

PORT FOLIO

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MY NAME IS **JIN HYUNG CHO,** I GO BY **PETER**

I'm a seasoned graphic designer with a diverse background that spans continents. Originally hailing from South Korea and growing up in Canada, I honed my craft in the bustling creative hub of New York City. Recently, I completed my studies in Nuova Accademia di Belli Arti, in Milan, where I deepened my expertise not only in graphic design but also in photography and filmmaking. Now, I'm excited to channel this multidisciplinary skill set into my professional journey.

**SCHOOL
WORK**

NABA

NUOVA ACCADEMIA
DI BELLE ARTI



VANINI CHOCOLATES

Computer Graphics, 2017-2018

Professor: Paolo Borelli

Task: Design a package for Vanini
Chocolate



JUSTICE LEAGUE REBRANDING

Graphic Design, 2017-2018

Professor: Gregorio Poggetti

Task: Rebrand a well known brand from an entertainment sector.

Project link:

<https://www.jhpetercho.com/justice-league-rebranding>





PEPSI, THE GREAT ESCAPE

Art Direction II: Integrated Campaign

2018-2019, Professor: Simone Valtulina

Task: Create a summer advertising campaign for Pepsi

Role: Logo design, font selection, billboard design, campaign planning, and copy writing.

Project Link:

<https://www.jhpetercho.com/thegreatescape>



Live the
Excitement

Jump in

New immersive VR experience by Pepsi



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SERIES: FRAGILITY

Multimedia languages 2 - Photography

2018-2019, Professor: Giorgio Majno

Task: Take a series of photographs involving the theme of Fragility.

Model: Gaia Ciceri

Project Link:

<https://www.jhpetercho.com/series-fragility>





The image shows the cover of a magazine titled 'O/N' with the subtitle 'ISSUE 01: MILANO'. The background is a photograph of a green industrial structure, possibly a water tower or bridge, with laundry hanging from it. The sky is blue. The magazine title 'O/N' is in large, bold, black letters, and the subtitle 'ISSUE 01: MILANO' is in smaller, bold, black letters below it.

O/N

ISSUE 01: MILANO

O/N MAGAZINE BY BURBERRY

Editorial Design 2018-2019

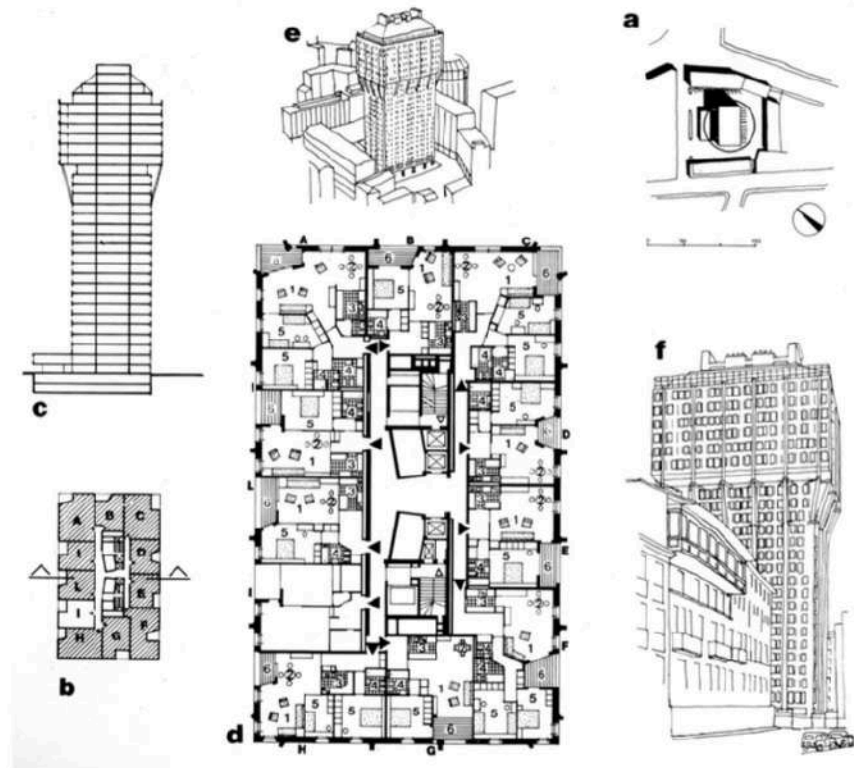
Professor: Claudia Neri

Task: Design a magazine around city of Milan as if a well known Fashion brand is making it. I chose the brand Burberry(Ricardo Tisci).

