

STUDENTS' CREATIONS FROM NANYANG TECHNOLOGICAL UNIVERSITY (1 of 20)



Water is Life 2011

Ng Sie Yen's entry was selected as one of the top 100 posters and was published in a book with the aim to demonstrate that the younger generations are prepared to bear their share of the responsibility for our world. More importantly, it was to publicize the message that "Water is Life" to a broad public by means of worldwide exhibitions. She also received a certificate. As Sie Yen's supervisor, I was glad that the competition provided an opportunity for Sie Yen to showcase her creativity and drawing skills to the world on a global scale. The organizer of the competition was the German Sanitation, Heating and Air Conditioning Association (ZVSHK) in collaboration with Professor Heinz-Jurgen Kristahn from the Berlin University of the Arts and Professor Lieyan Wu, Rector of the Nanjing Arts Institute, China.

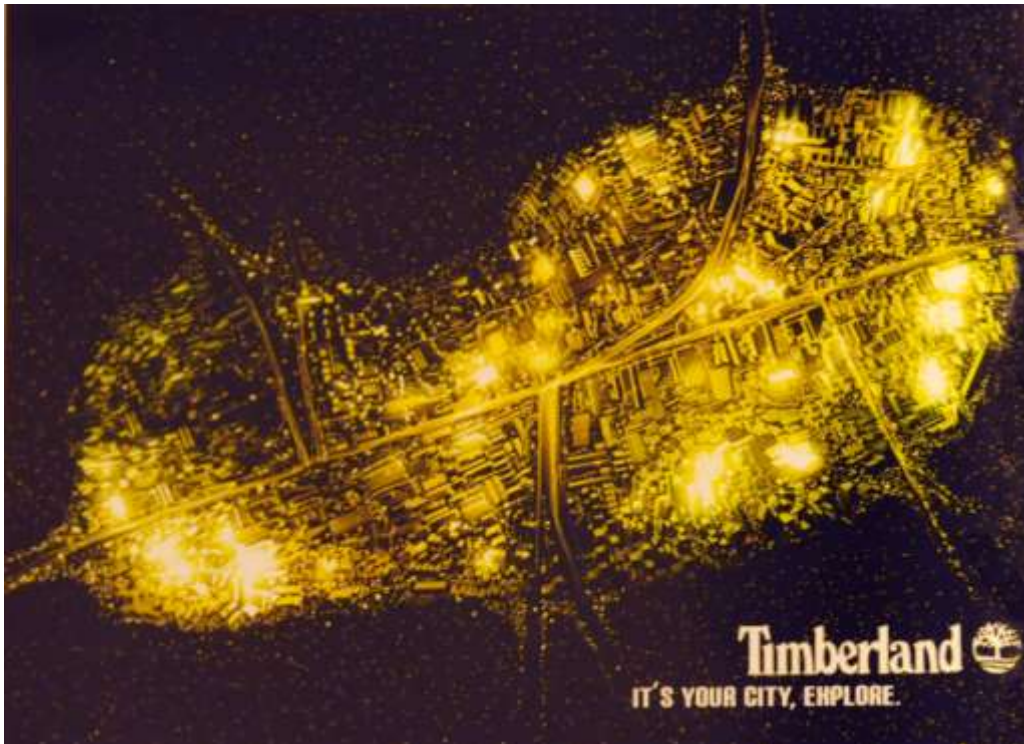
The Crowbar Awards 2009

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

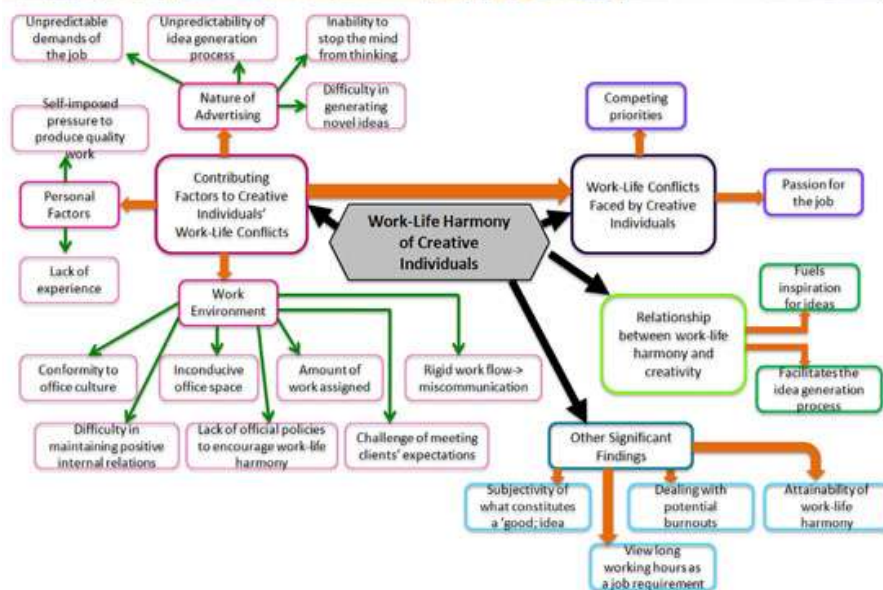
While in his 2D foundation course, student Jeffrey Xu from the School of Art, Design and Media submitted a project completed from my foundation course at the School of Art, Design and Media and won the Gold in Art Direction award under his advertising submission titled “Timberland branding.”



Incubation: The merits of work-life harmony to creative individuals in Advertising

Co-supervised with colleague Dr Suwichit Chaidaroon from the division of Public and Promotional Communication, Celine Tham Xue-Li, Tsang Wing Han and Cheryl Chan Yu Pei were three final students who applied research aims to look at the work/life conflict of art directors and copy writers in the advertising industry. The study examines the various work-life conflicts that creative individuals in Singapore face, the factors that contribute to these conflicts, and the relationship between work-life harmony and creativity. In-depth interviews with four human resource personnel and eight creative individuals were conducted, and the websites of 17 advertising agencies were content-analyzed. The Grounded Theory approach was employed for the data analysis of the study as it allows for a holistic exploration and flexibility for new emergent themes. Findings reveal tow key factors preventing creative individuals from attaining work-life harmony - the inability of creative individuals to separate work from their personal life, and unpredictable factors related to the nature of the advertising industry.

