

SAMPLES OF KC'S PROFESSIONAL WORK (1 of 20)



New Views exhibition

My poster design was accepted for an international symposium which sought to provide a stimulating conversation about the challenges faced in graphic design. “New View 2: Conversations and Dialogues in Graphic Design” exhibition was first hosted at the London College of Communication from July 9 - 21st before traveling to the Melbourne Museum in Australia in late 2008.

PROFESSIONAL WORK (2 of 20)



Fulbright Association (Singapore)'s 10th anniversary booklet

This is a pro bono project where I designed and created a 160-page, A5-sized booklet entitled "Beyond Barriers" to commemorate the Fulbright Association (Singapore)'s 10th anniversary in 2007.

PROFESSIONAL WORK (3 of 20)



What will you create?

In 2003, Nanyang Technological University in Singapore created the School of Art, Design and Media (ADM) as a national initiative to set up the first professional, government sponsored art and design school and I was recruited to set up the Bachelor of Art (Hons) degree in Visual Communication. Together with an agency, we created a campaign that posed a question as well as a challenge to Singapore: What will you create? Shown here are the actual applications of a public transportation as well as the sketch.



The President of Nanyang Technological University dubbed the dots as “bubbles.”

Dots were everywhere, in this case on one of the banners on the temporary board fence put up while the building was being erected.

Below: An architect’s rendering of the future School of Art, Design and Media.





Notice the location of the bubbles on the hoarding panel, strategically chosen to expose the school to as many pedestrians and motorists as possible. With grass for roof and glass for ceiling, the school was completed in 2004 at the cost of S\$35 million (approximately US\$20.5 million in 2004's exchange rate).

PROFESSIONAL WORK (4 of 20)



Sketches for Hiway ad

These were six ideas that led to the conceptualization of the rabbit advertisement for Hiway Technologies in Florida. Advertisement conceptualization started with a sketch, as illustrated in these selected samples. The top left-hand corner sketch was selected for the advertisement campaign. Sketching is important in expressing ideas as these become preliminary steps taken before bringing the concept to a computer. Finding the appropriate style, arrangements, color, text, and ideas are critical and sketching allows me to discover many different possibilities.

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*Source: Technomic, 2000-2001 and 2002-2003. *Source: Technomic, 2000-2001 and 2002-2003. *Source: Technomic, 2000-2001 and 2002-2003. *Source: Technomic, 2000-2001 and 2002-2003.

Hiway Rabbit

To create the illustration for the ad, I employed color markers and color pencils for the final artwork. I find simple pleasures in illustration which comes with the freedom of experimenting with colors, media as well as compositions and this project rewards me with flexibility that is irreplaceable by technology. Computers are helpful but for expressive strokes and “human touches,” handcrafted originality is still treasured. The ad was part of a series of advertisements to communicate Hiway’s leadership position in performance and reliability. The combination of national magazines using these advertisements for a period of three months exposed the company to an estimated 6,000,000 readership. (*PC World, PC Magazine, Byte, CRN, Interactive Week, Internet World, Net Guide, Web Week, ZD Internet Magazine, Windows Source*)

PROFESSIONAL WORK (5 of 20)



Corporate identity for Computown, Inc.

"Computown" is an abbreviated name, an amalgam of "computer" and "town", and was founded in 1985 in San Francisco, California. I revised the corporate logo in 1992 in a continuing effort to reflect growth and diversification by incorporating some skyline into the silhouettes such as the famed TransAmerica building as a reminder of the location where the company's origin. The new identity made use of upper and lowercases to render a friendlier look.



