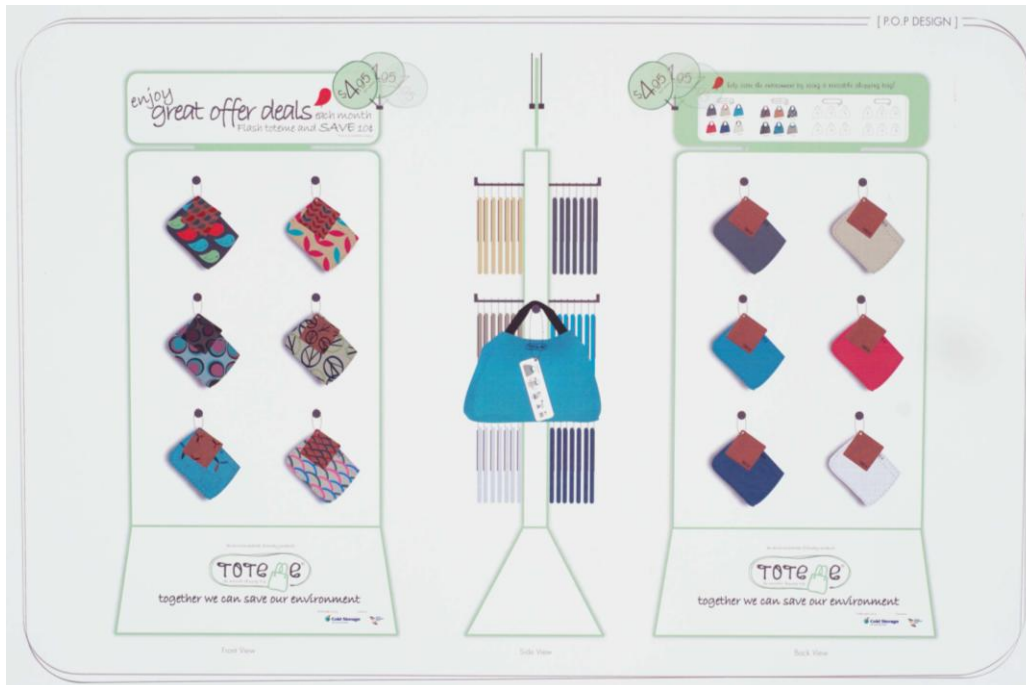


## SAMPLES OF STUDENT'S WORK UNDER KC'S DIRECTION (11 of 20) @ ADM, NTU, SINGAPORE



### A mini campaign

Students from Graphic Design 1 (Vis Com 220) at the School of Art, Design and Media were challenged to create a mini campaign that could either promote a product or a service. Student Chen Sijin created a foldable and reusable line of bags called "Toteme." Apart from producing a mock-up to test her ideas, she was encouraged had to explore the logistical as well as aesthetic concerns.



