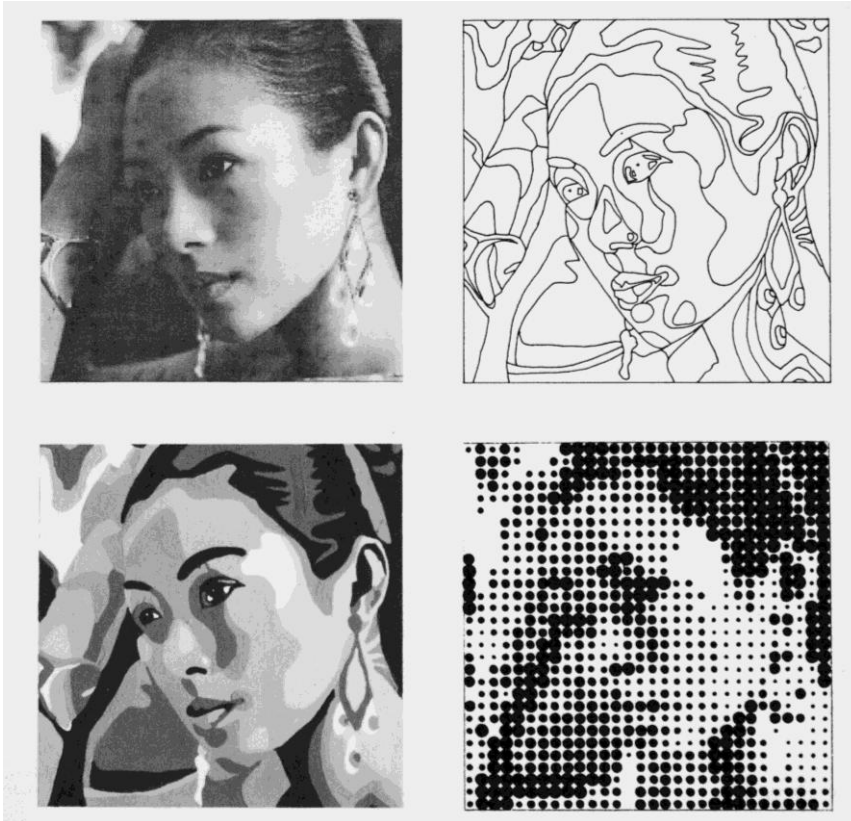


**What do you see?**

The educational system in Singapore produced two different batches of students: junior colleges; US equivalent to high schools and another group trained in polytechnics, US equivalent of a technical college. These intakes made up the new foundation students at the newly minted School of Art, Design and Media in 2004 and this posed a challenge as the former group was viewed to be a clean slate and the other, remedially prepared. In opening their minds to creativity, my 2D Design and Color Workshop foundation course was filled with many mini assignments such as this one that gets them to project their imagination on a daily object and to draw simple drawings to visualize what the object could possible become.

