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STUDENT'S CREATIONS UNDER MY DIRECTION (1 of 20)

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore

ONE Condoms Design Contest

As part of my efforts to expose my Singapore students from constantly engaging tried-and-true methods as well as challenging stereotypes, they were presented with a topic that may be an uneasy one to deal with—safe sex. Their final submissions were tested on a world stage whereby their designs must be submitted to the US-based One Condoms Design contest on Nov 30, 2010 and the online voting period is from Dec 1 2010 to Jan 31, 2011. The last day of our class happened to be the day before Dec 1 which coincides with World AIDS Day. As a result of this, a student wrote, “Firstly, it’s my first time taking part in an actual design competition, much less an international one. Secondly, its simplicity really gave me a lot of room to express myself. ... I felt liberated that I now had the ability to translate the ideas in my head onto paper, and that it would actually like what I had in mind.” All the students creations are exhibited outside the main lecture theater on the 1st floor at the Wee Kim Wee School of Communication and Information from Dec 2, 2010 - January 2, 2011. From top left: Xu Yuanduan’s Get Some; Joel Chin’s Pick One and Nashita Kamir’s Choose One.



STUDENT'S CREATIONS UNDER MY DIRECTION (2 of 20)

WKWSC & SCHOOL OF ART, DESIGN AND MEDIA, Nanyang Technological University, Singapore

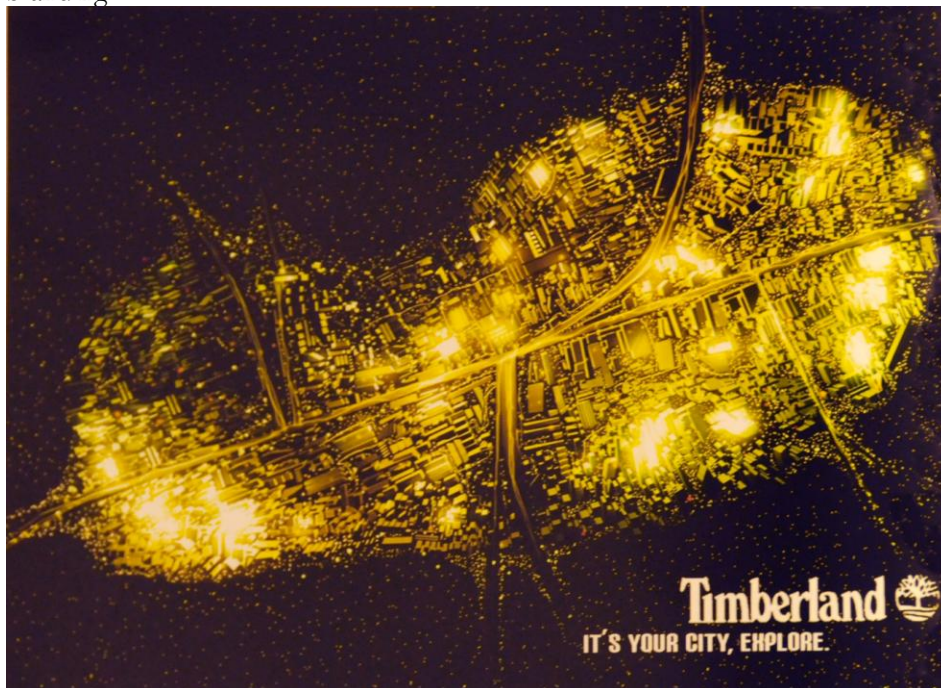
The Crowbar Awards 2009

Student Wang Wei Yang from the Wee Kim Wee School of Communication and Information won a gold award in the integrated advertising campaign category as well as “Best of Show” in the advertising section at the Crowbars Awards on 28 August 2009. His work aimed at promoting the London Philharmonic Orchestra (LPO) to youths, featured an integrated, experiential campaign by using emotional information was revealed publicly on social networking and weblog sites (such as Twitter, Wordpress, Facebook).



The Crowbar Awards 2006

While in his 2D foundation course, student Jeffrey Xu from the School of Art, Design and Media submitted a project completed from my foundation course at the School of Art, Design and Media and won the Gold in Art Direction award under his advertising submission titled “Timberland branding.”



STUDENT'S CREATIONS UNDER MY DIRECTION (3 of 20)

