Ozan Karakoç

Birthday: May 8, 1983
Marital Status: Married
www.ozankarakoc.com

Interview with

O.K.

by Ivaylo Klissarov

Experience
Bak Magazine
Owner, Designer, Head Editor
Los Angeles, USA
2005

Muzik Kutusu
Owner, Designer, Head Editor
Los Angeles, USA
1999

Ironmina L&Y
Senior Art Director
California, USA
Sep 2008

I Mean It Creative
Senior Art Director
California, USA
Sep 2008

Education
Bachelor’s Degree
Marmara University
Graphic Design Department
Istanbul, Turkey
2002 – 2006

Master’s Degree
Marmara University
Cinematography Department
Istanbul, Turkey
2006 – 2008

Born in Istanbul, lives in Los Angeles, CA. Graduated from Marmara University’s Fine Arts Department with Bachelor’s Degree in Graphic Design and Master’s Degree in Cinematography. Founder of award winning web projects Bak Magazine and Muzik Kutusu. Currently works as a Creative Director.

What is Bak Magazine?

Bak Magazine is one of the greatest online visual arts magazines on the internet. It was January 2006 when Bak was founded by a Turkish graphic designer, Ozan Karakoc, in Istanbul. In a very short time after its release Bak became very popular among the art lovers from all over the world.

As a bilingual magazine (English and Turkish), Bak is download and read by hundreds of thousands of people from more than 140 countries. In October 2008, Bak moved to Los Angeles, California.

In Bak, there are tons of graphic design works, illustrations, paintings and photographs, submitted by its talented readers. One of the most important elements of Bak’s content is the special artist interviews. In 15 issues, Bak hosted 140 artists including world famous illustrators Gottfried Helnwein, Brad Holland, Jack Unruh, Kent Williams, Oleg Stavrowsky, giants of photography Jill Greenberg, Eugenio Recuenco, Phillip Toledano, Quentin Shih, Seb Janiak and popular graphic designers Vince Frost, Andrio Abero, Gerard Huerta, Si Scott and Tom Muller.

Before
Ozan Karakoç is the Owner, Designer and Head Editor of Bak Magazine as well as Muzik Kutusu. His previous work for movie purposes as well as Turkish tourism attraction and largely expresses himself through typographic posters. I was actually very impressed by the work produced by this designer and really liked the way projects were engaging, motivating me to excel in my own work. I wanted to interview Ozan due to the fact he has collaborated on some very interesting projects.

After
I was very curious by the accessibility and friendliness Ozan offered. I admired his down to earth attitude towards design and life in general. Seeing that he is a Creative Director made me thought he would of been much more business orientated and less patient towards new comers. Overall, I take a very good experience out of this project, as it motivated me to create an homage-poster based interview to him.
13 on the 4th

When the client’s vision interfere with the designer, how do you handle it? How do you make sure your vision matches the client’s vision?

It’s totally understandable when the client’s vision takes off the edge of the real-life case. Sometimes the client insists on doing things that are not possible or not effective. It’s important to communicate with the client and try to understand their perspective. At the same time, it’s important to make sure your vision matches the client’s vision. If you don’t, you may end up with a design that doesn’t meet the client’s expectations.

14 on the 4th

What are some of your design influences and if you could only choose one typeface for your work, which one would it be?

I guess my work affects me a lot in a perfectly designed font. I would work a lot more effectively if I were a designer. I love design because it’s a way of thinking and it’s a way of living. It’s a way of expressing myself. And I think that’s why I enjoy it. I design and do not work by the world. One of our most important missions as designers is to educate our clients. And that’s why your always creating something that’s new and interesting. And that’s what makes you an artist.

15 on the 4th

What is your favorite field of work within graphic design?

Typography for sure! I always had great interest in typography. I really enjoy creating beautiful typography that tells a story. I love the way typography can be used to convey emotion and meaning. It’s a powerful tool that can be used to effectively communicate a message.

16 on the 5th

Any advice for upcoming designers orientated towards the business world?

It wasn’t right for me to talk to a Los Angeles based client about the business world. I think there are some important factors to consider when working with big clients. If you’re passionate and talented enough and you want to work for someone else, you can still find your way after you get enough experience and network of course. But you need to have good communication skills in order to be successful as an artist.