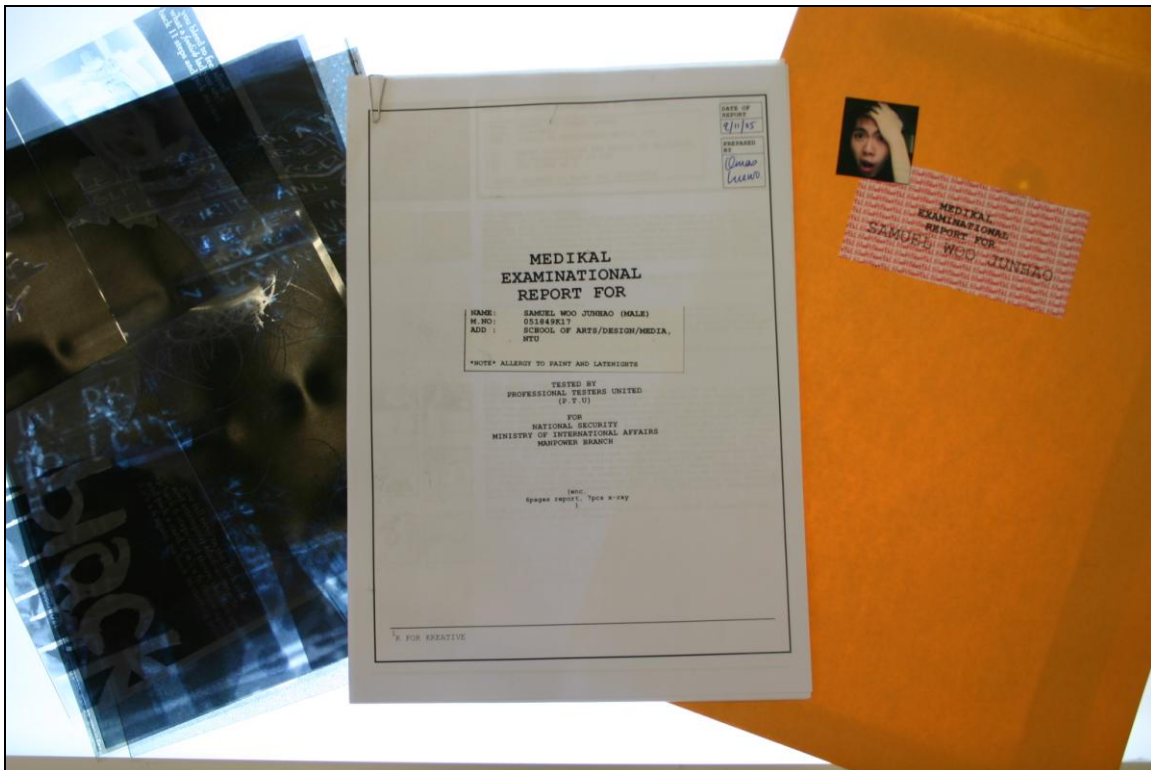


### **Back to the basics**

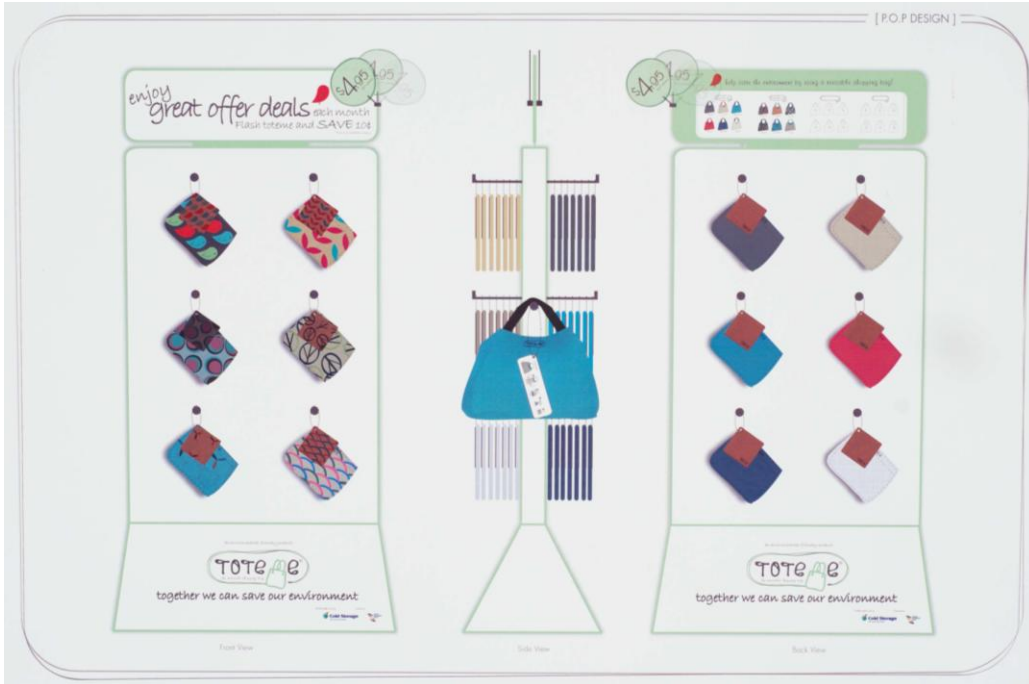
At the School of Art, Design and Media in Singapore where I was recruited to set up the Visual Communication department, our first pioneer batch was required to take two studio-based courses where explorations of concept development and problem-solving techniques were the foci. Understanding design concepts, attaining practical understanding color theory and usage were explored through direct observation, demonstrations and exercises. In exploring the different ways to interpret an image, the students explored not just techniques but more importantly, I took them back to the basics so that in future, they could understand what the rules were in order to break them, not the other way around.



