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## PROFESSIONAL WORK (1 of 10)



### Yeoh.com

Secured in 1994, yeoh.com has gone through many “facelifts.” Constantly a work in progress, the latest design takes into consideration the need to typographically explore the URL in different thematic motifs.

**about Yeoh**  
Yeoh as designer  
Yeoh as professor  
Yeoh's Journal  
Yeoh's dossier  
contact Yeoh

**CoolHomePages**  
EXCELLENCE AWARDS WINNER

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#### ABOUT YEOH

Welcome to YEOH.COM. My name is Kok Cheow YEOH (pronounced Yo). I'm a graphic designer and an assistant professor at Nanyang Technological University in Singapore. I'm always available for freelance and collaborations and thank you for stopping by.

#### NEWS

##### GOLDEN BEE 2010

Representing Singapore, I am one of the designers from 50 countries around the world to have been selected by the pre-Selection Committee of the Moscow International Biennale of Graphic Design. Works will be on display in the Central House of Artists from 25 August - 3 September 2010. To view my entries, [click here](#).

More about the biennale here: [here](#).

##### POSTER FOR TOMORROW

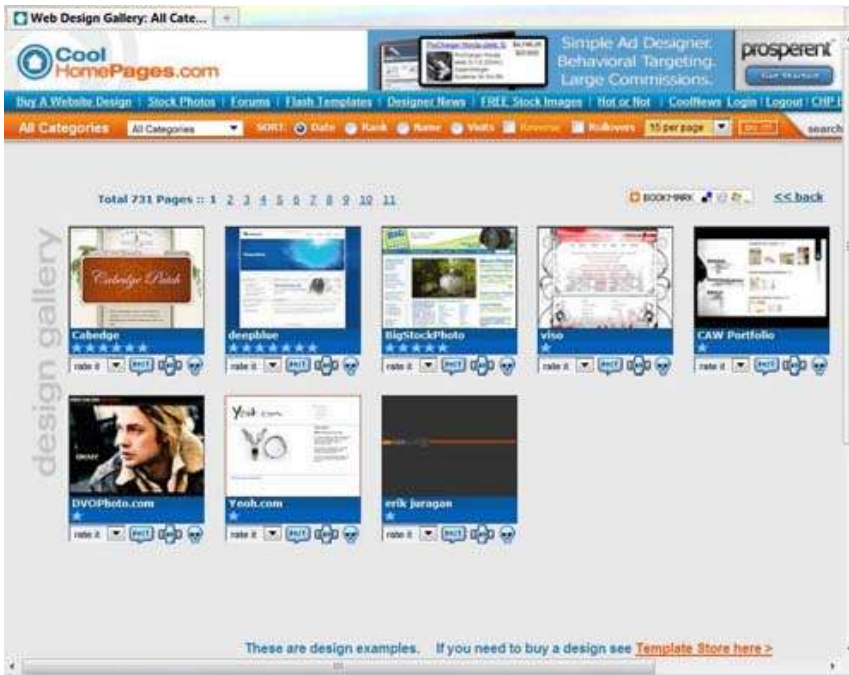
10 October 2010 (10/10/10) is the World and European Day against the Death Penalty. Poster for tomorrow believes that the death penalty is a violation of human rights and that it has no place in modern society. [Check out my submissions here](#).

##### THE 1ST ASIA CONFERENCE ON TOURISM COMMUNICATION

I have been invited to the Malaysian capital on 11th - 12th October 2010 to share my thoughts on the differences between communication and creative strategies, elements of a creative strategy and examples of a successful communication campaign. [Click here](#).

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## COOLHOMEPAGES AWARD WINNER



On May 4th 2010, Yeoh.com is officially listed as an example of remarkable web site design. The site is also listed in CoolHomePages as: Educational, Personal, Typography, and Very Clean. CoolHomePages.com is the oldest and largest "Best Web Site Designs" gallery online.