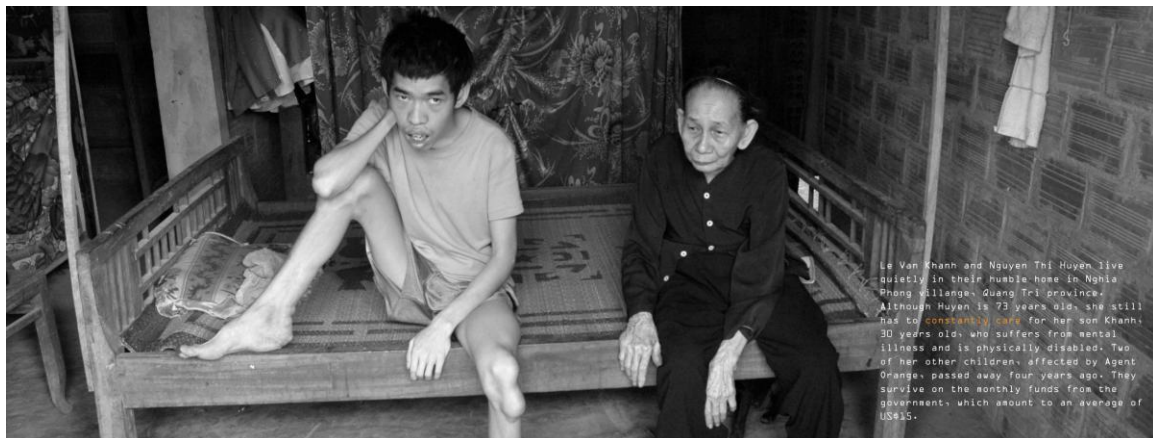
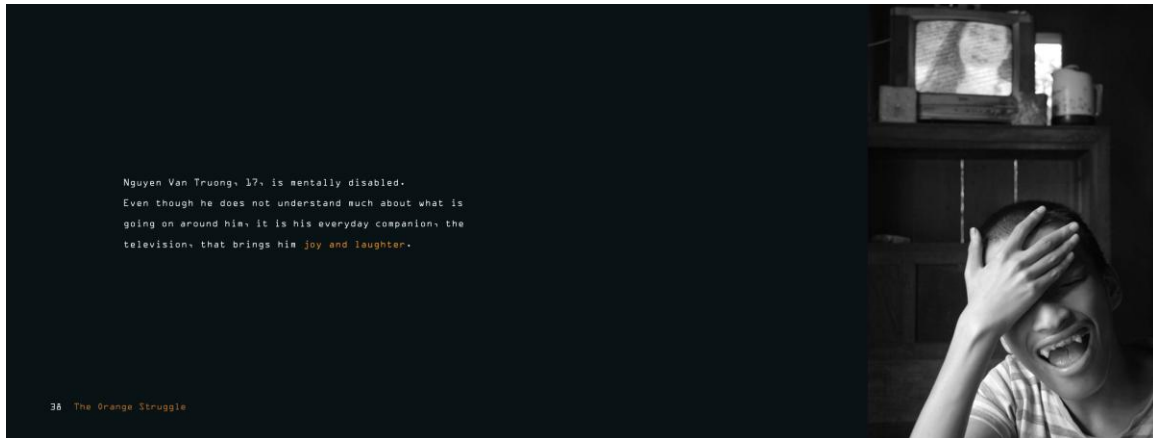
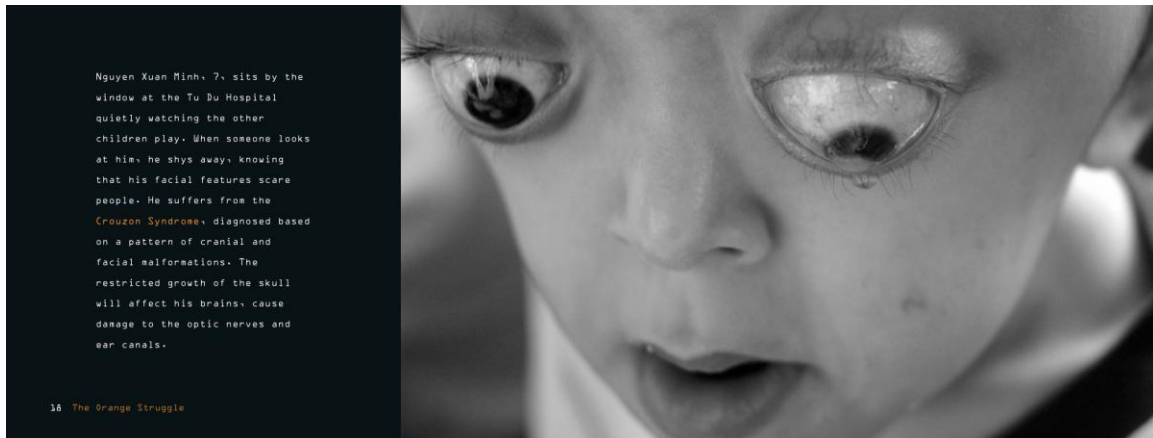
WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore

The Orange Struggle: Final Year Project (FYP)

In fulfilling their BA (Hons) degree, communication students at the Wee Kim Wee School of Communication and Information are required, depending on their chosen area, to produce an outcome of some sort under the guidance of a supervisor. Featured here was a solo final year project (FYP) by student Lee Huishi who completed a book in 2008 entitled "The Orange Struggle" to document the victims of agent orange in Vietnam.



Shown here are spreads from “The Orange Struggle” book. Black and white images were chosen to add impact to the story portray as well as adding sense of historical relevance to the stark and touching stories reported throughout the book.



STUDENT'S CREATIONS UNDER MY DIRECTION (4 of 20)

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore



Go Red For Women 2009: Final Year Project (FYP)

Most FYPs are group-based as seen here where four students, (from left: Wang Kok Wee Dylan, Angelina Chung Li Na, Goh Kit Meng Janus, and Goh Yiyan Denise Gail) were involved in a strategic and comprehensive public communication campaign seeking to educate women in Singapore on the dangers of heart disease in collaboration with Singapore Heart Foundation which has adopted the initiative in 2005. This is because in Singapore stroke is the number one killer of women. Their report discusses marketing strategies as well as implementations as they created a sustainable campaign that doubled the awareness level amongst young, working women in Singapore that heart disease and stroke is the number one killer of women by the end of February 2009. They worked on the campaign from planning to execution within a period of eight months under my supervision as their adviser.

Shown here are the groups during the oral defense in 2009.

STUDENT'S CREATIONS UNDER MY DIRECTION (5 of 20)