Every step along the way, my students were required to document their work. Throughout this process, not only could they visualize the transformation of their ideas systematically, they get to reflect and improve on their ideas. Since the presentation format was fluid as long as they document every step along the way during the 13 weeks of foundational studies, every student expressed their documentation process notebook differently such as student Tan Wen Chuan who preferred a more hands-on approach (above) compared to Samuel Woo's sample below where he literally turned all of his process into an x-ray inspired vellum complete with a made up medical report of himself. My encouragement for them to think out of the box finally paid off!



**STUDENT'S WORK UNDER MY DIRECTION (10 of 20) @ ADM, NTU, SINGAPORE**



### A mini campaign

Students from Graphic Design 1 (Vis Com 220) at the School of Art, Design and Media were challenged to create a mini campaign that could either promote a product or a service. Student Chen Sijin created a foldable and reusable line of bags called “Toteme.” Apart from producing a mock-up to test her ideas, she was encouraged had to explore the logistical as well as aesthetic concerns.



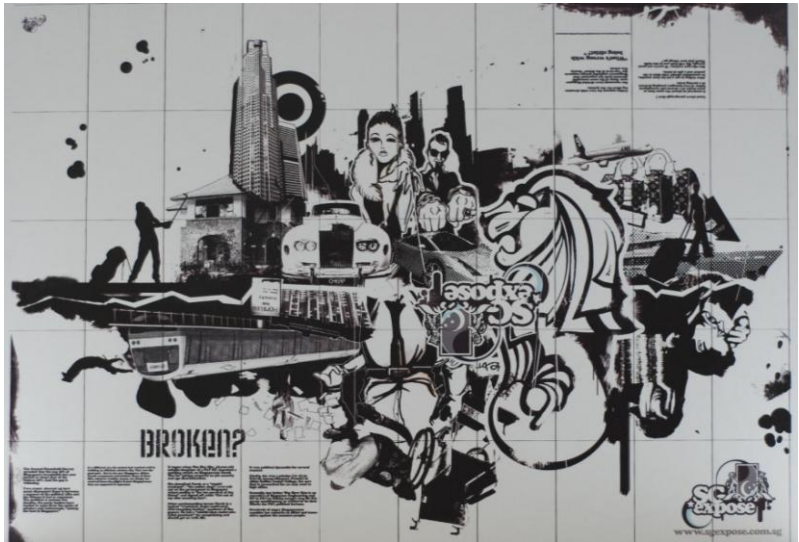


### Interschool collaboration

A final year student at the school of Art, Design and Media, Lim Cai Ling consulted with me as a co-advisor for her project while a faculty at the Wee Kim Wee School of Communication and Information (within the same university). Her project, DE2: Design Decisions included a workshop and a board game where designers reflect on design ethics and responsibilities. Because games were reflections of reality with minimal risk involved but with a high level of engagement, it became a powerful educational tool. The objective of her workshop was to enable a systemic change in designer' perceptions of the profession and to emphasize the critical roles and responsibilities designers play in the society. Cai Ling's project is reachable at <http://www.serenelim.per.sg/fyp.html>

