PROFESSIONAL PORTFOLIO KOK CHEOW **YEOH,** Ph.D.
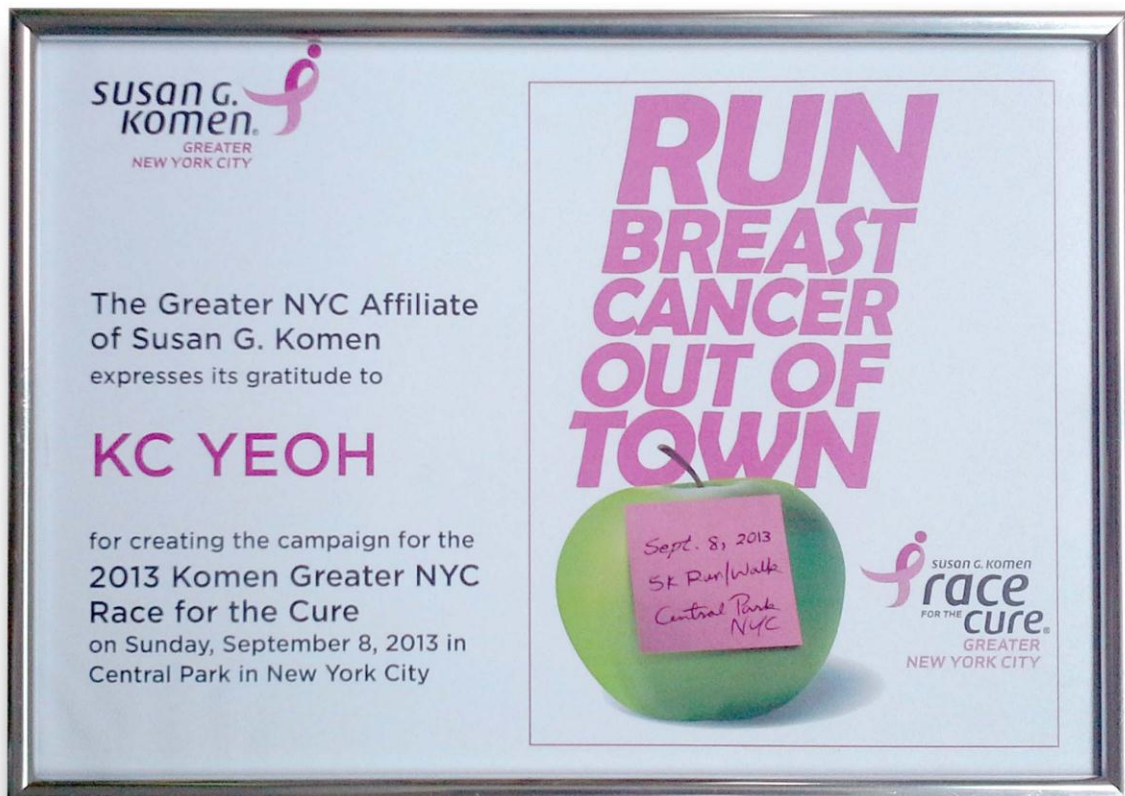
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Run Breast Cancer Out of Town in NYC (1 of 15)

With $2.2 billion invested to date, Susan G. Komen is the world's largest source of non-profit funds dedicated to curing breast cancer. They used my submission for their competition in 2011 for the 2013 for the Komen Greater NYC Race for the Cure, taking place on Sunday, September 8, 2013. The design was widely adapted onto posters, race applications forms, the organization's website, advertisements in New York Post, milk cartons, and in their electronic communications. Shown above is a certificate of appreciation from the organizer for creating a successful campaign for them.

