

Symposium Presentation Sequence

This sequence is organized into four Thematic Threads that run parallel to each other, demonstrating how structure, cultural specificity, and critique all led to my current position

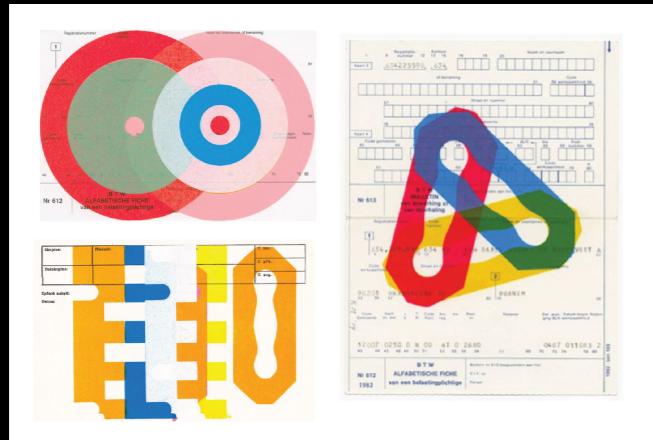
Thematic Thread 1: The Formal Engine

How rules and constraints were first established and utilized as a creative engine

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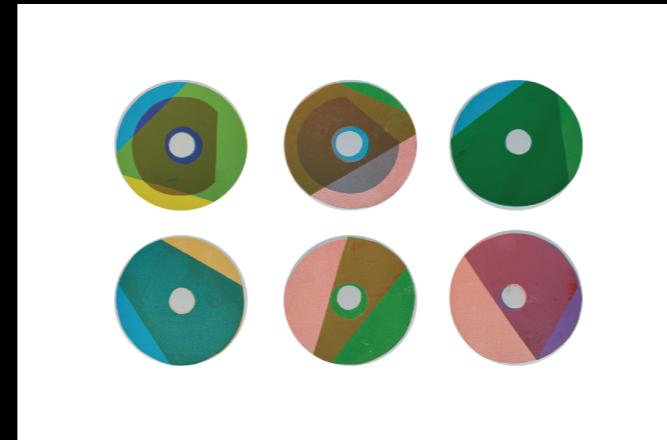
How rules and constraints were first established and utilized as a creative engine

Karl Martens' Prints

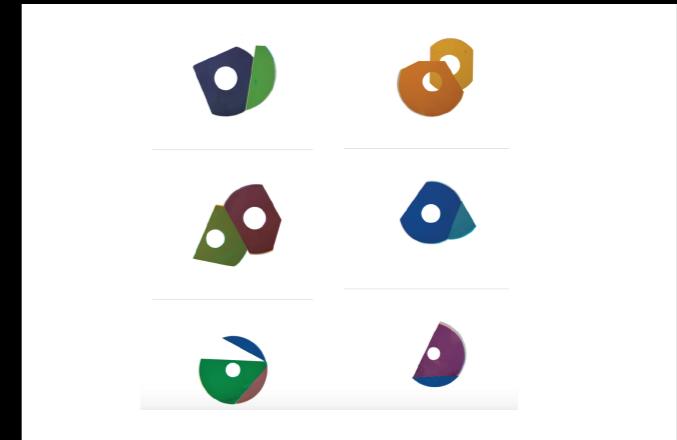


Initial manual study of repeating, layering, and rotating shapes (Intuition)