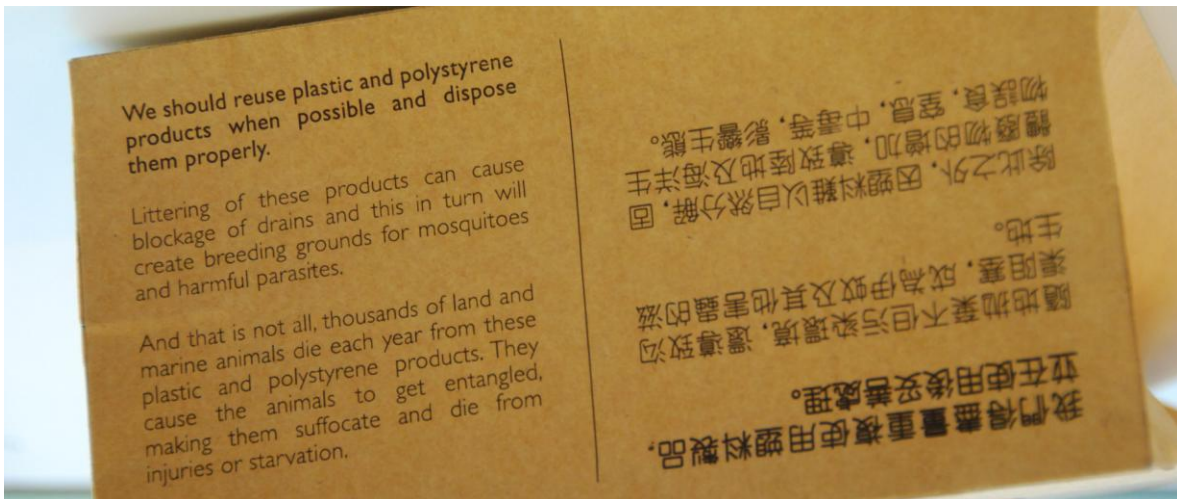


## STUDENT'S WORK UNDER MY DIRECTION (13 of 20) @ ADM, NTU, SINGAPORE



### Sustainability on a small scale

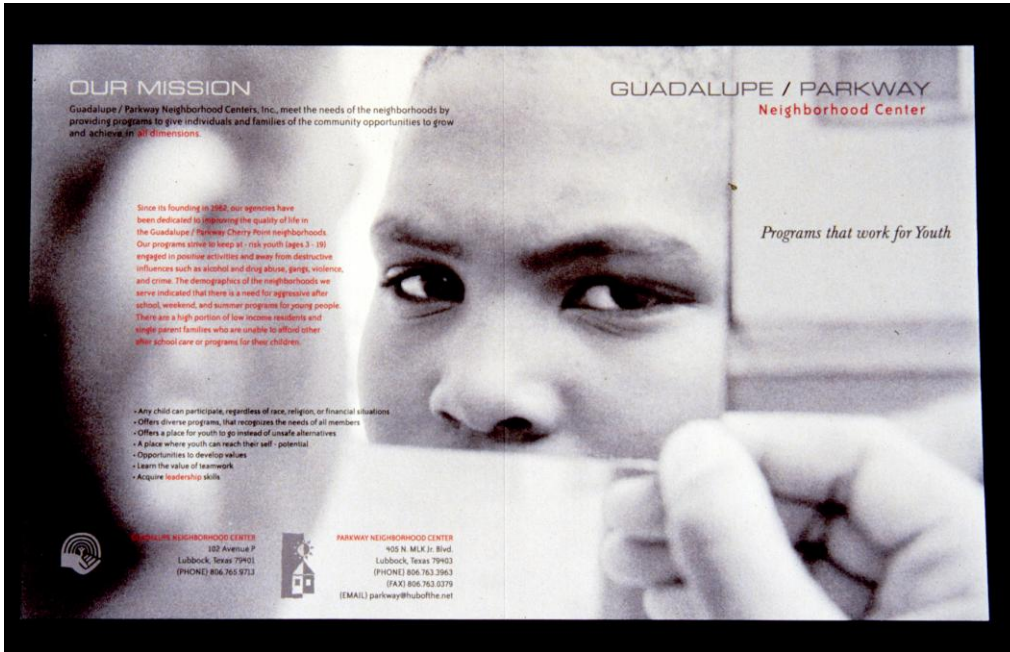
In Graphic Design II, students took on the issue of sustainability on a small scale. Instead of the usual rhetorical questions and condemnations, students were challenged to propose a solution that is both creative and practical which can bring about change in a local community. I believed this was a much more practical solution. As student Chin Wei's poster was unfolded, the main message within was revealed. Growing up in a highly sanitized and judiciously organized environment, his visual solution incorporated elements of graffiti to appeal to a younger crowd.



