



hoi man mak



JENGALAND

YOUNG HA KIM

ALL THINGS BIZARRE

The complex architecture environment in this small island stressed with 7,447,817 people and on growing population together. The system of the Jengaland when the society changed so fast that people facing difficult to survive. Human is just part of the reproducible elements in this Bizarre System.

ALL THINGS BIZARRE

JENGALAND

YOUNG HA KIM

TUTTLE

All Things Bizarre

book cover design
illustration

Design Objective

The whole series is a collection of three books that about the hidden situation happened in the small island, Hong Kong. The bizarre system that still in use in the city as a complex cycle with unsolved problems appear times to times just replaced with another name with another issues. Still, the city can survive at this moment with an unequal balance with numerous hidden questions waiting to be discovered.

Solution

Jengaland” is the first book from the “All Things Bizarre” series which wrote by Young Ha Kim. It is about the unbalance social system in Hong Kong, where overpopulation existed and people are focused to live in small apartment s and spent an unexpected amount of money to rent a place to live. The inhumanity issue not just affects the architecture design in this island, but also transferred the social environment here which people just focus on finding higher income to pay their housing issue. There is no “home” for people to live in as the young generation could not afford higher rent. Like the game Jenga, nothing is stable, even it balance will at this time, it will eventually fall.

Concept

The book series “ All Things Bizarre” is talking about the weird things happened in Asia. The series is formed by three separate books “Crazy Ads, Crazy life”, “Living in an imaginary world”, “Pop of Air”, “Jengaland”, and “Spickle Fade.

Creative Strategy

As the subway located in Savannah, which mainly focuses on tourism and universities. The design should show the unique features of Savannah, to advertise the city.

Direction + Design

The design has to focus on local and international students; it may include more than one languages for people to understand the system. The design will use visual elements, such as color, lines, typography, and photography that represent Savannah to the design.

Media 1: Brand identity

The subway brand information, such as logo, letterhead, pass and tickets, print advertisement, and brochure.

Media 2: Subway Map

It shows the detail information of the station stops and line routes.

