

JENNIFER CHEN*

(WHO AM I?)

Jennifer Chen is a 2nd year Communication Design student at Monash University with a background in Fine Art. A fascination with the tenuous line between 'ART' and 'DESIGN' – with regard for both their conceptual and formal qualities – underpins her creative practice and enables her to approach design with a fluidity and openness within the bounds of established rule sets.

Within the field of Communication Design her interests lie most prominently within the realms of publication, typography, illustration, and a recently acquired obsession with Risography.

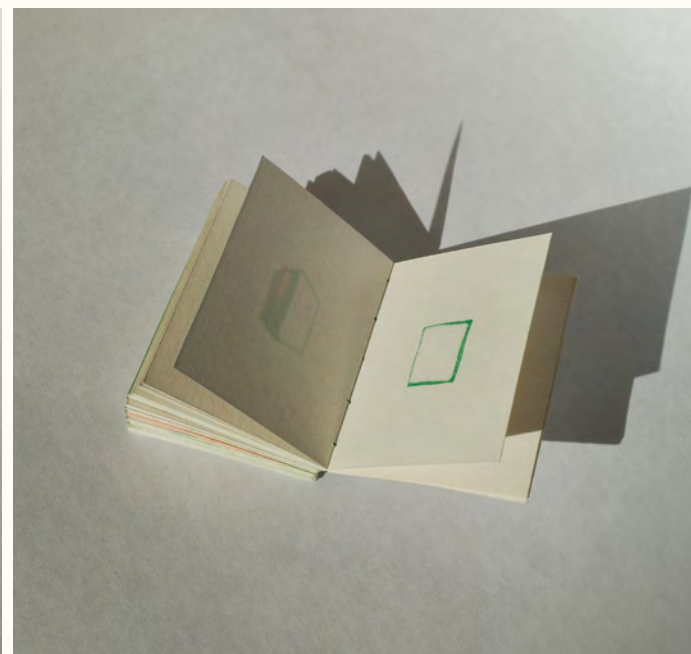
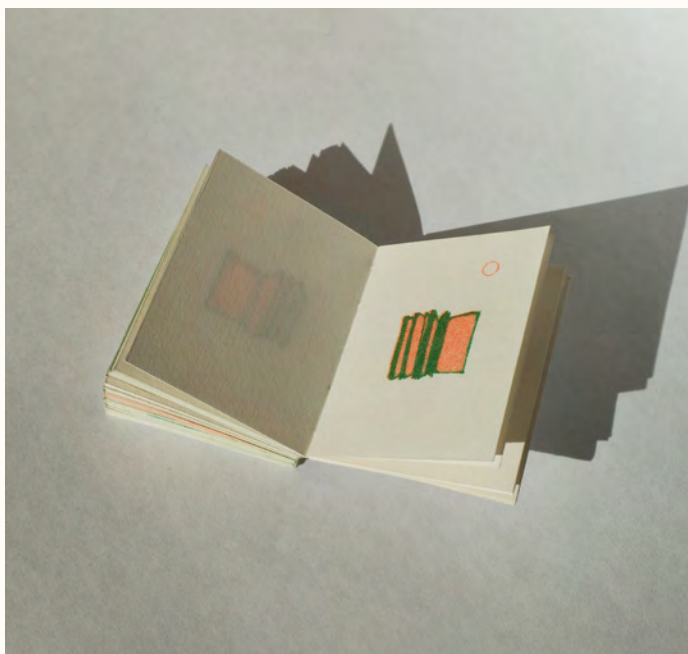
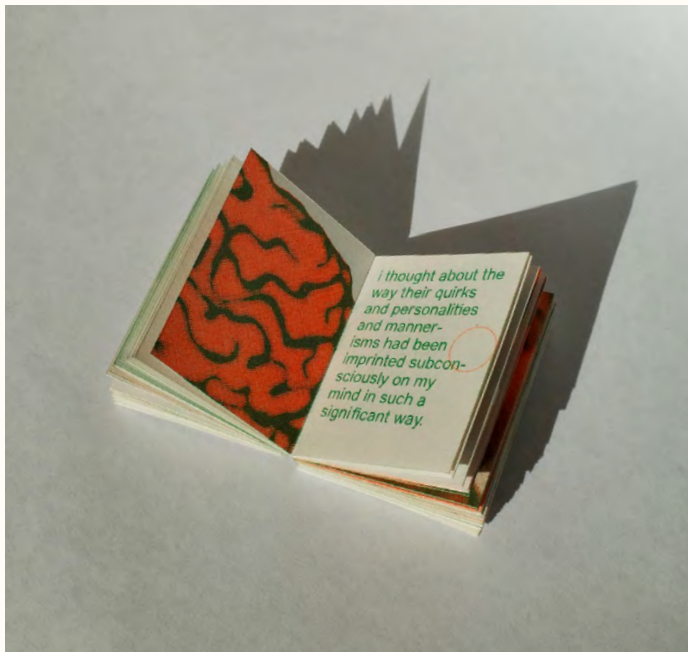
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1) MUSINGS

