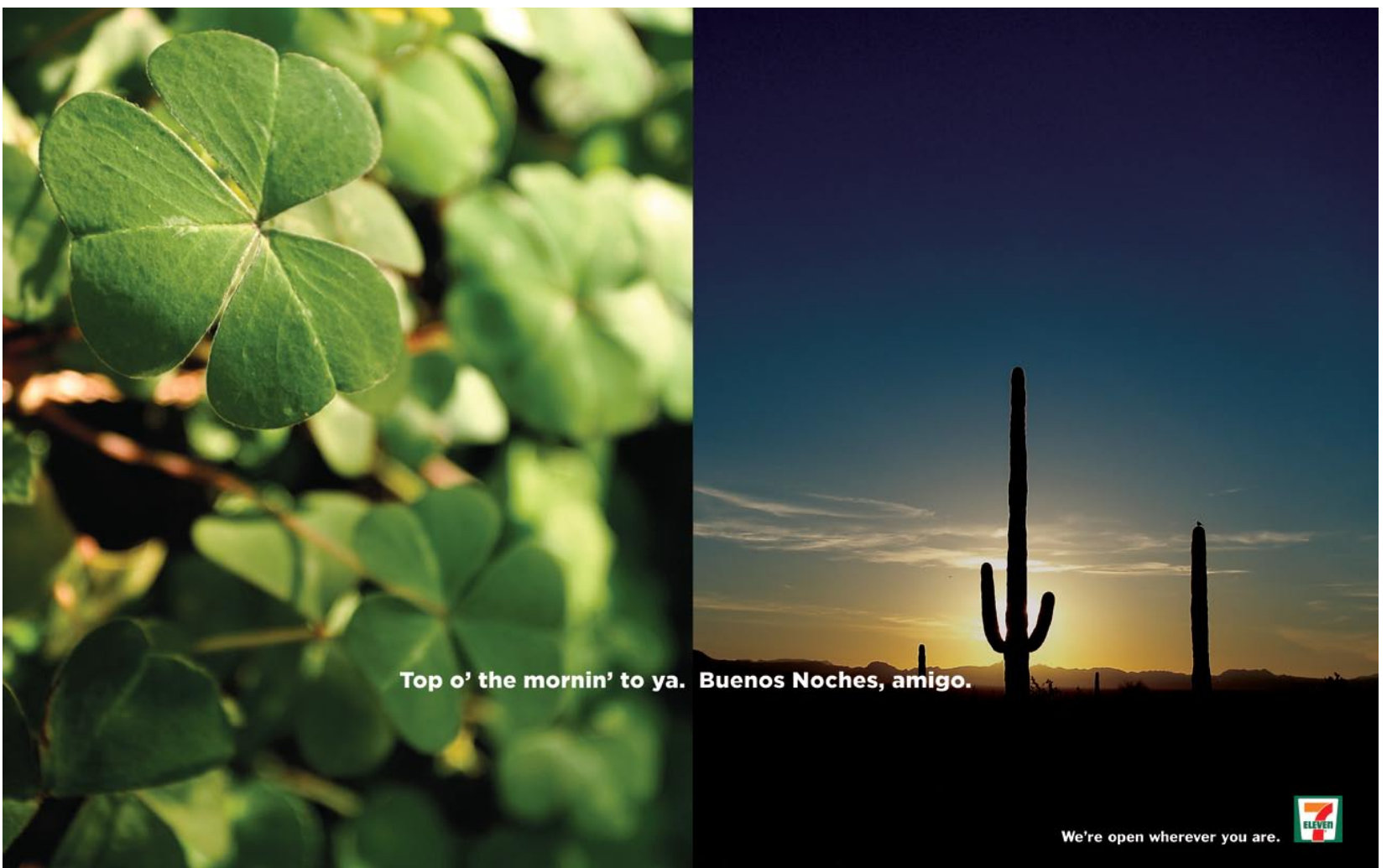
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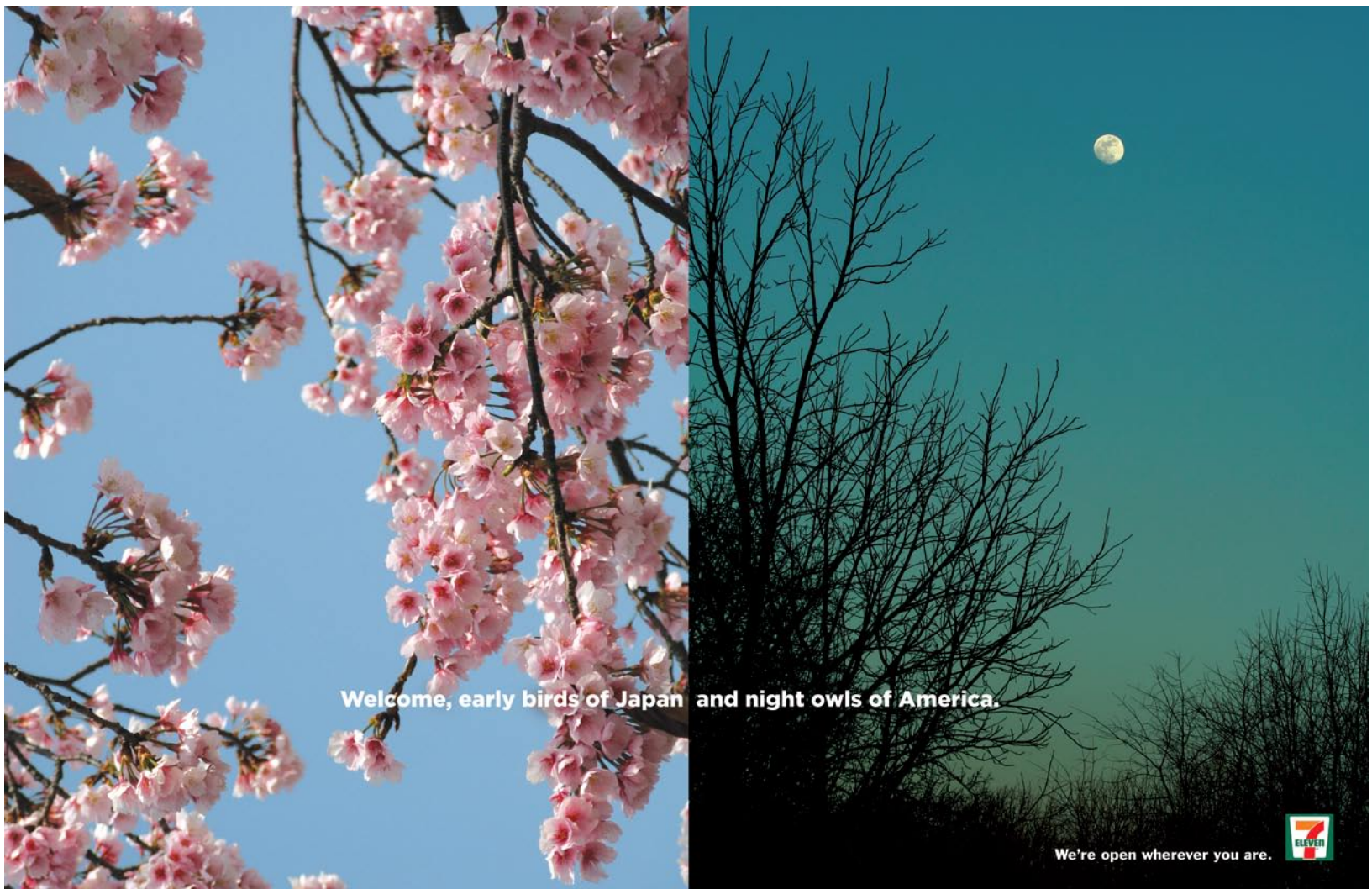




