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Professor Goetz  
Research Paper Final

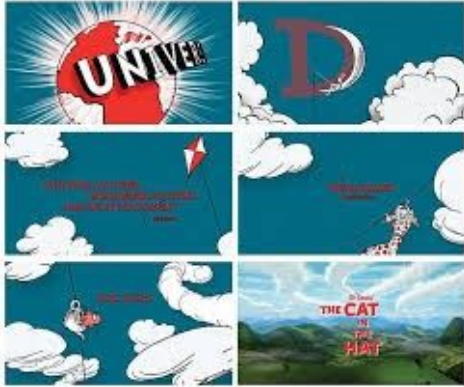


Karin Fong was born in 1971 in the USA. She is a designer and director in Los Angeles. As a kid she was constantly making things, an excellent drawer and was very fond of the books that by high school she used her talent of being an artistic and a storyteller. During her last year of high school she worked a lot on her yearbook, sometimes she would convince her teachers into letting her create some artistic projects. She had always done so much into creating films, designed or created her own magazines or books. It came natural to her before she even realized what she would do about her future.

Karin went on to attend Yale University and major in art. As she was majoring in art at her university, she caught interest in design. Due to her project in her senior year, she attracted a team of her own peers because of the interactive with her animated alphabet book that she created for her senior thesis. She then began her career with an art degree from Yale and a stint animating for *Where in the World is Carmen San Diego?* at WGBH Boston. One thing that the Carmen Sandiego project taught her was about the thought of mixing media. The use of the typography tool was a huge need when it came to film and cinema work or television but it was sometimes proved to have less than adequate. She then later joined the west coast studio of R/GA before becoming a founding member and partner for the Imaginary Forces in 1996.

Throughout her career, there were many projects in film, television, gaming and advertising.

Some examples would be God of War- From Ashes trailer, Target- Christina Aguilera, Black



sails- Main Tiles, etc. There is also some recognizable title sequence

from The Cat in the Hat, The Pink Panther 2 and many others. Her

work is truly impressive

that her work also helped

with advertising for

Target, Sony PlayStation,

Chevrolet, and Honda.

There would be different interviews with Karin

Fong, but there was this interviewer named Ana

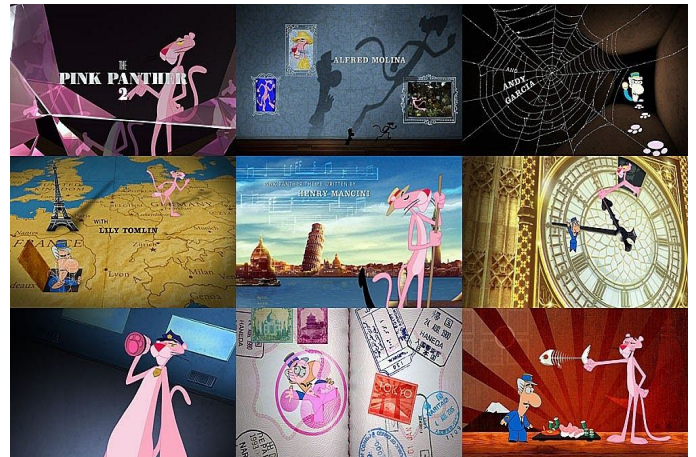
Gómez Bernaus that asked about what karin's early

influences and explored to ask about her work as a whole. They started off talking about what typography was to karin and if she knew what she wanted to focus on about film. Karin was very fond and interested in typography. They went on talking about how karin put letters on her Super 8 camera films and closed their conversation back to the super 8 film topic.

There were many designers who just worked with typography and also motion. Fong on the other hand, took a big step farther by converting images into a figural whole which on the contrary, became her personal trademark. She had earned about seven Emmy nominations and even won twice on the statue on the series masterpiece theatre and the science fiction counterpart series.

Karin's work would later on appear at the Cooper Hewitt National Design Museum, the Wexner Center, Artists Space in New York and the Pasadena Museum of California Art. Later in 2009, she was included in Fast Company's list of the "100 Most Creative People in Business".

Karin was also a faculty at Yale school of art and taught both film and video. She encouraged new undergraduate students to try lots of different creative paths.



## Work cite:

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