

**ADAM**









biomorph



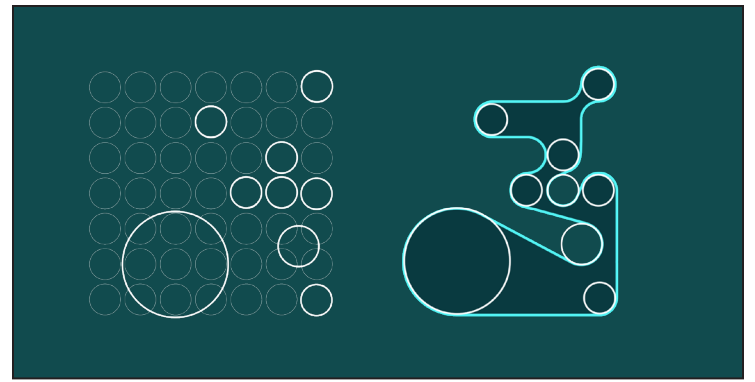
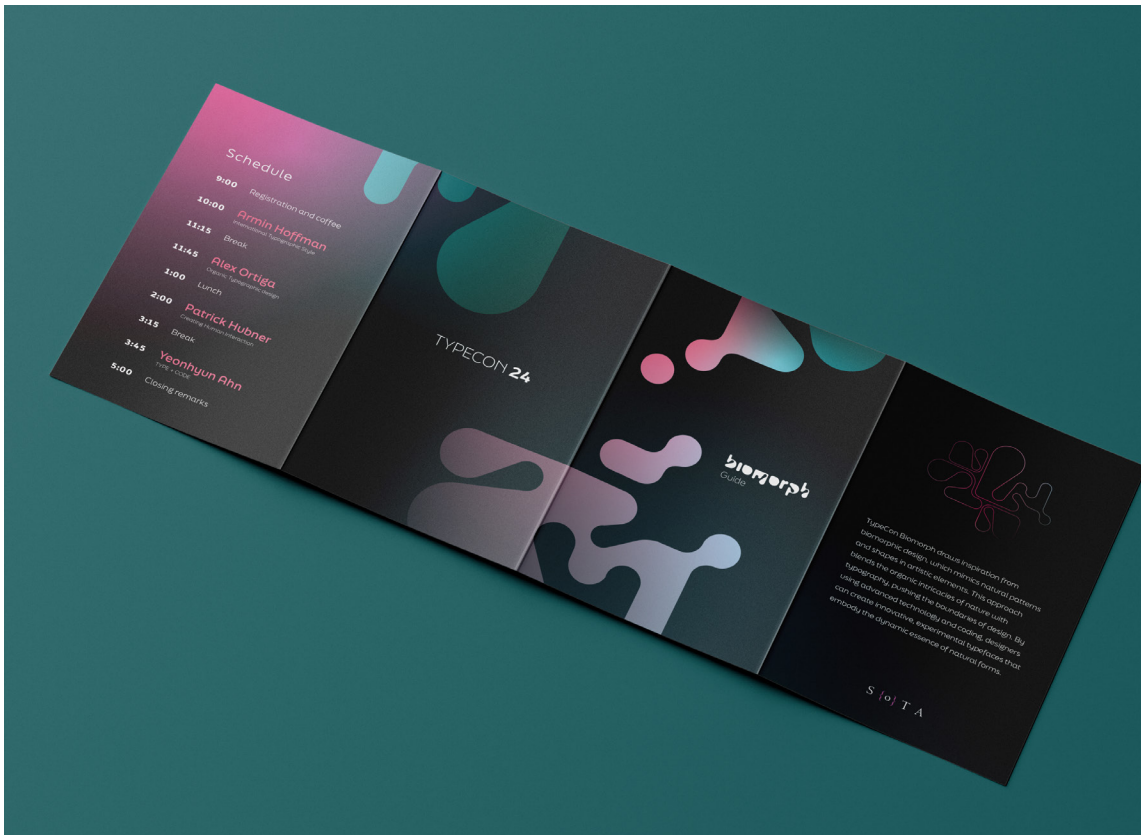
1

# Biomorph

## Typecon Conference

TypeCon Biomorph, an identity system for the international typography conference hosted by the Society of Typographic Aficionados, blends biomorphic design with digital innovation. Inspired by natural patterns, this project features ink blot forms enhanced with artificial auras and vivid colors, embodying the dynamic evolution of typography. My design aims to captivate and engage typography enthusiasts by merging organic aesthetics with modern technology, celebrating the creative potential of experimental typefaces.