Application forms with standee and milk carton showing ads for the NYC Race for the Cure.
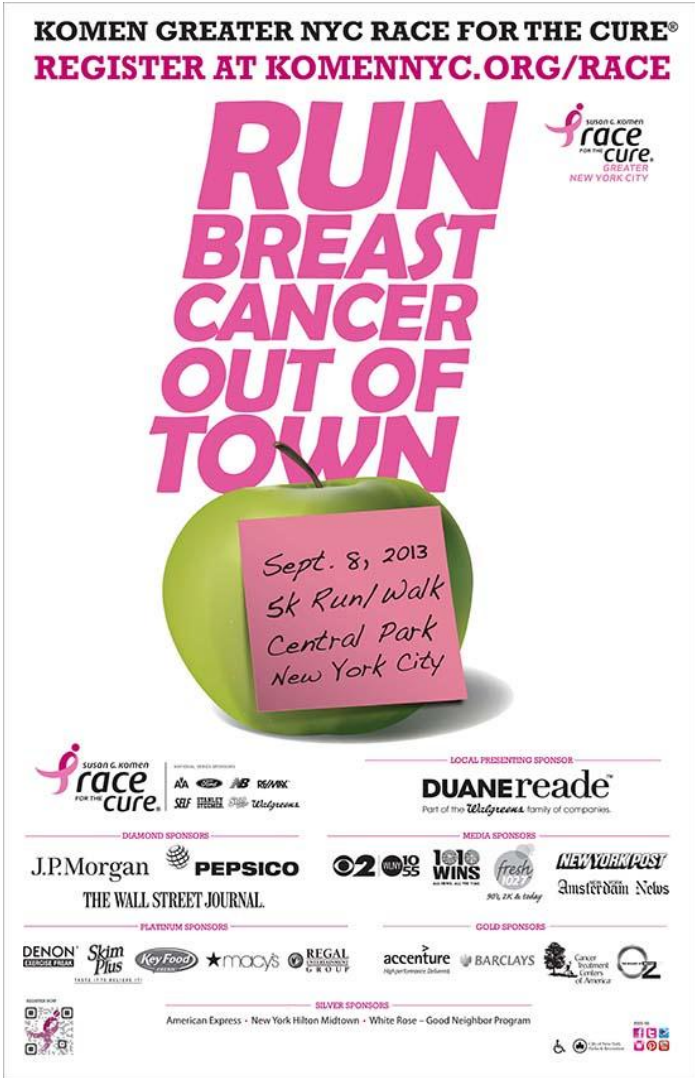

Poster for the event.

The committee of Moscow Global Biennale of Graphic Design informed me on June 3, 2012 that one of the posters I submitted was selected by the biennale committee. I'm thrilled to be an independent participant other than advertising agency BBH Asia Pacific to represent Singapore. I was even more thrilled when I attended the biennale on Oct 9 - 14, 2012 to see that 2 posters (Bob Marley and Dr Sun Yat-sen) were selected and represented on the biennale catalog. For more, visit goldenbee2012.org/en/participants. (Scroll down to "Singapore").

I LIKE TO SEE MANKIND LIVE TOGETHER...

