

A Stretch of the Imagination Identity, Installation, 2019.

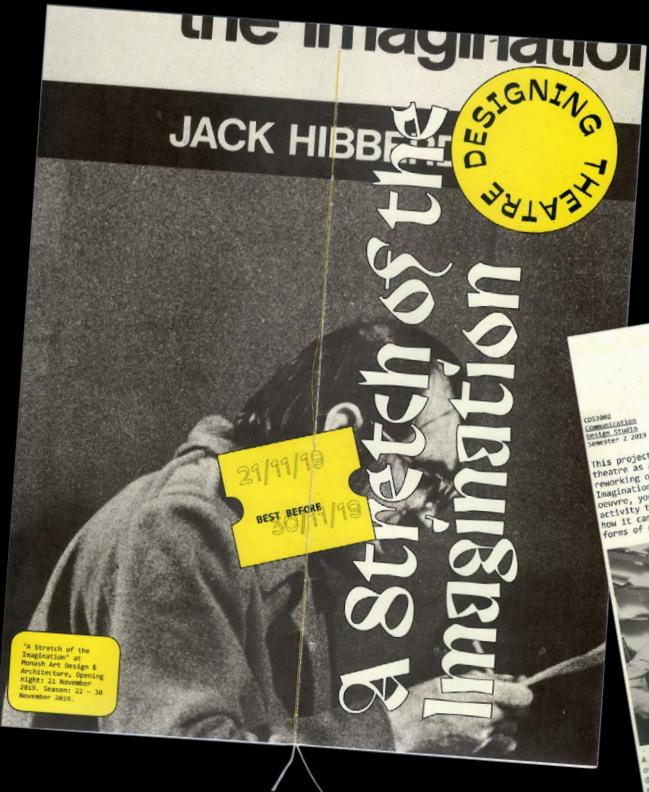
Identity for the design staging of *A Stretch of the Imagination*, classic Australian play by Jack Hibberd, at MADA Now 2019 (Monash University).

A Stretch of the Imagination investigated staging theatre as design and art. Supervised by Warren Taylor and Damiano Bertoli.

(Right) Bill poster for the exhibition.
(841x1189 mm)

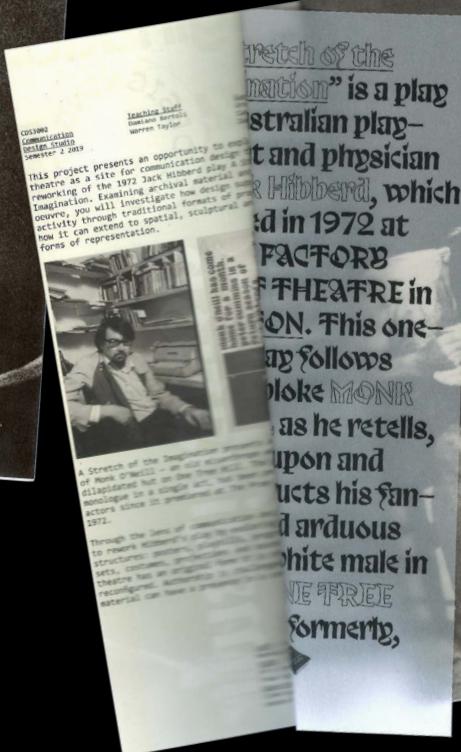
“A Stretch of the Imagination” is a play by Australian playwright and physician  Jack Hibberd in which MONK O'NEILL retells, reflects upon and reconstructs his fantastic and arduous life as a white male in a felled ONE FREE HILL and, formerly, BEYOND. (Pause.) Opening night is Thursday November 21, 2019 and is open for continuous viewing until November 30, 2019, which happens to be my  birthday. (Pause.) This production is staged by Sarah Allinson, Ruvindi Boralessa Vappa, Liz Cameron, Abbie Cooper, Naomi Etheridge, Ashton Higgins, Rui Han Li, Sin Ming Man, Matilda McCoy, Carla Mosqueda, Scarlett Norman, Rochelle Oh, Xiaotong Qiu, Kirsty Ryan, Mengling Tao, & Zihao Wang and is directed by  Damiano Bertoli &  Warren Taylor. (Pause.)

You can find this production in Building G2.25 of  Monash Art Design & Architecture. The address is 900 Dandenong Road Caulfield East. (Silence.)