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

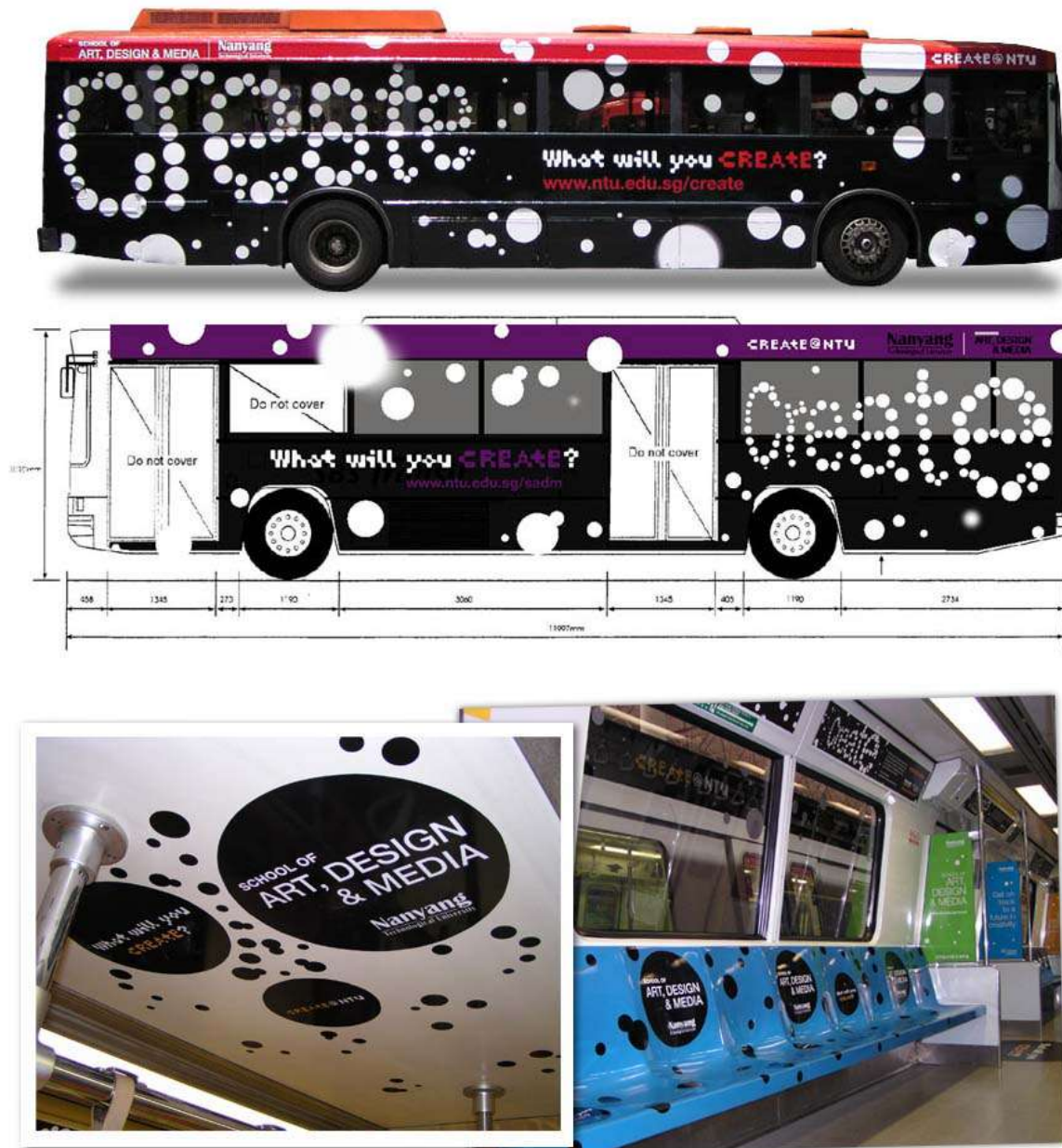
PROFESSIONAL WORK (2 of 10)



**Fulbright Association (Singapore)'s 10<sup>th</sup> 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 10<sup>th</sup> anniversary in 2007.