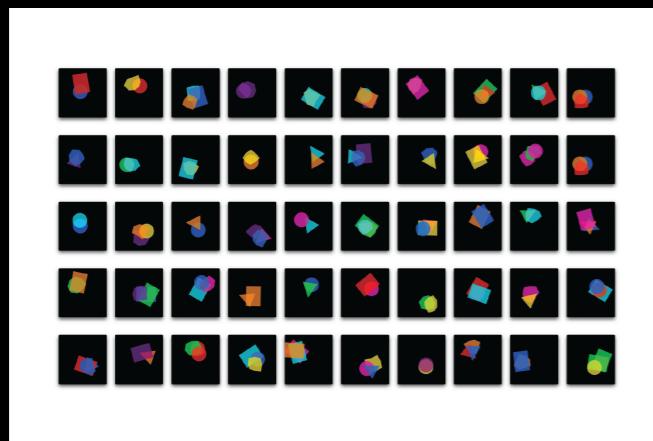
Silkscreen Fragment Recombinations



Experimenting with chance and structural fragmentation

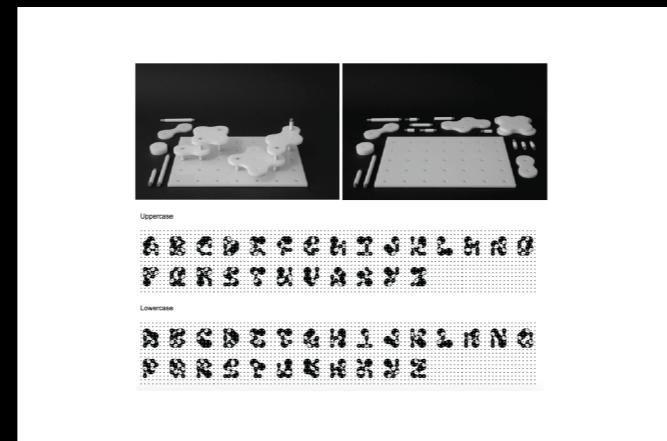


DSjs Random Generator

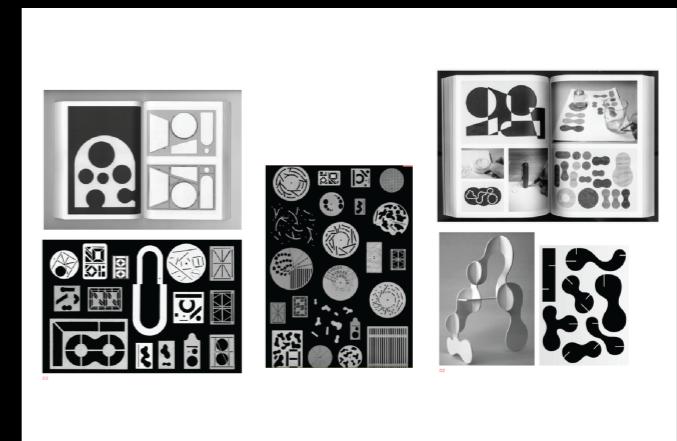


The shift to designing conditions and parameters via code

Karl Nawrot's Brew Typface

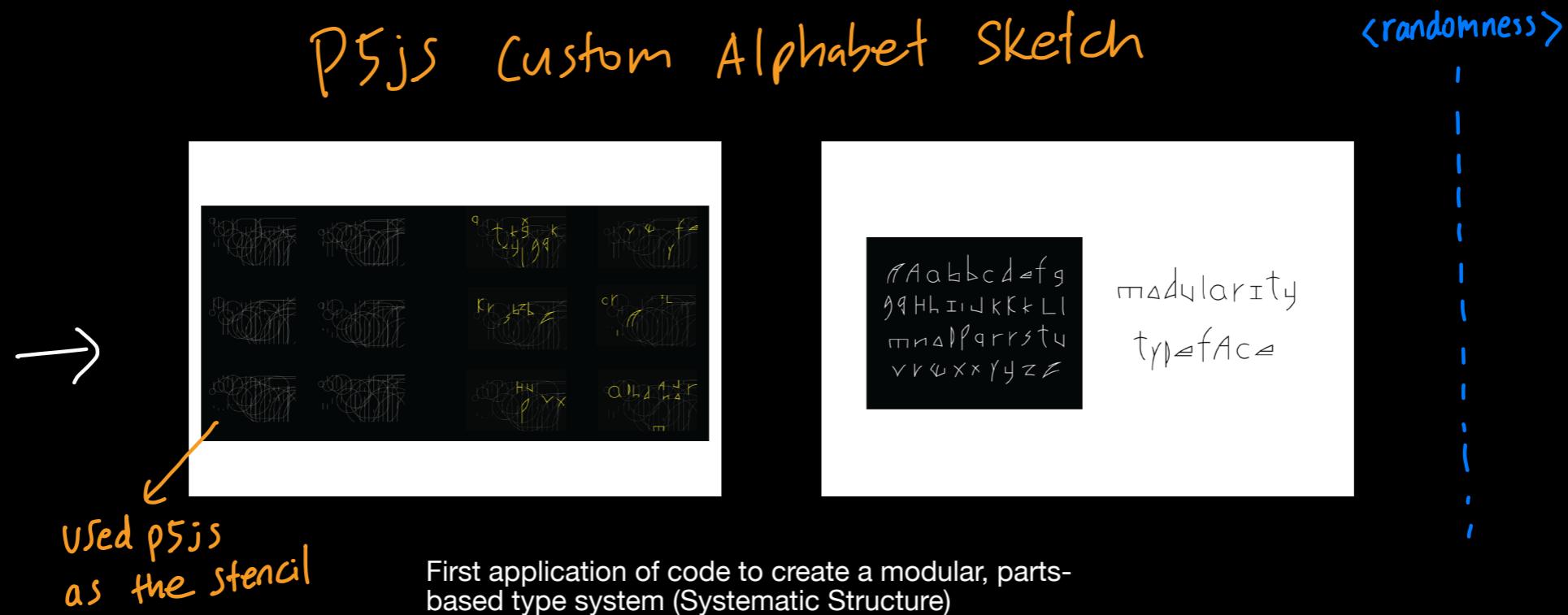