CPU Packaging for PCTown

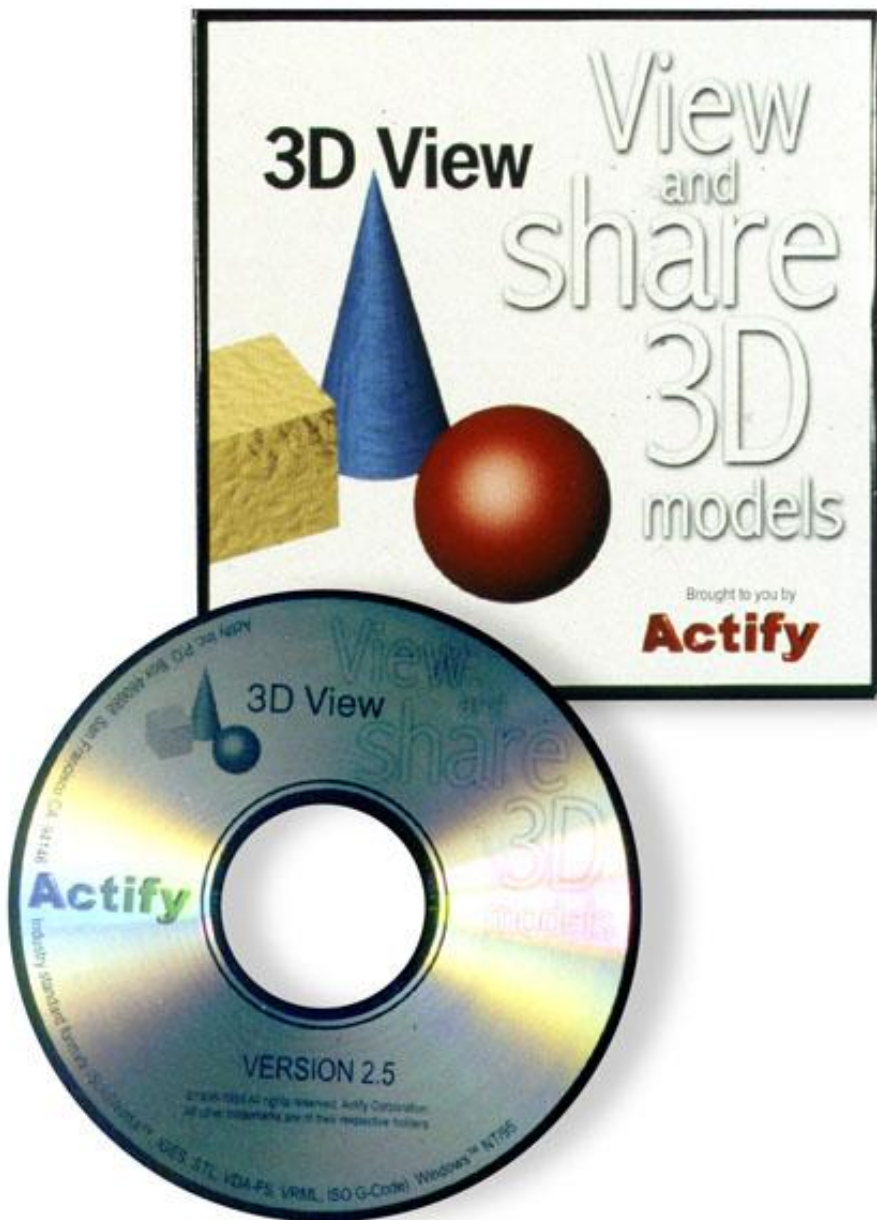
Computown needed a coherent packaging design for its line of PCs that stresses value and ease of use. I designed a simple yet pragmatic two-color format and by using simple lines, I illustrated the shape of the CPU and I also incorporated foolproof descriptions on the box to entice customers to make their buying decision easier.

The interior design of the Home Computing department of Computown was initiated in the spring 1994. The main objective was to introduce Computown's new home computing department as a place where children are welcome and trained free of charge. Working with an interior design consultant, selected aspects from my marketing and design plans were implemented in the San Francisco, Mountain View, Pleasant Hill and San Jose stores.



Some point-of-purchase and store branding designs featuring “Kiddo.”