## PROFESSIONAL WORK (3 of 10)



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

## PROFESSIONAL WORK (4 of 10)



### 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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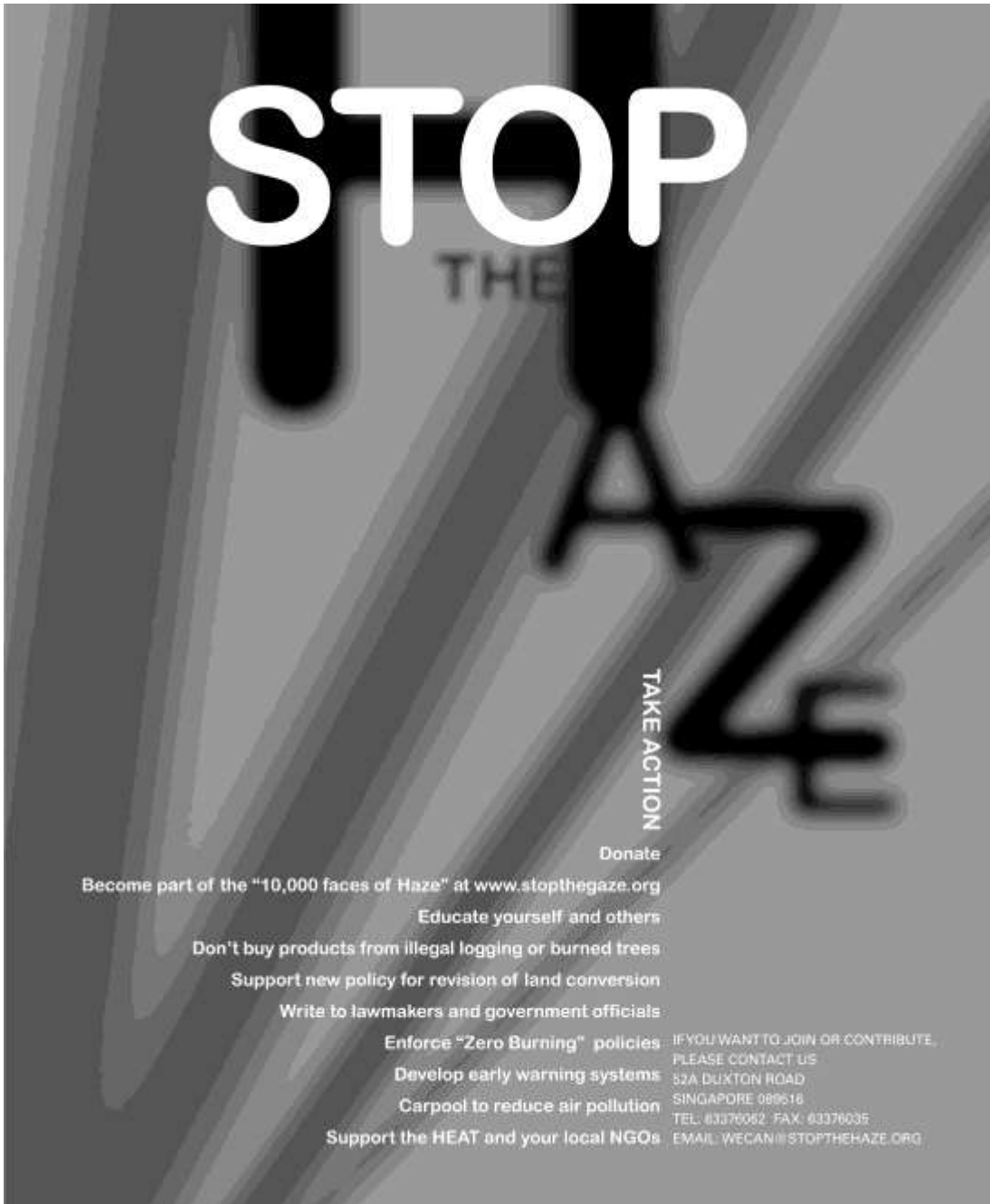
(561) 989-8574

<http://www.hway.net>

\*Based on a survey by J.D. Power and Associates, Inc. "Web Hosting Satisfaction Survey" conducted in 1998. © 1998 Hiway Technologies, Inc. All rights reserved. Microsoft, Microsoft FrontPage, and Microsoft are registered trademarks of Microsoft Corporation. All other trademarks are the property of their respective owners.