Using stencils as tools to construct letters, validating the rule-based approach



Thematic Thread 1: The Formal Engine

How rules and constraints were first established and utilized as a creative engine



**Thematic Thread 2:
Specificity & Cultural Anchor**

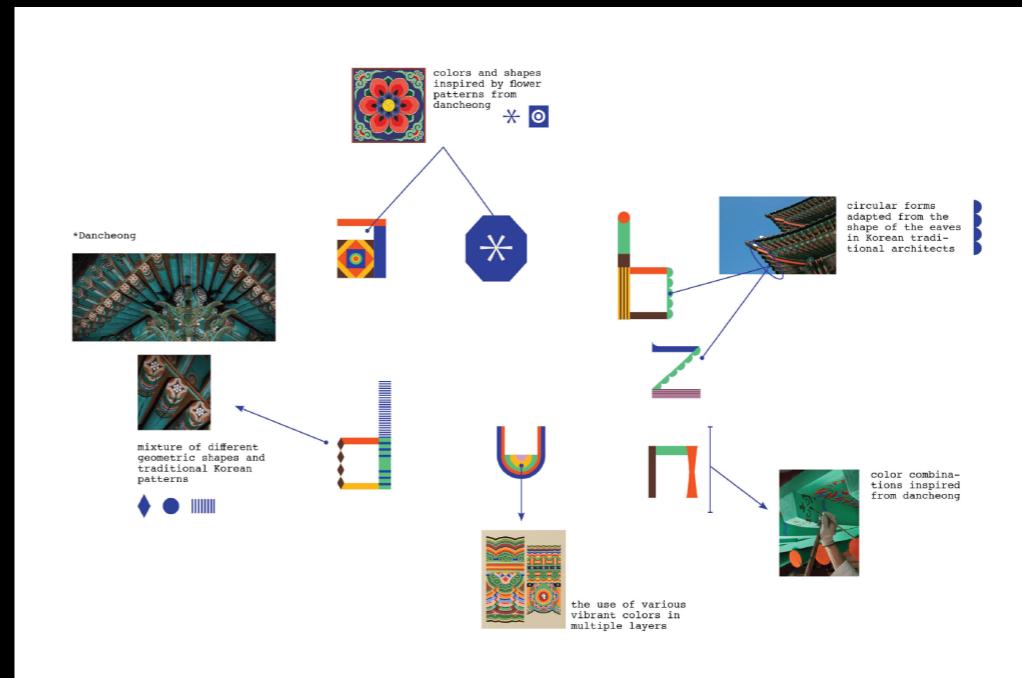
From abstract randomness to culturally
grounded and individualized meaning