Project link:

<https://www.jhpetercho.com/o-n-magazine>

"An eyesore in a beautiful city"
 "The ultimate eyesore"
 "Alien building in Milan"
 "From the duomo to this..."



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"What was called functionalism was a one-sided interpretation of function [...] The rigorists placed the mechanical functions of a building above its human functions; they neglected the feelings, the sentiments, and the interests of the person who was to occupy it."

– Lewis Mumford

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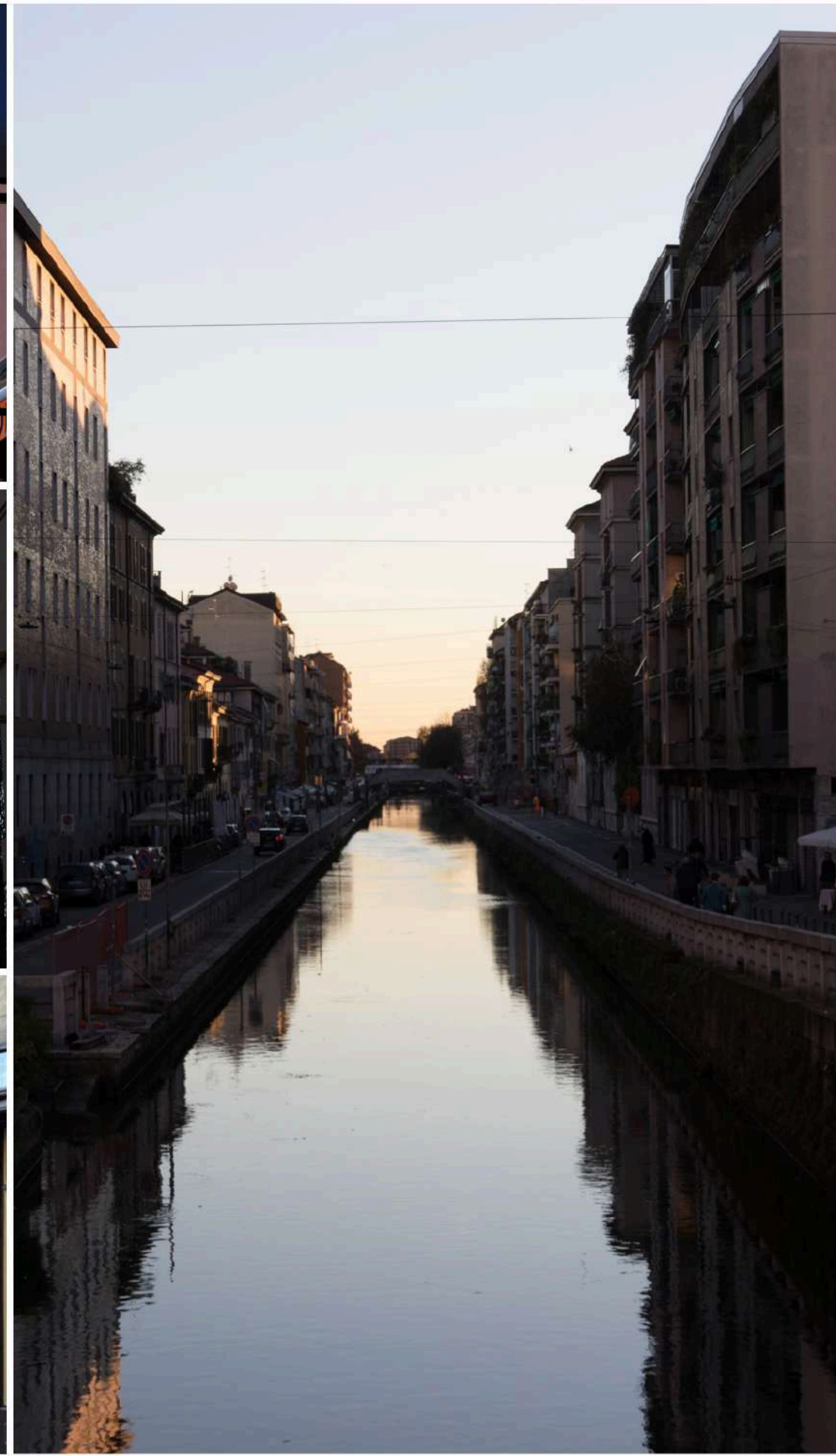
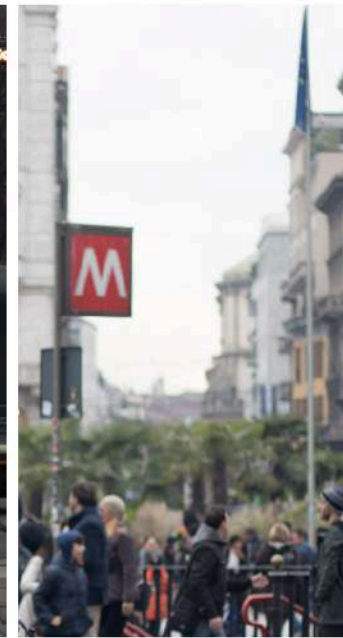
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DNA: The building blocks of Milano