## Advertisement: Hiway Technologies

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*)



**Advertisement: Stop the Haze**

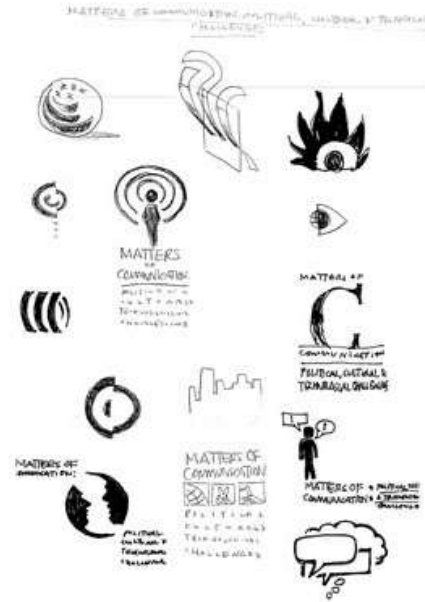
In the ad, readers were encouraged to take action by becoming part of the “10,000 faces of haze” and to educate themselves in taking actions to protect the environment. Since Stopthehaze.org was a non-profit organization, the challenge was to create an ad that is both impactful and memorable. To overcome 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 (5 of 10)**



**Corporate identity: 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.



**Visual systems: 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.



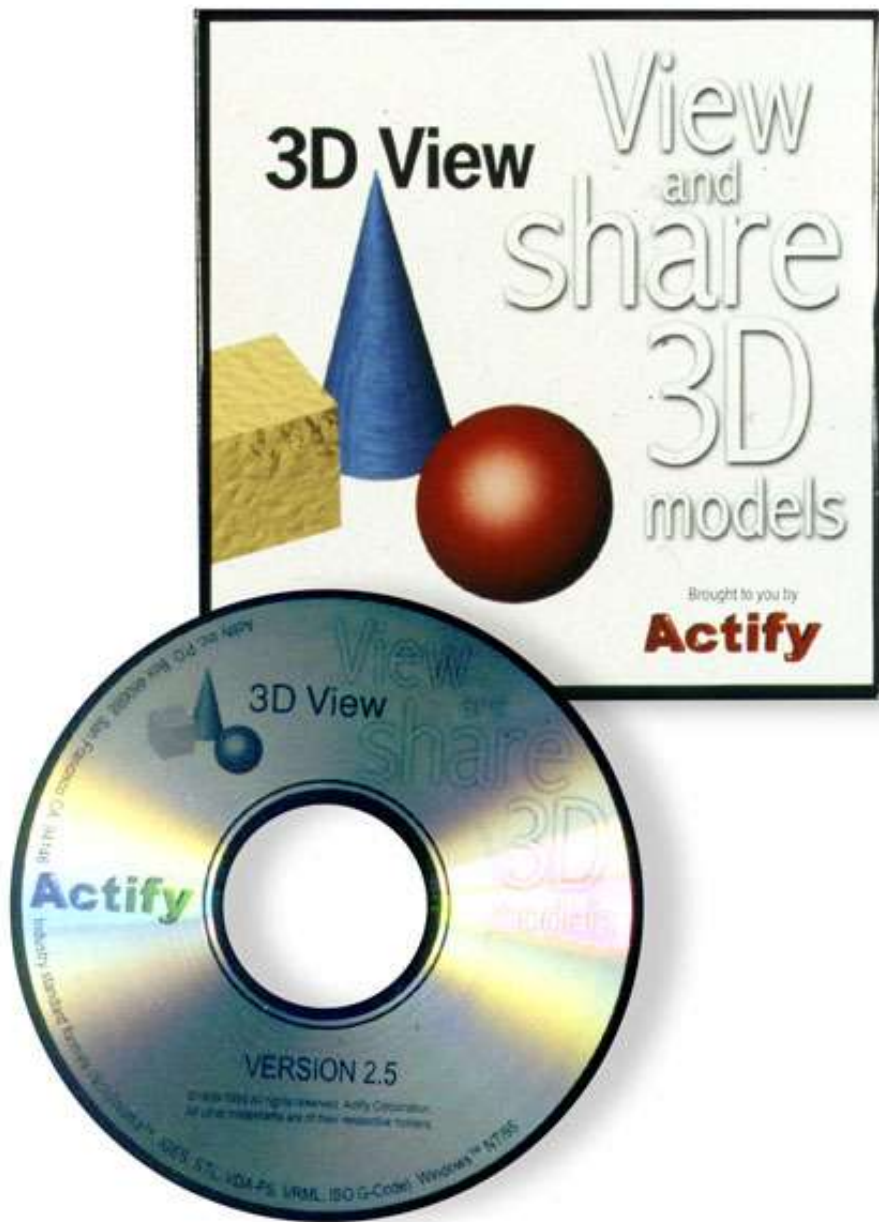
The booth set up in Chicago in 2009 to promote the conference.