/ mentor: Mikio Osaki  
/ class: Ad Concepts I

7-Eleven





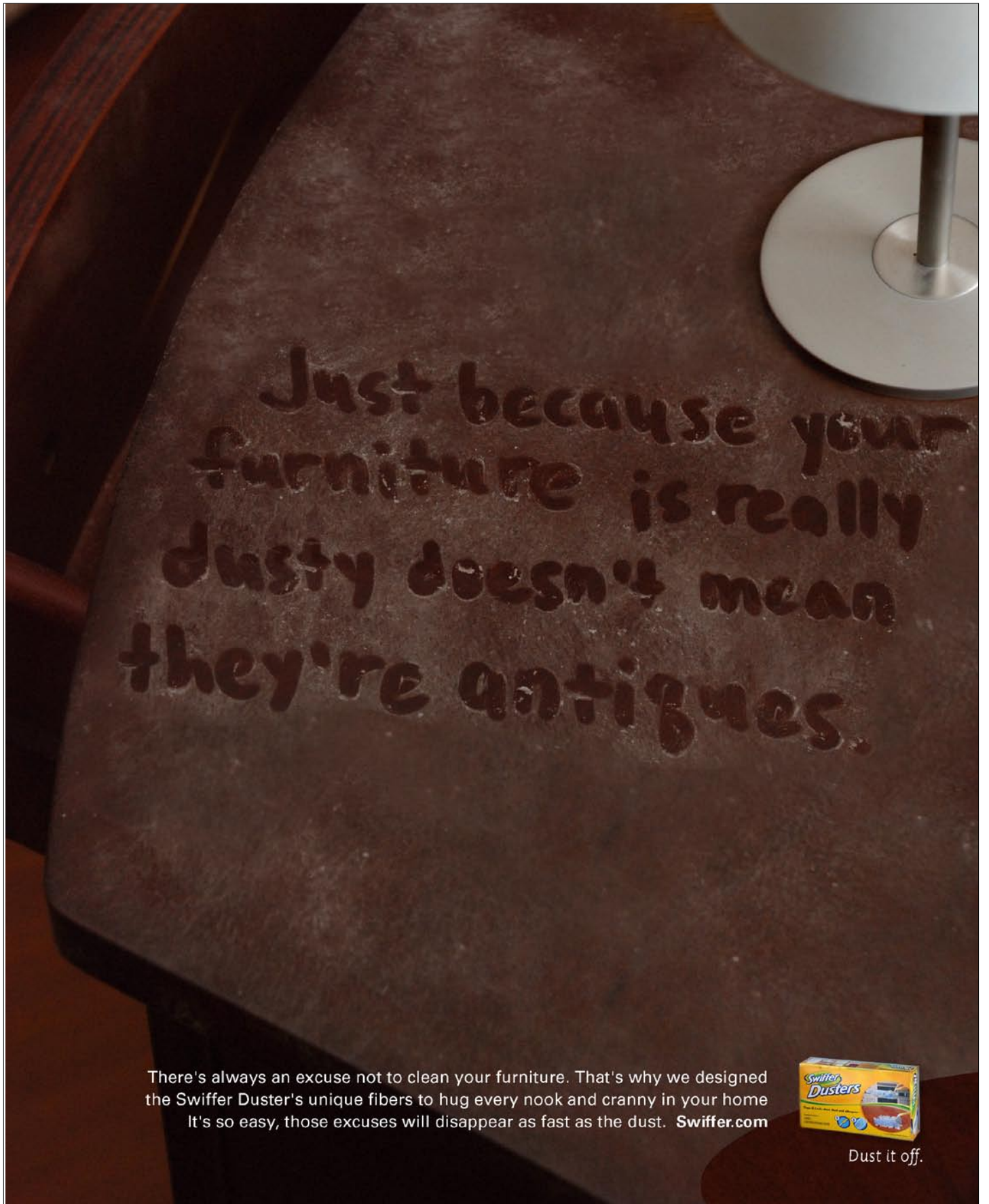
Welcome, early birds of Japan and night owls of America.