The most basic parts of the city defines Milano as much as an iconic monument.

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MADE EASY MAGAZINE

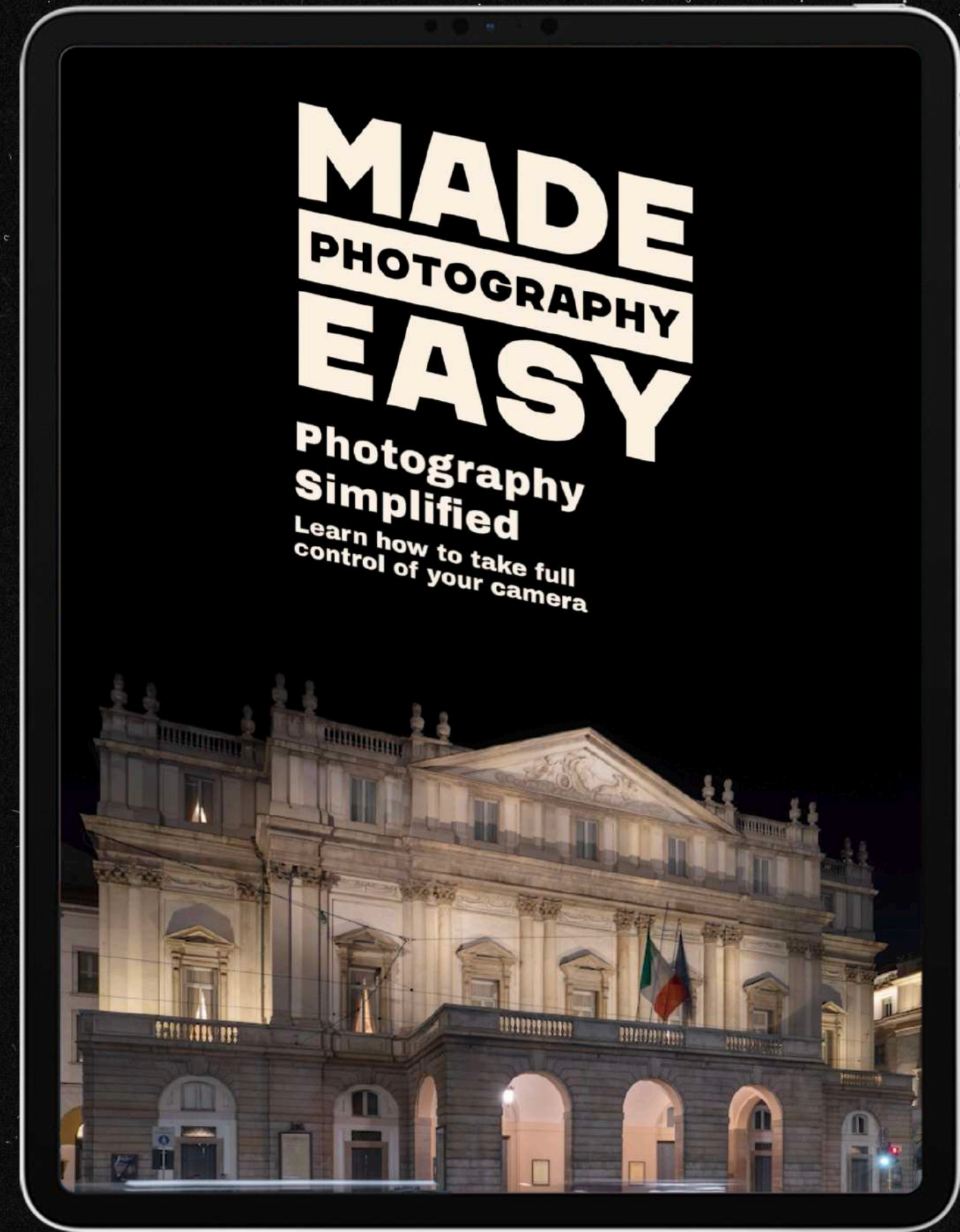
Multimedia Design: Digital Publishing1

2018-2019, Professor: Giovanna Sala

Task: Design a dynamic and intuitive
iPad Magazine using 'Pubcoder'

Project link:

<https://www.jhpetercho.com/made-easy-magazine>





*Left: f/1.8 , Right: f/22

Power tool to isolate your subject

Articles by:
Tony Northrup,
J.H.Peter Cho

Photos:
J.H.Peter Cho

Lenses have an aperture that works exactly like the pupil of an eye. The wider it is, the more light it lets in. Aperture is measured in f/stops, such as f/2.8, f/4, f/5.6, f/8, f/11 and f/16. It seems counterintuitive, but the smaller the f/stop number, the wider the aperture. Therefore, f/2.8 is a much wider aperture than f/8 and f/16. f/2 f/4 f/8 f/8 f/16 f/32
Figure 4-1: Bigger apertures let in more light and have smaller f/stop numbers. Small f/stop numbers, such as f/1.4 or f/2.8, blur the background to reduce distractions and create a 3D effect. Portrait photographers love this effect, which is known as shallow depth-of-field.