Bob Marley

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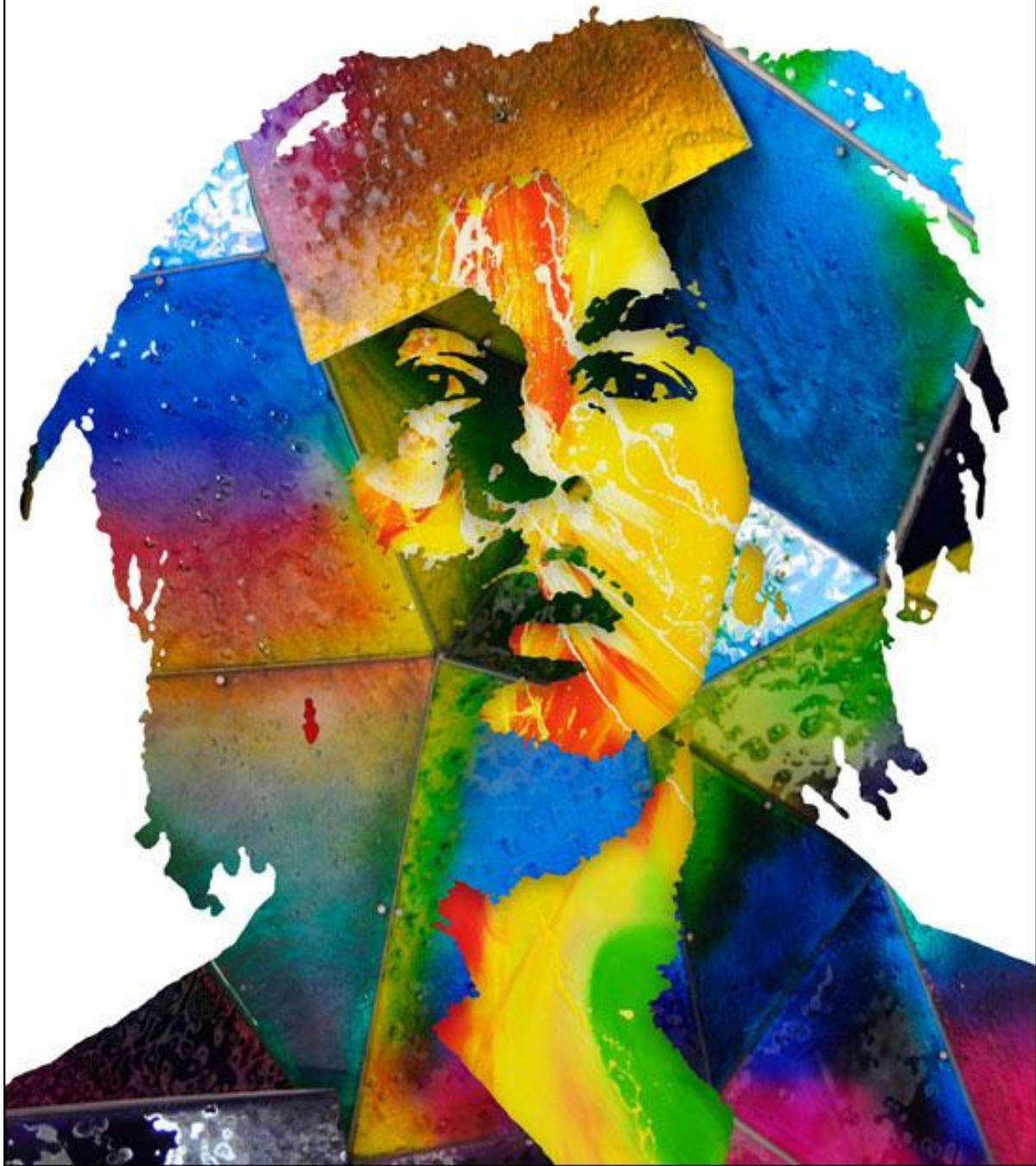
國父孫文
SUN YAT-SEN (1866 – 1925),
THE FOUNDING FATHER OF THE
REPUBLIC OF CHINA WHO WAS
INSTRUMENTAL IN TOPPLING THE
5,000 YEARS OF IMPERIAL CHINA.

Kiddo was created as a mascot for Computown's Home Computing sales department. The importance of a recognizable mascot was important as it could be used in advertising, and collateral related to the department as well as an attraction to kids that had become the department's main targeted audience. Kiddo was featured in an academic textbook, *Gateways to Art* by Thames and Hudson published in the autumn of 2011. Authored by Debra J. DeWitte, Ralph M. Larmann and M. Kathryn Shields, the intention of the textbook is to provide an introductory survey to the visual arts, covering fine art, architecture, design and the graphic arts.

Kiddo as featured on page 209 under the "Visual Communication Design" chapter.
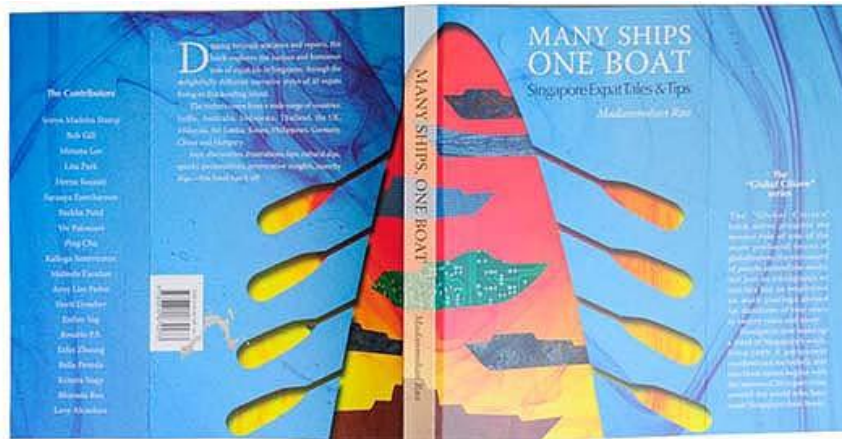
I created an illustration for a book cover and was also consulted for the layout of the inside pages of a book aptly titled, "Many Ships, One Boat: Singapore Expat Tales and Tips." The book provides a more human and anecdotal view of international resident's views on Singapore, through the delightfully different narrative styles of 20 meant as a publication of the writings of 20 Singapore expats currently living in the bustling island state of Singapore. The chosen idea features a view from the bottom of the boat showing the oars extended from both sides of the boat. Considerations include textual information on the cover which includes the main title, subtitle, the editor's name, publisher's logo, bar codes on the back as well as the spine.