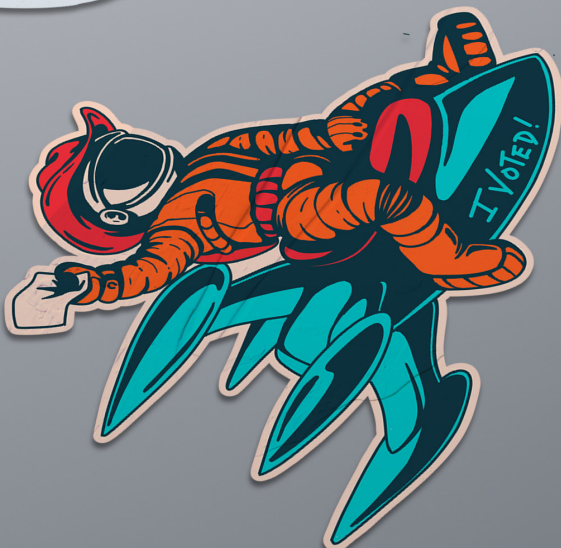




**Yeohyun Ahn**







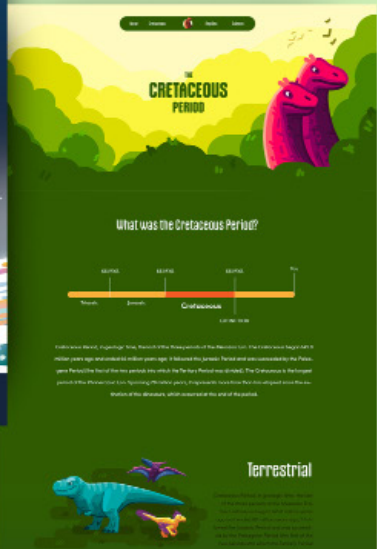
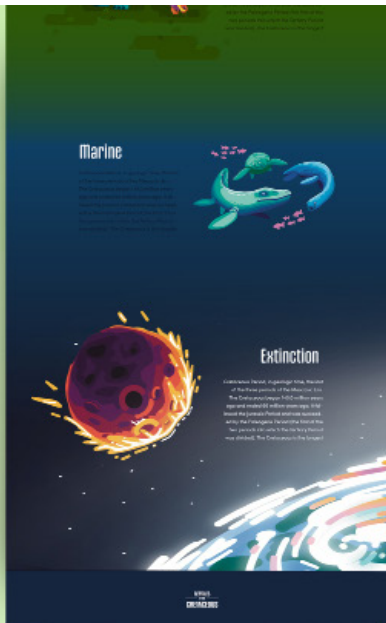
# 2

## Houston, We Have A Ballot!

### Vote Campaign

Houston, We Have a Ballot! is a voting campaign designed to inspire Houstonians to participate in the upcoming election. For this project, I chose to capture the city's unique spirit by combining two quintessentially Houston elements: space exploration and the iconic cowboy. The result is an eye-catching illustration of a space cowboy, a playful yet impactful visual that resonates with Houstonians. This design leverages a bold, accessible visual language, ensuring it grabs the attention of passersby and encourages widespread voter turnout.