Media 3: Location Map

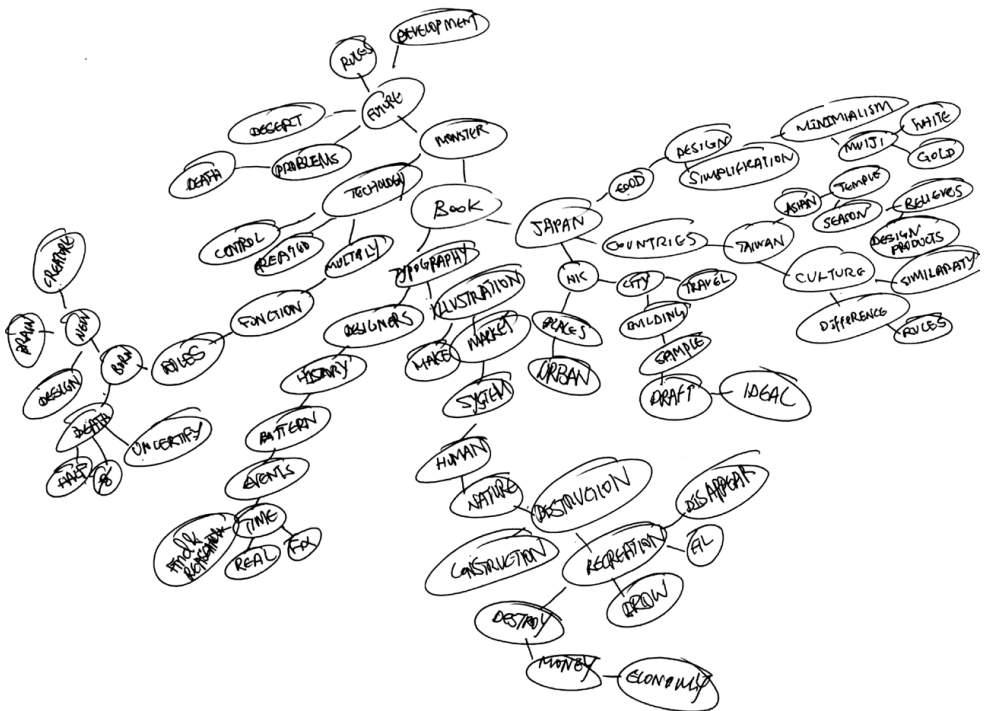
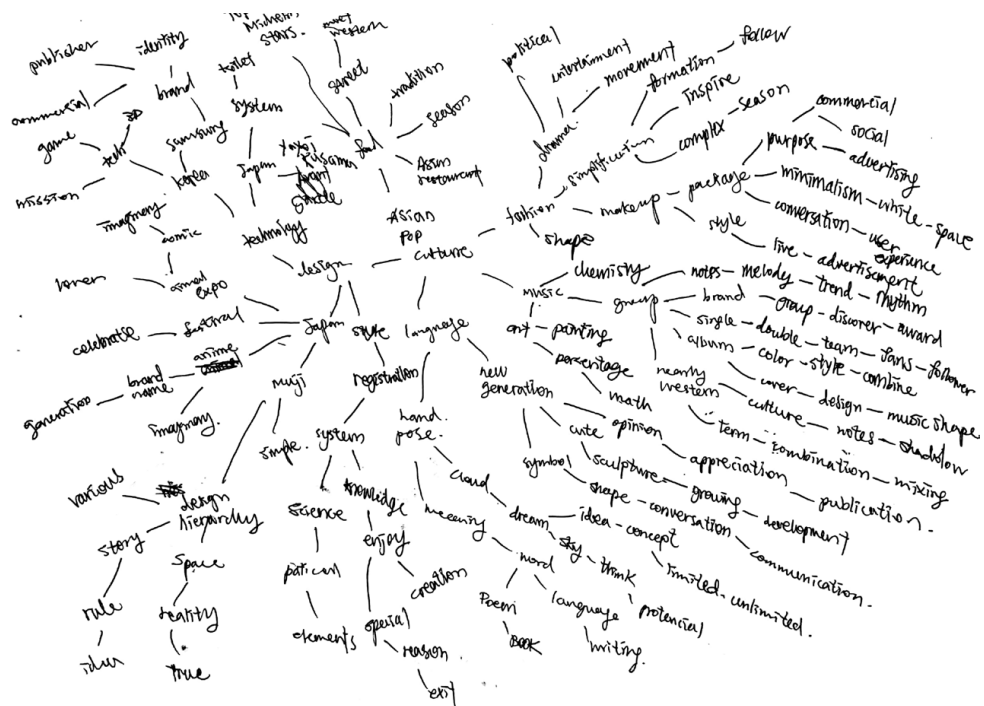
It includes restaurants, stores and tourist spots that near by the station exit and entrance.

Thought the design, it allows the public to understand Savannah history and culture.