F/1.4

F/2

F/2.8

F/4



*Left: 1/250th sec , Right: 4 sec

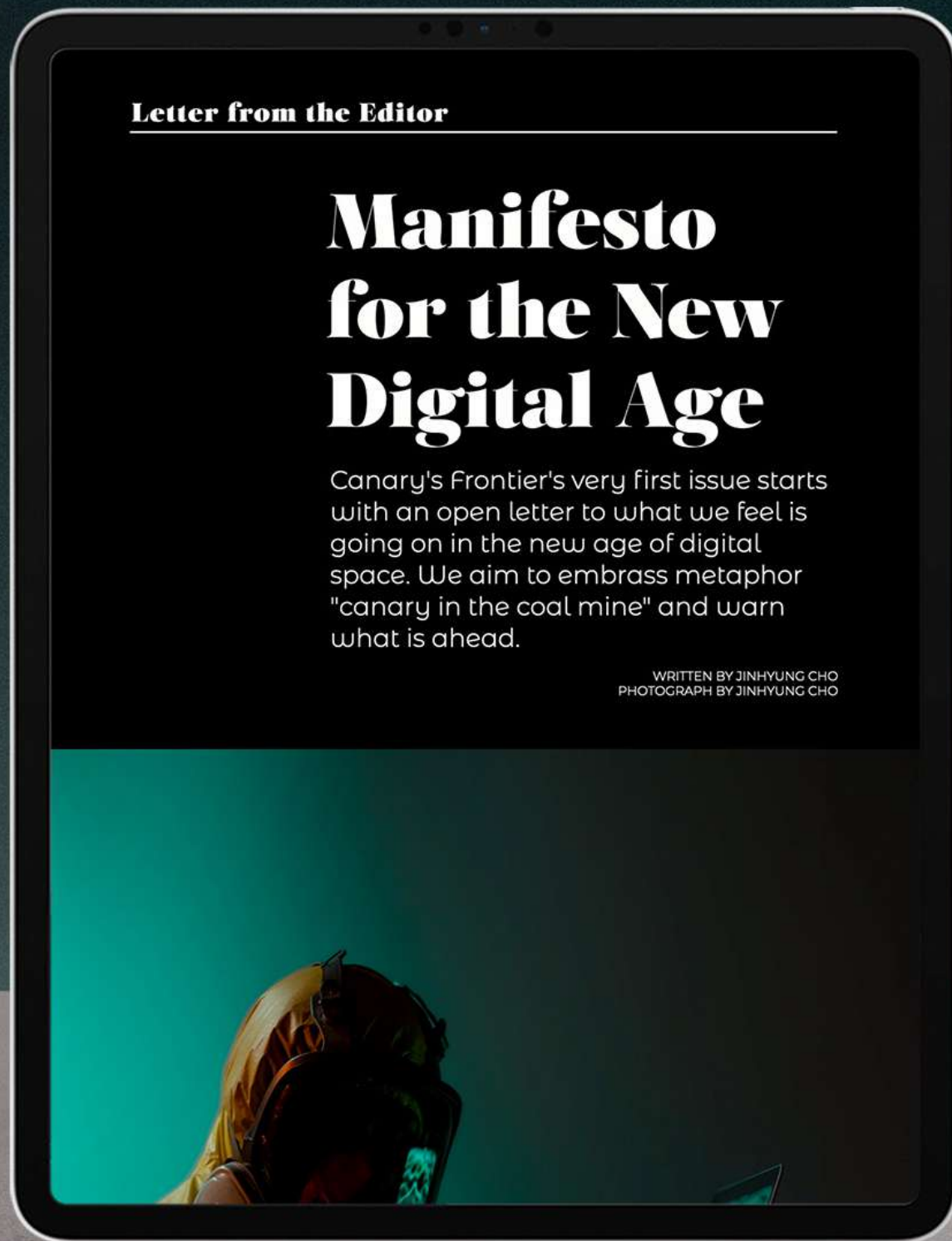
Control how you want to show motion

Articles by:
Tony Northrup,
J.H.Peter Cho

Photos:
J.H.Peter Cho

We think of pictures as capturing an instant. In truth, pictures capture everything that happens within the short length of time that the shutter stays open. If the camera or the subject moves at all while the shutter is open, the camera will record that movement with motion blur or camera shake. Typical shutter speeds range from 1/60th of a second (for a picture taken outdoors in the shade) to 1/1250th of a second (for a picture taken in full sunlight). Some cameras can freeze action at 1/32,000th, and night photography can require exposures taking more than 30 seconds.





CANARY'S FRONTIER

Thesis 2022-2023

Professor: Giovanna Sala

Task: Create a digital magazine that reflects current digital landscape.

Project link:

<https://www.jhpetercho.com/canary/>

Key Visuals link:

<https://www.jhpetercho.com/canarykeyvisuals/>

"Imagine a society where the laws are created behind closed doors without public input or approval. This is a society where at any time the laws are subject to change, or be replaced with new ones altogether. There is no democratic participation, no transparency and no due process... This society exists, inside social media platforms created in silicon valley and exported throughout the rest of the world."