## STUDENT'S WORK UNDER MY DIRECTION (12 of 20) @ ADM, NTU, SINGAPORE

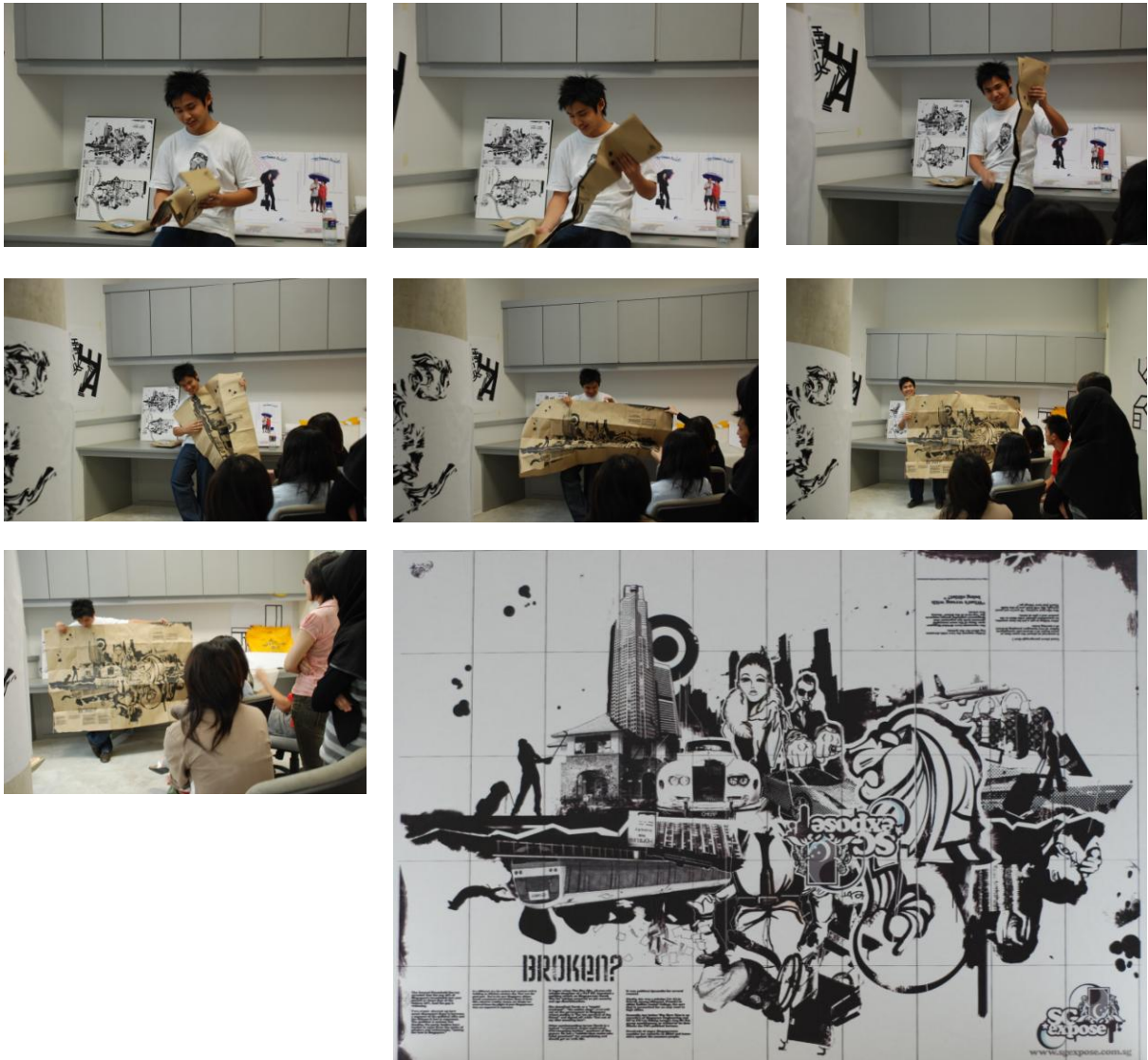


### Interschool collaboration

A final year student at the school of Art, Design and Media, Lim Cai Ling consulted with me as a co-advisor for her project while a faculty at the Wee Kim Wee School of Communication and Information (within the same university). Her project, DE2: Design Decisions included a workshop and a board game where designers reflect on design ethics and responsibilities. Because games were reflections of reality with minimal risk involved but with a high level of engagement, it became a powerful educational tool. The objective of her workshop was to enable a systemic change in designer' perceptions of the profession and to emphasize the critical roles and responsibilities designers play in the society. Cai Ling's project is reachable at <http://www.serenelim.per.sg/fyp.html>