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore

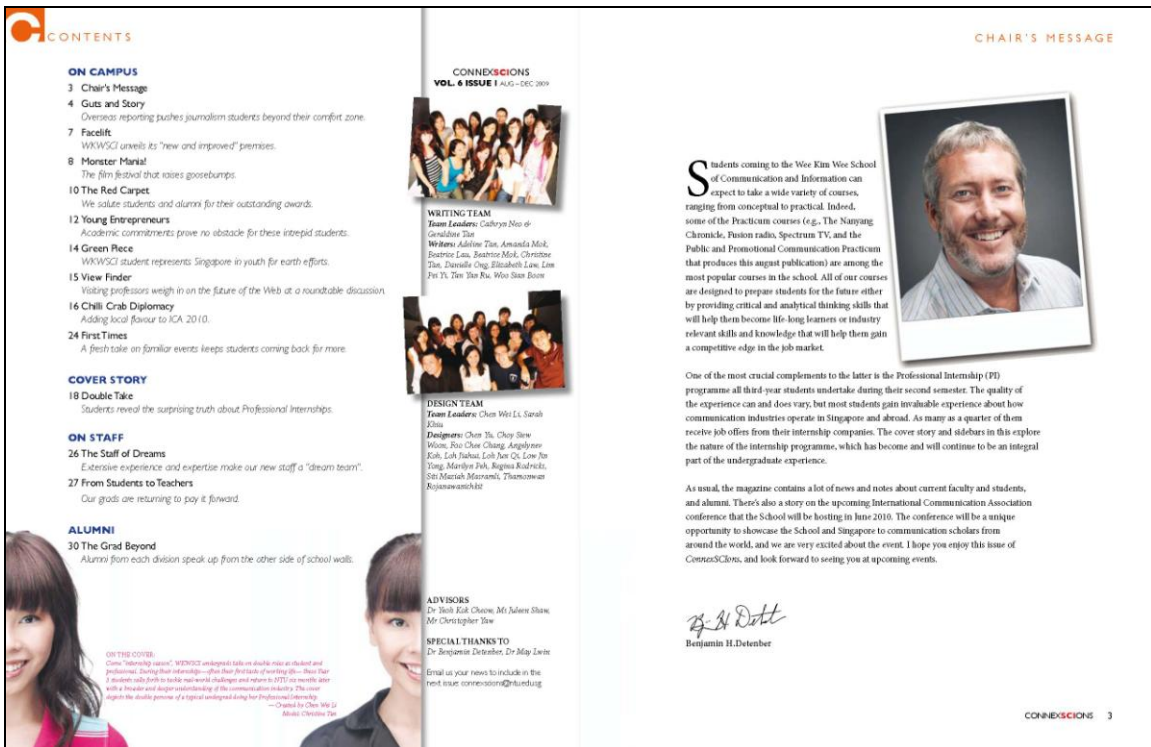
ConnexSCIons Newsletter

ConnexSCIons is Wee Kim Wee School of Communication and Information's newsletter. It is offered every semester as a practicum for students from the communication school as well as other schools within the university to learn about designing, writing, producing and publishing. Shown below are samples from previous issues. Co-taught with two other faculty members, the entire publication was produced by students where they sourced for stories, photographed events and learned how to put together the publication within 10 weeks. The remaining three weeks of the semester were used to prepare for prepping files for an assigned printer in which the students have to source for the lowest bid.





Front cover and back for Vol 6, Issue I.



Inside front spread for Vol 6, Issue I of ConnexSCions.

ALUMNI

The GRAD Beyond

By Danielle Ong, Amanda Mok
to Cathryn Neo

WKWSC alumni from each division speak up from the other side of School walls

KENNETH CHIA
Class of 2009
Major: Advertising
Now: Junior copywriter;
Walter Thomson Singapore

SAM KANG LI
Class of 2009
Major: Journalism
Now: Freelance
photographer

What aspect of advertising attracted you above all other tracks offered at WKWSC?

I have a penchant for creating things - short stories, poems, scripts, food recipes, and so on. Which is why I was really drawn to filmmaking and advertising. I knew it had to be advertising after seeing mind-blowing ads by guys like Neil French, David Abbott and Tony Stroud.

What is the one thing that you would most like to kill/advice advertising students?

Follow your passion, and the money will follow. If it doesn't, well, it'll be too late for you to regret anyway.

Would you ever consider switching fields?

I still harbour hopes of becoming a film director, probably much later in life. But I think advertising will always be a part of me. Till death, I'll consult. I'll still care in my dreams, people say that advertising is an industry for the young. Then again, isn't

How did you get into freelance photography?

Photography was something I picked up in my second year of university. There was no pivotal moment. But to start off, I guess you must have an eye for pictures and sensitivity to visuals.

When I graduated, the market for photographers wasn't very good due to the recession, so I decided to strike out on my own.

Being a freelance photographer gives me more space for creativity and individualism, and less of having to worry about living up to people's expectations.

Tell us more about your internship at the Ngee Ann Theatre in 2008. I decided to go for the Ngee Ann Theatre internship under the recommendation of Aunty Shyam Thibaut. It was a very exciting time there because there were a lot of things happening, with the musical being over the top and the Musicals' rise to parliamentary power. I think I was very fortunate to have been there when things were happening, because it gave me better opportunities to take pictures that stand out.

Which tells a better story—words or pictures?

People nowadays have shorter and shorter attention spans. An interesting picture makes people want to find out more, it captures people's interest because they want to gain a better understanding of what the picture is all about. But pictures can only tell so much, and believe that we need other mediums in order to convey the full message.

product launch under my charge, two years later.

How has the school prepared you for working life in the advertising field?

Modules that involve brand management, copywriting, and campaign planning etc. These are definitely useful, and so are the occasions that I've done to advertising award shows and seminars with creative directors. And of course, the internship programme. Do well for that, and you've probably secured yourself a job.

Is there an area where the school has not prepared you sufficiently? WKWSC didn't prepare me for eight pins every Friday night!

It is true that the advertising field is very stressful and competitive, with long working hours.

Advertising is like the cigarette box that reads "blow tooth! Impotence! Lung cancer!"

The dangers are all real, but a smoker will still go ahead, won't he?

30 CONNECTIONS

A write-up about recent graduates.

COVER STORY

DOUBLE TAKE AT THE BOOD

Students reveal the surprising truth about professional internships

By Geraldine Tan, Beatrice Lam, Lim Pei Yi and Beatrice Mok

Advertising undergrad Timothy Lee's internship at an ad agency played out like a dream: "My boss Mr Lim would bring me to his meetings with the client so that I could listen to the brief, take notes and ask questions. When we got back to the office, his usual words would be, 'You've heard the client brief, you've asked the necessary questions, so you should know what the client wants. You're now at point A, how you get to point B is totally up to you.'"

Timothy was at first struck with terror at the words, but Mr Lim's trust in him gave him confidence and ultimately invaluable lessons. Timothy said, "I struggled quite a bit at the beginning, but eventually realised that I would not have learnt so much otherwise."

Of course, not all internship stories are this glowing.

When Tina Tan interned at a small firm, she was mistakenly introduced as "Tina" through an administrative error. As a result, her work e-mail and name card bore the name "Tina C" she said wryly. "It caused a lot of confusion, to say the least." But when Tina notified her boss, he burst out, "If the database has listed you as Tina, why can't you just be Tina? It's too much effort to change it! Now please don't bother me because I have a lot of deadlines to meet!"