### Sustainability in a multicultural society

Part of the challenge faced by students in the Graphic Design II course at the School of Art, Design and Media was not only to conceive a social message with relevance, which in this case was about using resources wisely, the physical form of the message serve the context in which the audience was served. Student Tan Wen Chuan proposed a shopping bag that carefully balances between multi-ethnic and multi cultural Singapore and his visual and aesthetics solution took in a hand-made shopping bag.

**STUDENT'S WORK UNDER MY DIRECTION (15 of 20) @ SOA, TTU, TEXAS, USA**



**The Design Finalist**

A finalist for the Parkway-Guadalupe Neighborhood brochure project in the fall of 2001, the design direction chosen by student David Zarazua was reflected by the simplicity in the design layout aided by photographs shot by student. The compositions of his pictures were carefully planned, chosen, well-cropped, and the end result was one-fold brochure that able to “tell stories” through the stares of the children’s eyes.



Below: All information was hierarchically placed in grid systems that made up the inside layout of this brochure. Colors were limited but yet the subtlety of the type, the position of the photographs work hand in hand in enhancing each other, resulting in a well-organized and easy to read design layout.





### Operation USA

It has always been a fine line to walk between balancing a budget but to compromise a good but expensive design solution. Student Jennifer Holcomb deliberated over the issue and decided to take on a non-profit organization located in California for an assignment during the fall semester of 2001 in the Public and Social Service course. The student were given a list of organizations to choose from (refer to the “addendum to syllabus at the School of Art, Texas Tech University”). The project included a custom printed box to resemble a crate that is dropped from flyover planes. Within the box lies a front and back printed T-shirt with solicitous materials such as a 4-color, multi-page brochure and circular handouts. The justification for the high cost of production was balanced by corporate sponsorship, which the box is targeted for.



### Tibetan Aid Project

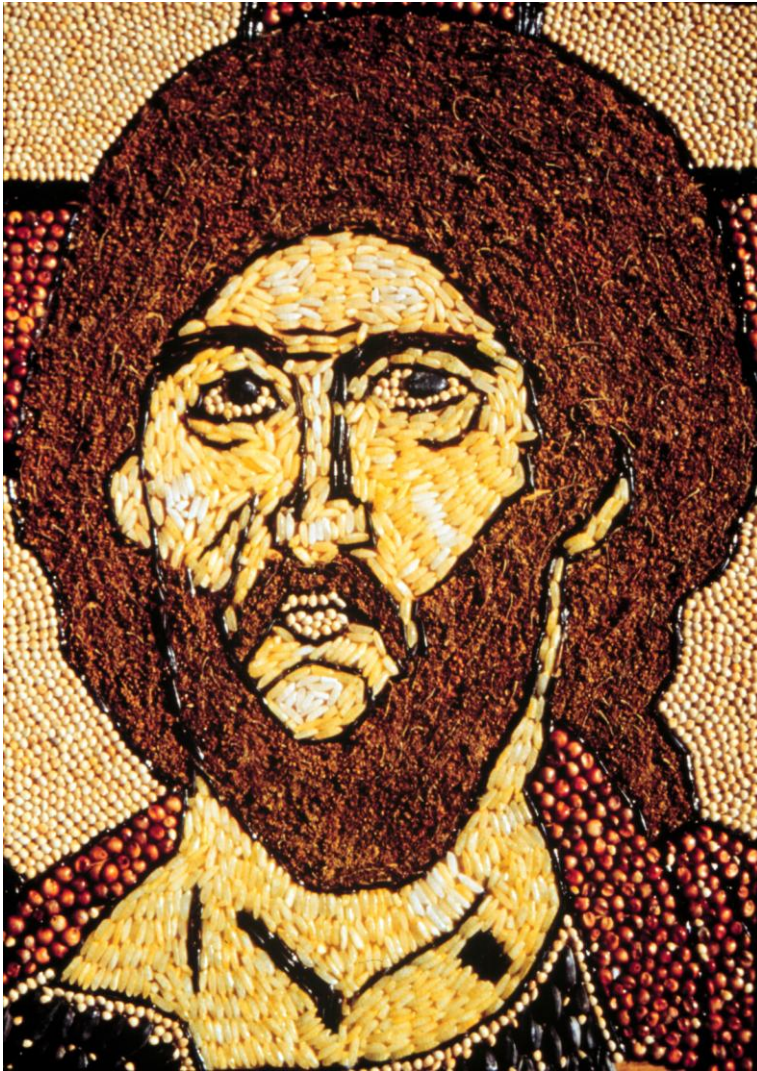
After researching and understanding the plight of the Tibetans, student Allyson Keeling from the Fall 2001 semester of the Public and Social Service course (ART 4381) decided to introduce an “uncomfortable” element in the composition by juxtaposing a sharp, obtrusive white, blade-like text box within this publication design to suggest the outside force of the Chinese communist occupation of Tibet.