"*A Stretch of the Imagination*" is a communication design exhibition happening at Monash Art Design & Architecture. Opening night is Thursday November 21, 2019 and it is open for continuous viewing until November 30 2019. You can find the exhibition in BUILDING G2.25 (if you are at 900 DANDENONG ROAD CAULFIELD EAST), UPSTAIRS (if you are DOWNSTAIRS), TO THE LEFT (if you are UPSTAIRS), HERE (if you are HERE).

(Lower left & upper right) Double-sided postcard design to invite guests to the exhibition and hand out/be taken on opening night.



(Rest) Hand-stitched programme detailing the briefs in the exhibition, featuring archival material from the State Library of Victoria.



The programme received Hibberd's blessing, and was taken home by the playwright in exchange for a signed copy of the play.

Club Scene MAGAZINE

Issue 001: VESSEL

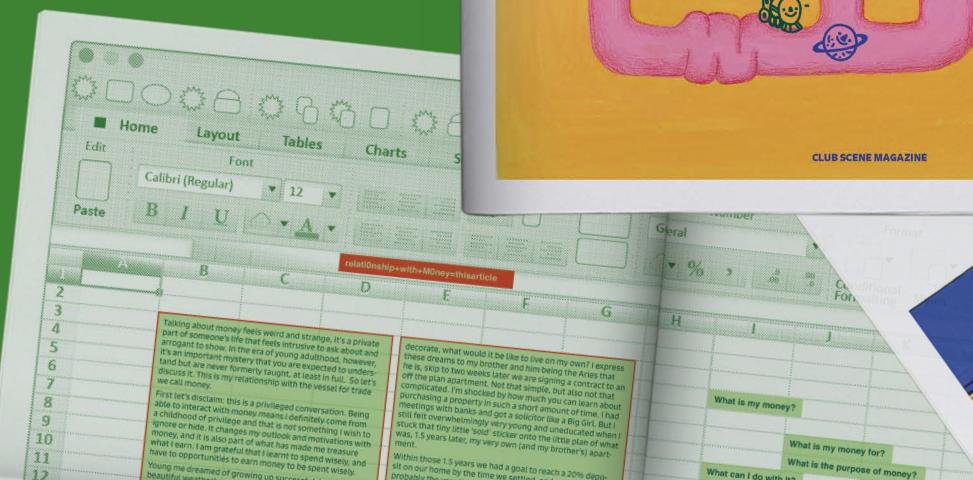
Art Direction, Print,
Photography, Illustration,
2019.

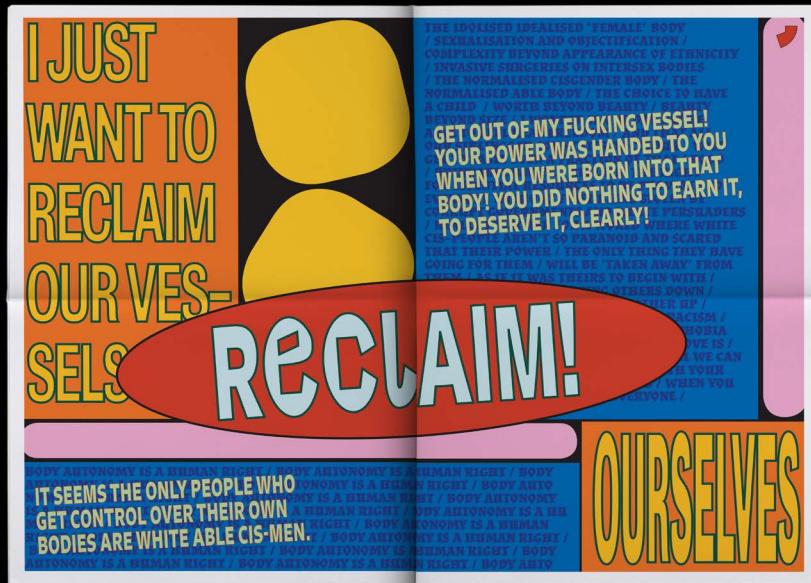
An experimental magazine that aims to investigate, interact, discuss and engage. Created, edited and designed by Joëlle Thomas and myself.

The 64-page broadsheet newspaper is comprised of illustrations, photography, stories, poems and more that explore the theme 'vessel'. We commissioned our peers to make content for the magazine, as well as accepting limited submissions through social media.