Internship "horror stories" make their rounds along with an equal number of feel-good stories. And there is no doubt that a student's first brush with practical work experience can be a shock to the system.

Yet when WKWSC asked WKWSC students and alumni if they would re-live their internship experiences—"horror stories" and all—everybody replied with a resolute "yes." And for good reason.

Associate Professor Lee Chun Wah, who coordinates the School's professional internship (PI) programme, points out that the mandatory 24-week internship for WKWSC undergrads has not only been the highlight of their undergraduate years but is also a key factor in their job search after graduation, saying, "It is a good entry in their job resume to showcase their internship training."

Learning about the Market

In today's competitive marketplace, it is increasingly common for companies to require internship experience before considering a new hire.

Industry watchers have also noted that Singapore is preparing herself to become a major hub for international media players.

The Economic Development Board has already announced its plans to develop the growth of the local media industry through greater innovation and R&D at MediaCorp One North.

With major developmental shifts in the pipeline, the media talent pool in Singapore needs to be groomed and equipped for upcoming challenges and opportunities.

WKWSC is being a prominent communication school, has responded to these industry developments by ensuring that each batch of students is sent on internships, either local or global, in order to meet the increasing standards of media talent in Asia.

"The internship is a valuable way for students to connect with the media industry and for our industry partners to provide students with relevant experiences," said Dr Lee.

Regular changes are made to WKWSC PI programme to ensure that it stays relevant to the ever-changing demands of the media market in Singapore. "Over the years, steps have been made to increase the scope beyond the traditional four major disciplines—Journalism, Broadcast, Public and Promotional Communications, Communication Research—to related areas such as Marketing Communication, Relationship Management, Market Research, Healthcare Communication and more," said Dr Lee.

18 CONNECTIONS

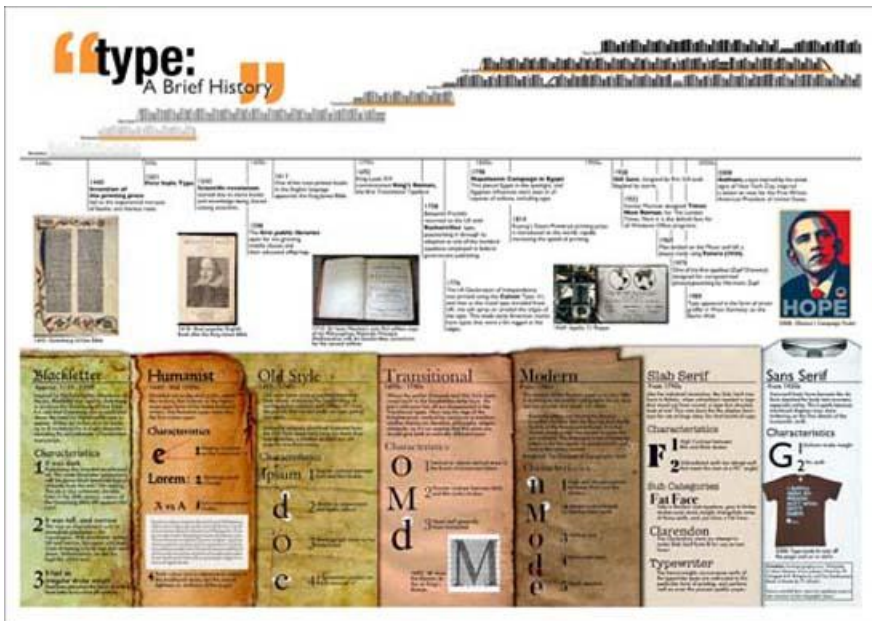
A spread featuring the cover story which was linked to the design on the front cover.

STUDENT'S CREATIONS UNDER MY DIRECTION (6 of 20)

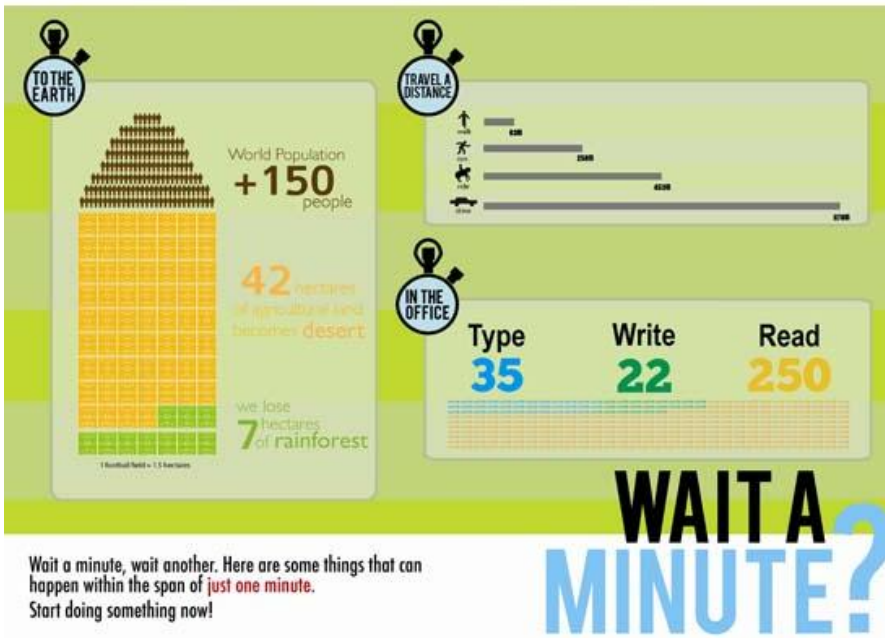
WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore

Infographics

Information graphics facilitates complex information to be presented in a visual manner. Grace Au Yong's infographics describes a brief history of typography from the 1400s to the recent development in 2008 including the typestyle used in President Obama's campaign.



Poh Wee Koon illustrates that within a minute many things could take place especially to the earth, the amount of distance traveled for a person as well as a scenario in the office.