## STUDENT'S WORK UNDER MY DIRECTION (13 of 20) @ ADM, NTU, SINGAPORE

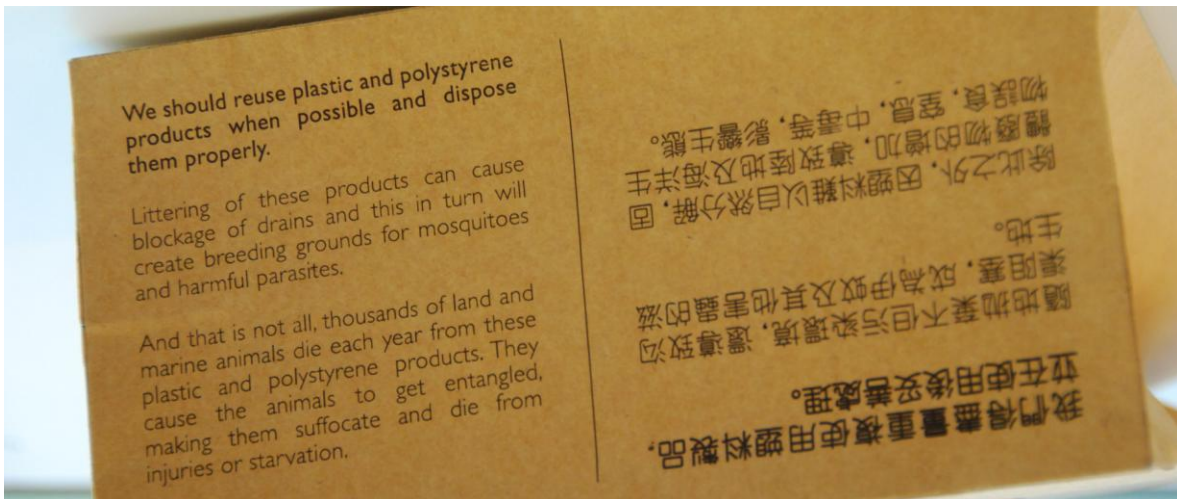


### Sustainability on a small scale

In Graphic Design II, students took on the issue of sustainability on a small scale. Instead of the usual rhetorical questions and condemnations, students were challenged to propose a solution that is both creative and practical which can bring about change in a local community. I believed this was a much more practical solution. As student Chin Wei's poster was unfolded, the main message within was revealed. Growing up in a highly sanitized and judiciously organized environment, his visual solution incorporated elements of graffiti to appeal to a younger crowd.

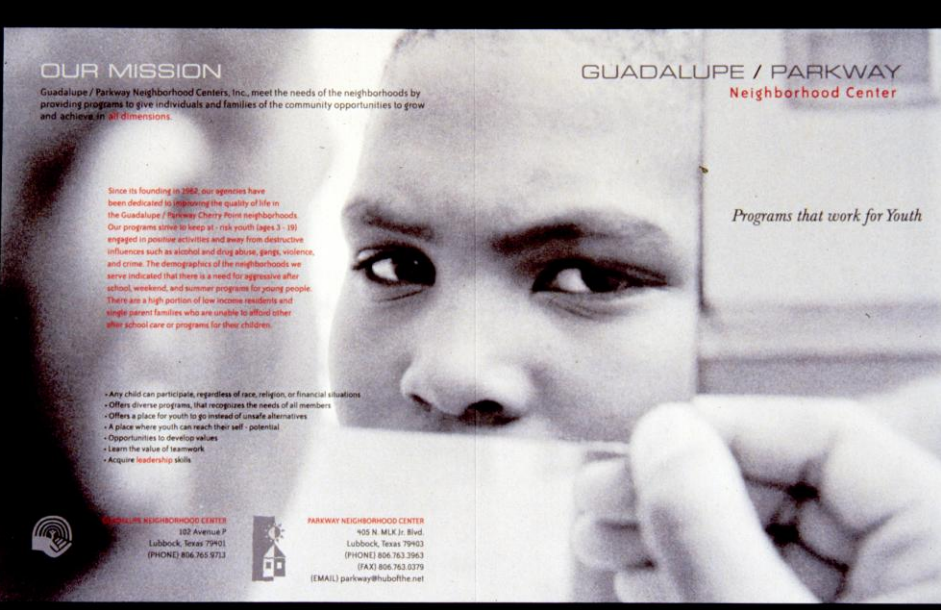


**STUDENT'S WORK UNDER MY DIRECTION (14 of 20) @ ADM, NTU, SINGAPORE**



**Sustainability in a multicultural society**

Part of the challenge faced by students in the Graphic Design II course at the School of Art, Design and Media was not only to conceive a social message with relevance, which in this case was about using resources wisely, the physical form of the message serve the context in which the audience was served. Student Tan Wen Chuan proposed a shopping bag that carefully balances between multi-ethnic and multi cultural Singapore and his visual and aesthetics solution took in a hand-made shopping bag.