The magazine launches 5 Feb 2020 in an event to raise funds for bushfire relief.

(Right) Front cover and various spreads from the magazine. The cover takes the font for Club Scene, designed by Joëlle, combined with elements explored in the magazine illustrated by myself.





(Top left) We split the magazine into six chapters, each exploring a different overarching theme with what people perceive a 'vessel' could be.

(Bottom left) Throughout the magazine we investigated the idea of 'vessel' through body, space, object, exchange, and more.

**started doing some doodle,
doodlies
maybe for our mag?
"things like our vessels doing"**

I LOVE
Speaking of which we should have a meetings soon
Also I emailed the guy who's gonna be teaching digital font design in sem two and he's gonna give us his contact info so like he recommends for designing fonts, so if I get a hang of it we can use that to do our logo also!

OH SHIT HELL YE
fuck yes we should we need to do the big bring mags n books inspo sesh

YES
r u free dis week?

Done with this magazine?
Pull out your favourite pages and use them as posters or artwork.
Use pages at pee pads for your pets.
Fold pages into a paper hat.
Use pages as cute wrapping paper.
Cut a square from 20 pages and make 20 paper cranes.
Collage with them to make your own artwork.
Wrap a wine bottle.

And I feel like we don't want the reader to necessarily take it out straight away cause then I feel like it'd be like the flow of the magazine. I think it should be folded in to the other half of the mag and you realise it's part of the same drawing so you're like ooooooo shit lemme take this out and see

yeah i feel you
hmmmm
we can discuss tmr !!

Hey sorry I was changing my default browser and I signed in to Club Scene small but it won't let me without verification with my phone, so it sent a message to you but don't worry I can sort it out when you're here later

Actually nevermind I logged in
yeah i got it and it was like
is someone trying to hack me.....
Hahaha yeah that's why I thought
@eva_guyer
hehehe yes yes thank uuuu!

No THANKYOU
Hey
HEY
HEY LISTEN
thankyou, really

HEY, LISTEN
r u at uni?

Done with this magazine?
Tear into strips and add to your paper mäché stash.
Wrap a bouquet of flowers.
Pass it on to someone who needs some inspiration.
Replace your aunt's bedside table Bible with it.
Use it as a dining table place mat.
Plan your climate rebellion manifesto on it.

Oui CLUB SCÈNE CHIC BRUNCH
omg
I didn't mean to put the accent
But it worrrrrs
oui ça marche aujourd'hui ? ou demain?
IT DOES
O H MON DIEU
CLUB SCÈNE

Demain? J'ai super avec ma famille
aujourd'hui pour la fête des mères
JADORE

oui je pensais que tu vas faire qqch
avec ta mère/famille !! demain est parfait !
CLOOB SSEN

Wooohoo!