In September of 2010, my submission, "Connecting the Dots" was selected as one of the 30 chosen social communication posters in a 7-themed poster competition organized by Good50x70 (for a total of 210). Over the past years, they have involved around 10,000 creatives from 81 different countries and the non-profit organization recently won a Medal of Representation from the President of Italy for championing social communications. These posters were used by respective sponsors (such as Green Peace, WWF, etc) to further promote their causes. With the likes of Woody Pirtle, Massimo Vignelli, Jonathan Barnbook, just to name a few who were the final judges, the pre-selection committee comprised of 28 communication professionals and educators with different backgrounds and nationalities went through 2357 submissions received from 81 countries. The winning posters were displayed in October in the heart of Milan alongside workshops running in the city's leading designing schools.

Unless we act fast to protect the remaining tigers, kids in future generations are definitely ensured loads of dots to connect.

The poster is inspired by using the skull as a metaphor to bring forth the idea that lurking underneath every used or discarded plastic bag is a step that brings us closer to the demise of the human race. In the name of convenience, our consumerist society has become over-reliance on petroleum-derived products. While evil may lurk in the background without our awareness in suspenseful dramas, in these posters, evil becomes a strong focal point--a messenger that plastic will be the death of us. Grungy textures become a contrasting background to suggest a grim and polluted environment tainted over the decades. The overall image is sepulchral and tomb-like with strong dynamically placed central elements such as the plastic bag or the plastic bottle, making the message easy to understand and difficult to miss. This is a series of two posters submitted for the Segunda Llamada, the Universidad Autonoma Metropolitana and Natura Mexico's 3rd International Poster competition on May 16, 2013.
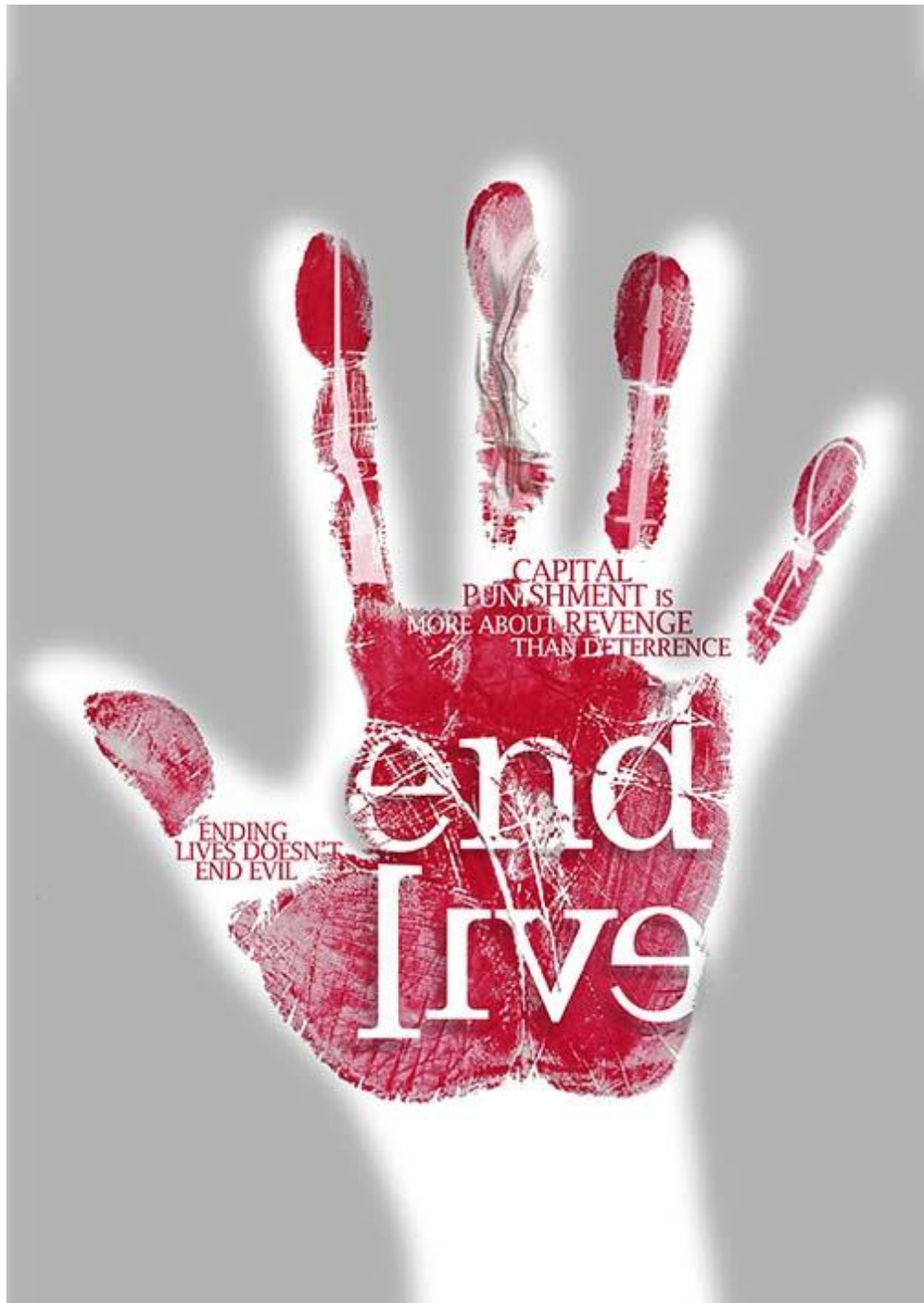
A juried competition which takes place every two years, the Moscow Global Biennale of Graphic Design**,** endorsed by the International Council of Graphic Design Associations (ICOGRADA) and the International Biennales Coordinating Committee IBCC aims to promote a deepening of the international cooperation, increases the cultural status of graphic design, helps to escalate creative level and spiritual potential of a profession, served formation of high valuable orientations. The poster above was submitted in April 2014 for considerations at the biennale.