Software

ai in

Brainstorming



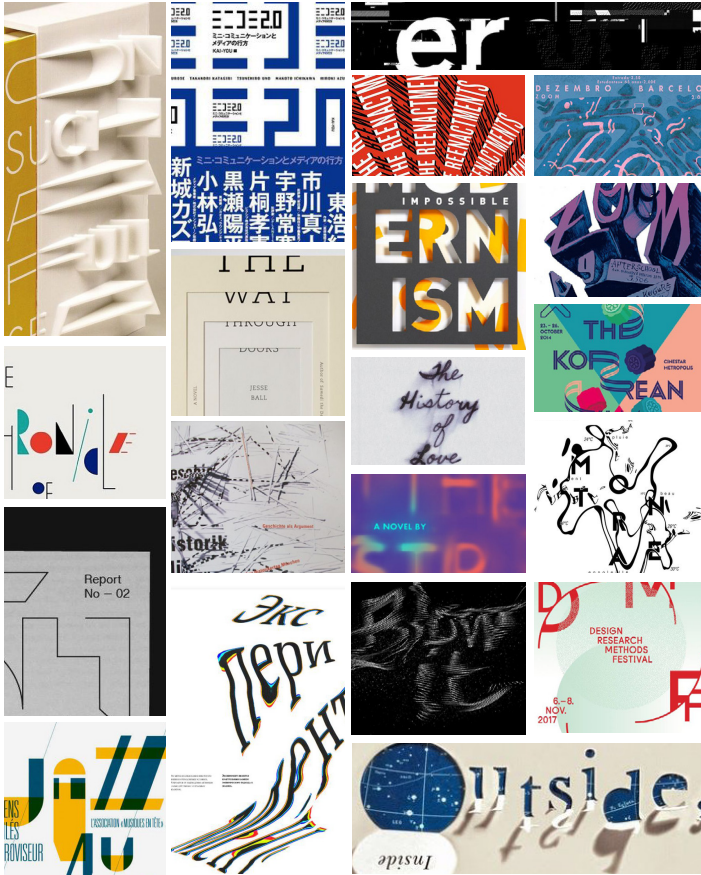
Concept

The illustration style and the color scheme gave a bright and motivative feeling to the brands. The design brought interactive elements while sustainable at the same time. With the simplification approach on the example shown on the board provided more possibility to the design.

Brainstorming

The structure and function of the design had to be strong enough to hold the package for long term travel. The color scheme on the visual board was relatively shape and bright, which could be not suitable to the Sustainable Brands itself.

Visual Board



Visual Board

In this book cover design, I wanted to challenge for a typography based composition. The idea of cutting, overlapping, and constructing shapes into typeface.

The second direction is to create a illustration based cover to describe the theme and feeling of the book.

Mood Board



Mood Board

As the whole concept was about Asian culture and history, I aimed to use vintage, historical images, such as poster, photography, article, and newspaper as elements for the book ideation process.

Book Cover Sketches



Sketches

There were two main concepts, first as photography based design for the cover, the second as typography based. The challenge between two directions were similar in difficulties for me, both were out of my comfort zone.

Elements

Overall I put some requirement for my book to include:

- typography changes
- photo montage
- illustration

Color Direction One



Palette One

The color shown a bright and delightful feeling with light weighted value. It described an interesting and enthusiastic mood, which suitable to the concept of Asian pop culture.

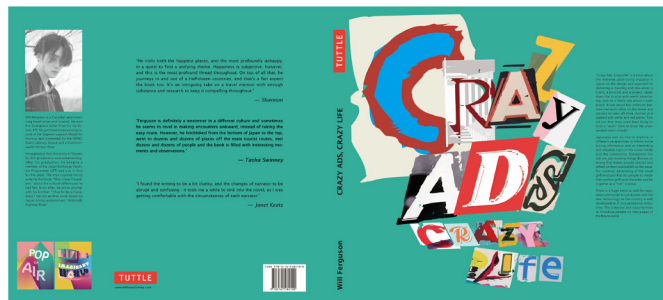
Color Direction Two



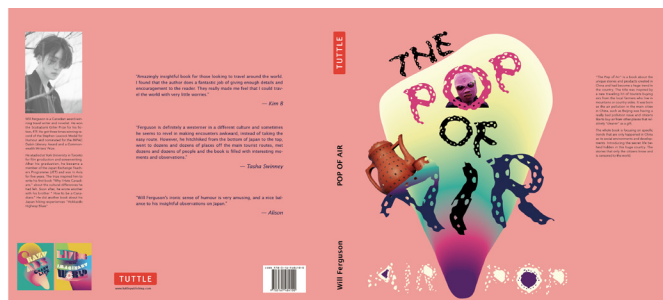
Palette Two

The saturated color created a serious construct shown an intense feeling to the design. Clear palette choice to display as chapters.