## OUR MISSION

Guadalupe / Parkway Neighborhood Centers, Inc. meet the needs of the neighborhoods by providing programs to give individuals and families of the community opportunities to grow and achieve in **all dimensions**.

Since its founding in 1982, our agencies have been dedicated to **improving the quality of life in the Guadalupe / Parkway Cherry Point neighborhoods**. Our programs strive to keep at-risk youth (ages 3 - 19) engaged in positive activities and away from destructive influences such as alcohol and drug abuse, gangs, violence, and crime. The demographics of the neighborhoods we serve indicated that there is a need for aggressive after school, weekend, and summer programs for young people. There are a high portion of low income residents and single parent families who are unable to afford other after school care or programs for their children.

- Any child can participate, regardless of race, religion, or financial situation
- Offers diverse programs that recognize the needs of all members
- Offers a place for youth to go instead of unsafe alternatives
- A place where youth can reach their self - potential
- Opportunities to develop values
- Learn the value of teamwork
- Acquire leadership skills

## GUADALUPE / PARKWAY Neighborhood Center

*Programs that work for Youth*

**GUADALUPE NEIGHBORHOOD CENTER**  
302 Avenue P  
Lubbock, Texas 79403  
(PHONE) 806.765.9733

**PARKWAY NEIGHBORHOOD CENTER**  
905 N. MLK Jr. Blvd.  
Lubbock, Texas 79403  
(PHONE) 806.763.2963  
(FAX) 806.763.3379  
(EMAIL) parkway@hubohtn.net

A finalist for the Parkway-Guadalupe Neighborhood brochure project in the fall of 2001, the design direction chosen by student David Zarazua was reflected by the simplicity in the design layout aided by photographs shot by student. The compositions of his pictures were carefully planned, chosen, well-cropped, and the end result was one-fold brochure that able to “tell stories” through the stares of the children’s eyes.



K.C. Yeoh, Ph.D. [ohkasiukuusa@yahoo.com]



### **Operation USA**

It has always been a fine line to walk between balancing a budget but to compromise a good but expensive design solution. Student Jennifer Holcomb deliberated over the issue and decided to take on a non-profit organization located in California for an assignment during the fall semester of 2001 in the Public and Social Service course. The student were given a list of organizations to choose from (refer to the “addendum to syllabus at the School of Art, Texas Tech University”). The project included a custom printed box to resemble a crate that is dropped from flyover planes. Within the box lies a front and back printed T-shirt with solicitous materials such as a 4-color, multi-page brochure and circular handouts. The justification for the high cost of production was balanced by corporate sponsorship, which the box is targeted for.





### Tibetan Aid Project

After researching and understanding the plight of the Tibetans, student Allyson Keeling from the Fall 2001 semester of the Public and Social Service course (ART 4381) decided to introduce an “uncomfortable” element in the composition by juxtaposing a sharp, obtrusive white, blade-like text box within this publication design to suggest the outside force of the Chinese communist occupation of Tibet.