Actify Corporation

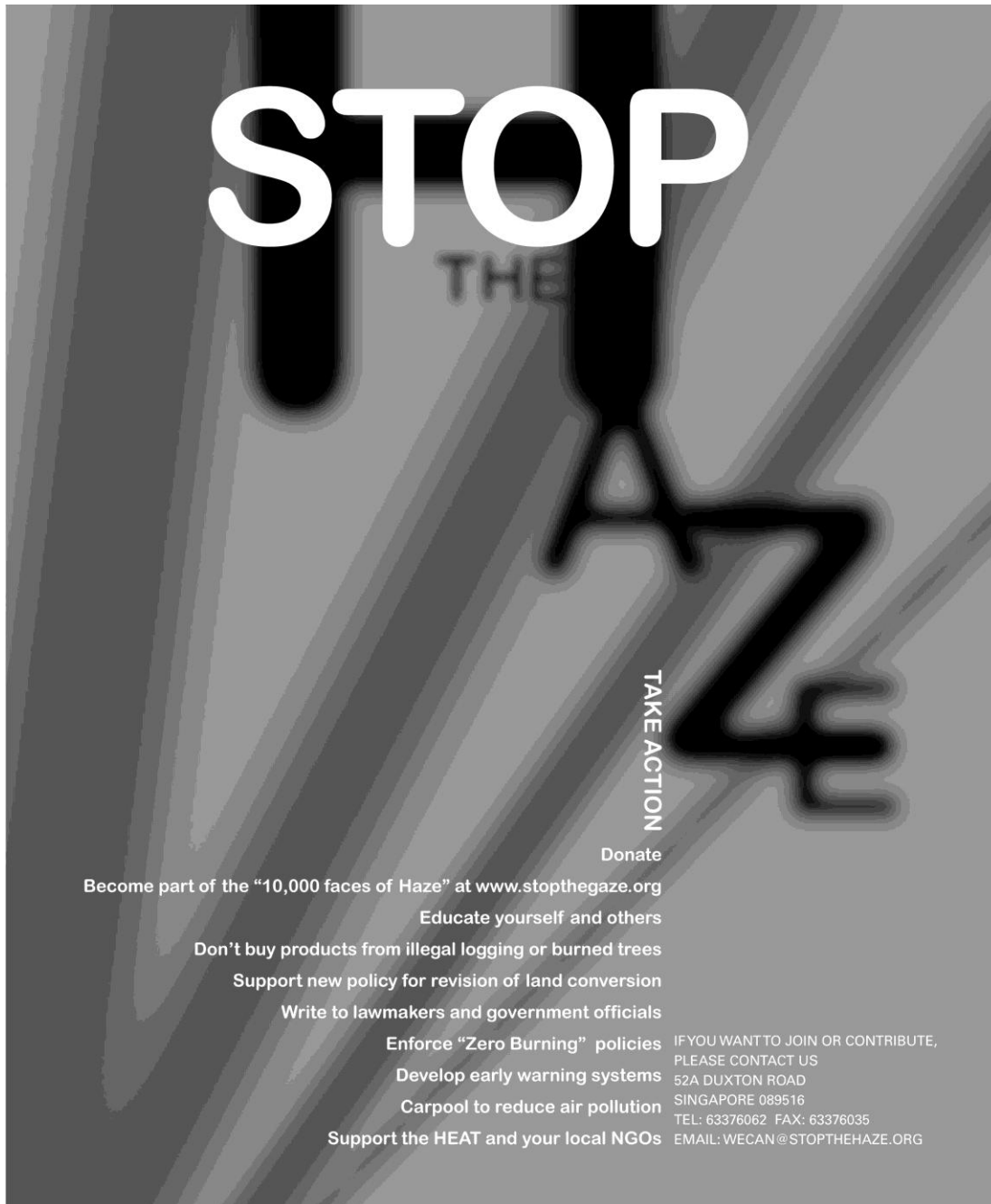
Actify, a software company based in San Francisco, California, has an extensive international client base and develops powerful yet affordable products that support the design and manufacturing industry. Sustainable design considerations were employed where the back of the CD cover (though not shown) featured a simple mailer with logistics considerations in order to mail the 3D View, a very popular CAD/CAM viewer for Windows operating system to many parts of the world.