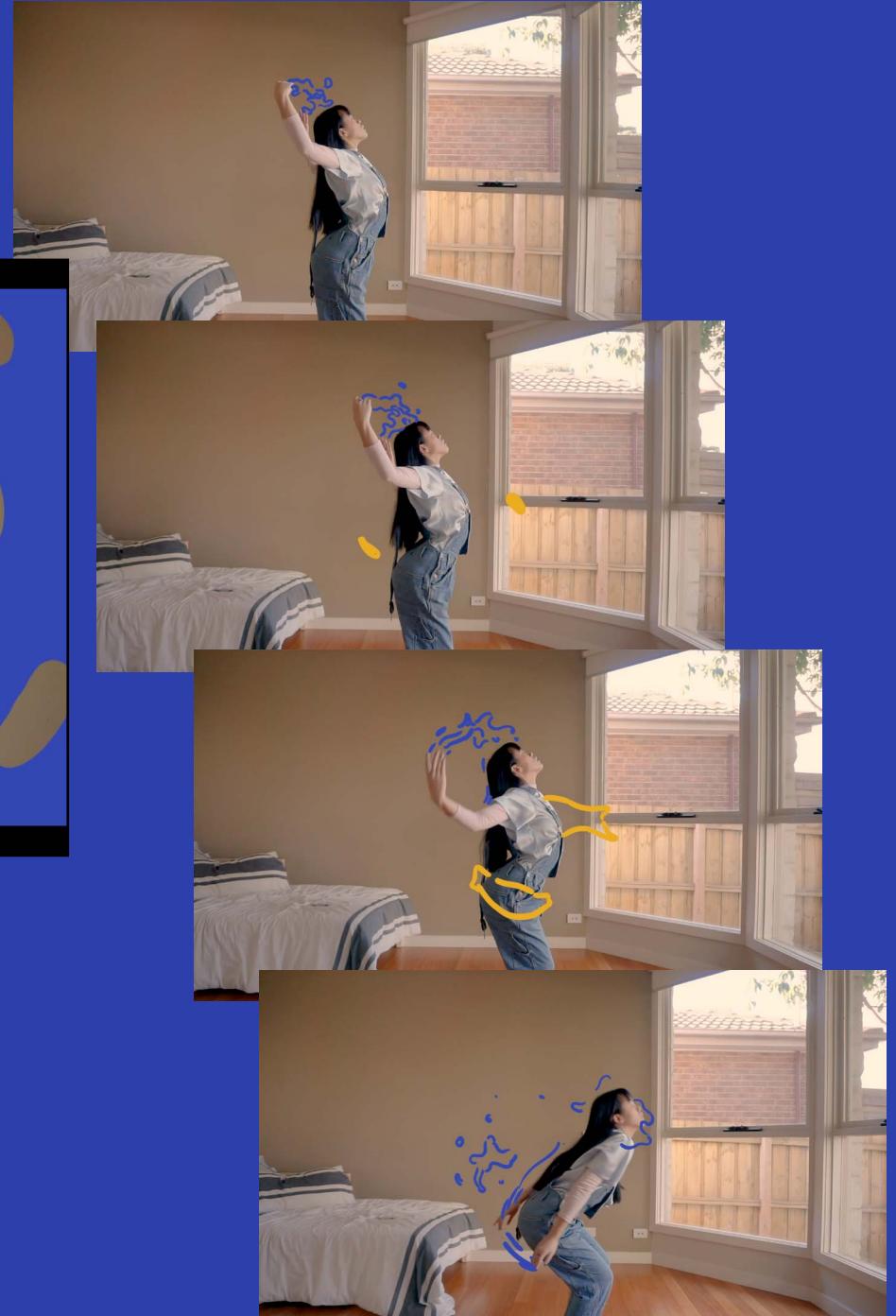
Contact Us
For submission & stocking inquiries, love letters. clubscenelatters@gmail.com club-scene.com

Rochelle Oh
is a designer working with illustration, motion, fashion, photography and more. therochellefish@gmail.com

Joëlle Thomas
is a designer working with typography, layout, textile, sustainability and more. joellewithdots@gmail.com joellewithdots.com

(Right) Back of the magazine featuring the contributors, conversations between Joëlle and I, and ways to reuse the magazine.

Promotion for Club Scene
MAGAZINE Issue 001:
VESSEL
Cinematography, Animation,
2019.



Promotional video for Club Scene MAGAZINE's first issue. The aim for the video was to provide a glimpse into what the magazine explores in regard to the abstract theme 'vessel'. The voiceover is constructed from the responses submitted to an online form we put out asking what first comes to mind when people see the word 'vessel'.

Click any still to see the full video.

Promotional Animations for
Shameless Media Co.
Illustration, Animation, 2020.

Frame by frame animations for Shameless podcast's social media. I work with Zara and Michelle to bring life to interviews with guests such as Zoë Foster Blake, Dylan Alcott, Osher Günsberg and Neroli Meadows.