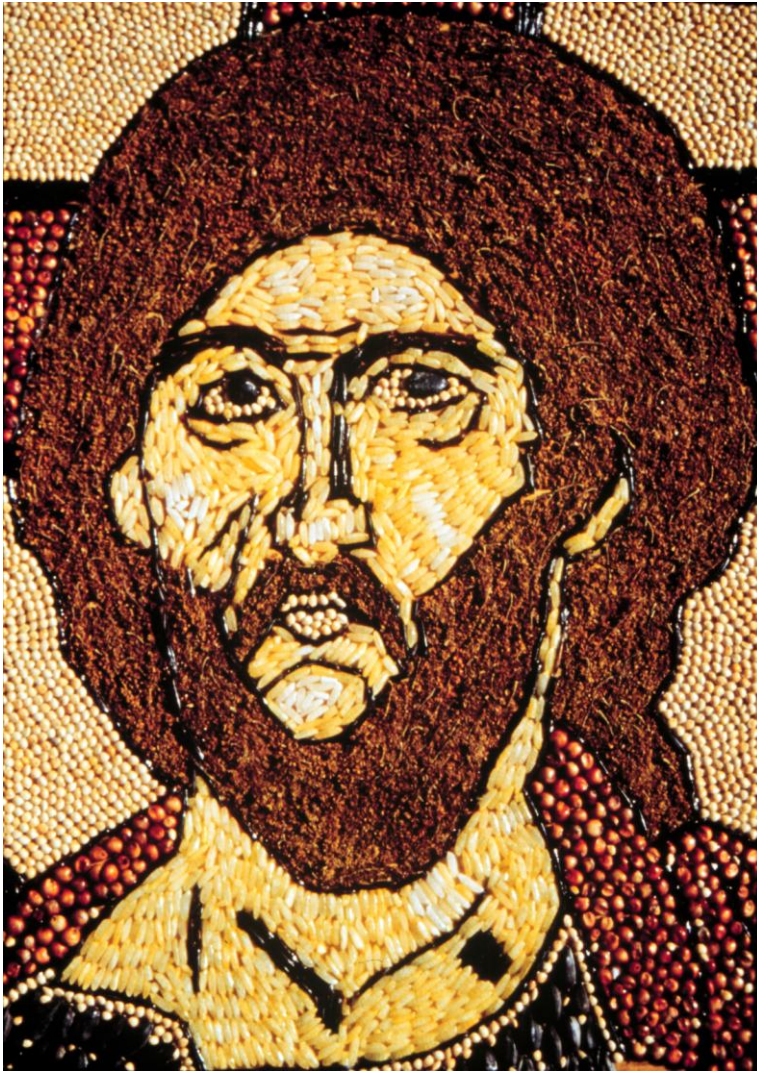
**STUDENT'S WORK UNDER MY DIRECTION (18 of 20) @ SOA, TTU, TEXAS, USA**



**National Asian Pacific American Legal Consortium**

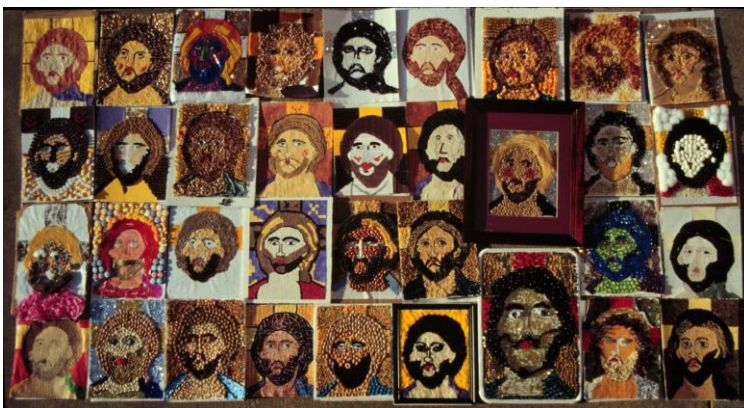
New immigrants often find themselves in a cultural shock and the mission of NAPALC was to help make the transition smoother into the United States. Their mission was also to advance and defend the legal and civil rights of Asian Pacific Americans. A promotional package for the NAPALC featuring a translator CD, a CD sleeve, a catalog, and a measurement conversion chart sheet is Green is chosen to reflect serenity in Asian. The student, Kimberly Dabbs from the Fall 2001 semester at the School of Art, Texas Tech University where I had taught at, explored different typefaces in different languages and they were used as a background to convey as sense of Asian pride and recognition in the design.