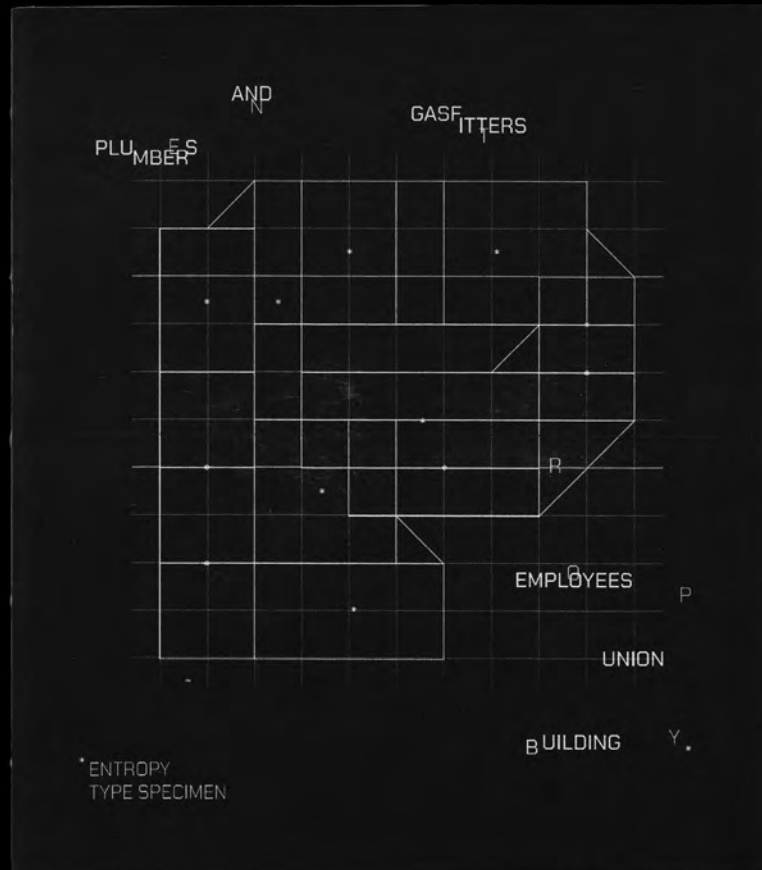


Musings is a book that attempts to mimic the flow of the mind loosely traversing through various memories, ideas, and subject matter in an exploration of the transience of human life, and the way art and photography in particular captures people, places, and moments, but ultimately is just as susceptible to becoming lost to time as the things it attempts to preserve.

The book is 4 x 5 x 1cm in size, bound with chain stitched cotton thread 132pp, and Risograph printed on vellum paper.



