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Designer Profession

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At its core, my board is meant to represent the experience and importance of the individual. The idea of there being over 7.3 billion people on this earth can be daunting and overwhelming, and yet each and every single person has a fully formed life: hopes and dreams, goals and aspirations, triumphs and heartbreaks. We all feel like the centers of our very own universes, and that isn’t a bad thing. In fact, it should be acknowledged and celebrated. Taken even one step further, the events in our lives are not experienced objectively, our life experiences and thought processes affect how we interact with everything on a deeply personal, subjective level. What may seem like an innocuous, unimportant event to some can be incredibly impactful and formative to others. Humans may be irrational emotional beings, but that should not serve as an excuse to undercut our personal feelings and experiences. Furthermore, life often presents itself as absurd and should, therefore, never be taken too seriously. We are presented with dichotomies everywhere. Each individual is nuanced and layered. My perception of a person could stand in stark contrast to someone else’s perception simply due to the circumstances in which we interact with them. I take all of this to heart when creating anything even remotely artistic and that’s why I believe this board represents my artistic identity.

Pantone Colors 485C and Black 6 C

For my colors I chose an incredibly vibrant red and a very strong black. I think due to the fact that the theme of my board is about perception and interpretation it’s hard to say any one color is “this” or “that” but there are of course still concrete reasons why I chose the colors that I did. I spoke briefly about dichotomies, and ultimately what I am trying to capture with the combination of black and red is “aggression and playfulness”. Black will always serve as a cornerstone of fashion, and one need look no further than the haunting silhouettes crafted by masters like Yohji Yamamoto and Rei Kawakubo. Even the outfit designed by South Korea’s 99%IS screams “aggressively cool”. I wanted to achieve balance by adding the red. The red to me has a very strong emotional connection. It also adds a layer of playfulness and fun. I think by combining the two I can really play around with the idea of “maturity vs immaturity” as well as distort and influence society’s perceptions of both.

For my font I chose “Punk’s Not Dead”. Again, I wanted to work with something that had an aggressive edge to it, though it was important that it wasn’t overbearingly aggressive. The asymmetry of both the letters and the imposed black outline give it a very “do it yourself” vibe that I believe encapsulates both ideas of aggression and playfulness achieving a harmonious dichotomy.