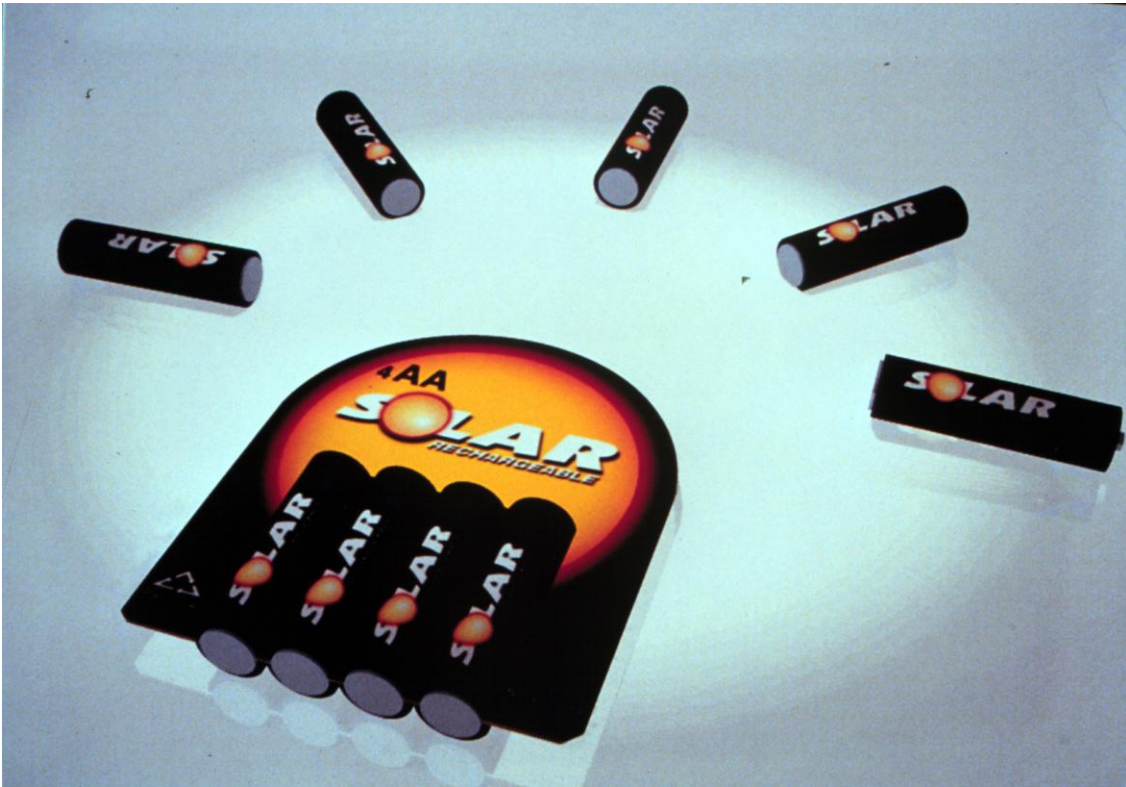


### The Mosaic

Introduction to Fine Arts:  
Art was designed for general students at the Southern Arkansas University. Students were acquainted with art history, the critical process, and the production of art to achieve a well-balanced appreciation for art and how it relates to the development of Western culture. After noticing the lack of interest in the course, I decided to add a mosaic-making assignment to the syllabus. The students were given the freedom to explore any materials to create their mosaics such as Christopher Hall's creation shown here. The featured piece was created with painstakingly arranged seeds. Other students tried everything from magazine cut-outs to M&M's, saw dust, beads, etc. As a result of this freedom, the students had a renewed sense of their appreciation for art. To my surprise, some general studies students confided in me that they are even considered about majoring in art.



Other works submitted by students in the Introduction to Fine Arts: Art during the spring semester of 1999.



### **Packaging Design for Solar Batteries**

This was a computer rendering before a hypothetical product could be conceived. One of the convincing features of computer was the ability to realistically portray a design before spending elaborate production and money to produce them. The student, Vernon Moore from the Individual Problem course during the fall 1998 semester took advantage of that and was able to make alterations based on the idea as it was generated and refined. However, his initial design was first conceived with regular sketching.