2) ENTROPY TYPE SPECIMEN

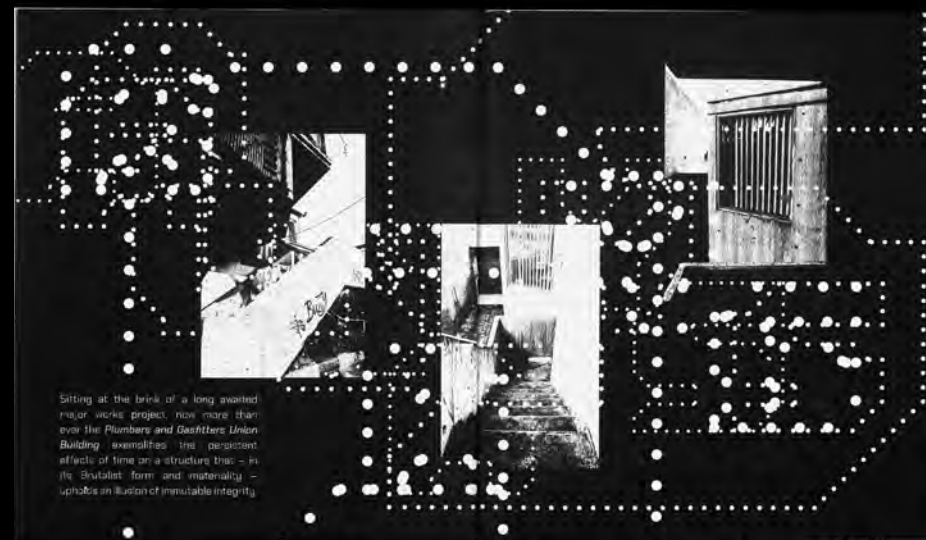
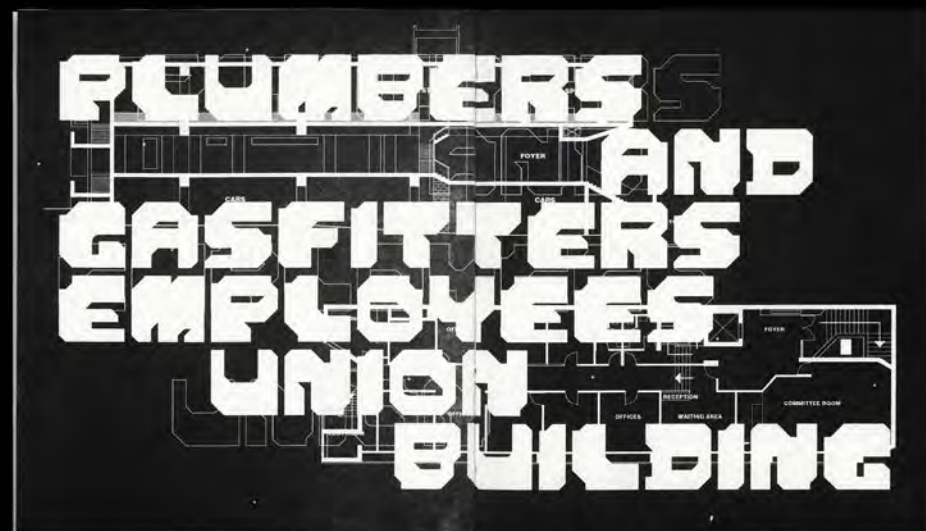
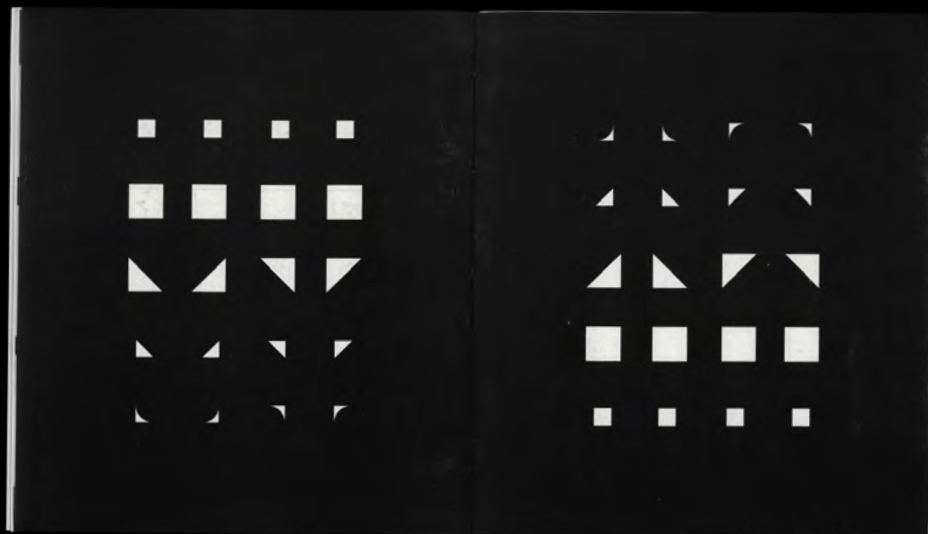