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.
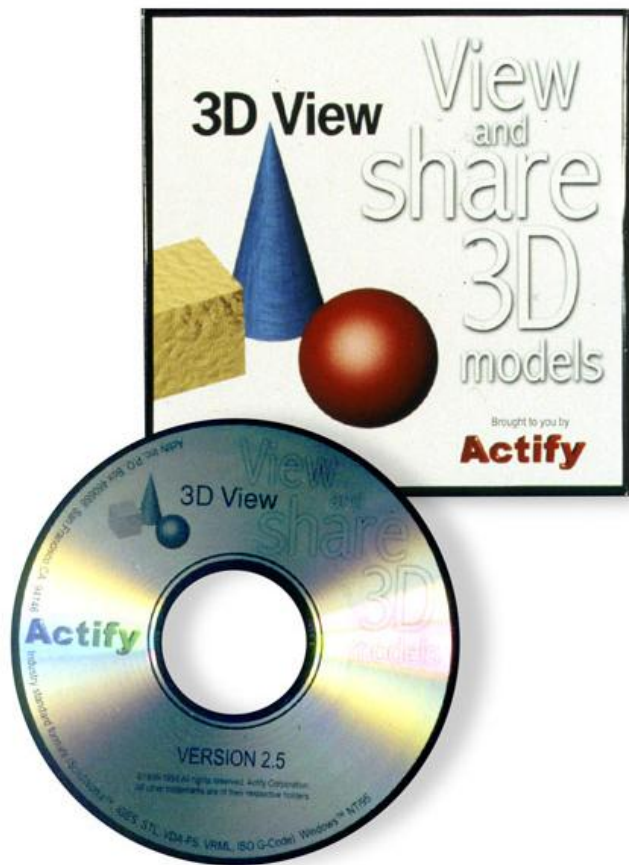
Packaging: PCTown

PCTown 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.

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Vehicular graphics from Mewa Frame

As the 1st full service custom framing store in northern Malaysia's state of Kedah, Mewa Frame opened her door in August of 1998 and when the company grows, a consistent graphical element became necessary for its fleet of vehicles. Simple geometrical cubes with striking colors are randomly-arranged in different sizes to wrap around the van for visual dynamism. Due to the configuration of the truck with a wooden construction of the bed for heavy-duty purposes, minimal graphics were used but yet consistent cubical graphics are used throughout the vehicular graphics program to ensure maximum exposure of the company's identity.