Version One



Version Two



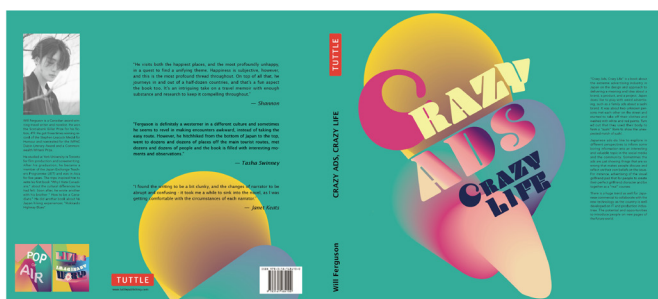
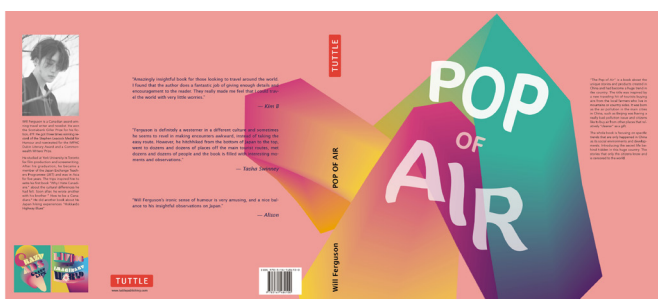
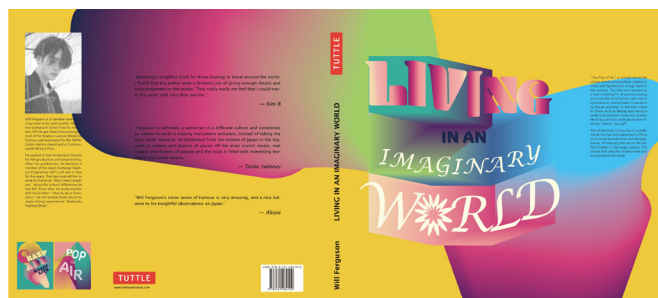
Version One

The first idea of combining typography from newspaper and magazine title to create the complex feeling.

Version Two

The second idea was similar to v(1) which played with typography, but illustrated version of the newspapers and magazines type.

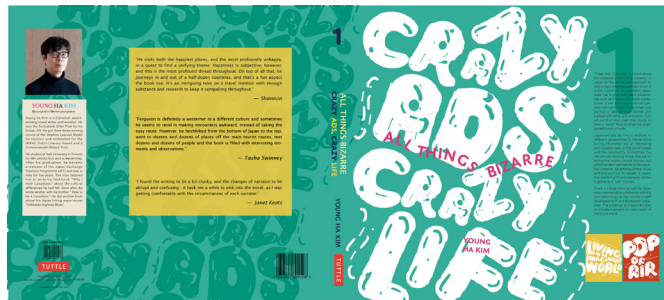
Version Three



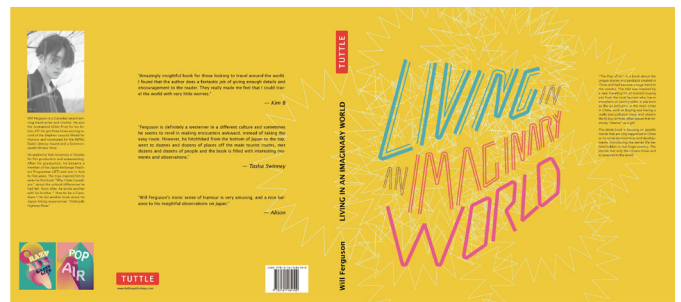
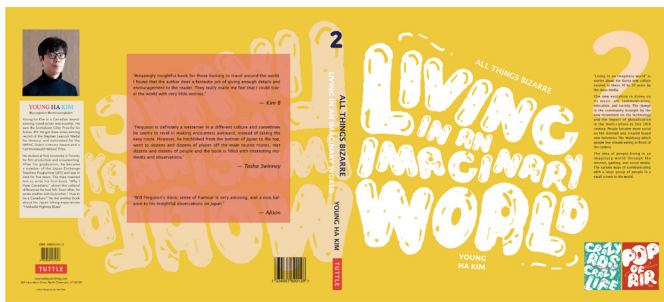
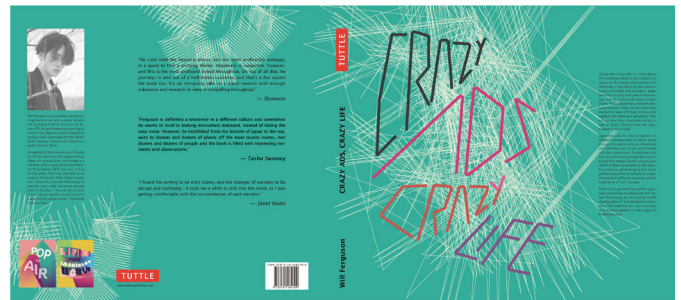
Version Three

The structure and function of the design had to be strong enough to hold the package for long term travel. The color scheme on the visual board was relatively shape and bright, which could be not suitable to the Sustainable Brands itself.