PROFESSIONAL WORK (7 of 20)



Far East Supermarket

A family-owned business in Lubbock, Texas, Far East Supermarket offers Asian foods and when they needed to increase their visibility within the community, I proposed these selected designs to them in 2002 for considerations. I incorporated elements of eastern themes such as calligraphy and western typographic combinations in the effort to create an identity that would reflect the supermarket owner's ethnicity but more importantly, the harmonious and communal values of the customers that Far East had dutifully served.



Stop the Haze advertisement

In the ad, readers were encouraged to take action by becoming part of the “10,000 faces of haze” and to educate themselves in taking actions to protect the environment. Since Stopthehaze.org was a non-profit organization, the challenge was to create an ad that is both impactful and memorable. To overcome the challenge of not being able to use colors, I relied on contrasting black and white hues with strong typography and lines with simple layout compositions for the eventual ad that appeared in Focas Forum on Contemporary Art & Society - Regional Animalities in 2007.

PROFESSIONAL WORK (9 of 20)



Matters of Communication for ICA

Themed “Matters of Communication: Political, Cultural and Technological Challenges,” this logo was created for the US-based International Communication Association (ICA) for their 60th conference in 2010 in Singapore. Espousing Eastern design cues of the likeness of the ying-yang symbol, the two androgynous silhouettes of human profiles suggest mutual correspondence and balance. While the fiery red on one silhouette suggests readiness, the earthy saffron with its references to monk robes on another is chosen for a subtle but harmonious contrast. Rings of text are interwoven into the periphery of the logo for a sense of interconnected dynamism.



The booth set up in Chicago in 2009 to promote the conference.

PROFESSIONAL WORK (10 of 20)



Logo for Lincoln Resource Center

Lincoln Resource Center is a public library within the premises of the Embassy of the United States of America in Kuala Lumpur, Malaysia. In 1990, the LRC turned to the Malaysian Institute of Art for their logo revision and a school-wide competition was held. Inspired by the American flag, I chose one huge Star as the representation of the United States and the wavy red and white stripes to suggest progressive movement into the next century. They picked my design to replace their 40-year-old logo. A ceremony was held at the LRC and the national Chinese newspaper, Nanyang Siang Pau reported the story with a photograph of cultural attaché, Ms Hillary Olsin-Windecker presenting a certificate of appreciation to me in 1990.



Mewa Signage explorations

Mewa is the first professional store to specialize in custom framing in the Northern region of Malaysia. Name selections for a new company can be tricky especially in a heterogeneous society in Malaysia. The name Mewa in Chinese translated as “to beautify” and “Mewah” in Malay means luxury. By removing the “H” in “mewah”, it becomes a customized name which mimics the Mandarin pronunciation. In 1998, they acquired a new location with about 4,000 square feet of showroom, warehouse and office space in a three-storey building and I was involved in the branding and promotional activities. Some concerns while designing the signage centered on implementing three different languages: Malay, Chinese, and English for the multilingual society of Malaysia.



Vehicular design for Mewa

The vehicular graphics program for the van represents the company’s playful elements. The simple, randomly-arranged colorful frames rendered in different sizes “wrapped” around the van to create visual excitement. In addition, a website was secured in August of 1997 and when the company opened its doors in 1998, the site has since gone through several changes. The site was revamped in 2008 to a php script that allows immediate update while being logged into an administrator’s page online.



Experience design for the interior of Mewa

The interior design of Mewa calls for one that allows their customers to creatively express their ideas and needs for framing materials. In essence, is an embodiment of three different elements:

1. The harmonic completion of human desire for perfection in philosophic and practical terms;
2. The juxtaposing of our Malaysian nationality as well as our ethnic Chinese identity;
3. The preservation and enhancement of beauty and value of our customer's prized collection.