The paper was submitted for consideration to the American Academy of Advertising 2011 Asia-Pacific Conference on November 19, 2010 and was formally accepted on January 25, 2011 for presentation in Brisbane, Australia, June 8-10, 2011.



STUDENTS' CREATIONS FROM NANYANG TECHNOLOGICAL UNIVERSITY (3 of 20)

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 Dennis Ong, Anandhi Mahalingam, and
A. Sathya Prasad

WONGSOI shared from each division speak up from the other side of School walls

KENNETH CHIA
Class of 2009
Played in Advertising
Winnipeg junior corporation
| Walter Thomson Singapore

SAM KANG LI
Class of 2009
Played in Journalism
Miami Freelance
photographer

What aspect of advertising attracted you to the industry at WJTC?
I have a passion for creating things that make people laugh, feel inspired, and to do which I can be creative in branding and advertising. I love that it is advertising after seeing social media ads for game like Halo 4, Forza Horizon 4 and The Sims 4.

What is the one thing that you would love to do when advertising again?
I love to create and to create with others. I'd love to be part of a team that can create something that is meaningful and that can make a difference.

What would you consider your biggest achievement?
I think I can tell you about my own best project, that I'll be proud of. "Lamp" is a project that I worked on with my friends and I. It was a project that I worked on with my friends and I. It was a project that I worked on with my friends and I.

What's your view on the industry?
I think the industry is a very competitive one. It's a very fast-paced industry and it's a very creative industry. I think it's a very exciting industry and it's a very challenging industry. I think it's a very rewarding industry and it's a very fulfilling industry.

Do you think that advertising is more about the creative side or the business side?
I think it's a mix of both. It's a mix of creative and business. It's a mix of both. It's a mix of creative and business. It's a mix of both. It's a mix of creative and business.