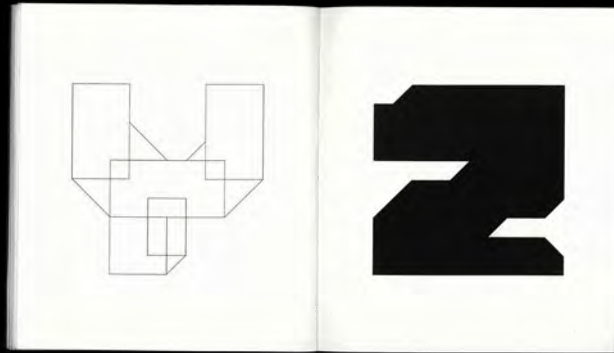
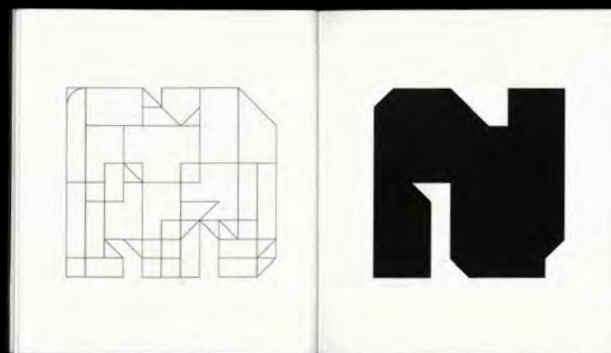
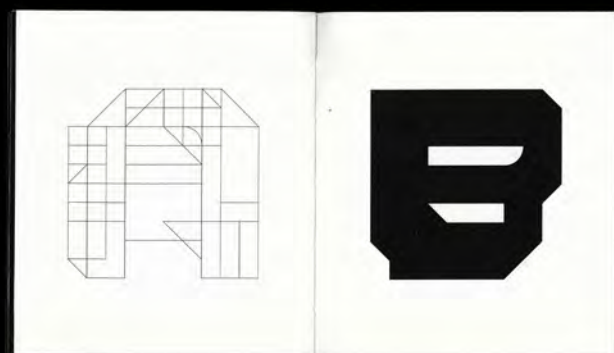
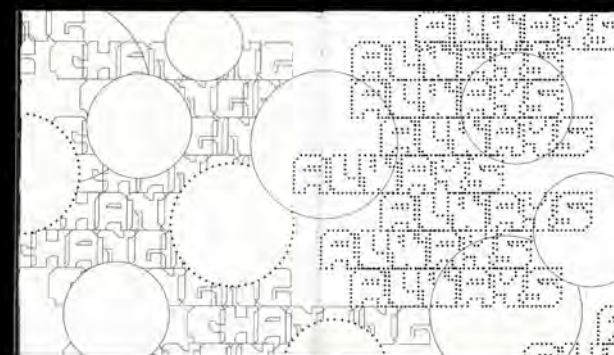
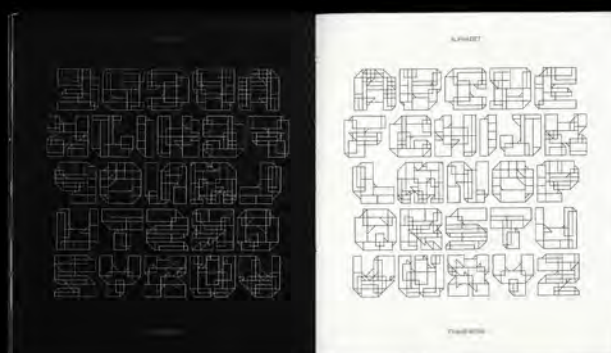
ENTROPY is a modular typeface inspired by Melbourne's Plumbers and Gasfitters Employees' Union Building, designed by the late Graeme Gunn in collaboration with Ellis Stones in the late 60s.

The typeface explores & attempts to convey the building's irregular yet compelling form in its top heavy design and abundant use of obtuse angles to create a structure that exudes gravitas and a feeling of immutable structural integrity.