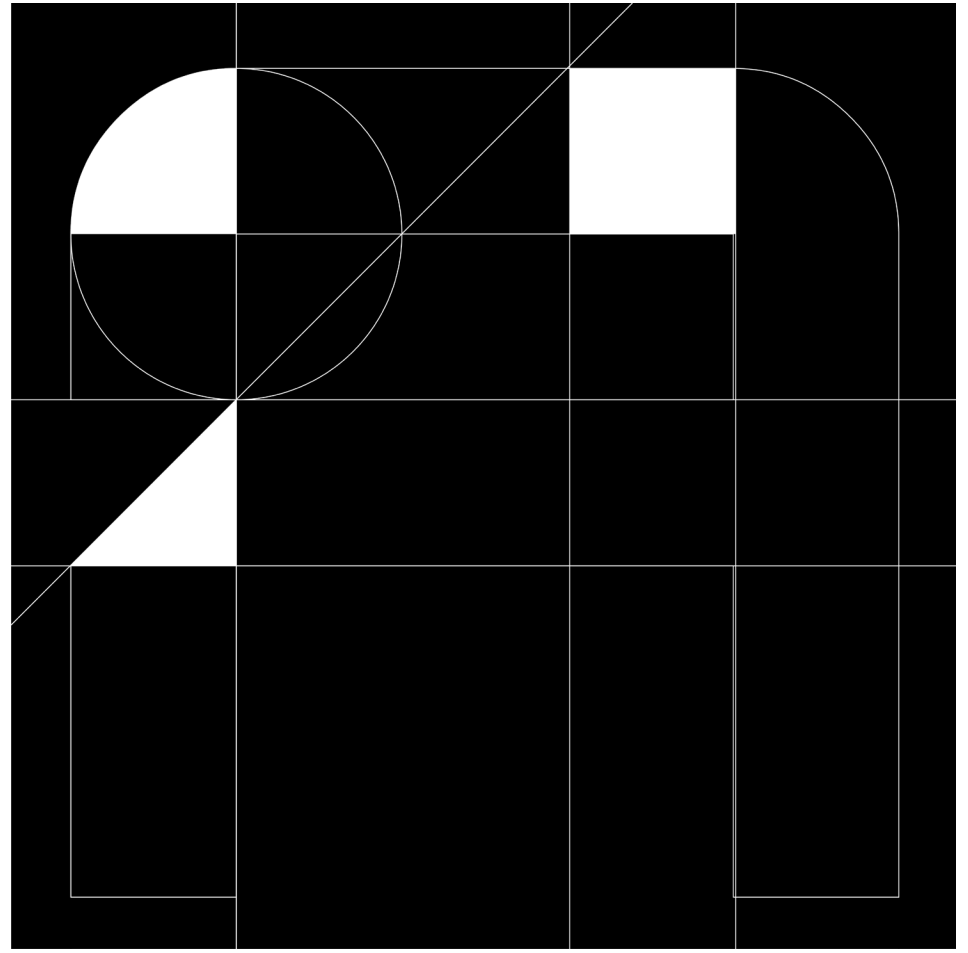
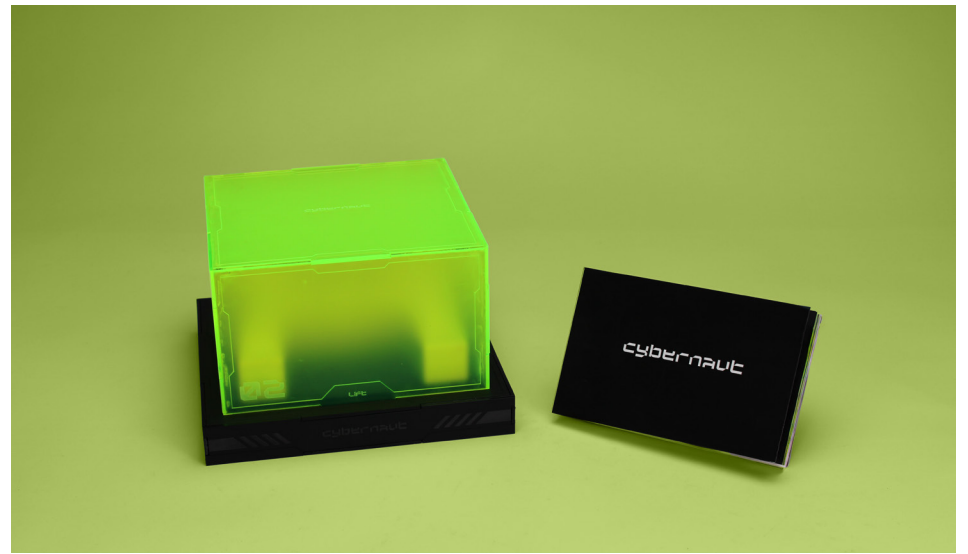
# 3