-Jillian C.York

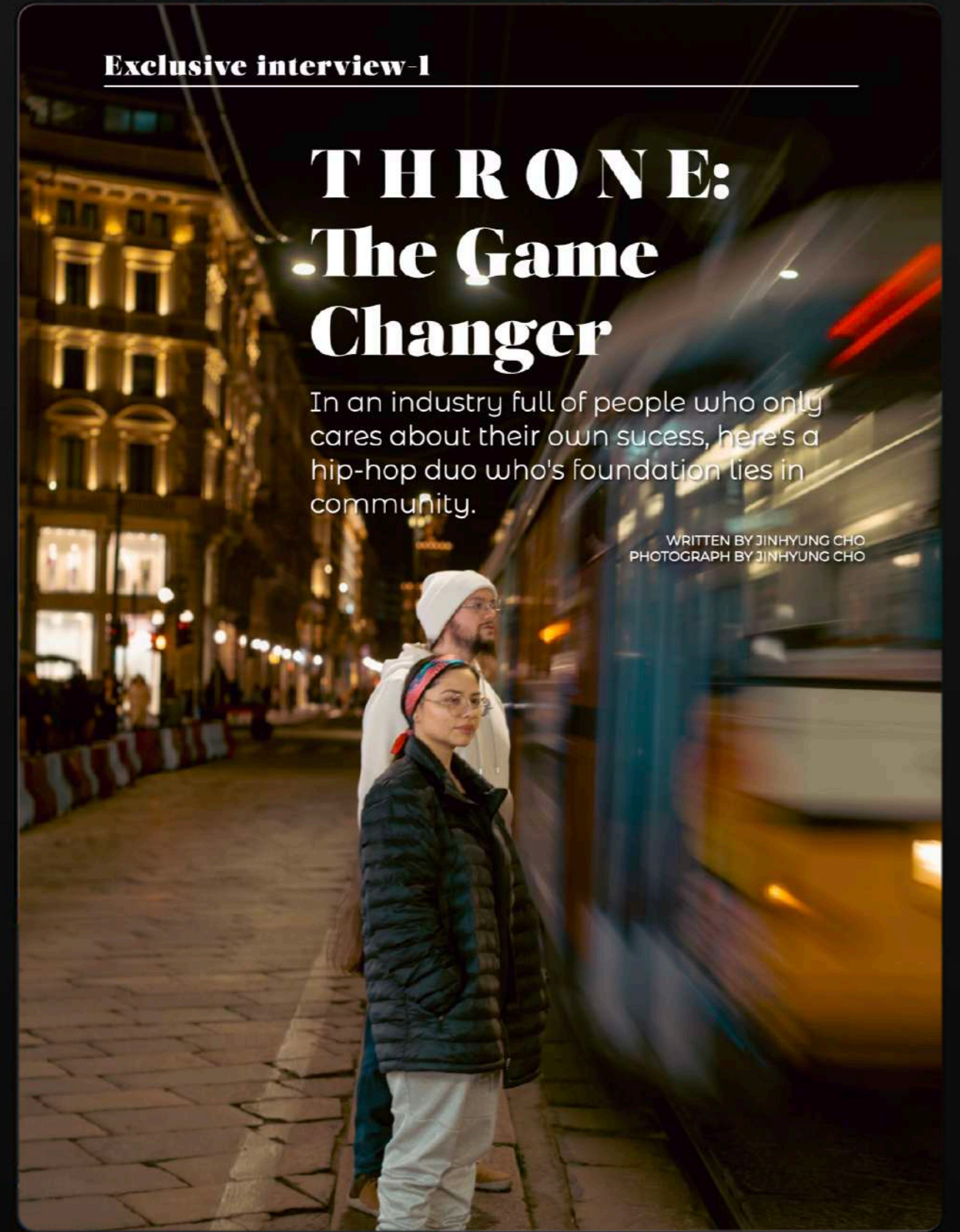


Exclusive interview-1

THRONE: The Game Changer

In an industry full of people who only cares about their own success, here's a hip-hop duo who's foundation lies in community.

WRITTEN BY JINHYUNG CHO
PHOTOGRAPH BY JINHYUNG CHO



Opinion

NFT: New Fragile Territory

NFT showed up out of nowhere and became the hottest trend on the internet with celebrities promoting one project or another. Now it's regarded as one the biggest failure of the decade. What is it and what have caught everyone's attention when it started?