How did you get into freelance photography?
Photography was something I picked up in my second year of university. There was a teacher that had to do it. I guess you could have done it for your first year of university.

When I graduated, the market for photography was not very good due to the recession, so I decided to do it on my own.
I started a photography agency and I started to do it on my own. I started to do it on my own. I started to do it on my own. I started to do it on my own.

ALUMNI

A write-up about recent graduates.

COVER STORY

DOUBLE TAKE AT DOUBLE

Students reveal the surprising truth about professional internships

By Cecilia Tan, Steven Lim, and The Student Business Desk

A surprising revelation: The more internships you do, the more you learn about the industry. It's not just about the work, but also about the people you meet and the challenges you face. The more you do, the more you learn about the industry. It's not just about the work, but also about the people you meet and the challenges you face.

Learning about the Market
In today's competitive marketplace, it is crucial for students to gain experience in a specific industry before entering a job market.

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ALUMNI

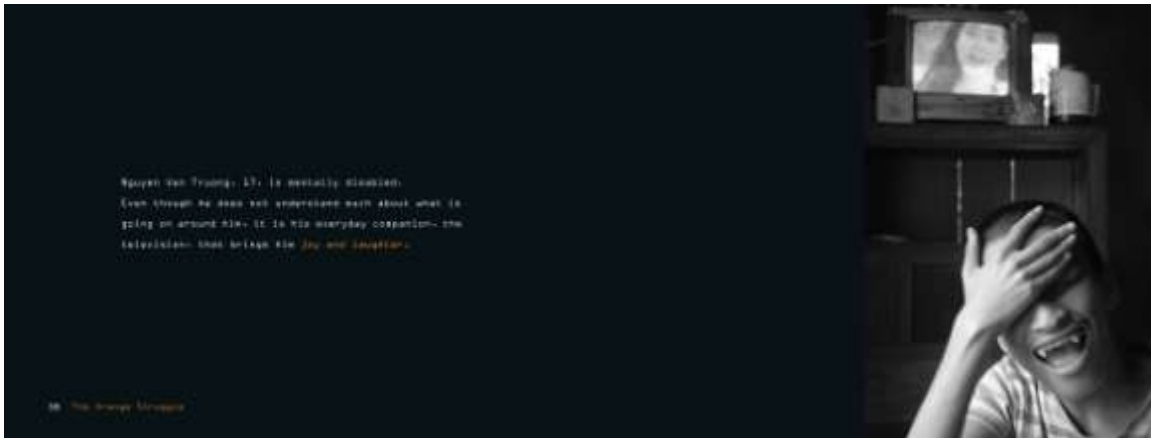
A spread featuring the cover story which was linked to the design on the front cover.

Final Year Project (FYP): The Orange Struggle:

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.