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.
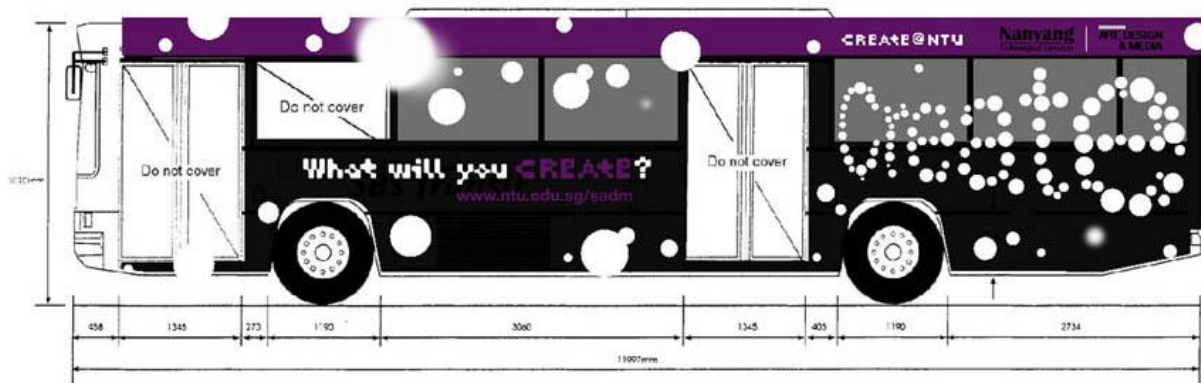
The President of Nanyang Technological University dubbed the dots as "bubbles." Dots were everywhere, in this case on one of the banners on the temporary board fence put up while the building was being erected.


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 US20.5 million in 2004's exchange rate).

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.
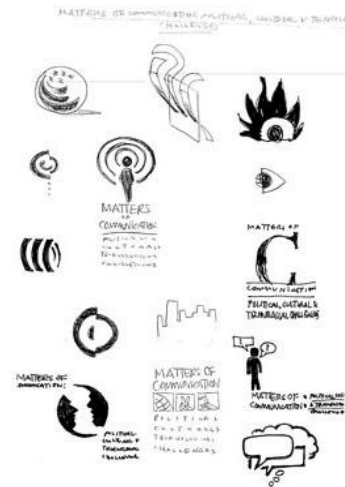
Branding for the Wee Kim Wee School (WKWSCI)

The School was originally founded in 1992 as a free-standing School of Communication Studies on a mission to redefine the media and information landscape in the region. In 2001, it becomes the School of Communication and Information. In 2006, it was officially named the Wee Kim Wee School of Communication and Information after the late president of Singapore. In 2010, in celebrating the School's 20th anniversary and further strengthen the school's foothold in as a premier communication school, the branding effort includes a newly designed WKWSCHOOL modeled after the Museo Sans typeface.

It was truly an honor to be invited to the prestigious Typography Day 2013 conference as a keynote speaker in 2013 at the Department of Design at the Indian Institute of Technology Guwahati (IIT Guwahati). The title of my topic was *Universality - how display typography transcends boundaries to communicate visually without the hassle of understanding a specific language*. With a theme of display typography, visuals of signage, police cars, advertisements, and theoretical groundings of experience design with the focus on meaning by Nathan Shedroff were shared. Such a generalization was meant to generalize with the objectives to expose the opportunities and ramifications of universality in display typography. The focus on aesthetical, demographical, geographical, as well as contextual and practical ramifications of expressive typography from different parts of the world was also presented.

In July 2008, I published a book with VDM [Verlag Dr. Mueller e.K]. (ISBN-13: 9783836453035/ISBN: 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.

