Law Chin Wai

Jockey Club Ti-I College

Title of the Portfolio
Korean Culture

Artist's Statement
My portfolio titled “Korean Culture” brings you to one of the hottest issues nowadays. A myth tells that double eyelids symbolise civilisation, and many Koreans believe it. It makes plastic surgery so prevalent in Korea and some people even become addicted to it.

In Korea, drinking soju is very common. In my second art piece, I create my own brand of soju which is called “伴侶”. While my advertising video aims to express that my soju “伴侶” can help to enhance interpersonal relationship.

Due to the advocacies of human rights and freedom over the whole, male chauvinism is going to be dissipated, and an equal status between Korean men and women starts cultivating in Korea.

In my final art piece, I want to tell people that do not worship k-pop stars due to superficial reasons. There are always hardship and bitterness behind their success. We can also look into the issue from the perspectives of the reality of entertainment industry, or even from the fields of politics, arts and economics.
<table>
<thead>
<tr>
<th>Title</th>
<th>Medium</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilisation</td>
<td>Steps of Plastic Surgery</td>
<td>59.4 cm x 64.1 cm</td>
</tr>
<tr>
<td>Alcohol</td>
<td>Label design &amp; advertisement</td>
<td>10 cm x 10 cm (Label design), 73.6MB (Advertisement)</td>
</tr>
<tr>
<td>Alcohol</td>
<td>Dark Korean Entertainment Industry</td>
<td>15 cm x 15 cm (Album design), 13 cm x 13 cm (Disc), 13.5 cm x 13.5 cm (Booklet: 32 pages), 5 cm x 5 cm (Random stickers), 59.4 cm x 84.1 cm (Leaflet)</td>
</tr>
<tr>
<td>Equal Status between</td>
<td>Sticker design and animation</td>
<td>20 cm x 20 cm (Sticker Design), 59.4 cm x 84 cm (Leaflets), 6.1 MB (Animation)</td>
</tr>
</tbody>
</table>

In Korea, elderly people are often the least preferred in interpersonal relationships. This could be because they are considered to be old, slow, and forgetful. This is why they are often subject to poor treatment, leading them to feel lonely and isolated. This situation is sad, but it can be improved if we all show respect and care for the elderly.
KOREAN CULTURE

1 Plastic Surgery

Plastic surgery is a medical specialty concerned with the correction or restoration of form and function. Plastic surgery includes many types of reconstructive surgery, hand surgery, microsurgery, and the treatment of burns.

There was a report showed that: plastic surgery is popular in Korea.

According to ISAPS (International Society of Aesthetic Plastic Surgery), in 19-49 age group, there was about 20% of Korean women had done plastic surgery. And eyelid surgery (雙眼皮) and nose reshaping (隆鼻) are the most popular and common surgery in Korea.

Plastic surgery can be divided into 2 parts:

1. Plastic and reconstructive (整形修復)
   - Eyelid surgery (雙眼皮)
   - Nose reshaping (隆鼻)
   - Liposuction (抽脂)
   - Breast augmentation (隆胸)
   AND ETC.

2. Cosmetic (美容)
   - Exfoliation (去角質)
   - Peeling (去皮膚)
   AND ETC.

- en.wikipedia.org/wiki/Plastic_surgery
This is a poster about the value of beauty of American. Due to copyright restriction, no reproduction of the image is provided.

**POSTER DESIGN 3 (UNKNOWN SOURCE & ARTIST)**

- **IT IS TALKING ABOUT THE VALUE OF BEAUTY OF AMERICAN, WHICH IS NEGATIVE. THE MAIN IMAGE IS STATUE OF LIBERTY AND THIS IS A BRIGHT IMAGE. THE MAIN COLOUR SCHEME IS BLUE. IT WAS A COMMERCIAL POSTER.**
- **THE STYLE OF THIS POSTER IS NEGATIVE, SAD AND REALISTIC. BUT THE RED AND BLUE POINT LINES ARE CREATED BY COMPUTER. SO THAT THEY ARE SMOOTH. MOST IMPORTANTLY, IT IS THE WORDS. THEY ARE PLACED AS THE REMAINING PART OF THE BODY.**
- **IT IS VERY EDUCATIONAL! THE MESSAGE AND IDEA MUST BE ABOUT THE EFFECTS / IMPACTS / DARK SIDE OF DOING PLASTIC SURGERY. IT CAN ATTRACT LOTS OF PEOPLE'S ATTENTION. IF COMPARE TO THE POSTER DESIGN 2 & 3, THE EFFECTIVENESS OF PROMOTION (宣传效力) OF DESIGN 3 IS BETTER THAN DESIGN 3 AS WELL AS THE ATTENTION. THIS POSTER INSPIRES ME A LOT! I WOULD LIKE TO EXTRACT SOME ELEMENTS FROM THIS DESIGN, ESPECIALLY THE BODY SHAPE, WHICH MADE UP OF WORDS. AND I WILL NOT FEEL ANNOYED AND BORED WHEN I READ THIS INFORMATION. IT IS A GREAT SUCCESS OF THE ARTIST. WORD IS NOT A BORING THING ON POSTER DESIGN WHEN YOU TAKE AND COMBINE TO THE IMAGE. THE WORDS DESIGN WAS THE THING THAT I WANT TO APPRECIATE THE MOST.**
"Addiction" in Korean → 중독된다

Addiction means the habit or the things we do which will cause negative consequences to a person's mental, social or physical. (From Wikipedia)

Addiction of doing plastic surgery which caused by thinking it usually, anytime, any moment. Therefore, I would like to place a brain with lot of information which is about plastic surgery as a main element in this poster.