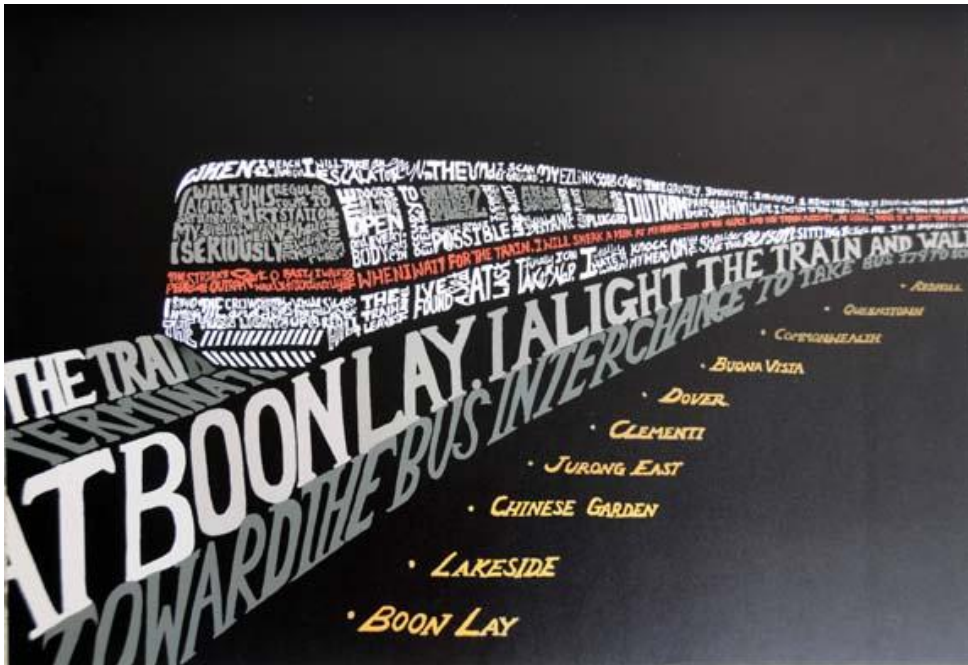
STUDENT'S CREATIONS UNDER MY DIRECTION (7 of 20)

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore



Type is image, image is type

In this project, students from Graphic Communication (COM 232) course were challenged to conceptualize and produce a typographic self-portrait where they created their own self-portraits, all from using only letters to illustrate their face in black and white. They have to think about their own identity as well as studying their facial characteristics. Numbers and alphabetic symbols such as parentheses are allowed and while they may rotate, resize and flip the characters, they are not allowed to deform the letter forms. From left, works of Cheryl Ong, Josephine Chow, and Koh Ming Xiu.



In a similar exercise where the COM 232 Graphic Communication students from the Spring 2008 semester were exposed to the idea that fonts can communicate as visuals and vice-versa, student Thong Wai Mun visually described her journey to school with the MRT by painstakingly hand-lettering each character before scanning them into the computer for color-editing.

STUDENT'S CREATIONS UNDER MY DIRECTION (8 of 20)

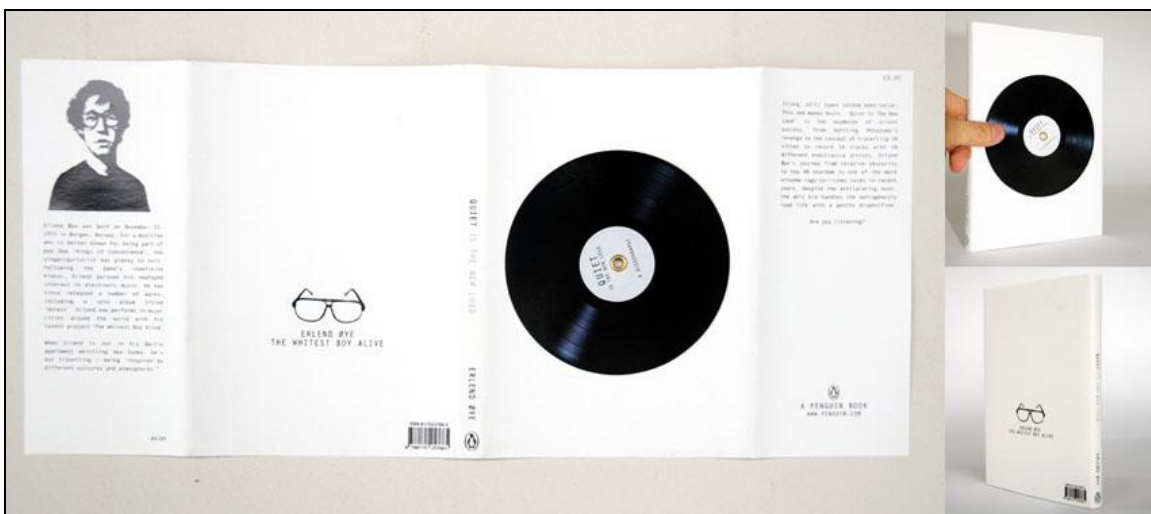
WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore

Book jacket design

Basing a book jacket design assignment on a historical character (dead or alive), students from COM 232 needed to create a front to back cover, spine as well as two flaps. They had to research the character and although they could use photos or illustrations, they were not allowed to use works readily found from the internet. As the author of the book, they had to think of a title and write the text for the back cover and the flaps. The jacket must also feature a publisher's contact information, logo as well as bar codes.



Bruce Lee made a philosophically famous speech in 1971, “Be formless. Shapeless. Like Water” and it inspired Clement Chen to create a book jacket in the shape of the martial artist’s face on the cover and his bust shot, also rendered in a fluid form for the back cover.



Joel Leong picked Erlend Øye, a singer/guitarist from Norway. He titles the book “Quiet is the noise” and features a cover with an LP that can be spun around.

STUDENT'S CREATIONS UNDER MY DIRECTION (9 of 20)


WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore

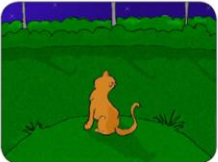
Storyboarding


In the Advertising Creativity and Copywriting course in the Fall of 2007, students learned visualization skills and creative writing for advertising as well as for other aspects of integrated marketing communications (IMC). In this course, they also needed to improve creative thinking and to learn the basics of advertising copy, design and layout, develop and hone knowledge and skills necessary to develop and analyze creative aspects of communication campaigns.