**Logo: 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.

**PROFESSIONAL WORK (6 of 10)**



**Packaging: 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.



### **Packaging: 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.

**PROFESSIONAL WORK (7 of 10)**



**Joy greeting card**

A few simple strokes rendered with crayons and refined in the computer shown here to suggest the likeness of a turtle dove. The design was adopted and printed as greeting cards for Computown, a computer retailer in San Francisco, California.



**PROFESSIONAL WORK (8 of 10)**



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

Can you spot  
杨国昭?

**Experience design: The daybed**

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.



### **Experience Design: 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.





### **Experience design: Mewa**

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

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

## Experience design: Computown

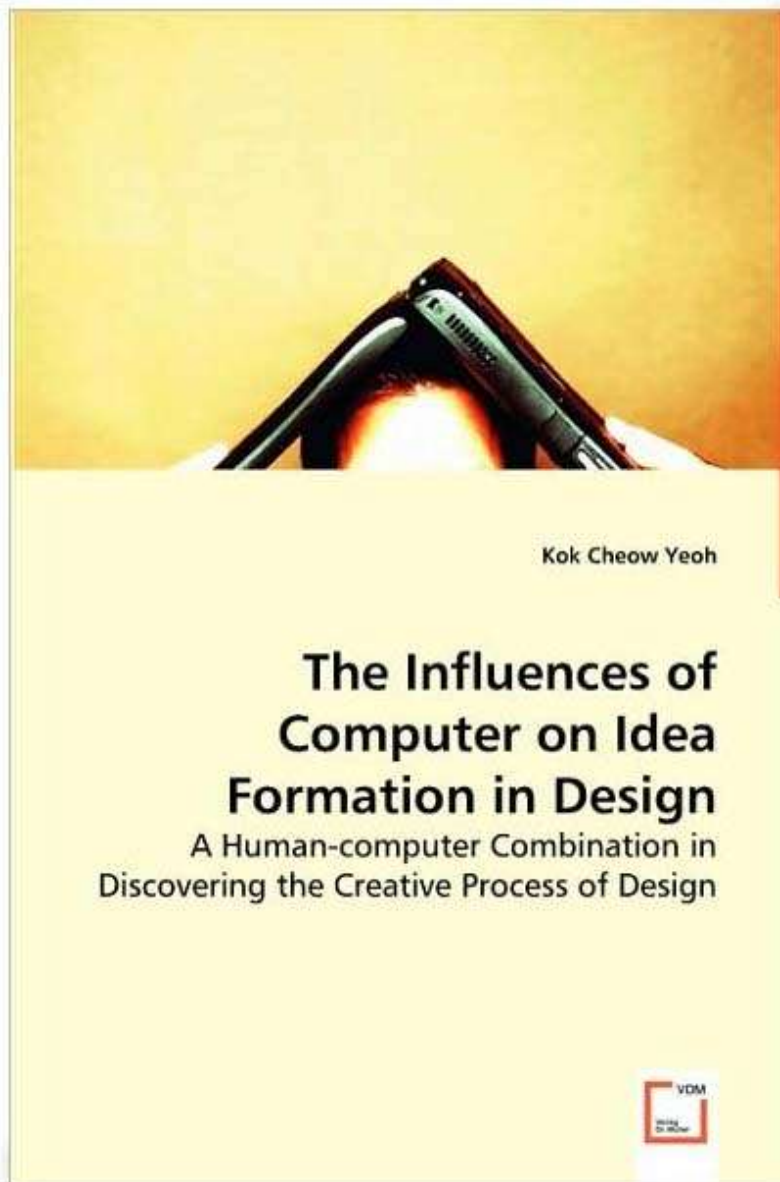
The interior design of the Home Computing department of Computown was initiated in the spring 1994. The main objective was to introduce Computown's new home computing department as a place where children are welcome and trained free of charge. Working with an interior design consultant, selected aspects 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."