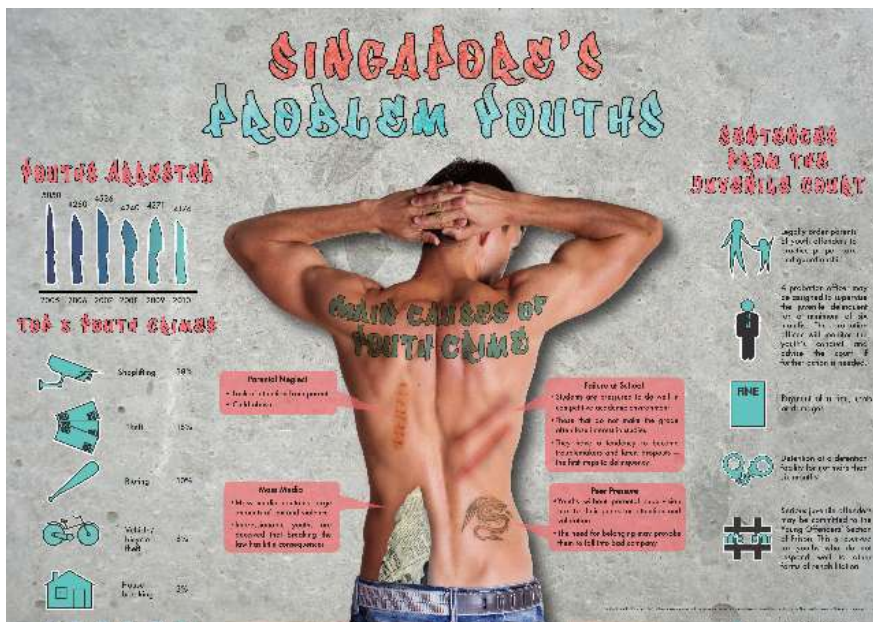


Infographics

Information graphics facilitates complex information to be presented in a visual manner. Alexander Jordan Budnick, a communication studies exchange student from Canada combined his computer skills in Illustrator where he created the religion map on the lower left of his composition well manual ones where he appropriated images of old papers and rearranged them into sectional portions to display information about the dominant religions of the world.



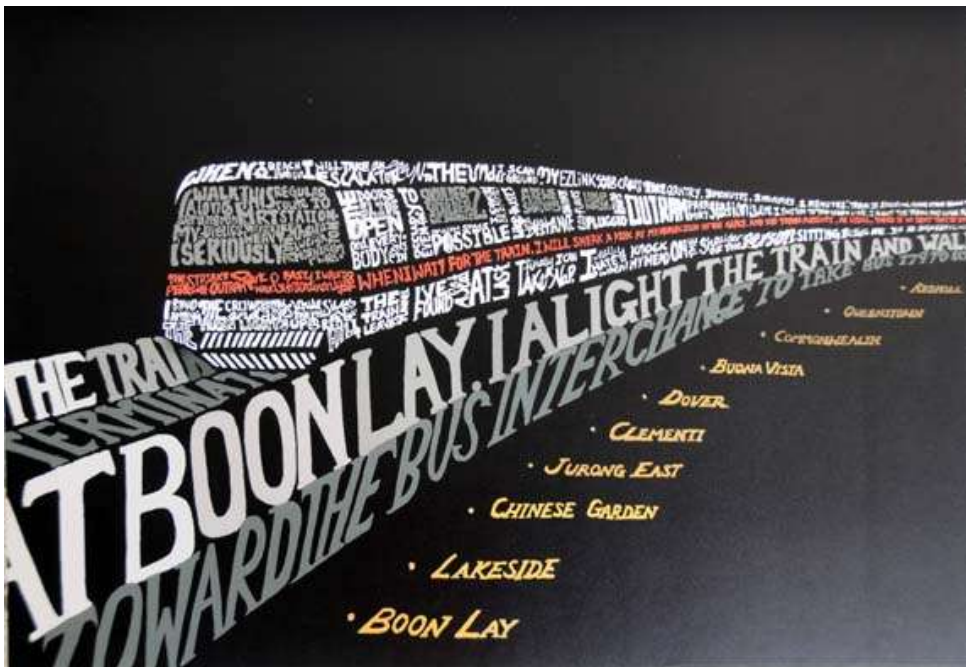
Below is Cheryl Cheong's interpretation for Singapore's Problem Youths.





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 analphabetic 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.