We're open wherever you are.






**Swiffer**




Just because your furniture is really dusty doesn't mean they're antiques.

There's always an excuse not to clean your furniture. That's why we designed the Swiffer Duster's unique fibers to hug every nook and cranny in your home. It's so easy, those excuses will disappear as fast as the dust. [Swiffer.com](http://Swiffer.com)



Dust it off.



Spring cleaning  
shouldn't happen  
only in spring.

Since dust piles up every day, keeping your home clean can be tough. So we gave the Swiffer 360 Duster thousands of tiny fibers that pick up twice the dust of a typical feather duster. And that makes cleaning easier than ever. [Swiffer.com](http://Swiffer.com)



Dust it off.



Dust bunnies  
don't make very  
good pets.

Layers of dust can multiply faster than rabbits. But with the Swiffer Duster's extendable handle, you can reach places you never could before. Now there's nowhere for dust bunnies to hide. [Swiffer.com](http://Swiffer.com)



Dust it off.



/ mentor: Allan Manasay  
 / class: Intro to Copywriting  
 / medium: print, non-traditional, in-store

Trader Joe's offers food originating from all over the world, so this integrated campaign was to connect the thought of the travel with the experience of shopping at Trader Joe's.

**Trader Joe's Integrated Campaign : Print**

**TRADER JOE'S**  
 Find your nearest destination at [TraderJoes.com](http://TraderJoes.com)

## Exotic Chips OF THE Eastern Hemisphere

**Taro Vegetable**  
 After biting into this delectable chip, it's easy to see why the Taro root of India was one of man's earliest cultivated crops.

**Parsnip Vegetable**  
 Before the potato arrived from the New World, the parsnip was the ruler of all dishes. And today, it's still satisfying taste buds around the world.

**Cinnamon & Sugar Pita**  
 The seasoning of a chip should never be boring. Especially if it's a pita chip from southern India, the land of spices.

**Pretzel Slims**  
 Pretzels are commonly believed to have originated in Italy, but the idea of the spicy, spreadable Pretzel Slims undoubtedly came from Trader Joe's.

**Veggie & Flaxseed**  
 Traded in India, Flax seeds are fused into crunchy tortillas that come flavored like spinach & garlic, carrot & tomato, and red beet & onion.

**Organic Blue Corn**  
 Blue corn is one of the most unique crops found in the Southwest, and still plays an important role in Native American religious rituals. Since we've turned it into an irresistible chip, it's expected to play an important part in your diet, too.

**Plantains**  
 Sadly mistaken for the banana too often, the plantain is different because it's versatile for both the main dish and dessert. These tasty chips will probably play the same two roles in your meal as well.

**Wasabi Tempura**  
 All three parts of this exotic chip are traded in Japan: the crispy tempura, the exotic seaweed, and the fiery wasabi.

**TRADER JOE'S**  
 Find your nearest destination at [TraderJoes.com](http://TraderJoes.com)

## Dried Fruit OF Asia

**Turkish Figs**  
 The first figs were eaten at about 9400 BC, but its taste and texture will leave you wondering why it hadn't been eaten any sooner.

**Peaches**  
 These sought after fruit of the ancient Chinese emperors have been dried naturally without any sweeteners so that you'll feel like royalty with a bite.

**Dragon Fruit**  
 If the name intimidates you, it might comfort you to know that it's also known as the "strawberry pear." Whichever name it may be called, it's the unique taste and texture of its tiny edible seeds that distinguish it from other fruits.

**Pears**  
 Pear trees are a symbol of spring in Southeast Asia and are commonly used in haikus. But it's the flavor of these pears that'll inspire the love poet in you.