PROFESSIONAL WORK (12 of 20)



The Art Gallery, Brinson Fine Arts, Southern Arkansas University

In developing the actual exhibit of faculties' work, I chose to decorate the gallery with a distinctive graphical element, which was transferred into decals on the windows, sent as email attachments and used as logos on mailers. The windows of the gallery were decorated with white decals that juxtaposed the art faculty's side profile silhouettes. The last names are positioned in random order and some names are reversed to take advantage of the entrances to the building. My professional works, ranging from corporate identity, packaging, advertisement to web design, were exhibited from October 5 - November 6, 1998 in the Art gallery of the Brinson Fine Arts building.

PROFESSIONAL WORK (13 of 20)



The owner's name was embedded in the chair as part of the design.

Can you spot
杨国昭?

Experience design

By providing what I called “experience design,” the intention was to design a total spatial experience that connects to those of a client’s emotive appeal and aesthetics. Part of the challenge was to work with existing furniture but with themes of “east meets west” and “modern versus old,” a daybed was custom built in Bangkok, Thailand from recycled wood and was shipped to Singapore in 2007. Everything in the interior was handpicked to match every piece of furniture for the creation of an ambience that comingled to relive the above mentioned themes.

PROFESSIONAL WORK (14 of 20)



The Wee Kim Wee School Coffee Table

The upgrading of the Asian Communication Resource Centre (ACRC) at the Wee Kim Wee School of Communication and Information in January 2009 created a situation to relocate the 15 year-old model (measuring 33" x 45") that existed before the school was built. The challenge was to first find a place to house the huge model and when the reception area on the 4th floor was identified as the model's new home, the old model was given a new face lift. I had the model resized to 33" x 33" and it was turned into a functional coffee table. Maple tones were selected to match it to its surroundings.