Thematic Thread 2: Specificity & Cultural Anchor

modularity
typeface

Realized that
abstract forms
require cultural
grounding for
aesthetic drift

From abstract randomness to culturally
grounded and individualized meaning



Dancheong
Motifs
&
Modular
Extraction



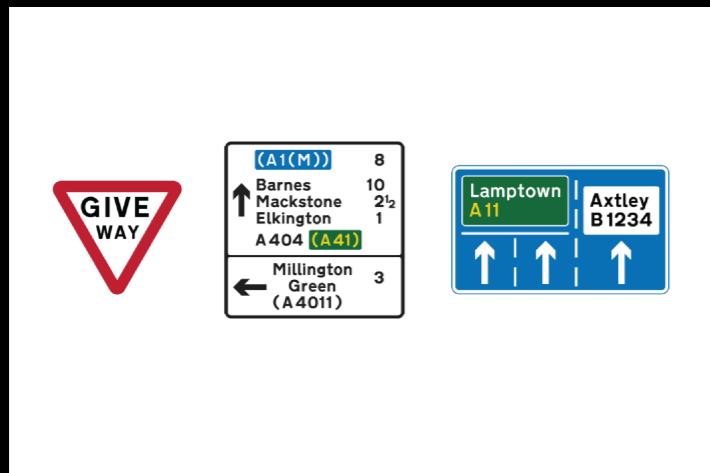
Dancheong
Typesystem

Thematic Thread 3:
System & Malfunction

Confronting the universal generalized system

Thematic Thread 3: System & Malfunction

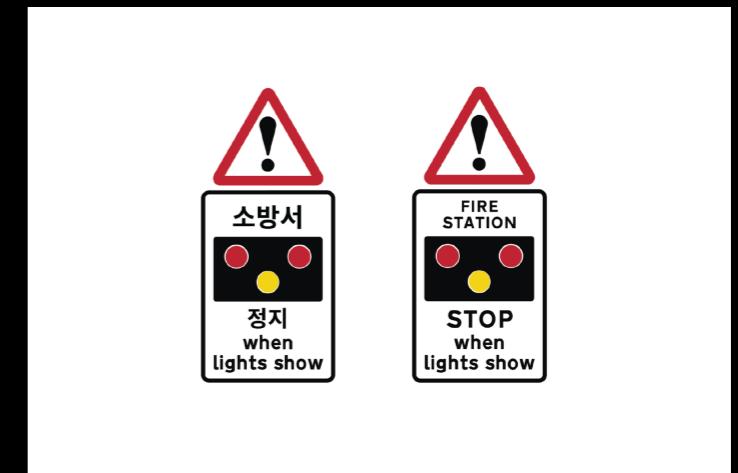
System Target: Universal Authority



Identifying the UK Road Signage System as the universal authority



Highlighting the collapse of arrow logic or grid alignment (Proving System Fragility)



Showing the breakdown caused by mixing English and Korean text

Atelier Hoko's "A Daily Act : Workbook"

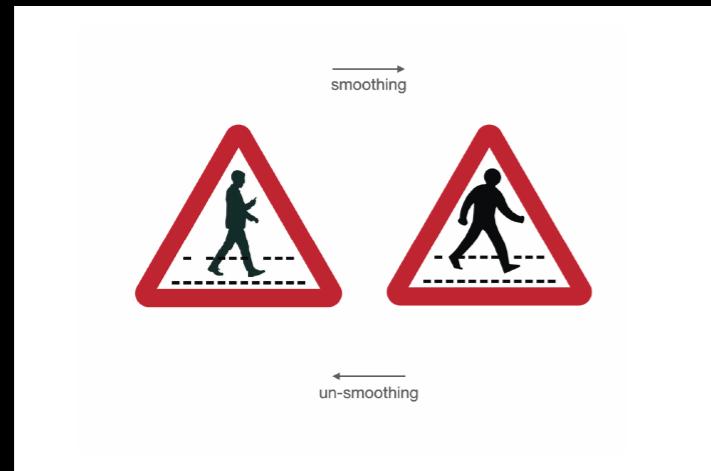


The conceptual bridge extending the system critique from macro-signage to the micro-system of daily routine

Confronting the universal generalized system

Thematic Thread 3: System & Malfunction

"Unsmoothing" Defined



The process is necessary to reintroduce specific context (friction and complexity) into abstract systems

In graphic design, smoothing operates at several levels:

Level	What gets Smoothed	Why?
Aesthetic	Roughness, inconsistency, texture	To achieve harmony, "good taste"
Systemic	Complexity, local variation	To enable standardization and scalability
Behavioural	Confusion, hesitation	To make user experience "frictionless"
Cultural	Diversity, uncertainty, conflict	To maintain universal accessibility or neutrality