### National Asian Pacific American Legal Consortium

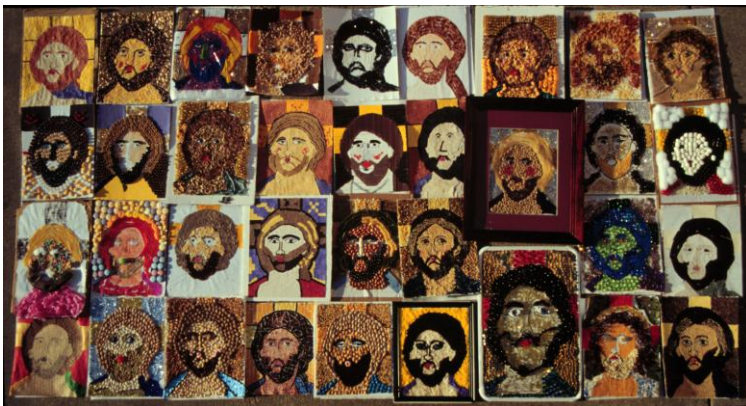
New immigrants often find themselves in a cultural shock and the mission of NAPALC was to help make the transition smoother into the United States. Their mission was also to advance and defend the legal and civil rights of Asian Pacific Americans. A promotional package for the NAPALC featuring a translator CD, a CD sleeve, a catalog, and a measurement conversion chart sheet is Green is chosen to reflect serenity in Asian. The student, Kimberly Dabbs from the Fall 2001 semester at the School of Art, Texas Tech University where I had taught at, explored different typefaces in different languages and they were used as a background to convey as sense of Asian pride and recognition in the design.

**STUDENT'S WORK UNDER MY DIRECTION (19 of 20) @ SAU, MAGNOLIA, AR, USA**



**The Mosaic**

Introduction to Fine Arts:  
Art was designed for general students at the Southern Arkansas University. Students were acquainted with art history, the critical process, and the production of art to achieve a well-balanced appreciation for art and how it relates to the development of Western culture. After noticing the lack of interest in the course, I decided to add a mosaic-making assignment to the syllabus. The students were given the freedom to explore any materials to create their mosaics such as Christopher Hall's creation shown here. The featured piece was created with painstakingly arranged seeds. Other students tried everything from magazine cut-outs to M&M's, saw dust, beads, etc. As a result of this freedom, the students had a renewed sense of their appreciation for art. To my surprise, some general studies students confided in me that they are even considered about majoring in art.



Other works submitted by students in the Introduction to Fine Arts: Art during the spring semester of 1999.



### **Packaging Design for Solar Batteries**

This was a computer rendering before a hypothetical product could be conceived. One of the convincing features of computer was the ability to realistically portray a design before spending elaborate production and money to produce them. The student, Vernon Moore from the Individual Problem course during the fall 1998 semester took advantage of that and was able to make alterations based on the idea as it was generated and refined. However, his initial design was first conceived with regular sketching.