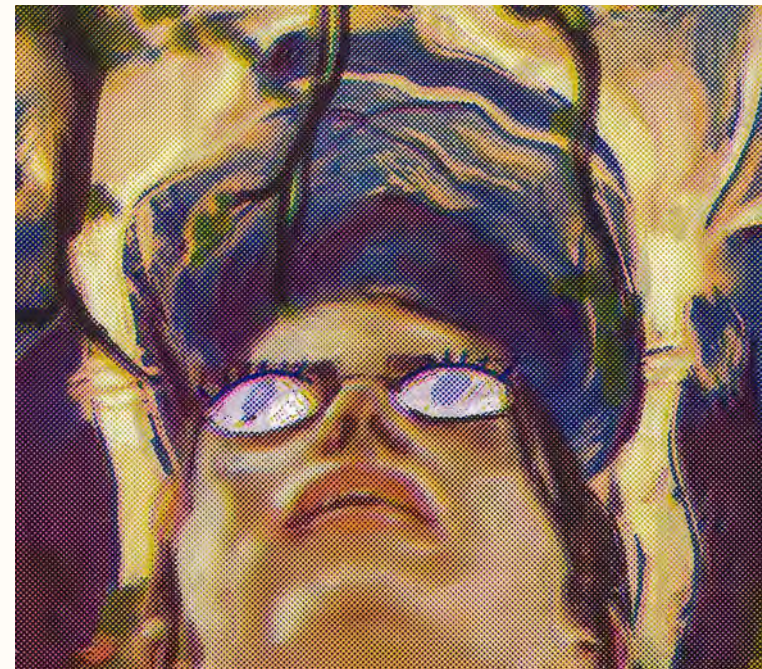
Shifts in formation for each letter through constant rearrangement of simple geometric modules aims to reference the ever changing nature of all materials, including that which seems indestructible or immune to decay. The type specimen shows the shape frameworks underlying each glyph as they were composed through the design process to give insight to the iterative processes behind each – perhaps deceptively simple – form.

The type specimen is 160 x 140mm in size, 112pp, chain stitch bound with waxed black sewing thread, and Risograph printed on Envirocare 115 & 150gsm.





3) POOR THINGS POSTER



Risograph printed poster made for the exuberant Yorgos Lanthimos' 2023 film *Poor Things*.