**Apricots**  
 The pit of the apricot is commonly called the stone because of its grainy, hard shell. But we took care of that, so that you can pop these into your mouth like candy.

**Mangos**  
 Labeled as a "superfruit" that combines exceptional nutrients and antioxidant qualities, it's a surprise that the mango is not the national fruit of more countries than just of India.

**Hibiscus flowers**  
 We sweetened and dried South Korea's national flower, so it's as sweet as it is beautiful.

**Kiwis**  
 Green, hairy, juicy, and sweet are characteristics that describe a kiwi from Thailand. We kept all of them but swapped the hairy for dried.

**Pomelos**  
 Native to Southeast Asia, Pomelos are known to be the king of all citrus fruits because of its exceptional flavor and size.





Ground Cayenne

A key ingredient in a whole range of spicy foods, Cayenne keeps people coming back for that burning sensation.



Vanilla Bean

Thanks to Spanish conquistador Hernán Cortés, both the vanilla and chocolate have been introduced to Europe. Since then, it's spread like wildfire throughout the world and probably into your freezer.



Chipotle Chili

These peppers are the main players in most Mexican cuisines because of their mild and earthy spiciness.



Chamomile

The name is a straight translation from Greek, meaning "on the ground" and "apple," due to its apple-like scent. And it is commonly used in teas and dyes.



Oregano

Oregano is considered the salt and pepper of Italy. It's what gives traditional Italian dishes their distinctive taste.



Star Anise

Star Anise plays a major role in traditional Chinese cooking. Maybe its shape isn't such a coincidence.



Pumpkin Seeds

No one should be deprived of pumpkin seeds just because they're not in season. That's why it's traded year-round from Lebanon.



Thyme

Considered the team player of spices, thyme goes well with most herbs and spices without overpowering the dish.



Curry Powder

Curry Powder is just a mixture of various spices, but it's your imagination that keeps the curry dish exciting every time.



Cinnamon

Up to the Middle Ages, cinnamon was highly coveted in the Western world because of its mysterious origins. Today, the cinnamon is still considered a rare treat because of its distinct sweet and spicy scent.





To show customer appreciation, a lost tourist asks the people around him for directions to the nearest Trader Joe's. If the people know where it's located, a giftcard is given.

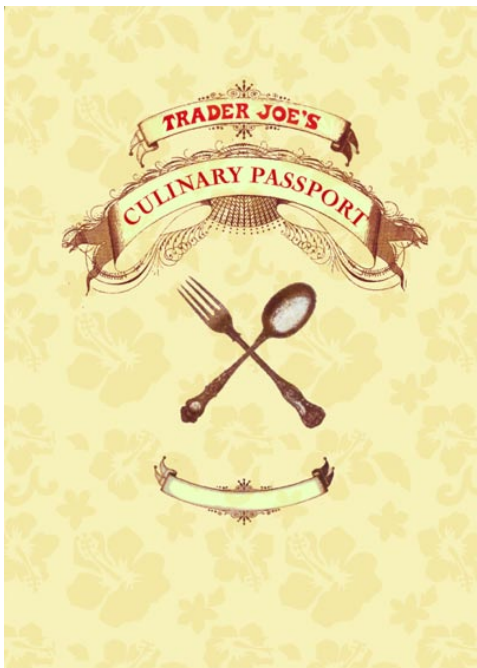
**Trader Joe's Integrated Campaign :Non-Traditional**





Photobooths with the Iconic Trader Joe's sign are set up so that a culinary passport is generated. Travel stamps are distributed when the passport is brought to the check-out. A free raffle for a trip is given everytime a passport is filled.

**Trader Joe's Integrated Campaign :Non-Traditional**





Trader Joe's reusable bags are temporarily designed to look like suitcases. Travel stickers and pins that change monthly are given out at check-out to show the pride of being a Trader Joe's Traveler.

**Trader Joe's Integrated Campaign : In-Store**





/ mentor: Allan Manasay  
/ class: Intro to Copywriting  
/ medium: non-traditional

