

## 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

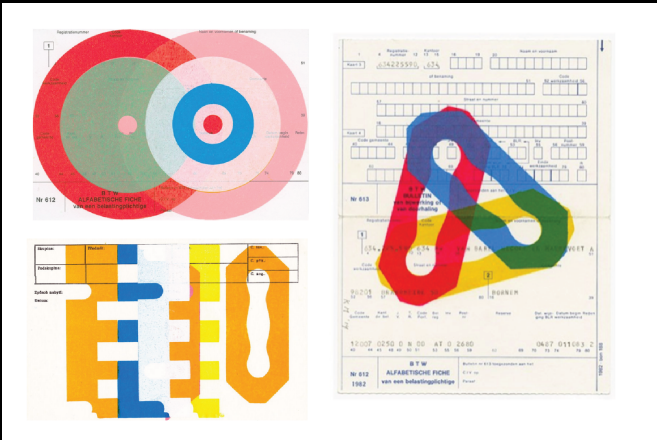
## Thematic Thread 1: The Formal Engine

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

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The Formal Engine

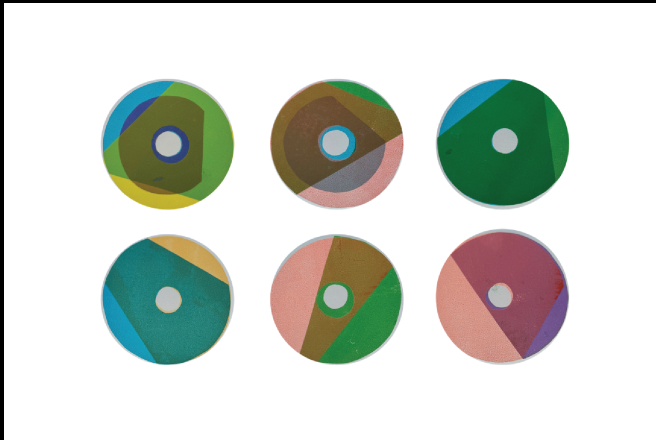
How rules and constraints were first  
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Karl Martens' Prints

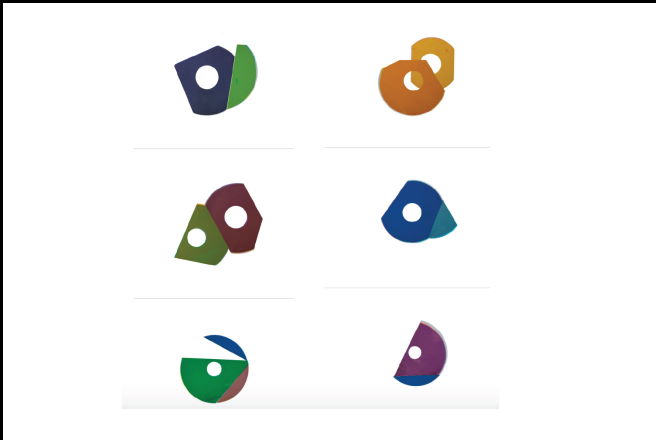


Initial manual study of repeating,  
layering, and rotating shapes (Intuition)