As shown above in a storyboard above, student Eunice Ho had demonstrated her understand and appreciation for the role of creativity in promotions and to produce strategic integrated marketing communications that work for Singapore's Night Safari.


TV STORYBOARD
Client: Singapore Night Safari. Writer: Ho Jia Hui Eunice Length: 30 Title: "Close to You"


- 


OPENS WITH LS OF EMPTY TRAM ROAD
SFX: MUSIC IN AND UNDER ON CUE
- 


CUT TO LS OF CUB LOOKING SAD AND LONELY AMIDST THE NIGHT SKY
- 


CUT TO LS OF THE STARRY NIGHT SKY
- 


TILTS DOWN TO SEE A HAT FLYING, FALLING DOWN FROM THE SKY. DOLLY IN TOWARDS THE HAT AS IT LANDS
- 


CUT TO GIRL LOOKING AT THE SKY
- 


CUT TO CUB DASHING ACROSS THE SCREEN
SFX: LEAVES RUSTLING
- 

CUT TO LS OF TRAM DISAPPEARING INTO THE DARK
SFX: SOUND OF TRAM'S ENGINE FADING OUT
- 

CUT TO CUB SLOWING DOWN, GOING TOWARDS THE CAMERA AND STOPS, LOOKING SAD
SFX: LEAVES RUSTLING, PANTING OF CUB
- 

CUT TO ECU OF GIRL'S FEET WALKING
- 

GIRL'S HAND REACHES OUT
- 

CUT TO SILHOUETTE OF GIRL TAKING HER HAT FROM THE CUB'S IN THE MOONLIGHT
- 

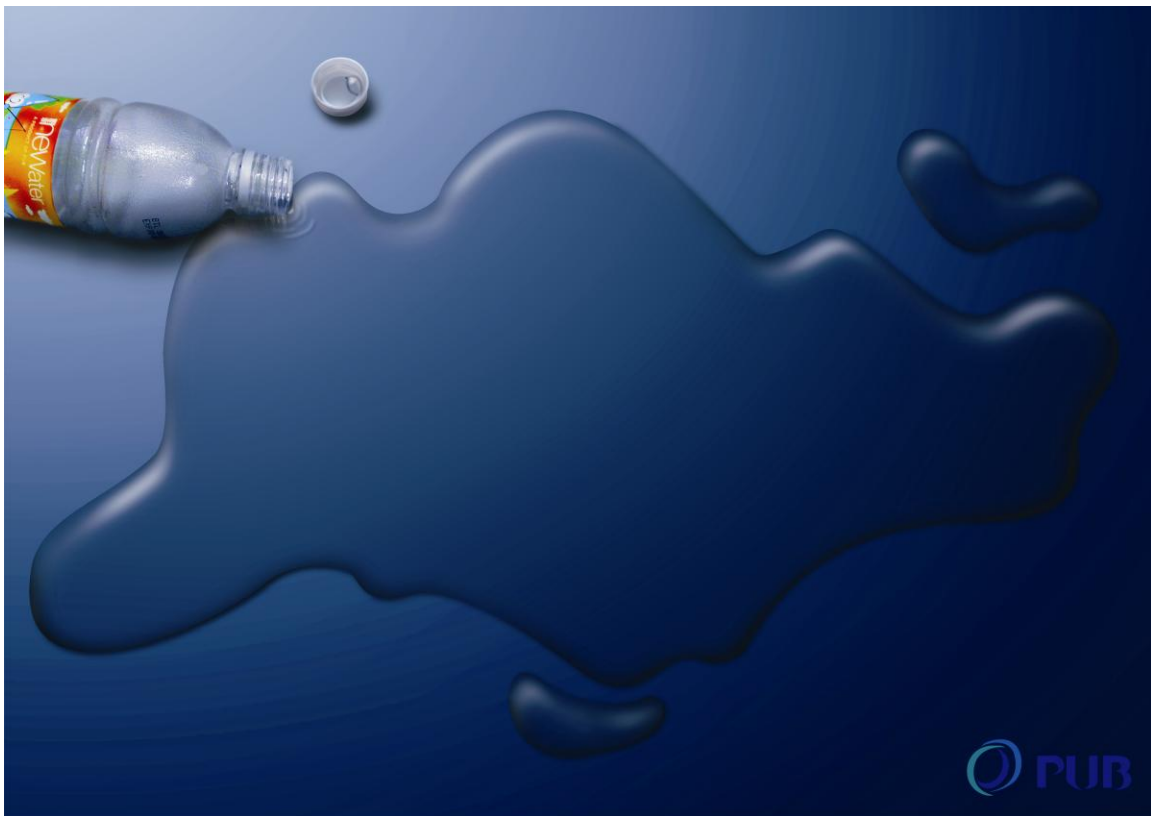
FADE TO NIGHT SAFARI LOGO ON BLACK
SFX: MUSIC FADES AWAY

STUDENT'S CREATIONS UNDER MY DIRECTION (10 of 20)

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION,
Nanyang Technological University, Singapore

A picture is worth a thousand words

“Is a picture worth a thousand words? This is part of my training for them to confront the polysemous nature of images in the Advertising and Copywriting course. For the Public Utilities Board of Singapore, their recycled sewage water branded as “Newater” has continued to suffer an ill-perceived image in the public. This is a branding problem for the government board because with water shortages and continual dependency on water from neighboring Malaysia, I saw an opportunity to get some new perspectives from students and Nguyen Vu, an international student from Vietnam studying for his 1st degree in Singapore conceptualized this visual-driven ad where he illustrated the shape of Singapore’s territory with water flowing out of the bottled water to suggest abundance of the water in this tropical island state.



STUDENT'S CREATIONS UNDER MY DIRECTION (11 of 20)

SCHOOL OF ART, DESIGN AND MEDIA

Nanyang Technological University, Singapore

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.