Version Four



Version Five

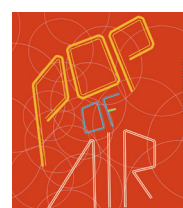
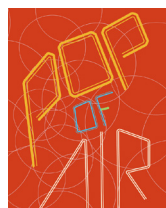
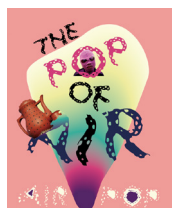
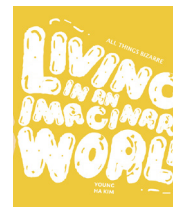
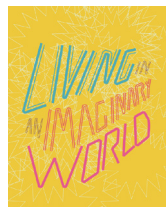
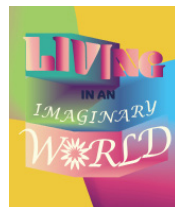
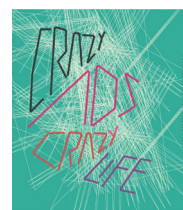
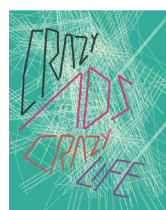
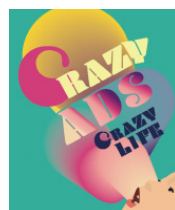


Version Four

The idea of flowing typography similar to a collection of balloon creating words in the sky. The weight and shape of the type represented the creativities and possibility of Aisan culture could be.

Version Five

The use of line and shape that overlapped to combine the title. The idea of complexity and connection in Asian culture to us was shown in the cover.



Problem: Communication & Concept

Issues With Color & Type

Color

- brightness of the palette (1) overcame the concept
- intense background distracted the meaning