Kok Cheow Yeoh

The Influences of Computer on Idea Formation in Design
A Human-computer Combination in Discovering the Creative Process of Design
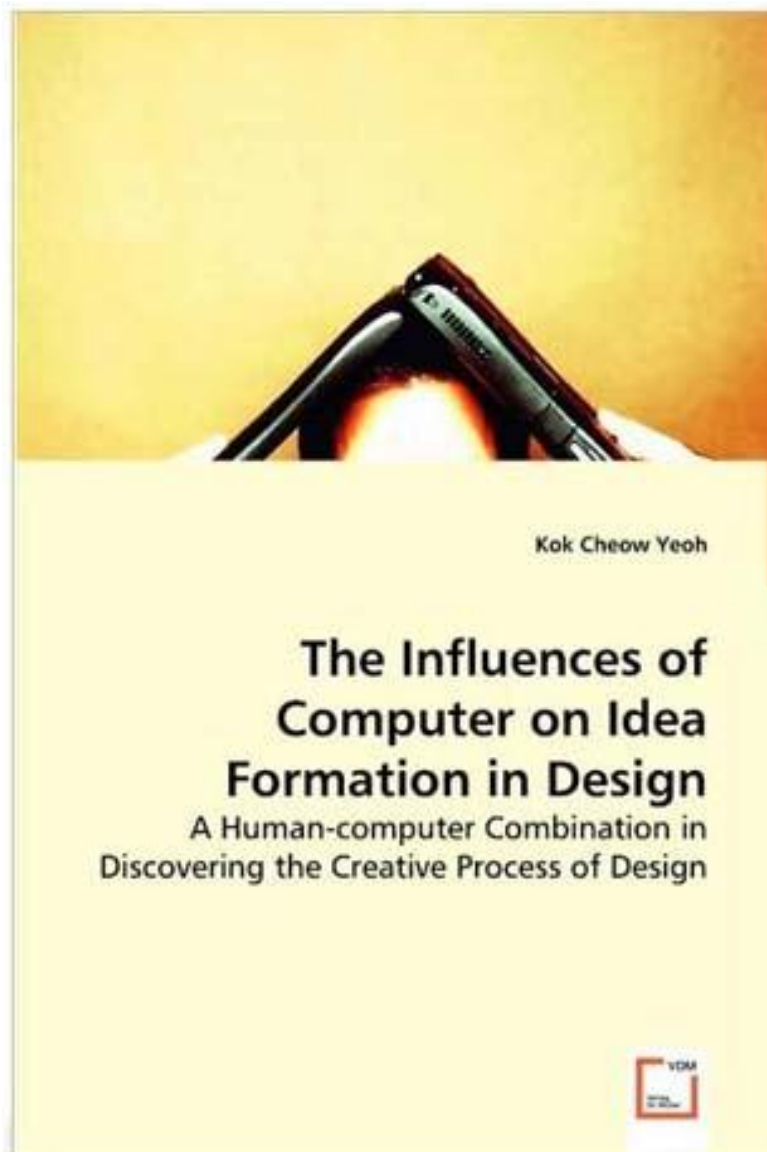
Work-life Harmony for Creative Minds in the Advertising Industry

The past decade has seen a proliferation of research studies on work and life interfaces. However, research in this area so far has often focused on the "balance" or the "conflict" between the two preeminent domains in the lives of individuals. Friedman, Christensen and DeGroot (1998) highlighted that most companies view work and personal life as competing priorities in a zero sum game, in which a gain in one area means a loss in the other. However, they believed that rather than being competing priorities, work and personal life are actually complementary. Supporting this view, Hill (2007) proposes that "harmony" rather than "balance" be used when talking about the work-life issue. He defines work-life harmony as the ability to effectively integrate work responsibilities and family or personal aspirations. Therefore, rather than limiting questions about work-life to how time in one domain can be reduced to make more time for the other, more helpful questions would be about how both domains can complement each other.

This study builds on Hill's definition of work-life harmony in the context of creative individuals, namely copywriters and art directors, in the advertising industry. For the purposes of this study, a creative individual is defined as someone who manages the process and outcome of a creative solution. The preponderance of research on work-life balance in the advertising industry has mainly focused on countries in the West, centering on the reasons behind the male dominance in the industry (Mallia, 2009; Broyles & Grow, 2008; Kazenoff & Vagnoni, 1997). While the issue of work-life balance in the Singapore context has received considerable academic attention, there is a dearth of research in this area for creative individuals in Singapore. Given that creative individuals are typically known to be subjected to the "punishing hours" of the advertising industry (Mallia, 2009, p. 5), the potentially complementary nature of work and personal life would have important implications.

This paper was a result from the Final Year Project between Dr Suwichit Chaidaroon and I and the paper was accepted and presented by final year students Cheryl Chan, Celine Tham, Tsang Wing Han at the 2011 Asia-Pacific Conference in cooperation with the Queensland University of Technology and the Australian and New Zealand Academy of Advertising, Brisbane, Australia from June 8 -10, 2011.