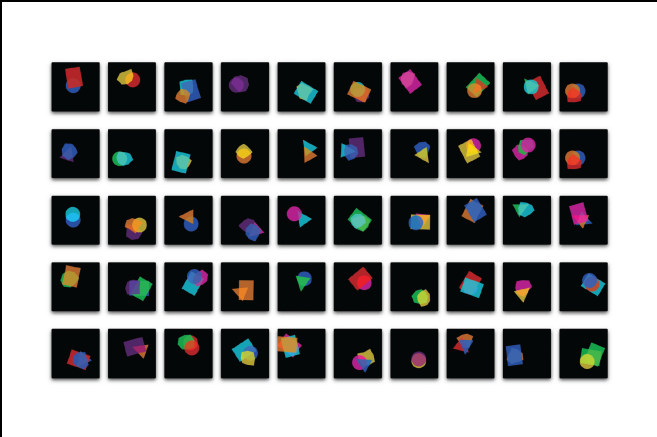
Silkscreen Fragment Recombinations



Experimenting with chance and  
structural fragmentation

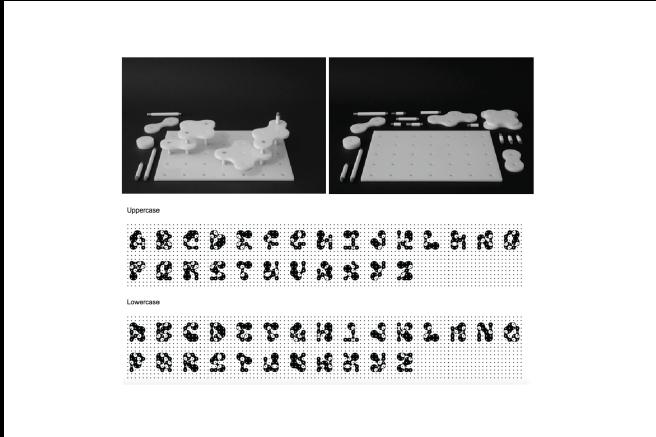


D5js Random Generator

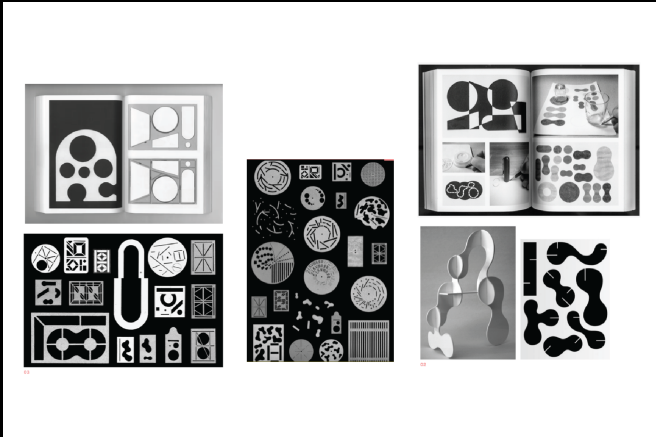


The shift to designing conditions and  
parameters via code

Karl Nawrot's Bren Typeface



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

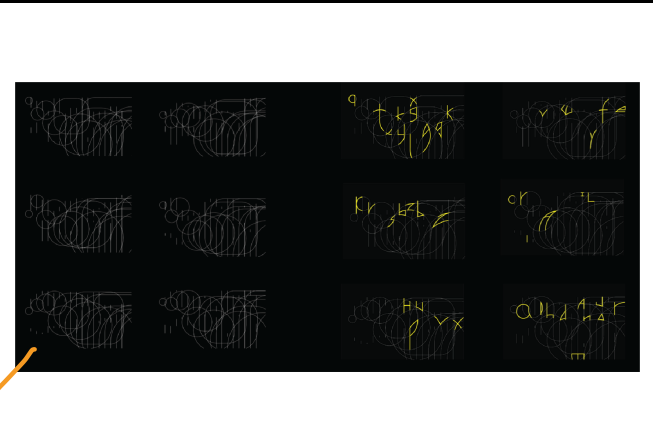


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The Formal Engine

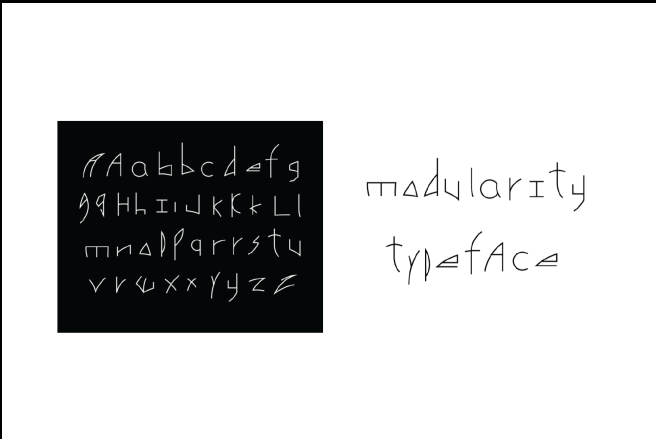
How rules and constraints were first  
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P5js Custom Alphabet Sketch

<randomness>



used p5js  
as the stencil



First application of code to create a modular, parts-  
based type system (Systematic Structure)