## Reptiles of the Cretaceous

### Educational System

Reptiles of the Cretaceous is an educational series that includes vibrant booklets, an informative website, and an interactive AR puzzle, all designed to make learning about this prehistoric era both fun and accessible. The series of field guides presents a captivating narrative about the creatures of the Cretaceous, brought to life through vivid illustrations. The companion website offers deeper insights, enhancing understanding with detailed information. Completing the AR puzzle not only provides an immersive experience but also encourages users to engage fully by bringing the ancient world right before their eyes.





# 4

## Cybernaut

### Modular Typeface

Cybernaut is a modular display typeface that draws inspiration from the cutting-edge cyberpunk aesthetic and the classic design of the space age NASA typeface. Crafted using a combination of rounded and angled modules, this typeface skillfully blends elements from two distinct worlds into one bold and innovative font. With its futuristic flair and distinct geometric structure, Cybernaut is designed to captivate and engage, making it ideal for projects that require a strong visual impact and a touch of modernity.

cybernaut

A B C D E F G H I J K L  
M N O P Q R S T U V W X  
Y Z

a b c d e f g h i j k l  
m n o p q r s t u v w x  
y z

0 1 2 3 4 5 6 7 8 9





# 5

## Print Production: A Visual Guide

### Printed manual

In “Print Production: A Visual Guide,” I have transformed the complexities of print production into a visually engaging, isometric world. Each page of this guide features playful, toy-like illustrations of printers and papers, detailed with essential technical specifications. Designed to make the technical aspects of printing both accessible and enjoyable, this guide invites students, designers, and print enthusiasts to explore the art and science behind printed matter. Through this project, I aim to provide an engaging and educational experience, making learning about print production not just informative, but genuinely fun.