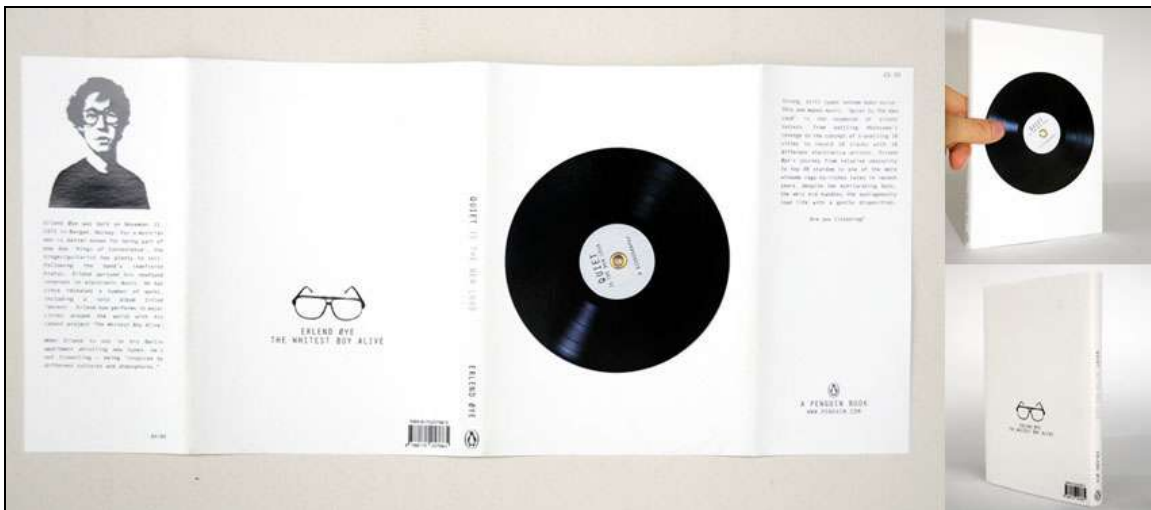
In a similar exercise where the COM 232 Graphic Communication students from the Spring 2008 semester were exposed to the idea that fonts can communicate as visuals and vice-versa, student Thong Wai Mun visually described her journey to school with the MRT by painstakingly hand-lettering each character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

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.

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, Joanne, Eunice, Length: 30, Title: "Close To You"

1. 	2. 	3. 	4. 
OPENING WITH LS OF BUNNY TRAIN 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	TILT DOWN TO SEE A HAT FLYING, FALLING DOWN FROM THE SKY. DOLLY IN TOWARDS THE HAT AS IT LANDS
5. 	6. 	7. 	8. 
CUT TO GIRL LOOKING AT THE SKY	CUT TO CUB DASHING ACROSS THE SCREEN SFX: LEAVES RUSTLING	CUT TO LS OF TRAIN DISAPPEARING INTO THE DARK SFX: SOUND OF TRAIN'S ENGINE FADING OUT	CUT TO CUB SLOWING DOWN, COMING TOWARDS THE CAMERA AND STOPS, LOOKING SAD SFX: LEAVES RUSTLING, PANTING OF CUB
9. 	10. 	11. 	12. 
CUT TO FCU OF GIRL'S FEET WALKING	GIRL'S HAND REACHES OUT	CUT TO SILHOUETTES OF GIRL, TAKING HER HAT FROM THE CUB'S IN THE MOONLIGHT	FADE TO NIGHT SAFARI LOGO ON BLACK SFX: MUSIC FADES AWAY

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.



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.