Kiddo was created as a mascot for Computown's Home Computing sales department. Kiddo will be featured in the upcoming academic textbook entitled "Gateway to Arts" by Thames and Hudson scheduled to be 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 will appear within a section of the text on digital illustration. Thames and Hudson will also creating an 'ebook' version of the textbook which is available as a series of downloadable pdfs of the pages of the textbook. These are made available to students only for the duration of their course.



### Published book

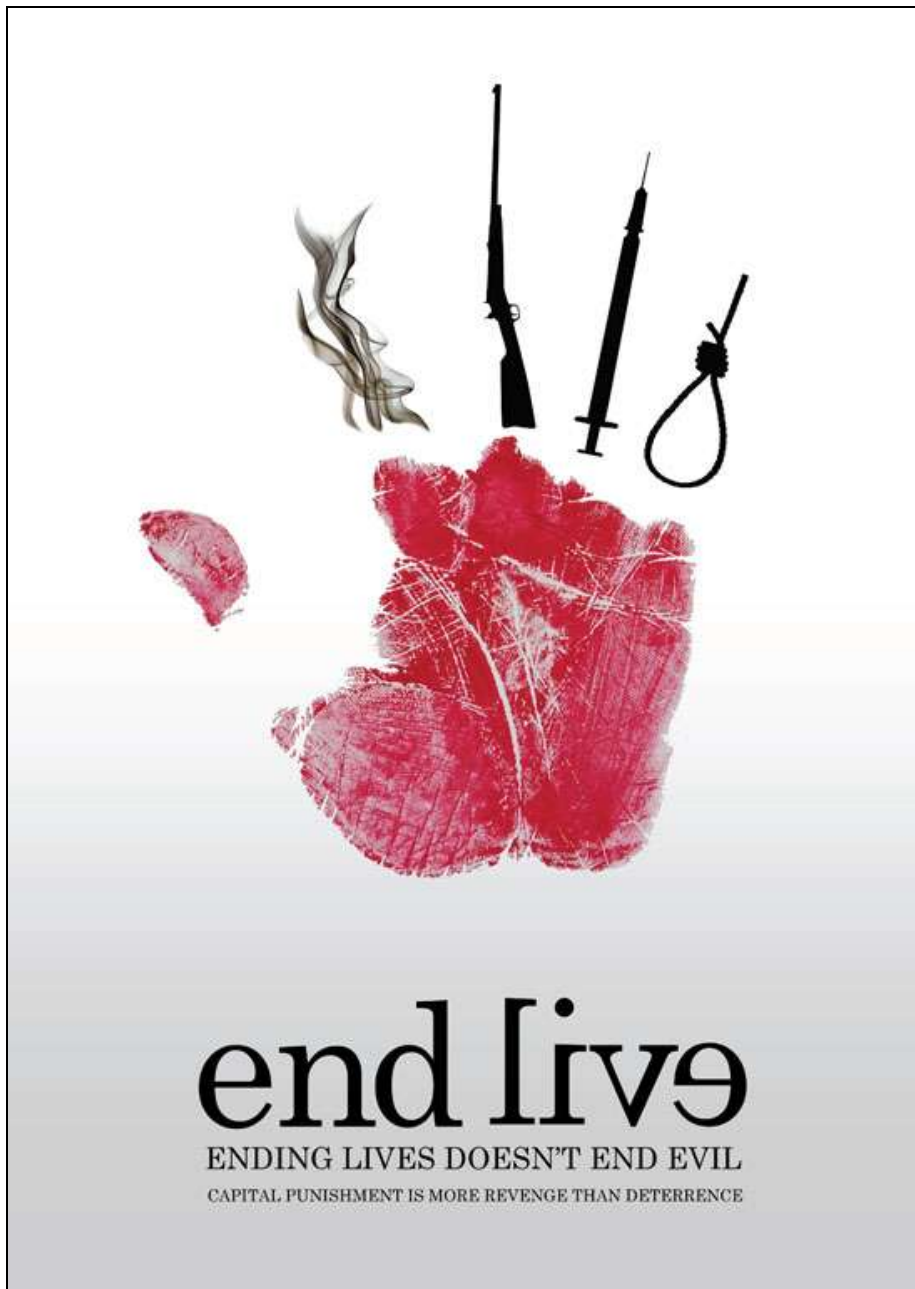
In July 2008, I published a book with VDM [Verlag Dr. Mueller e.K]. (ISBN-13: 9783836453035/SBN: 3836453037) based in Germany. The work was based on my doctoral thesis which investigated the impact of computer technology on the design process of ideation in undergraduate graphic design students. The 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.