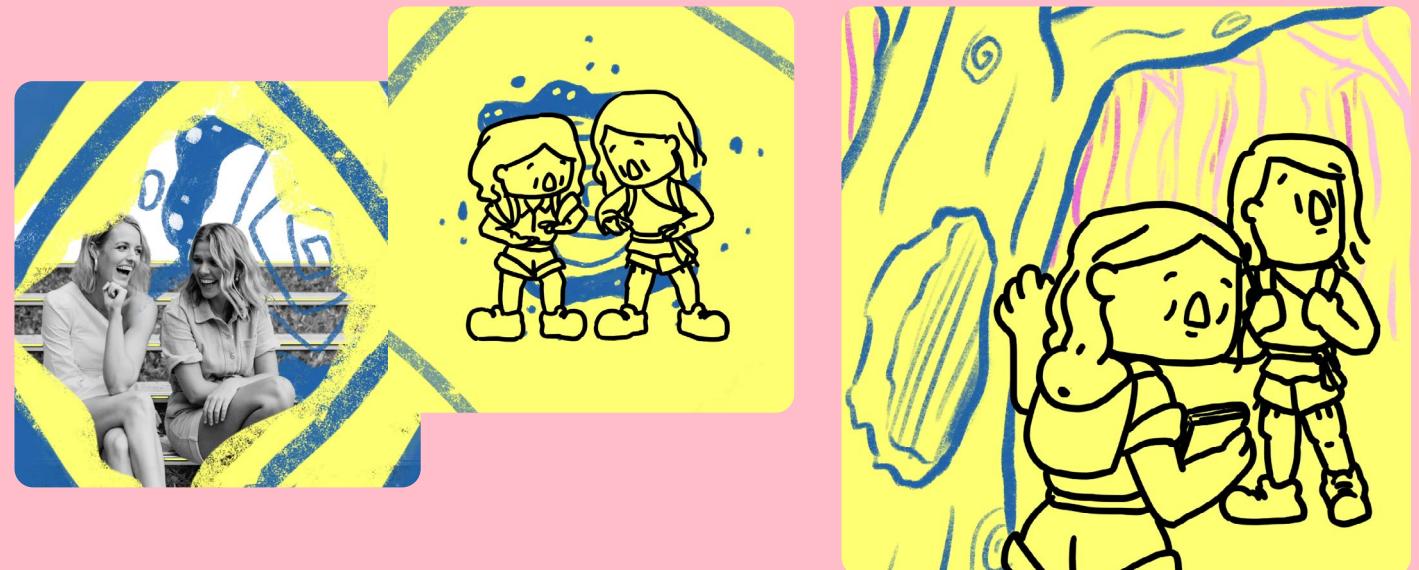
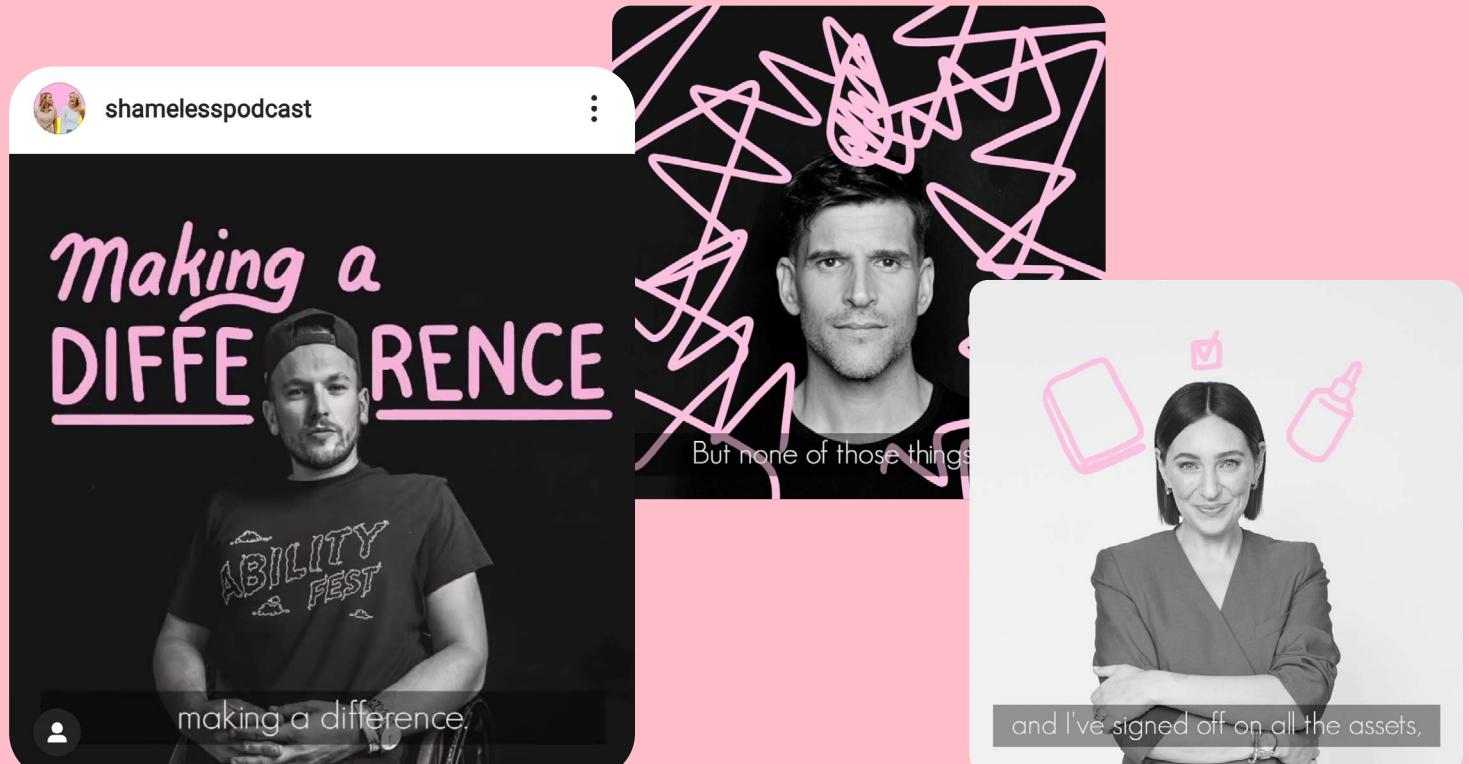
Zara and Michelle give me a lot of creative freedom and trust in creating stories through animation that build on their existing brand while achieving the hard task of effectively pushing audio podcasts to visual platforms like Instagram.