Thematic Thread 2:  
Specificity & Cultural Anchor

From abstract randomness to culturally  
grounded and individualized meaning

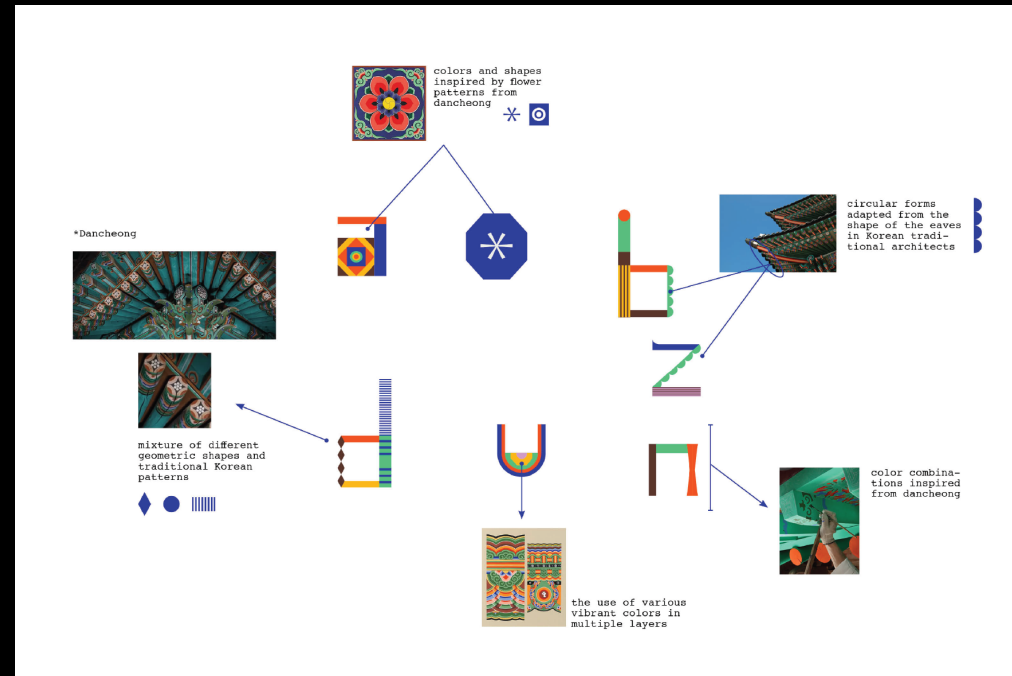
## Thematic Thread 2: Specificity & Cultural Anchor

From abstract randomness to culturally grounded and individualized meaning

Realized that  
abstract forms  
require cultural  
grounding for  
aesthetic drift

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

modularity  
typeface



# Dancheong Motifs & Modular Extraction

Formed Letters:

The colors:



Modular Parts:



# Dancheong Type system

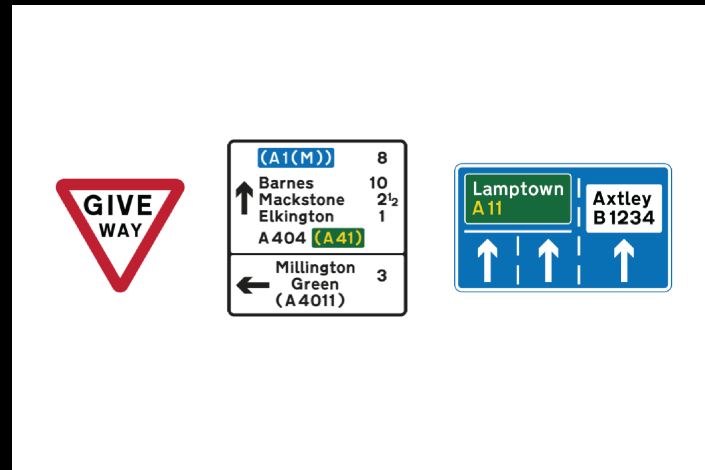
## Thematic Thread 3: System & Malfunction

Confronting the universal generalized system

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## Confronting the universal generalized system

### System Target: Universal Authority



Identifying the UK Road Signage System as the universal authority

### Signage Disruption

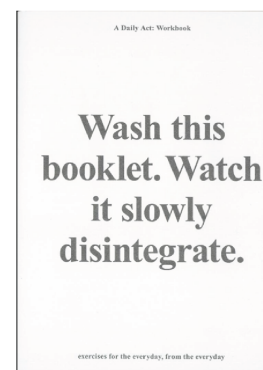


Highlighting the collapse of arrow logic or grid alignment (Proving System Fragility)