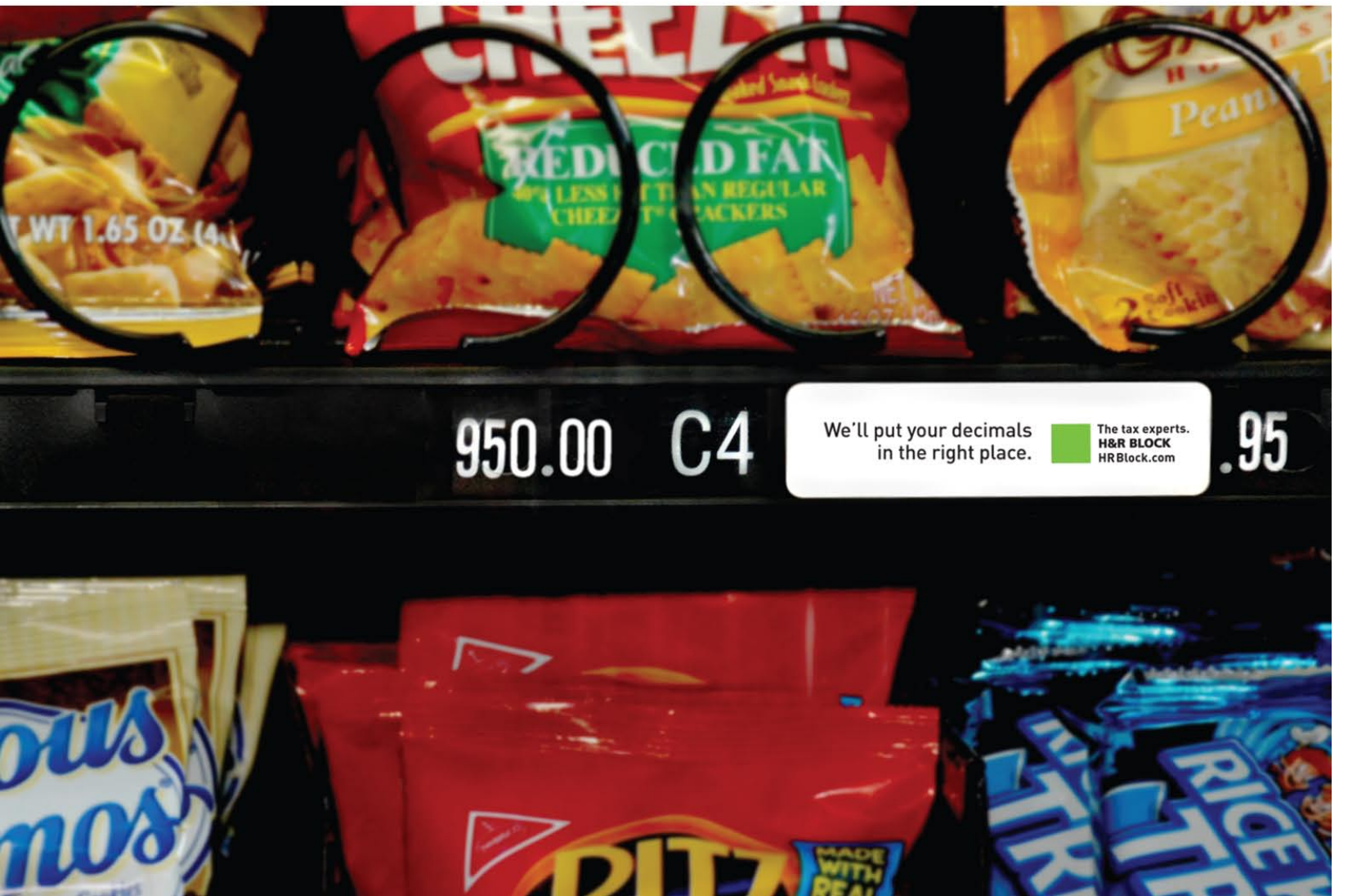
The only time a decimal calls attention to itself is when it's in the wrong place. The power of the decimal is demonstrated through everyday items we purchase, underlining the need for H&R Block's accuracy when filing taxes.