I also had the pleasure of story boarding and animating the promo for their new book, The Space Between.

(Top) Stills from promo animations for Dylan Alcott, Osher Günsberg, & Zoë Foster Blake.

(Bottom) Stills from promo animation for The Space Between.

Click any still to see related video.



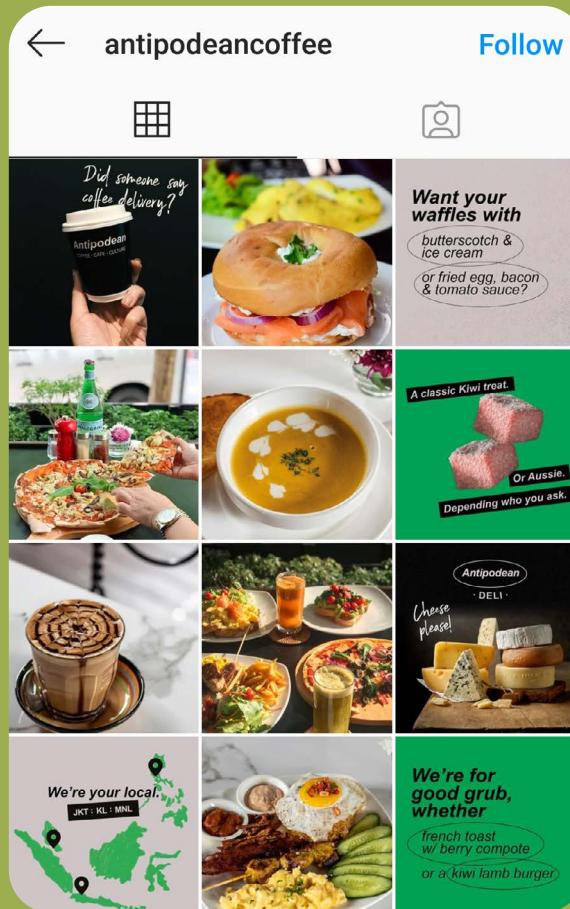
Social Frames for Antipodean Coffee

Social Media, Identity, 2020.

Social media tiles for Antipodean Coffee, a kiwi/Aussie-owned café located across Southeast Asia.

Working with new branding guidelines established by the team at Milkman Agency, I was tasked to bring the new identity and the grounded, cheeky tone the café owners wanted to social media.

I was able to bring my unique perspective as someone who has lived in New Zealand, Australia, and Southeast Asia to create a playful, understanding voice for the café hoping to grow a social media presence.