Typography

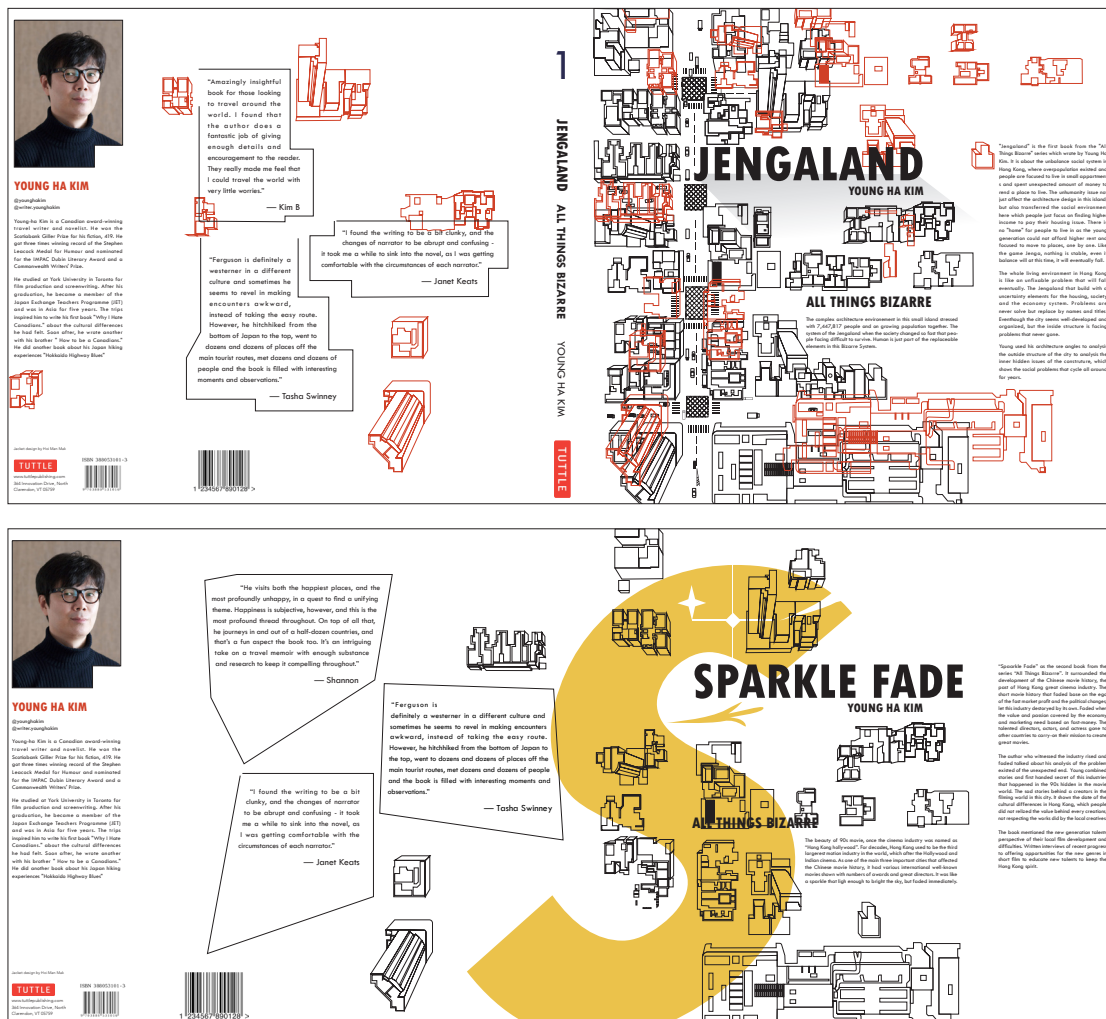
- the complexity of the type was not delivering any message effectively to the audience
- like the mix with newspaper and digital type, but it was misleading the audience to understand the book
- readability
- functionality of the type was not working

