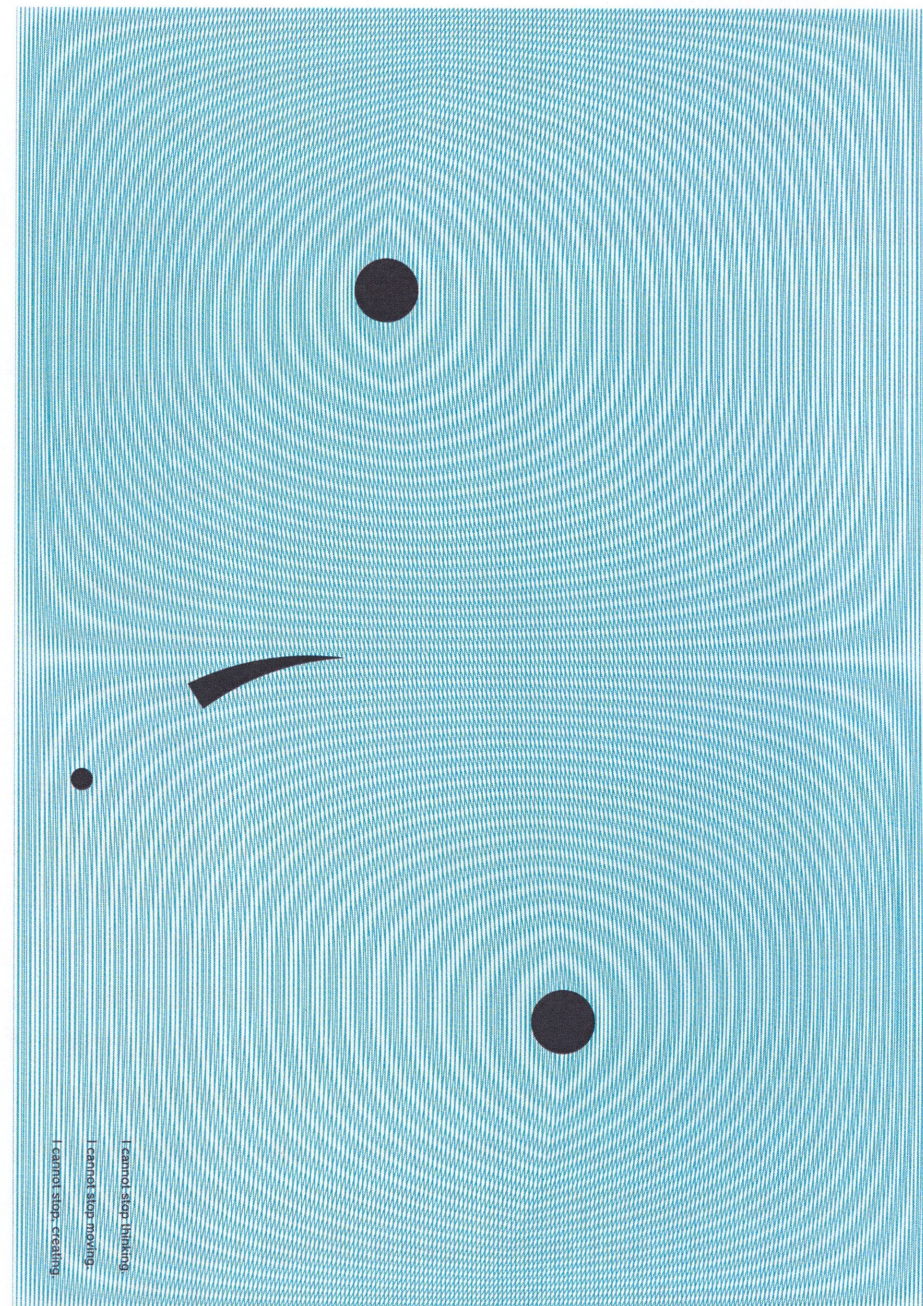


DESIGN DESIGN DESIGN

By Hiro Nishikawa

My work reflects on Japanese-made designs such as those seen in Japanese comics, TV commercials, posters, and everyday objects in Japan. Even though I was born and raised in the United States, I had a heavy connection with Japanese culture, living with Japanese parents. I believe growing up in two different cultures, Western and Japanese, the difference is not just in the color palette in design. I am heavily influenced by designers like Annik Troxler, Anselm Kiefer, and more. Their exploration of typography, color, and business; It is beautiful and free, yet playful for me. I get to make something that sometimes share my ideas. I believe it has shared my focus on building a portfolio that is on experimental work. I can fold, cut, glue, and combine it with typography not for a commercial purpose but other graphic designers' work because I get motivated to make good design. It may sound arrogant because I take my work seriously. In the end, I believe my work will contribute to a community and I want to motivate other graphic designers with my work. From now on, I do not know if I will be working or studying at graduate school but, I want to keep pursuing aesthetics and good design.



Title: ZONE
Size: A3, 297 mm x 420mm

designer. Their design is different from each other and the way they use it is different, but I am talking about aesthetics right now about the difference. I think it may be different. As I got older, I understand my taste and aesthetics more. I have been inspired by designers from Europe and Asia (mostly in Japan) such as Dieter Rams, Kenya Hara, Kazumasa Nagai, Arata Kubota, and more and I learn a lot from them such as the use of color, typography, and space. I thought graphic design was heavily leaning towards functional design, but they showed me that design can be more creative and expressive. Pursuing a college education was the right decision for me. Some ideas are personal and some are universal. We all have our own style. For me, it was a valuable experience, and truly transformative. In my sophomore and junior year of undergraduate study, I fully realized my passion for design. Yet, I am still learning skills, I want to shift my focus from experimental work to more practical work like editorials, which is a common form. However, my focus is still on experimental work and creating unusual forms. If it is a poster, I want to use different types of paper. Then, when I create a form, I can see how my experimental work benefits my growth as a designer but, also how my work has to contribute to a community but, also to inspire other graphic designers' work I mentioned earlier before. I need to be passionate about my work and have an inquiring mind. I need to be passionate about my work and I know the quality will be high.