Elenore

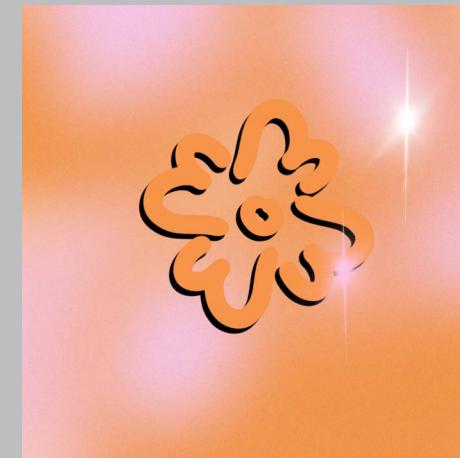
Logo, 2020.

Logo work for Elenore, the stage name for musician Jess Chalmers. Jess was after a strong, recognisable logo to mark her brand as a musician in the new year. Bold, electric, with touches of femininity.

Jess knew from the beginning that she wanted the main logo to be 'Elenore' in cursive, dynamic handwriting. We also talked about possibilities of a secondary design for merch. Given the lengthy name, I wanted to create a more succinct mark that can be used for Instagram icons, Favicons, etc. Together we decided on the flower design, drawing from the rounded E's.

The logos have been used for merch, and hopefully will extend to use on backdrops, album covers and more.

(Top) Final logotype and logomark.
(Bottom left) Jess in her Elenore merch featuring the flower mark.
(Bottom) Decorative logo variations.



Cusp Online

Logo, Illustration,
2019-2020.

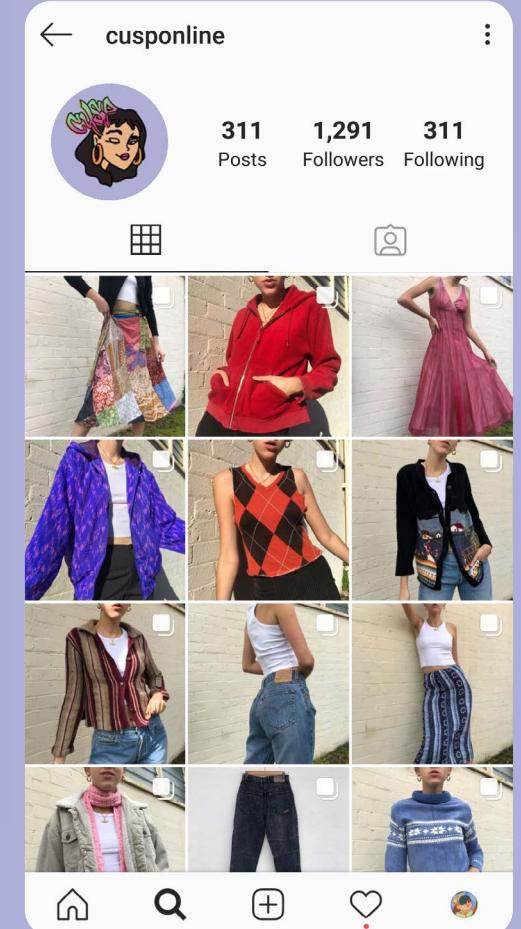
Logo work for Cusp, a vintage store run by Stella Morison through social media. Stella was after something that was fun, playful, and full of sass, but still looked clean and professional.

After creating a moodboard of 90's and 2000's cartoons, I cartoon-ified Stella, referencing the styles of Rocket Power, Daria, Danny Phantom, and more. The lettering of the name Cusp was something that we went back and forth on until Stella decided she wanted something graffiti-style.

(Top left) Final logo for Cusp.

(Bottom left) Logo variants.

(Right) Logo in use on the Cusp Instagram.



Melbourne is a Diverse City

Illustration, Photography, 2019.

For Esperanto Magazine's Melbourne Issue 2019, I was tasked to create an illustrated photo essay observing the good and ugly sides of 'Melbourne'.

Using photos I had taken throughout my short time living here, I created commentary that touched on issues such as the anonymity of city life and the 2017 marriage equality postal survey.

While some of the issues the illustrations touch on are very serious, the commentary is not extremely complex, keeping the images accessible and somewhat humourous.



Photography & Illustration
RocheLle Oh
@therochelefish



Various Illustrations for Print
Misc Illustration 2019

(Left) Commissioned A5 illustration, 2019.



(Right) Series of illustrations for Esperanto Magazine *Generations* Issue 2019.
Magazine art directed by Emily McIntosh.



Illustration for Merchandise
Illustration, Photography, 2019.