Colour variations & unintentional overprints



4) CINEMA NOVA REBRAND



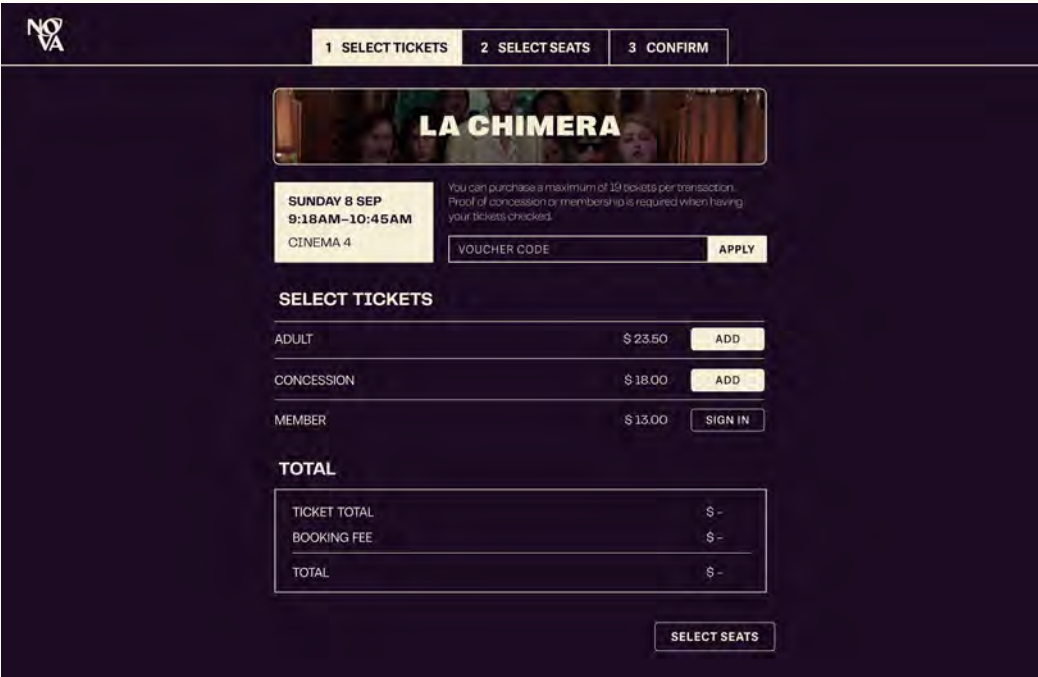
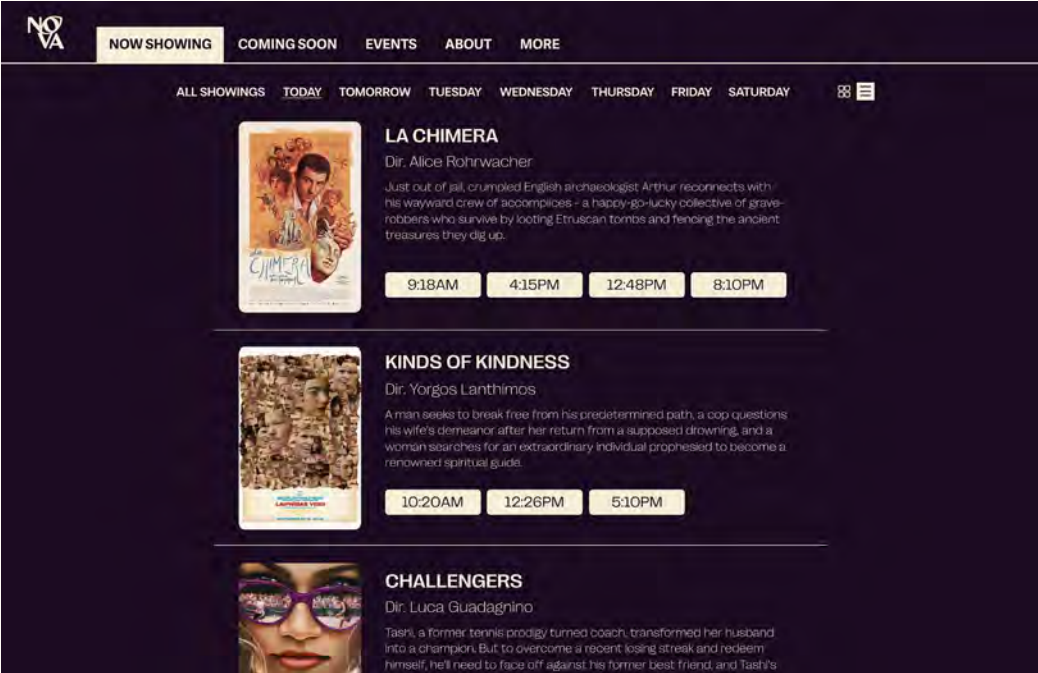
(above & left) Spreads from Cinema Nova brand book



Featuring an iconic cinema situated in the heart of Carlton, Cinema Nova's rebranding sought to create a sense of refinement and consistency, while retaining the eccentric, iconic feeling of the Cinema Nova brand.

Through said refinement I sought to position films and film culture as being not only accessible, but exciting and alluring - where upon viewing any of the brand's applications, audiences would feel invigorated about the prospect of cinema going.