## PROFESSIONAL WORK (10 of 10)



### **Social activism-related issues: The Good50x70**

My other visual creative interest involves the integration of social message in the form of activism with themes within humanistic, social, religious, commercial, educational, and spiritual contexts to facilitate social tolerance and communal understanding. My "Connecting the Dots" was selected as one of the 30 chosen posters in a 7-themed poster competition organized by Good50x70. The non-profit organization from Milan recently won a medal from the President of Italy for championing social communications. The project was organized to support social causes sponsored by Amnesty International, Amref, Emergency, Greenpeace, Libera, Lila and WWF. A total of 2357 submissions were received from 81 countries and a total of 210 posters were selected and will be used by respective sponsors to further promote their causes. The winning posters will be displayed in October in the heart of Milan alongside workshops running in the city's leading designing schools before traveling to Istanbul, Turkey.



### **Social activism-related issues: Poster for Tomorrow**

This is one of the seven submissions for the Poster for Tomorrow poster competition, an initiative of Icograda, Amnesty International, the Council of Europe, Reporters Without Borders and the World coalition against the Death Penalty. A stop sign made of a red palm with four fingers are visually represented by the five different capital punishments of gas chamber/electrocution, firing squad, lethal injection and hanging, this poster also relies on a catchy typography where the words "live" and "evil" are linked together in a palindromic sort of way. The message is verbally and visually combined to say that ending lives doesn't end evil.





**Social activism-related issues: Poster for Tomorrow**

These are the other six submissions for the Poster for Tomorrow poster competition. 10 October 2010 (10/10/10) is the World and European Day against the Death Penalty. On this day poster for tomorrow will hold 100 exhibitions in 100 cities of posters calling for universal abolition of the death sentence. Poster for tomorrow believes that the death penalty is a violation of human rights and that it has no place in modern society. They want to inspire social change by informing, provoking emotion and motivating people to action.



### **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.