Showing the breakdown caused by mixing English and Korean text

### Atelier Hoko's "A Daily Act : Workbook"

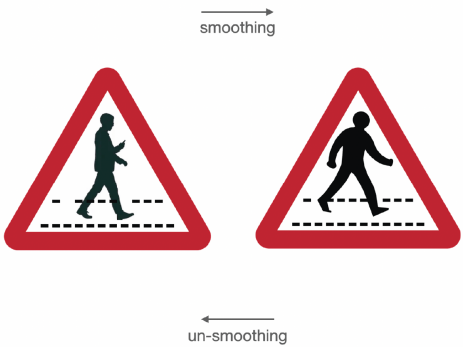


The conceptual bridge extending the system critique from macro-signage to the micro-system of daily routine

Thematic Thread 3:  
System & Malfunction

Confronting the universal generalized system

"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

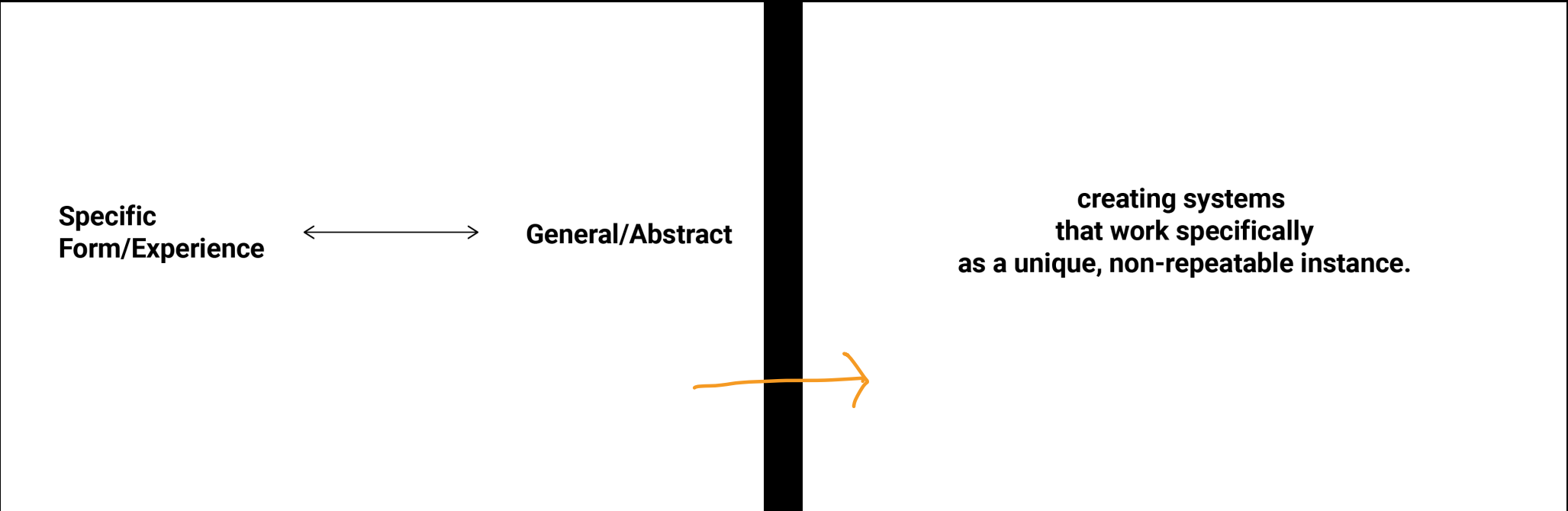
Synthesizing the conflict and articulating the  
final position

Thematic Thread 4:  
Triangulation and New Practice

Synthesizing the conflict and articulating the  
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Realization that  
the repeated theme  
is Generalization that eliminates  
specific experience

- innovative
- creates a product useful
- esthetic
- creates a product understandable
- unobtrusive
- honest
- long-lasting
- thorough down to the last detail
- environmentally-friendly
- as little design as possible



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Triangulation and New Practice

Synthesizing the conflict and articulating the  
final position

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?

↓  
Designing methods for  
individualized experiences

↓  
unique, non-repeatable  
instance of a letter

↳ meaning is dependent  
on its internal structure & context

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