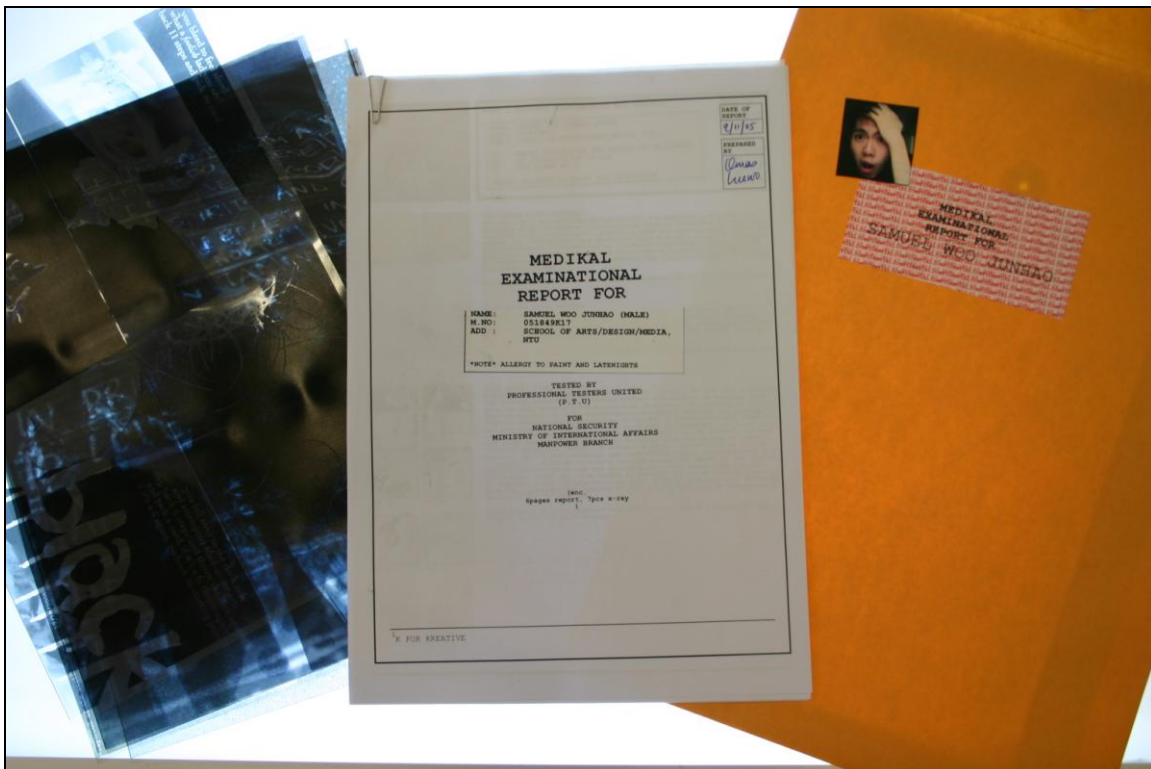


Documentation of process

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 (above) who preferred a more hands-on approach.



Samuel Woo's sample below was unconventional. 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 CREATIONS UNDER MY DIRECTION (12 of 20)

SCHOOL OF ART, DESIGN AND MEDIA

Nanyang Technological University, 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.



STUDENT'S CREATIONS UNDER MY DIRECTION (13 of 20)

SCHOOL OF ART, DESIGN AND MEDIA

Nanyang Technological University, Singapore

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 CREATIONS UNDER MY DIRECTION (14 of 20)

SCHOOL OF ART, DESIGN AND MEDIA

Nanyang Technological University, Singapore

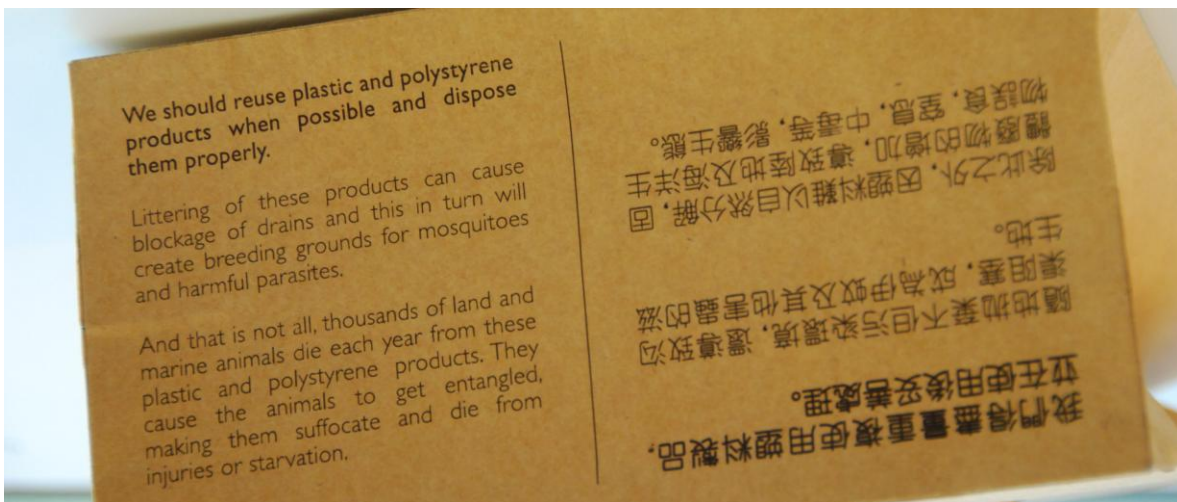
Sustainability on a small scale

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.