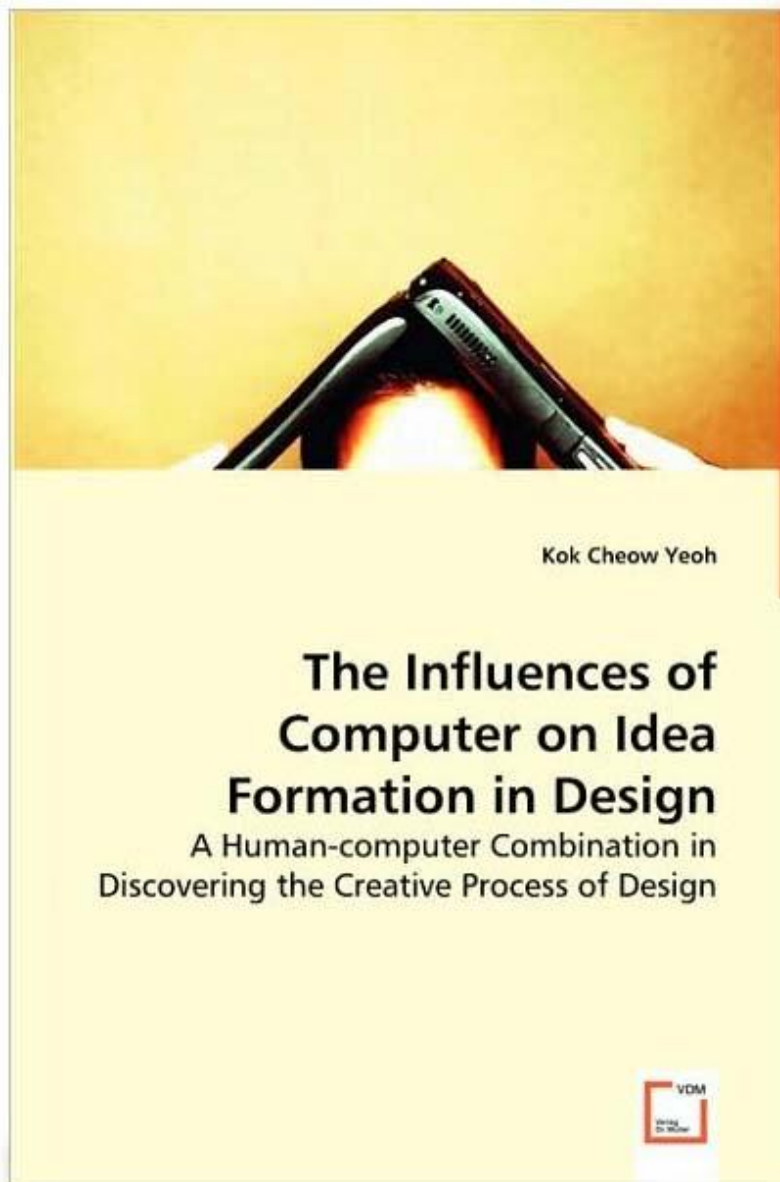


PROFESSIONAL WORK (15 of 20)



Airbrush illustration

This is an airbrush work featuring a Malay man with a “serunai” (a traditional Malay trumpet) against a tropical backdrop of coconut trees. The original art measures 36” x 48.” The trumpeter wears a sarong which is a popular form of attire among the Malay community. This art appeared in the Spring 2000 issue of *Elysium*, an artistic and literary journal from Texas Tech University’s Honor College.



Published book

In July 2008, I published a book with VDM [Verlag Dr. Mueller e.K]. (ISBN-13: 9783836453035/SBN: 3836453037) based in Germany. The work was based on my doctoral thesis which investigated the impact of computer technology on the design process of ideation in undergraduate graphic design students. The study was conducted by using a set of questionnaires responded to by 68 undergraduates from 14 graphic design classes in a major university in Southwest USA. 91% of all respondents discovered something new while working on the computer. Their justifications are based on the fact that computer technology is facilitative and their dependencies are because the computer is a tool of automation, accuracy, expediency, presentation, execution, and implementation.

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Published article and journals

Whenever possible, I have always enjoyed contributing my views and ideas which in this case were an article for a local publication for designers in Singapore called Designer for their 12th issue in 2006. For the “Education special” issue, I put forth several recommendations for design educators and students who use computer technology and examples from the very first batch of the 2D foundation classes at the School of Art, Design and Media were shared. Other publications that I have contributed, quoted and published in include Singapore Architect (issue 251) and The International Journal of the Arts in Society, Edinburgh, Scotland.

PROFESSIONAL WORK (18 of 20)



Yeoh.com

Jumping on the Internet bandwagon, I secured yeoh.com when short URLs were still widely available in 1994. A work in progress, the latest design takes into consideration the need for me to typographically explore the URL with different themes.



Yeoh.com won the 1999 Multimedia Merit Award in HOW magazine (October 1999 issue of Self-Promotion Annual, The Best of '99).

PROFESSIONAL WORK (19 of 20)



postART postcard competition

I submitted two different designs of four cards for Action for Aids' call for entry in Singapore in which youth awareness of AIDS related issues were on the wane. The top idea dealt with the metaphorical references through layering of blue hues to show that when while we choose to sleep with someone, we have no choice but to sleep with their past relationships or encounters. The bottom idea is a simple typography driven ad with a condom to replace the character "O" in "SAVIOUR."



Straight from the heart

Airbrushing was used to create the pink ribbon of the word 'heart'. This package design was featured in the 1991 Spring Show at the Academy of Art College in San Francisco, California. It was re-featured in the Academy's 1993 – 1996 catalogs. Three different styles of heart gift-wrap paper are bundled for this slick all-black box packaging. Consistent with the heart motifs, this box is given the title, "Straight from the Heart", making it an ideal gift for festivities such as St. Valentine's Day, Mother's Day or other related days of celebrations.