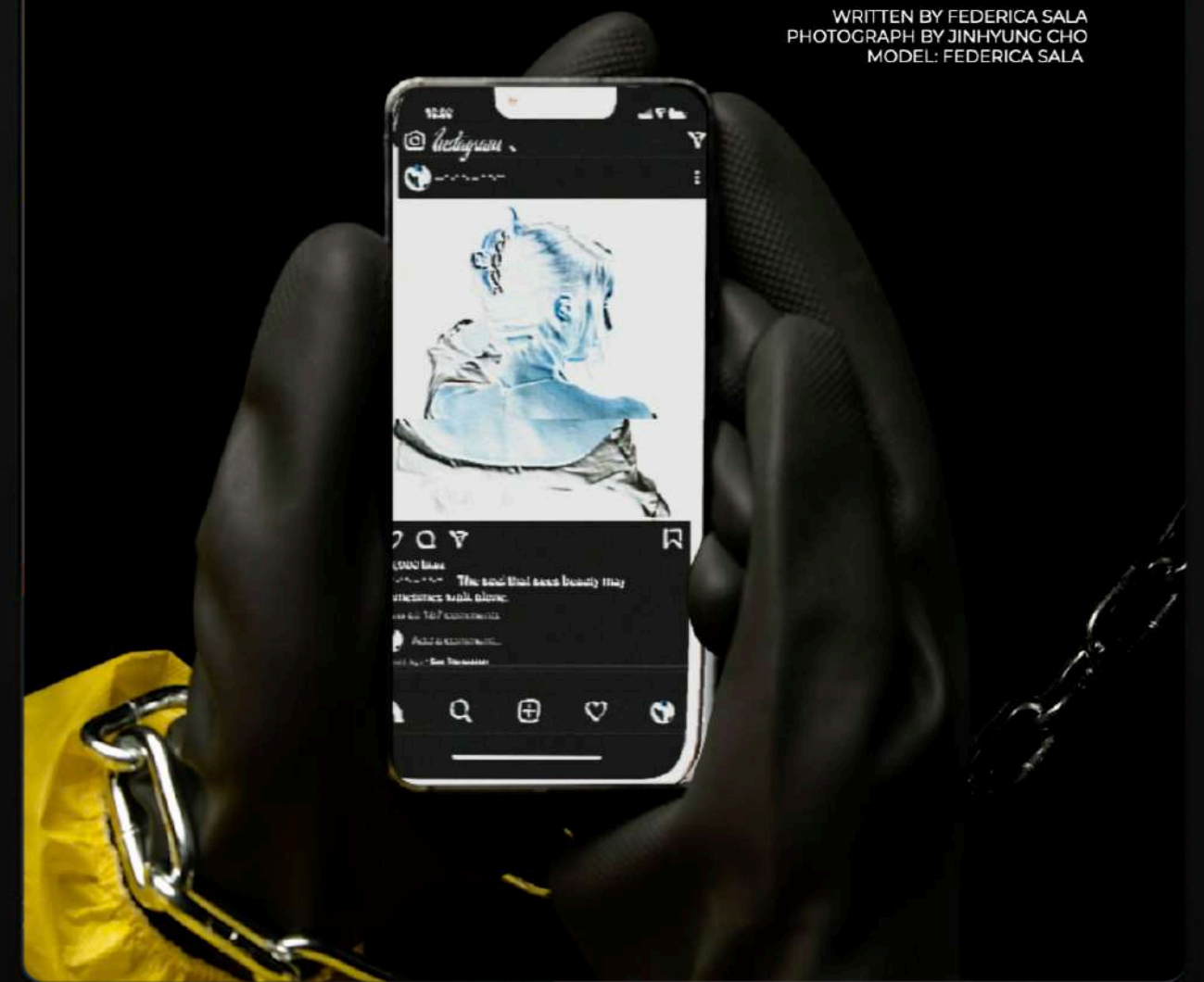
WRITTEN BY Ginan Padamsee
PHOTOGRAPH BY JINHYUNG CHO
3D ASSET BY 2ragon



Social Media: Our Reality's Servent or Master?

No matter how hard we try, it is undeniable that people around us influence how we perceive ourselves. So what happens when that is energized exponentially? How can we preserve our own identity in the age of social media?

WRITTEN BY FEDERICA SALA
PHOTOGRAPH BY JINHYUNG CHO
MODEL: FEDERICA SALA



Client Works



ELISA SANNA

LEATHER BAGS E-COMMERCE

STI Milano, 2021

Task: Take photos for their leather bag products,
studio portraits for their fashion line and bags

Model: [Medeine Zigilejute](#)

Project Link:

<https://www.jhpetercho.com/e-commerce-stimilano>









FURNITURE CATALOGUE

STI Milano & Gemi Italia

2023

Task: Take a photo of Furniture made by STI
Milano, Commissioned for Gemi Italia



SPRING TRAM DESIGN WEEK 2020

Ikea Italia
2020

Task: Take a photo of Ikea's
Spring design week campaign 2020

Project Link:

<https://www.jhpetercho.com/ikea-springtram>





VETICA

1702









ELISA SANNA E-COMMERCE

Elisa Sanna. 2023

Model: [Vlada T](#)

Make up Artist: [Jessica Panarotto](#)

Task: Take a photo for the brand Elisa Santa for their fall collection

Project link:

<https://www.jhpetercho.com/copy-of-series-sti-milano-e-commerce>







**THANK
YOU**

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