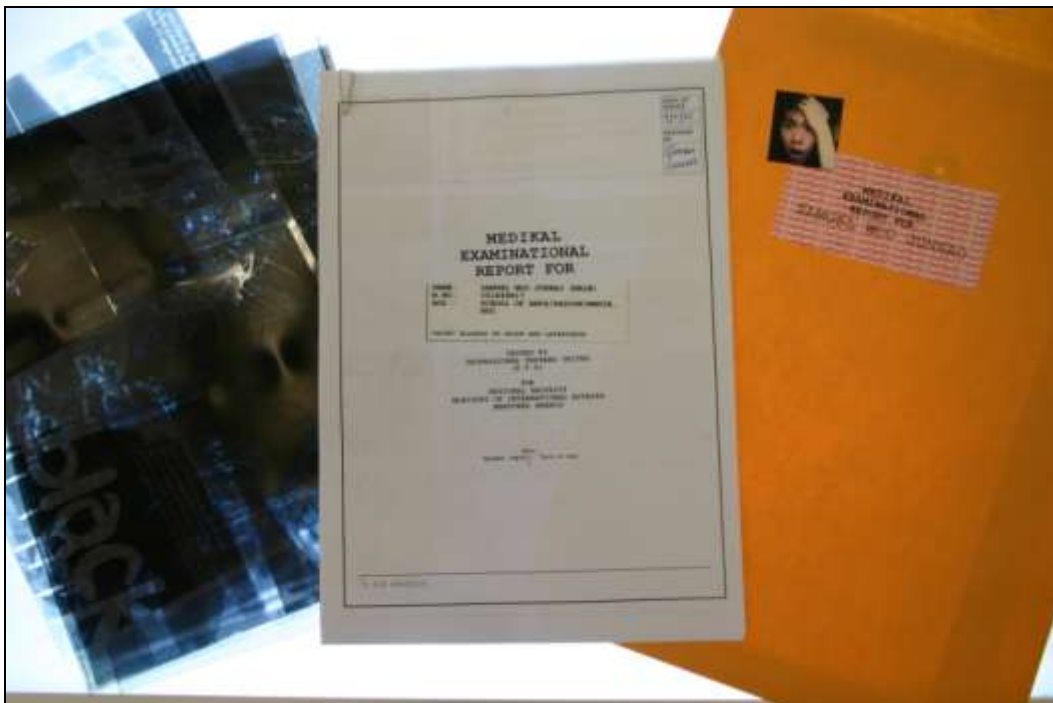


Documentation of process

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!



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>



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.



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.



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.



STUDENTS' CREATIONS FROM TEXAS TECH UNIVERSITY (17 of 20)

Tibetan Aid Project

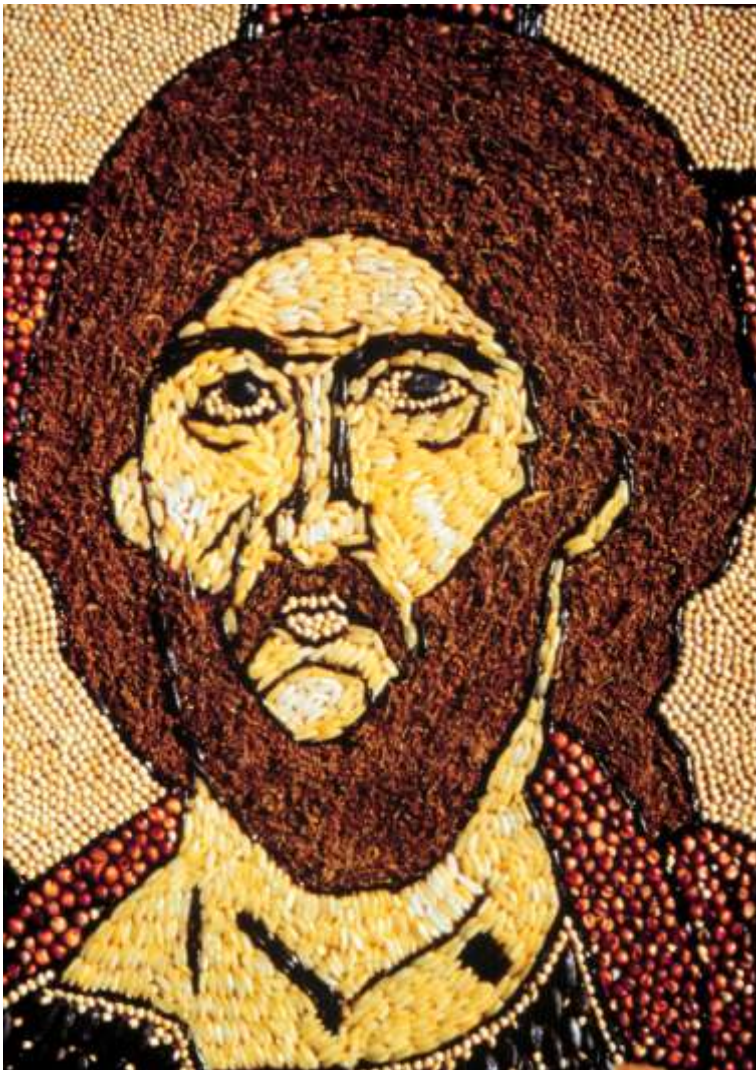
After researching and understanding the plight of the Tibetans, student Allyson Keeling from the Fall 2001 semester of the Public and Social Service course (ART 4381) decided to introduce an “uncomfortable” element in the composition by juxtaposing a sharp, obtrusive white, blade-like text box within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





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.

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.