The full paper can be downloaded at
http://yeoh.com/pict_files/Work%20Live%20Harmony%20of%20Creative%20Individuals.pdf

In view of what the strengths and limitations of computers in education are, it is interesting to note that the utilization of technology in pedagogy has many facets of inherent benefits as well as challenges. While teachers are caught in the conundrum of teaching a generation of technologically savvy students, they must also allow them the opportunities to explore their own strengths and weaknesses with a piece of so called anti-creativity equipment. To the students, computer technology is regarded as an extension of their central nervous systems and limbs whereby automation, accuracy, expediency, presentation, execution and implementation are made possible. In this paper, I intend to explore the influences of computer technology in design education as influenced by market-driven frameworks, followed by my recommendations for design educators and students. This paper was published in the *International Journal of the Arts in Society*, Volume 1, Issue 1, pp.127-140 (2006).
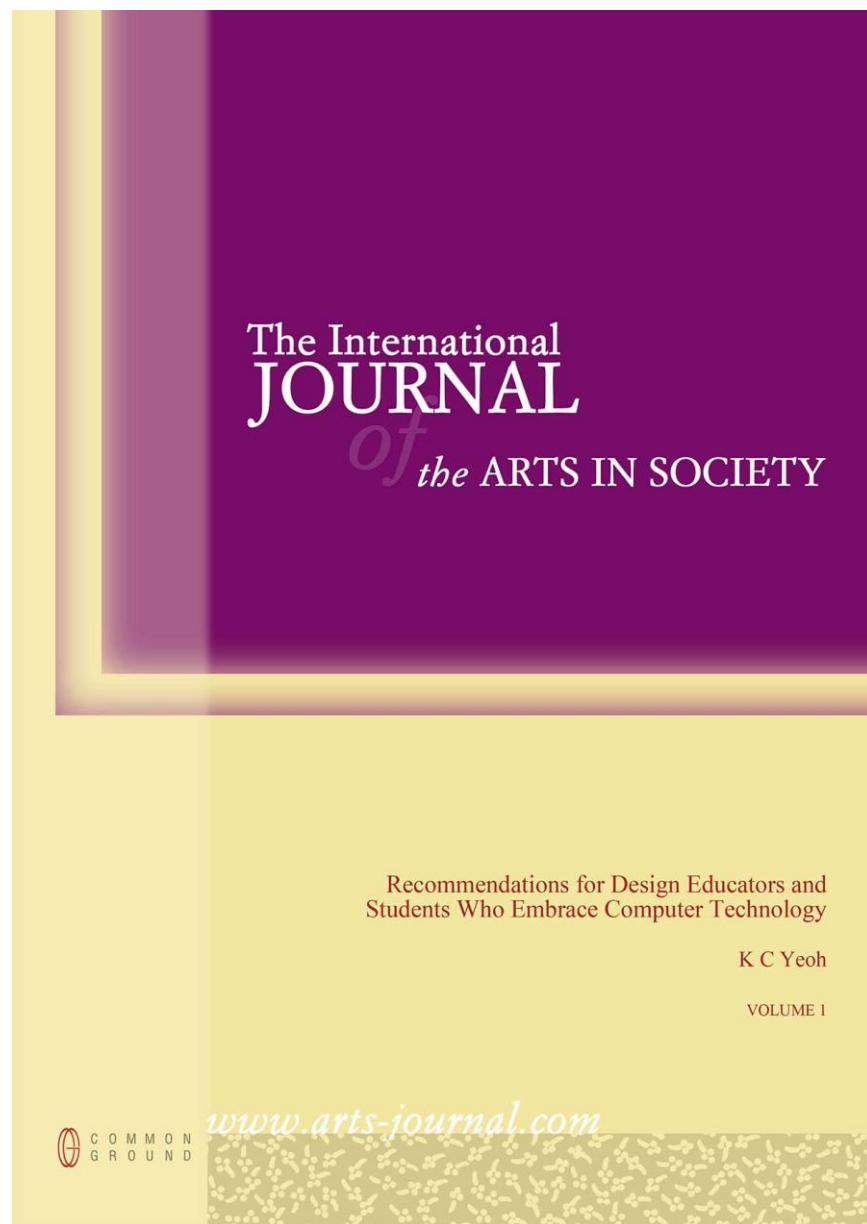
Figure 2: There is always more than one solution to a problem and exploration is the key. In sketching, students quickly capture their thoughts in pure and raw forms. Because it can be perceived in different ways, sketching can be reinterpreted and this creates many opportunities for explorations (Artwork by Er Kia Hui)

Figure 3: The iterative design process calls for a back and forth approach of questioning, testing and analysis until a result is achieved (Artwork by Er Kia Hui)