→ Smoothing keeps systems legible and efficient, but it also erases the politics and decisions that make them

Dieter Ram's Subtractive Smoothing

1. Good design is innovative
2. Good design makes a product useful
3. Good design is aesthetic
4. Good design makes a product understandable
5. Good design is unobtrusive
6. Good design is honest
7. Good design is long-lasting
8. Good design is thorough down to the last detail
9. Good design is environmentally-friendly
10. Good design is as little design as possible

Reference that is
in tension

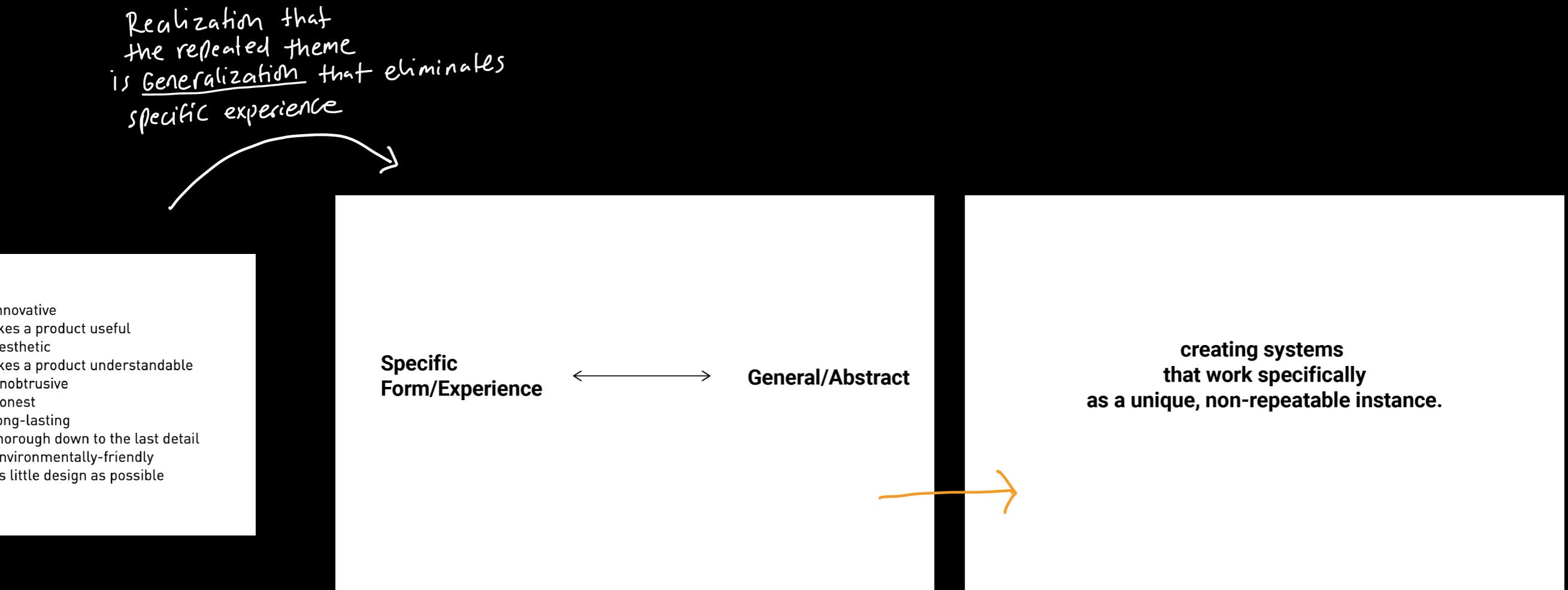
The written critique of the philosophy that
seeks to eliminate complexity for efficiency

Thematic Thread 4:
Triangulation and New Practice

Synthesizing the conflict and articulating the final position

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Projection Forward



Designing for Specificity

Prioritizing the reclamation of specific, singular reality over abstract standardization

See how I can apply personalized parameters to create specific form/experience

→ I'm interested in shapes/forms

↓
letter forms

↓
apply personalized
parameters

• Concept of Atypography?

Contemporary art movement that uses abstract, artistic fonts to visually transform words, obscuring text at first glance while keeping it fully readable

↓
Designing methods for
individualized experiences

↓
unique, non-repeatable
instance of a letter

↳ meaning is dependent
on its internal structure & context