## H&R Block









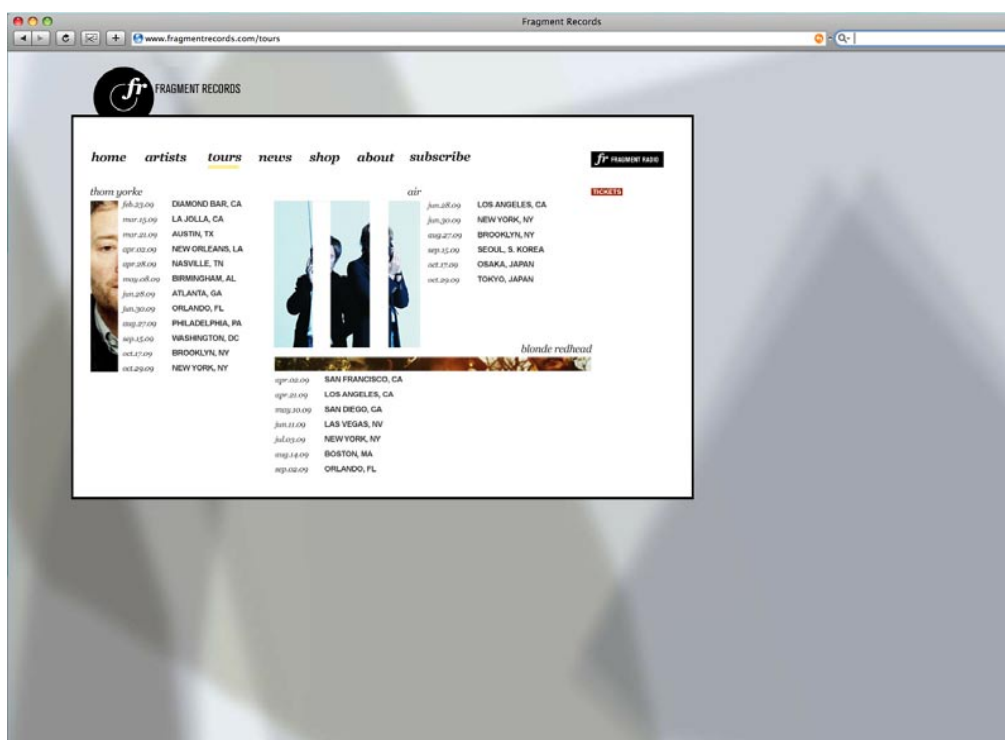
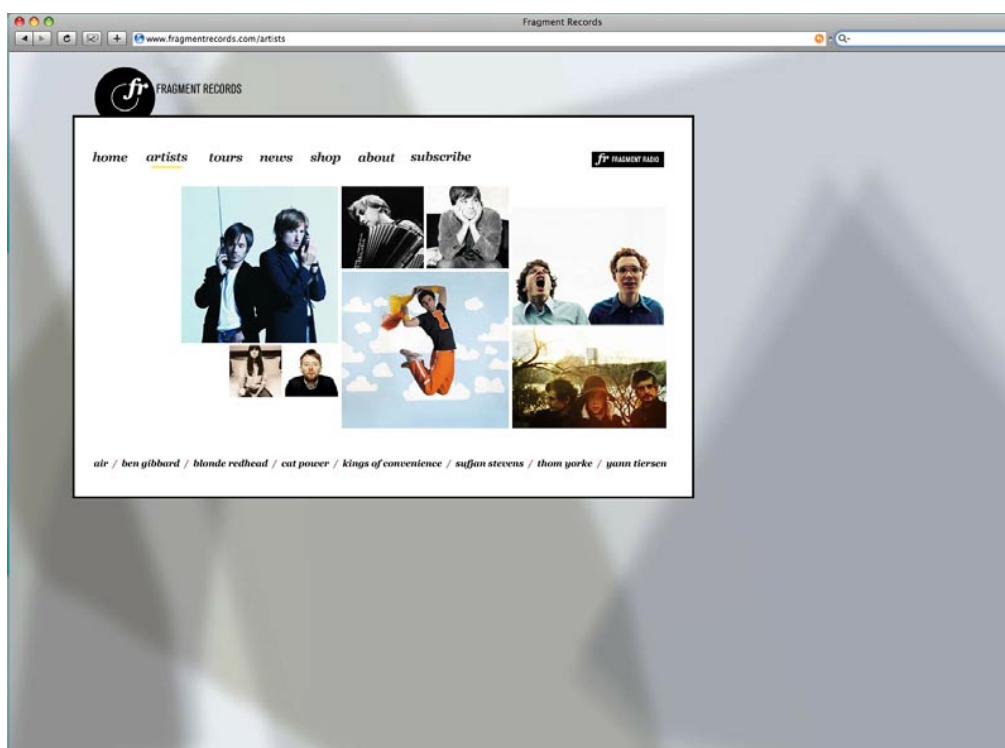
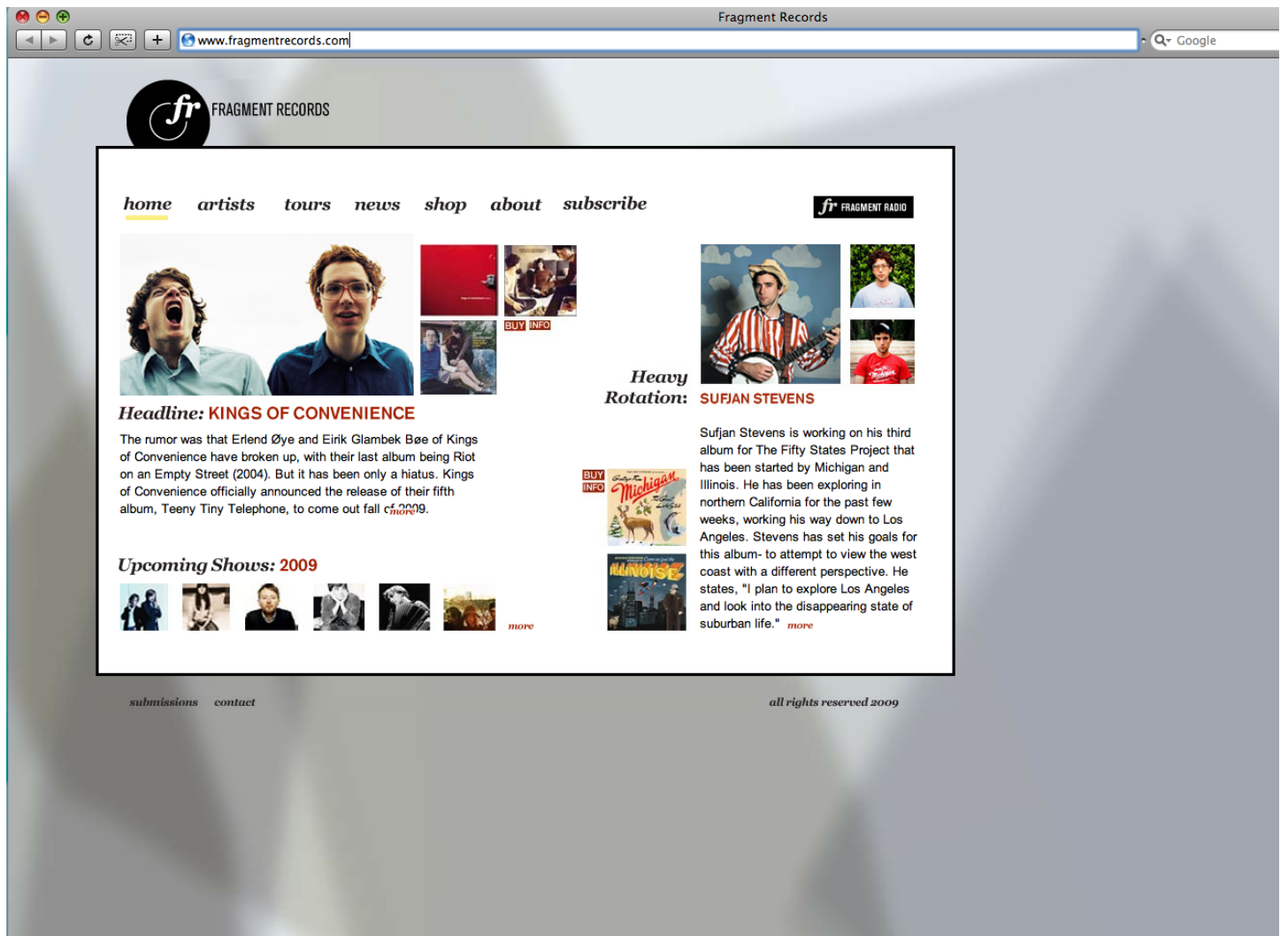