Throughout 2019 I ran an online store, creating, photographing and selling prints, stickers, hand painted shirts, and more.



The aim for the store was to provide fun, playful work, ethically manufactured in small batches, while maintaining a professional look.



'Afterlife Revival Tee'. Based on a one-off painted shirt design, revisited the design for a small run of screenprinted second-hand tees.

The three layers on each tee were printed with a random mix of pink, red, purple and blue inks, so each shirt was different from the previous.



The front design (left) is a variation of my personal logo.

My Clothes Aren't Telling You

Art Direction, Photography,
2019.

The initial brief for this photo essay was to be an exploration of sexuality and sex. The reference photos provided heavily focussed on nudity and creating shape with the human form. I felt that queer relationships are already heavily sexualised, alienated and invaded, particularly through photography. Upon discussion with the art director of the magazine and the models (friends) I wanted to work with, we decided to take a more empowered, editorial approach, still creating form and shape with the body, but ensuring those bodies are radiating with power.

Photo essay for Esperanto Magazine
Sex Issue 2019. Issue art directed by
Emily McIntosh.





Each issue of Esperanto Magazine has a strict colour palette. I translated this palette in clothing that would be shared by each of the models.

It was important to me to use models across the gender and sexuality spectrum, individuals who are often disempowered, often through clothing.

All clothing was from my own wardrobe and most are second hand. Styling was done by myself.

Rochelle Oh is a Naarm (Melbourne) based graphic designer and illustrator, currently freelancing post-grad but looking to learn from and grow in a collaborative environment. My favourite kinds of work are collaborative projects for social impact.

RELEVANT WORK EXPERIENCE

2020—present Freelance animator for Shameless podcast

Creator of fortnightly promotional animations for Shameless, Australia's Most Popular Podcast of 2019 (according to the Australian Podcast Awards).

March 2020 Milkman Agency

Design intern at the branding and digital marketing agency.

2019—present Self-employment

Freelance graphic design, illustration & animation

2019—present Club Scene (magazine and podcast)

Co-creator, co-art director, designer, video & podcast editor.

2019—2020 YOUlt&I

Content creator and social media manager.

EDUCATION + ACHIEVEMENTS

2017—2019 Bachelor of Design (Communication Design) at Monash University

Monash University Outstanding Communication Design Graduate 2019.

Monash University Prato Project Award 2018.

2016 International Baccalaureate at Australian International School (Singapore)

Dux of graduating cohort 2016 including dux of Visual Arts (Higher Level), Theatre (Higher Level), English (Higher Level), and French B (Standard Level).

IB Score: 41 (ATAR: 98.85)

Creative Arts captain 2016.

PROJECTS I'VE BEEN A PART OF

2019 Planet Before Profit

Participating artist of an exhibition held by Carla Scotto to raise funds for the Bob Brown Foundation and create an opportunity to creatively discuss the climate crisis. \$7000 was raised in total.

2018 Monash University Prato Study Tour

Spent two months studying Communication Design with Monash in Prato, Italy, completing all three units with High Distinction.

Referees

Warren Taylor

warren.taylor@monash.edu

Adam Cruickshank

adam.cruickshank@monash.edu

CREATIVE FOCUSES

Illustration, Layout, Animation, Videography, Photography, Identity.

SKILLS (ADOBE SUITE)

Photoshop
InDesign
Premiere Pro
Illustrator
Lightroom
After Effects

SKILLS (OTHER)

Basic HTML + CSS
Procreate
General video production (incl. post prod.)
Photography
Frame by frame + basic vector animation

PERSONAL ATTRIBUTES

Great teamwork and leadership skills:

An effective communicator, confident speaker and attentive listener. Able to assimilate quickly into new team environments with keen interpersonal skills.

Reliable, organised, & flexible:

Great time management skills, particularly as someone who has always had to balance co-curricular activities, school work, passion projects, and now my own business.

Creative & passionate:

A passionate multidisciplinary creative who has pursued design academically and independently. Driven and self-motivated, and a creative problem solver who is able to think on her feet.

Enthusiastic, approachable & friendly:

Great social skills with a nuanced understanding of social issues.
Always striving to create a positive, inclusive environment for all.



Rochelle Oh

@therochellefish

therochellefish@gmail.com

Rochelle is a multi-disciplinary designer creating playful work without compromising ethics.



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