# GAMUT

UHGD 24

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

STAND BY  
SIDYAN

LET  
PLAY  
PLAY  
PLAY

TIME  
LINE

LET  
PLAY  
PLAY  
PLAY

UNITY

UNITY



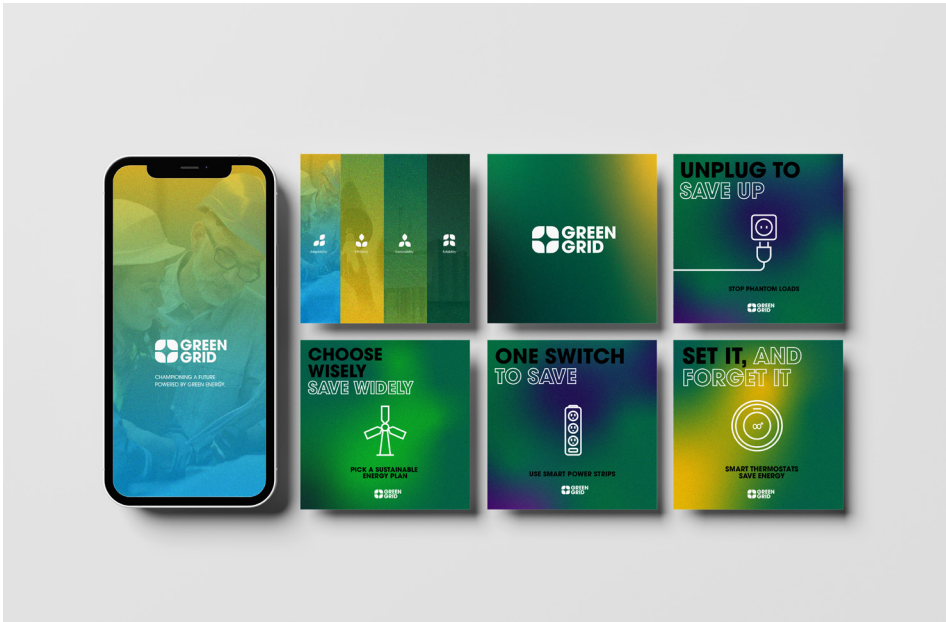
# 6

## Gamut

### Senior Exhibition

“Gamut” was a key project for my senior exhibition, where my team and I were tasked with bringing our brand to life in a three-dimensional space. This project was one of the largest I’ve undertaken, encompassing everything from detailed floor planning to comprehensive logistics, all meticulously crafted to represent the interests of the 22 students involved. At the heart of the exhibition, we designed a physical centerpiece consisting of a set of cubes. These cubes served as the foundation for projection mapping, creating a visually stunning display of three-dimensional motion graphics.







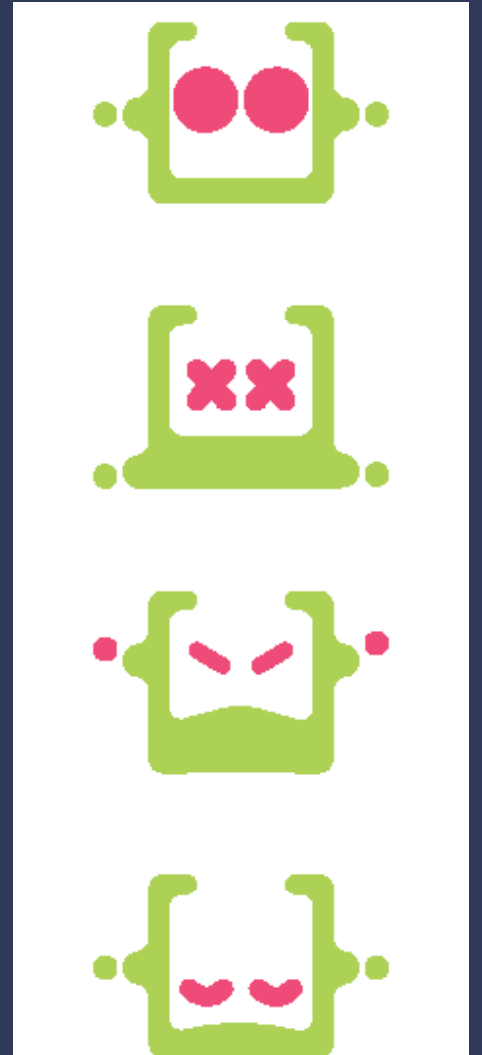
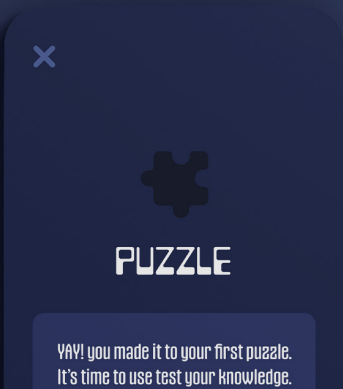
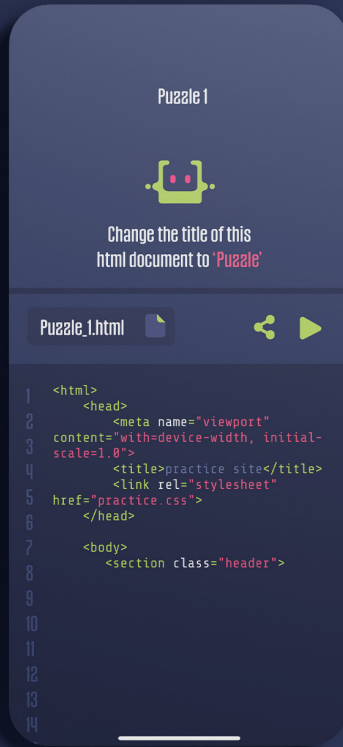
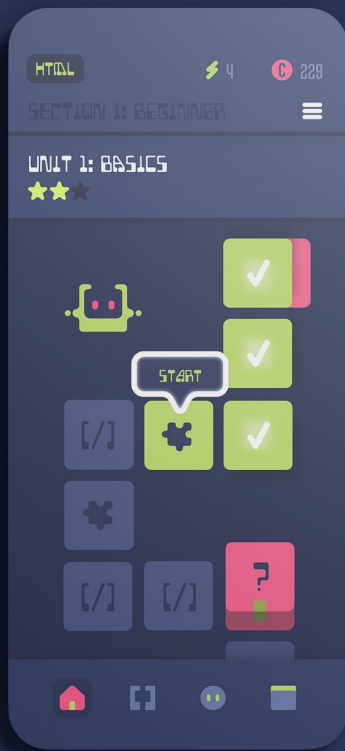
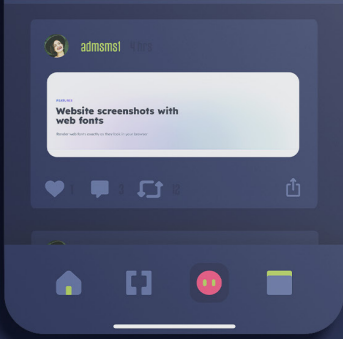
# 7