# Web Design

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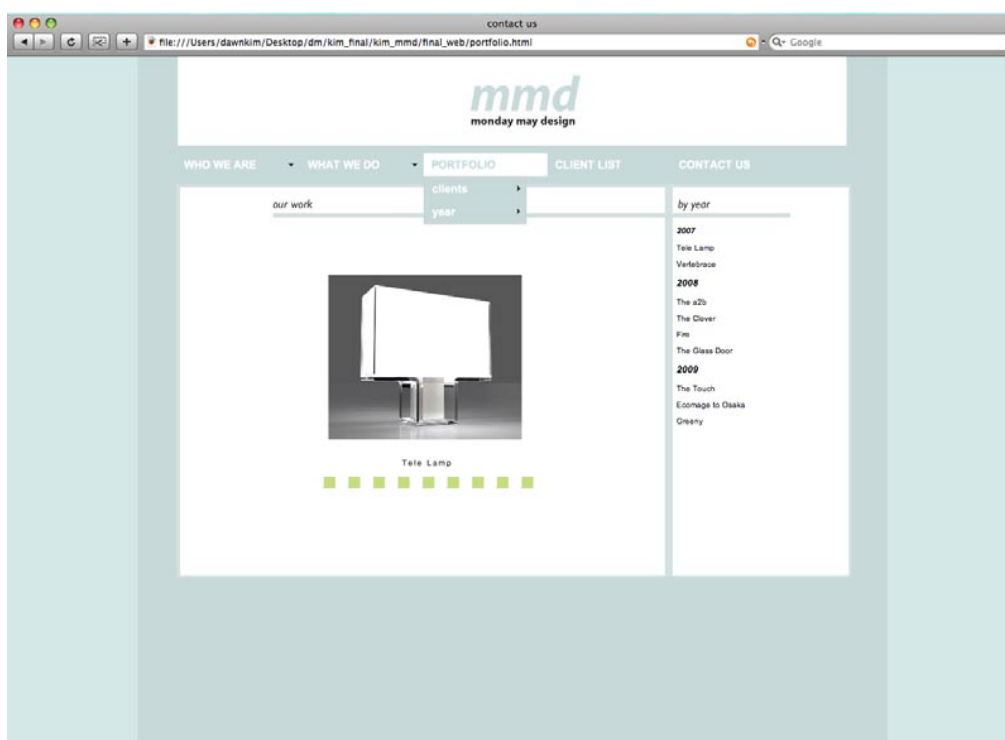
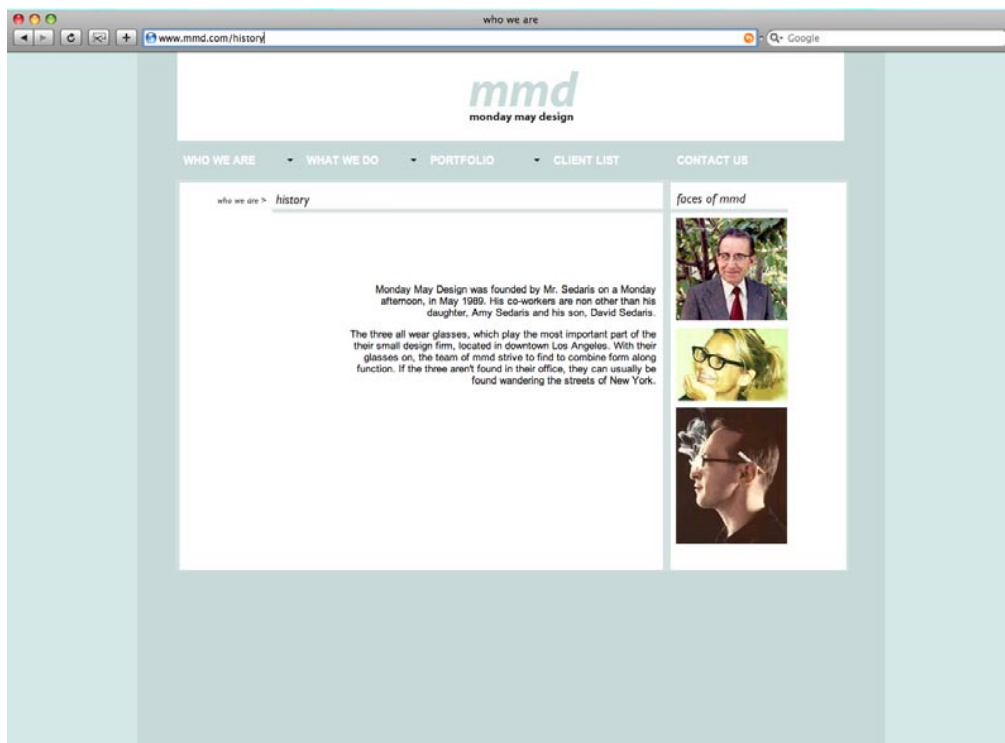
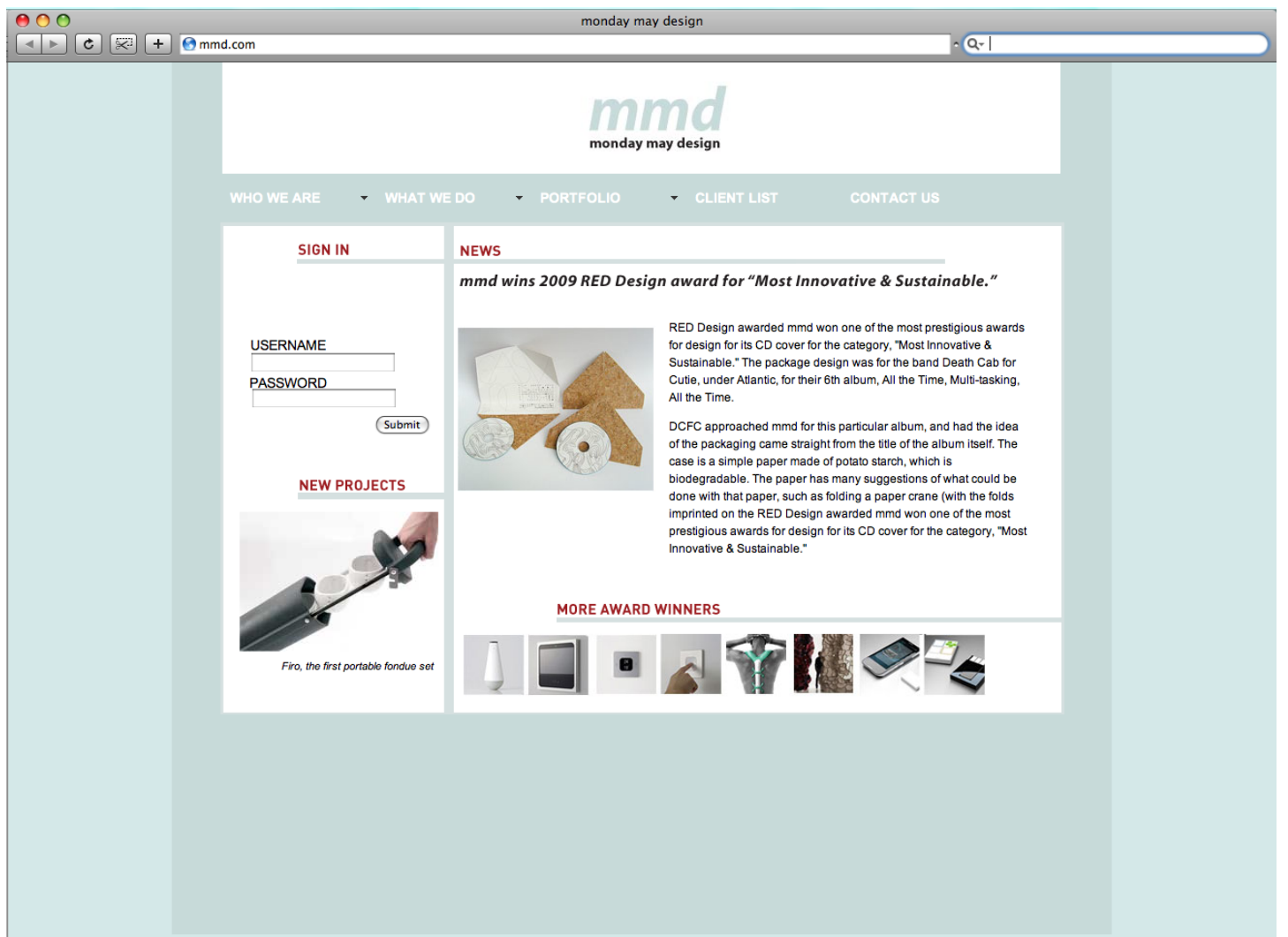
/ mentor: Jamie Cavanaugh  
/ class: Interactive Design

## Fragment Records Website





Monday May Design Website



**Essen Skin Clinic Website**