CINEMA NOVA

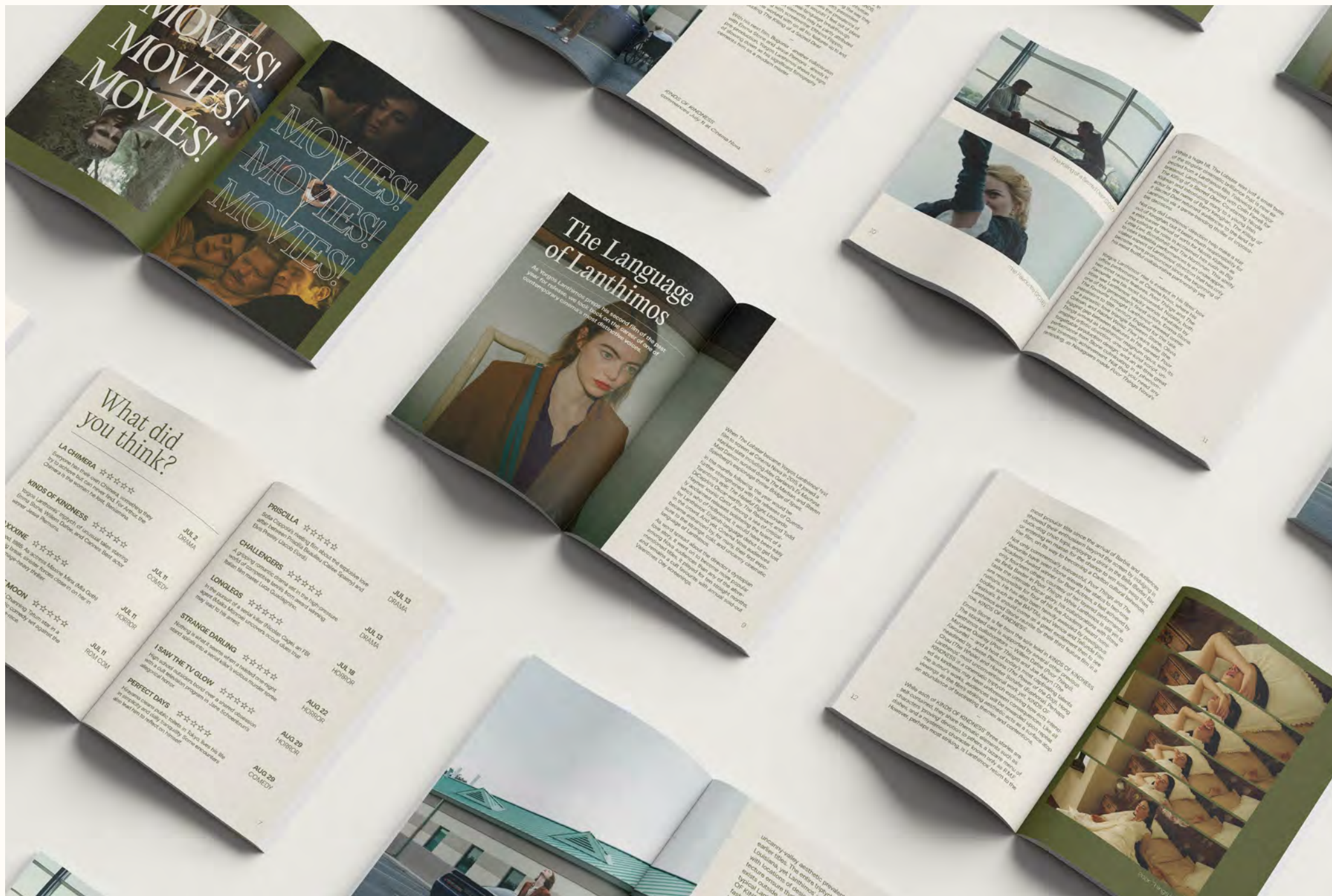
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NOVA DOSE

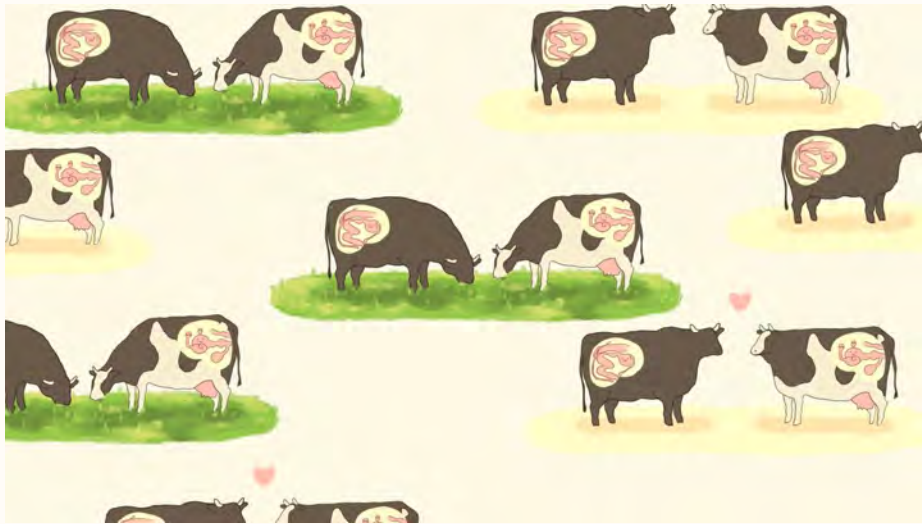
YOUR DOSE OF CINEMA — WINTER 2024



KINDS OF KINDNESS · LA CHIMERA · CHALLENGERS
PRISCILLA · MAXXINE · I SAW THE TV GLOW · LONGLEGS
STRANGE DARLING · PERFECT DAYS · FLY ME TO THE MOON