## Green Grid

### Social Campaign

“Green Grid” is a social campaign advocating for a sustainable and resilient energy infrastructure. It promotes the adoption of environmentally friendly practices and technologies to modernize the power grid. The campaign aims to raise awareness about the importance of transitioning to renewable energy sources and implementing smart grid solutions. It emphasizes the need for a greener, more efficient grid to meet the challenges of a changing world.



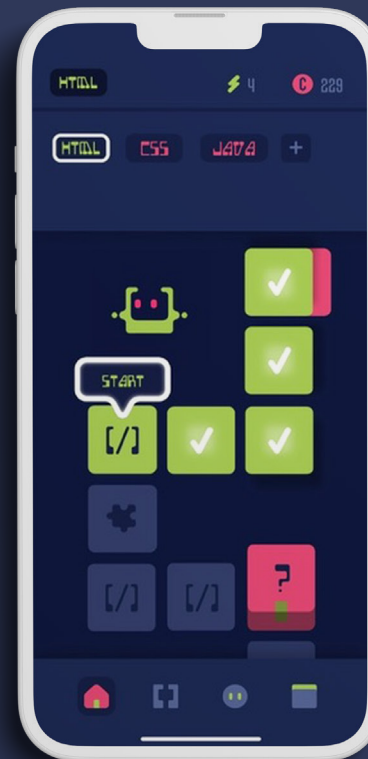


# 8

## NOCODE

### Educational App

Nocode is an educational app designed to make learning various coding languages both engaging and accessible. By adopting a gamified approach, Nocode transforms the learning process into an enjoyable experience. To guide and encourage users throughout their coding journey, I've introduced a friendly robot mascot — Noi. The app is meticulously crafted with features that enhance the learning experience, utilizing vibrant visual elements to maintain user engagement and facilitate a deeper understanding of coding concepts.



Death

death

paradise

paradise

no

no

NEVER

no

no

no

no

no

# 9

## Kinetic Haiku

### Motion

Inspired by Billie Eilish, this haiku has been transformed into a visual narrative that explores themes of reflection and vengeance. The piece begins with a dramatic introduction, capturing the writer's intense internal debate. As the story unfolds, the atmosphere darkens, and the visuals become more intricate, mirroring the writer's journey toward realization. The haiku culminates in a delicate revelation and a subtle release, signifying the writer's newfound understanding.