"Civilization" in Korean → 문명

This is an image of an eye. Due to copyright restriction, no reproduction of the image is provided.

"Popularization" in Korean → 주세

It is because 'popularization' this term is positive. Therefore, this poster should say something good about doing plastic surgery. Nowadays, internet is very popular. E.g., Facebook etc. In Korea, there is a famous social network, which is called 'Me2day'. I will place a pic with a woman who has done plastic surgery. And it has lot of likes and positive comments, which can show the 'popularization' of plastic surgery.

"Clones" in Korean → 복제품

This is an image about clones of female body. Due to copyright restriction, no reproduction of the image is provided.
These two images are from a Korean soju advertisement. Due to copyright restriction, no reproduction of the images is provided.

NAME: Wol Soju
SOURCE: YouTube

At the beginning of this advertisement, there is a slice, which provides the simple info of the brand. It is about 0:05 - 0:11. Hence, I will learn from it. Moreover, there is a close-up of soju (picture). Its focus is on the soju. Therefore, I will put more focuses on the feelings. It is a shot about the consumer is passing the soju. The camera follows its motion. And it is very soft. Also, the speed of this shot is slow, which is edited. Hence, I am thinking that will I edit the speed of different shots.

This is an image from a Coca-Cola advertisement. Due to copyright restriction, no reproduction of the image is provided.

NAME: Official Coca-Cola 'Big Game' Commercial 2014 - America Is Beautiful
SOURCE: YouTube

Pic E is the last shot of this adv. It is the little description of the product. Hence, I will do this also.

*I watched a lot foreign advertisements and I can't show them all.
Long take (長鏡頭)
It is a shot which usually longer than 1 minute, and it is impossible that to use long take in advertisement. Hence, I will not use it.

Close-up (特寫)
It is a shot which tightly frames a person or an object. I will use it because I want to show characters' emotional changes and emotion.

Short take (短鏡頭)
It is a shot which is usually less than 1 minute, around 1–3 seconds. Its advantage is that it can show a lot of scenes.

Low-angle shot (仰視角度)
It is a shot from a camera angle positioned low on the vertical axis, anywhere below the eyeline, looking up.

Bird's-eye view (俯視)
It is an elevated view of an object from above, using a perspective as though the observer were a bird. I think that I will not use this technique because there is no need.

Hand-held camera
It is used and held by hands, which is used for short shots and movies.

Location shooting
It refers to the place where the film crew will be filming and recording. I will choose a Korean restaurant as my location shooting.

During the process of shooting
I am also one of the characters, hence, I asked my uncle to help me film it and I told him the ways, which is the angle, which type of shots before he started filming. Moreover, I had to tell the actor and actress the way they acted, such as the emotional changes, their actions and conversations. Finally, the advertisement took around 3 hours to finish.
<table>
<thead>
<tr>
<th>TIME</th>
<th>SHOOTING</th>
<th>CONTENT</th>
<th>DIALOG / EFFECT</th>
<th>REMARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>0:00-0:01</td>
<td>한국사과 팝카스팅 19&quot;</td>
<td>INTRODUCTION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0:01-0:02</td>
<td></td>
<td>TRANSITION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0:02-0:04</td>
<td></td>
<td>TO SHOW THE KOREAN FOOD</td>
<td>SPEED: FAST</td>
<td></td>
</tr>
<tr>
<td>0:04-0:10</td>
<td></td>
<td>ALL THE CHARACTERS ARE BORED</td>
<td>SPEED: FAST</td>
<td></td>
</tr>
<tr>
<td>0:10-0:13</td>
<td></td>
<td>CONVERSATION (CLOSE-UP)</td>
<td>&quot;HEY GUYS! DO YOU KNOW BIGBANG IS GOING TO HAVE A CONCERT IN HK? DO YOU GUYS WANNA GO?&quot;</td>
<td></td>
</tr>
<tr>
<td>0:13-0:15</td>
<td></td>
<td>CHARACTER 1 EAT THE KOREAN FOOD DISAPPROVING (CLOSE-UP)</td>
<td>&quot;SHUT UP MAN! YOU ARE SO ANNOYING.&quot;</td>
<td></td>
</tr>
<tr>
<td>0:15-0:19</td>
<td></td>
<td>CHARACTER 2 FEEL STRANGE AND PATHETIC.</td>
<td>&quot;I AM JUST ASKING.&quot;</td>
<td></td>
</tr>
</tbody>
</table>
MALES'S RIGHTS IN KOREA

EXTRAVAGANCE, EGGS

During the period of economy declination in Korea, to eat a egg was a sumptuous thing. However, Korean males could enjoy this right. When a family got a egg, the wife cooked the egg and gave it to their husbands instead of their sons or daughters. They hoped that their husbands could be refilled their energry by those eggs. Hence, a simple egg showed the male chauvinism in Korea.