5) SEXUAL HEALTH EXPLAINER



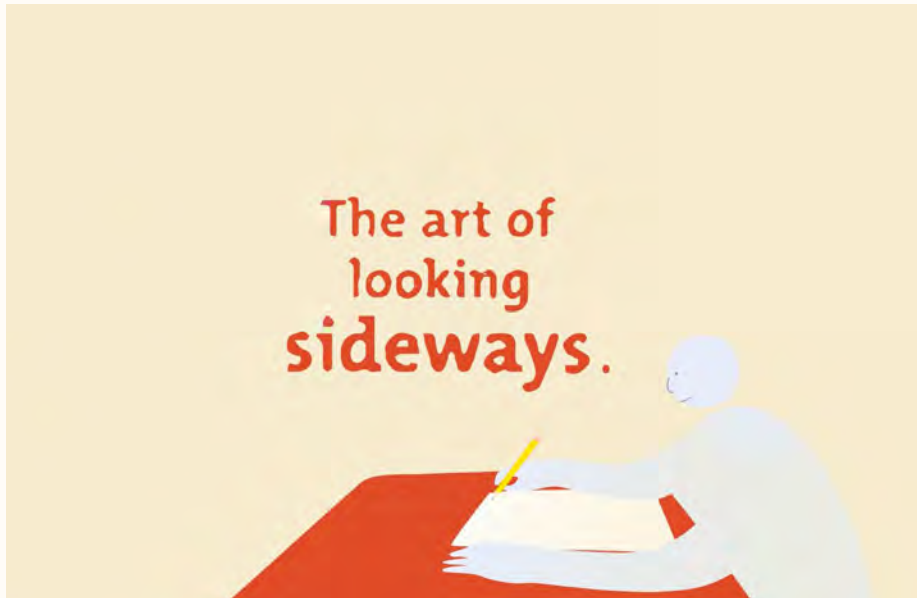
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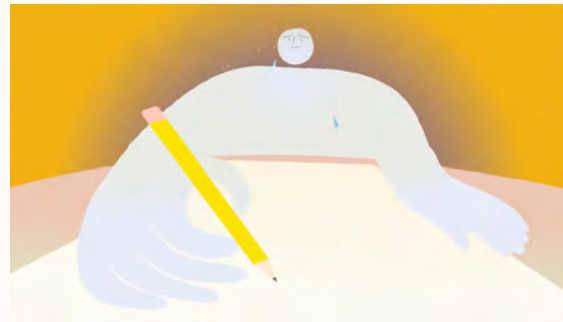
Sexual health explainer video made for Monash's Equity, Diversity and Inclusion team, using oblivious cows as subject matter to create lightheartedness around a topic many may find difficult or uncomfortable.

Portraying cows moreover lends to a destigmatisation of sexual health, framing this aspect of biology in a more objective light.

6) ' THE ART OF LOOKING SIDEWAYS' BOOK TRAILER



[Click above to view](#)



Book trailer for Alan Fletcher's 2001 compilation of information and visual material – *The Art of Looking Sideways*.

The video emulates the book's loose structure and movement throughout various tangentially related visual material, quotes, and subject matter through use of many fast, varying transitions.

7) TRASHMATES APP

Trashmates is an app designed to streamline the chore of taking out the bin for people living together. The app allows users to join 'TrashClans' with people they live with, as well as adding friends who live in other TrashClans to share their trash taking through a social media format to serve as a form of motivation and accountability.



[Click above to test app](#)



8) MONASH CAULFIELD LIBRARY NAVIGATION APP



Click above to test app

Monash Caulfield Library is an app designed to help users with way finding in the Monash Caulfield library, specifically aimed at helping visitors navigate to books, study spaces, and booking discussion rooms.

Designed in collaboration with Maxine Liang and Sean Do



THANK
YOU !

