

## SAMPLES OF KC'S PROFESSIONAL WORK (11 of 20)



### 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.

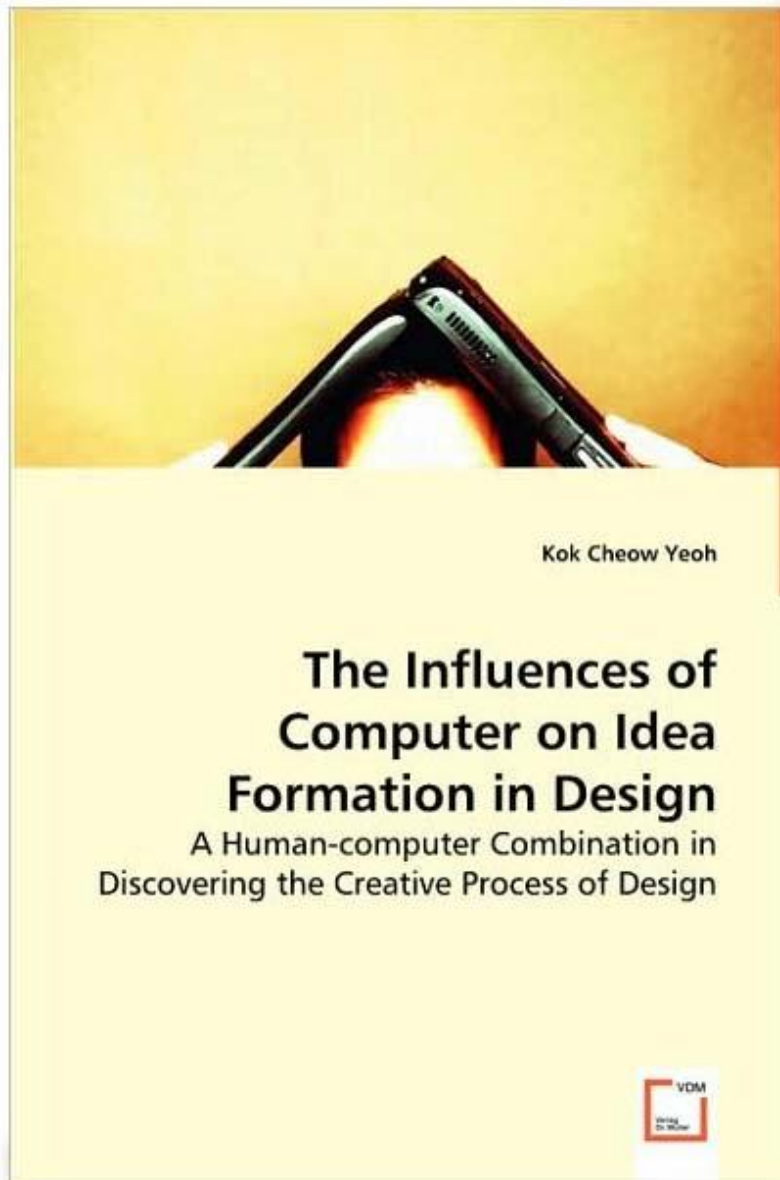


**PROFESSIONAL WORK (15 of 20)**



**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 12<sup>th</sup> 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.