NO HOUSEWORK

Korean males did not do any housework. Even a glass of water, they asked for their wives to help them take it. Moreover, the males think that doing housework was one of the responsibility of Korean women.
STICKER FOR KAKAO TALK

FOR KAKAO TALK
PAY ATTENTION TO MY STATEMENT, ESPECIALLY KOREANS, TO LET THEM KNOW THEIR CURRENT STATUS. HENCE, I WOULD LIKE TO DESIGN A SET OF STICKERS FOR A KOREAN POPULAR MESSAGING APPLICATION, "KAKAO TALK".

10 FOR STICKER
10 FOR ANIMATED EMOTICONS

FIRSTLY, I WOULD LIKE TO DO
THE 10 STICKERS
STICKER APPRECIATION

IT IS ONE OF THE LINE STICKER SEARCHED ON THE INTERNET. THE MAIN ELEMENT IS THE FACE OF KOREAN ACTOR, KIM SOO HYUN, AND THERE ARE DIFFERENT CONVERSATIONS IN EACH STICKER.

THE ARTIST IS SMART TO USE THE REAL FACE OF THAT ACTOR INSTEAD OF ILLUSTRATION TO CREATE THE IMAGES, WHICH CAN GIVE A REALISTIC FEELING. HOWEVER, THE BODY PART IS CREATED BY ILLUSTRATION WITH SHINY AND STRAIGHT LINES, WHICH CARTOONIZED THE IMAGE. FINALLY, WHEN A REALISTIC PART IS MIXED WITH A CARTOONIZED PART, IT BECOMES INTERESTING.

Its main target is those who love K-pop stars and its function is for messaging app.

These 16 images are LINE stickers. Due to copyright restriction, no reproduction of the images is provided.

These two images are LINE stickers. Due to copyright restriction, no reproduction of the image is provided.

This is the logo of Kakao Talk. Due to copyright restriction, no reproduction of the image is provided.
**1.**

**DESCRIPTION:**
In the past, Korean men could always go to pubs to meet girls although they had wives. Yet, Korean women can do the same thing today, which to meet boys and drink beers freely.

**IMAGE:** The two characters above are in a glass of beer. It means both of them can enjoy drinking beers.

**2ND VERSION:** I just revised the clothes of that two characters and made the words be orange.

---

**1.**

**DESCRIPTION:** Normally, money symbolizes power, and nowadays Korean women is more financially independent. Hence, it shows a rising status of Korean women.

**IMAGE:** To show a woman who is financially independent, money paper notes must be added.

**2ND VERSION:** The head decoration is changed a little bit, and also the clothes.

---

**1.**

**DESCRIPTION:** The above Korean woman is lifting a heavy dumbbell, which implies that today Korean women is stronger as Korean men, not a weak woman anymore.

**2ND VERSION:** In 1, it is not powerful enough to show that woman is stronger. Hence, I added a dumbbell in 2.
After I did research, I discovered that there are a lot of dark sides of being a Kpop idol or actor/actress. I am disappointed about the unequal, strict, unethical and low-transparent entertainment industry in Korea. Although I cannot do anything for the Korean artists, I would like to do something to raise people/fans' awareness towards the issue, which is not just worshiping the artists only, also being considering their implicit efforts and inhuman treatments.

"Can you see the inhuman entertainment industry in Korea? Don't be so superficial."
These are all the pics I selected and turned them to black and white eventually. This process involved me a long time and it was so messy to edit them in output level/brightness/contrast. Moreover, I had to use black brushstrokes to paint some areas in those pics. Although the process was messy, I was satisfied with Booklet Design Process.

This is one of the booklet design from Taeyang’s RISE album. It shows a unity with a clear design.

32 PAGES 13.5X13.5 CM

Every booklet contains the lyrics of the songs. Luckily, my friend gave me her lyrics.

Most importantly, the last page usually contains the info or credits for letting people know the efforts paid the officers/producers behind.

Also, it’s because my messages conveyed through the pic will not be gotten by the fans easily, description is needed.

Eventually, all the 32 pages were done. It needed time to do all of them. Yet, there was a great satisfactory after finish all of this.

Random Sticker Design Process

This is the souvenir for fans from Taeyang’s RISE album. As you can see that the colour scheme is gold and a perfect unity is shown.

Originally, I wanted to design a series of random cards for fans. Yet, time and $ became the problem.