Direction Change

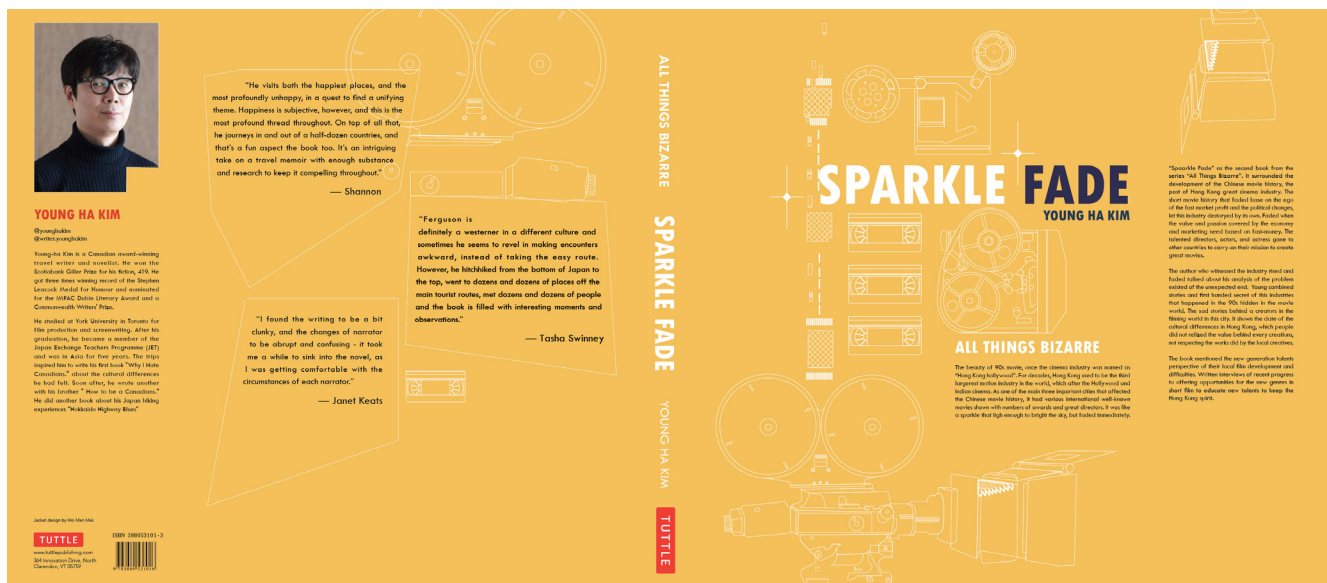
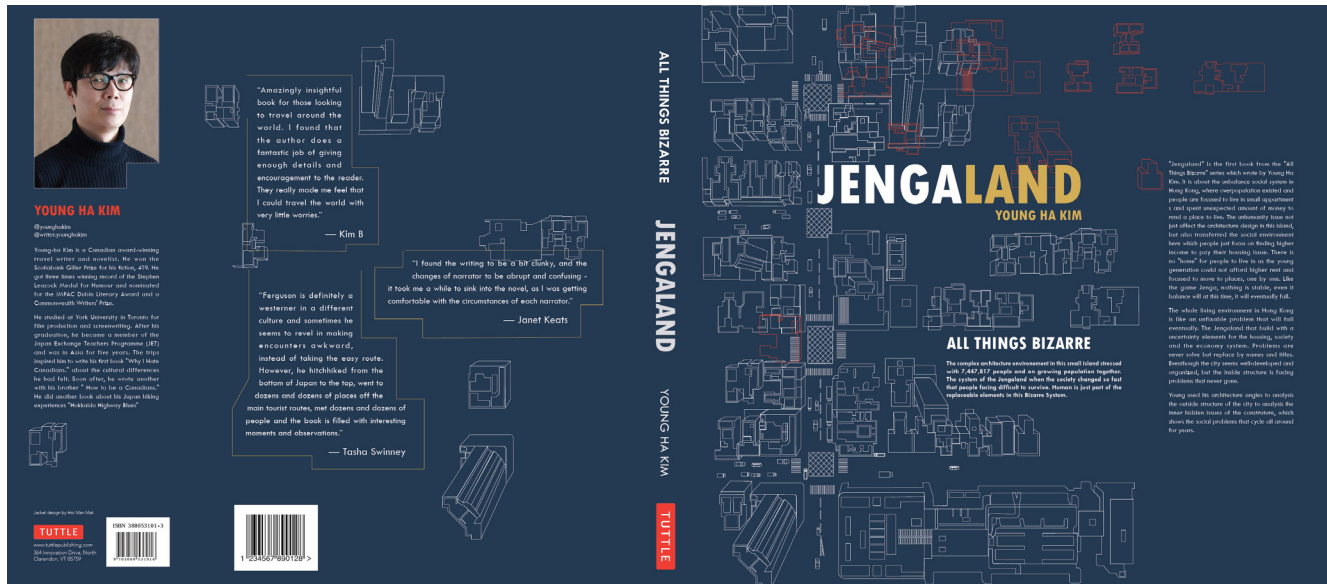
Illustration Based

- a better communication to illustrate the theme of the book
- such as, Jengaland was about the architecture changes could be interpreted as architecture planned based illustration
- Sparkle Fade about the movie industry which could be represented by camera, photography, movies, and actors for the graphic
- functionality and readability became the two most important factors for the book development

Modification Version



Version Four



Color Modification

By understanding the distraction for color palette one created, i tried to re-arrange the design to the second palette. Even the concept "All Things Bizarre" sounded to be hip and trendy, the content was not showing well for palette one.

Book Changes

Books

- in this process, we focused on deigning the last two books for the collection: "Jengaland" and "Sparkle Fade". Both were about the historical and political factors in Hong Kong.
- the two books suit better with the pallette (2), a serious contrast color scheme.

Solution

Direction

- the two design based on illustrate the outline of the conceptual elements of the topics.
- it bought a consistence to the collection with the similar illustration approach
- the design had better readability