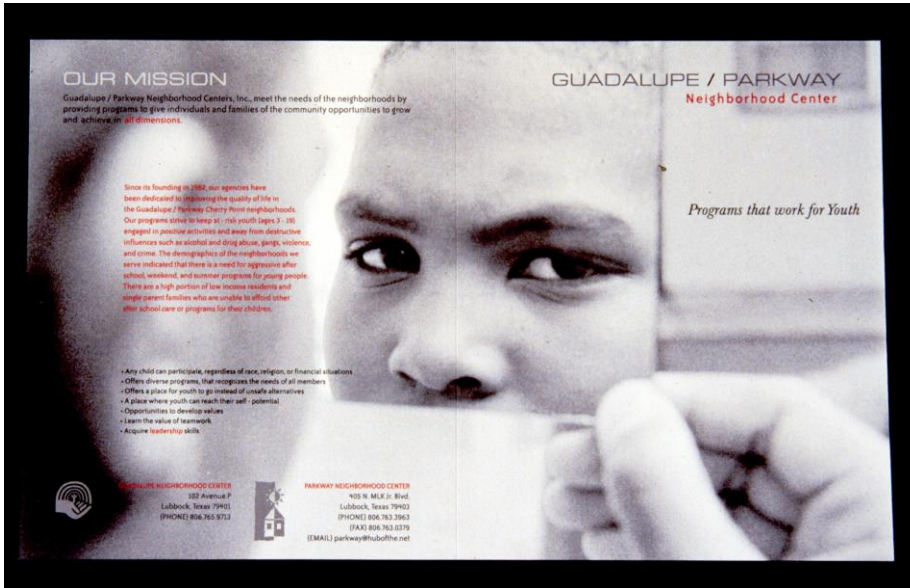
STUDENT'S CREATIONS UNDER MY DIRECTION (15 of 20)

SCHOOL OF ART

Texas Technological University, 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.



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.



STUDENT'S CREATIONS UNDER MY DIRECTION (16 of 20)

SCHOOL OF ART

Texas Technological University, Texas, USA

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 students were given a list of organizations to choose from. 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.



STUDENT'S CREATIONS UNDER MY DIRECTION (17 of 20)

SCHOOL OF ART

Texas Technological University, Texas, USA

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.



STUDENT'S CREATIONS UNDER MY DIRECTION (18 of 20)

SCHOOL OF ART

Texas Technological University, Texas, USA

National Asian Pacific American Legal Consortium

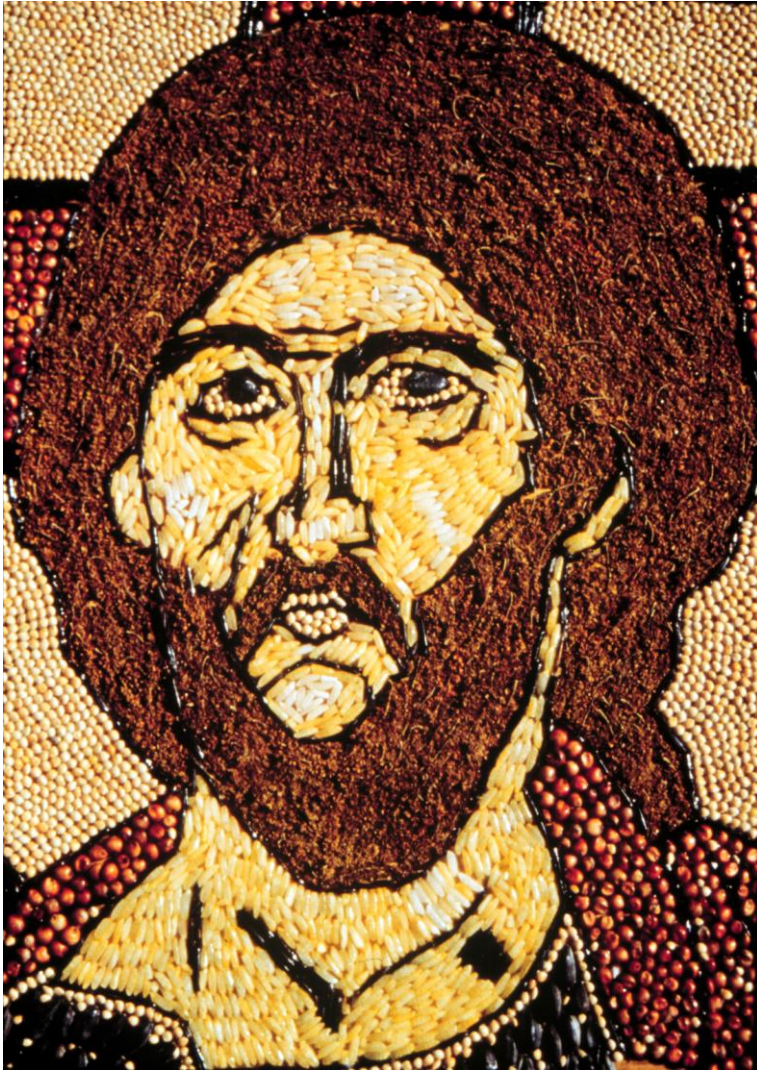
New immigrants often find themselves in a cultural shock and the mission of NAPALC was to help make the transition smoother into the United States. Their mission was also to advance and defend the legal and civil rights of Asian Pacific Americans. A promotional package for the NAPALC featuring a translator 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 CREATIONS UNDER MY DIRECTION (19 of 20)

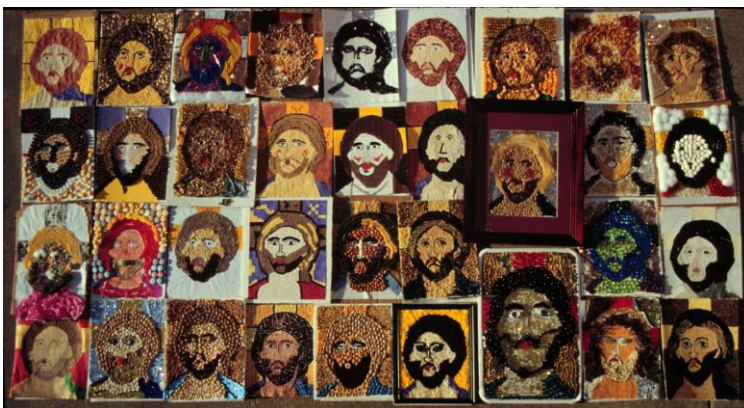
DEPARTMENT OF ART

Southern Arkansas University, Arkansas, 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. Christopher Hall's creation shown here 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.

STUDENT'S CREATIONS UNDER MY DIRECTION (20 of 20)

DEPARTMENT OF ART

Southern Arkansas University, Arkansas, USA

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.

