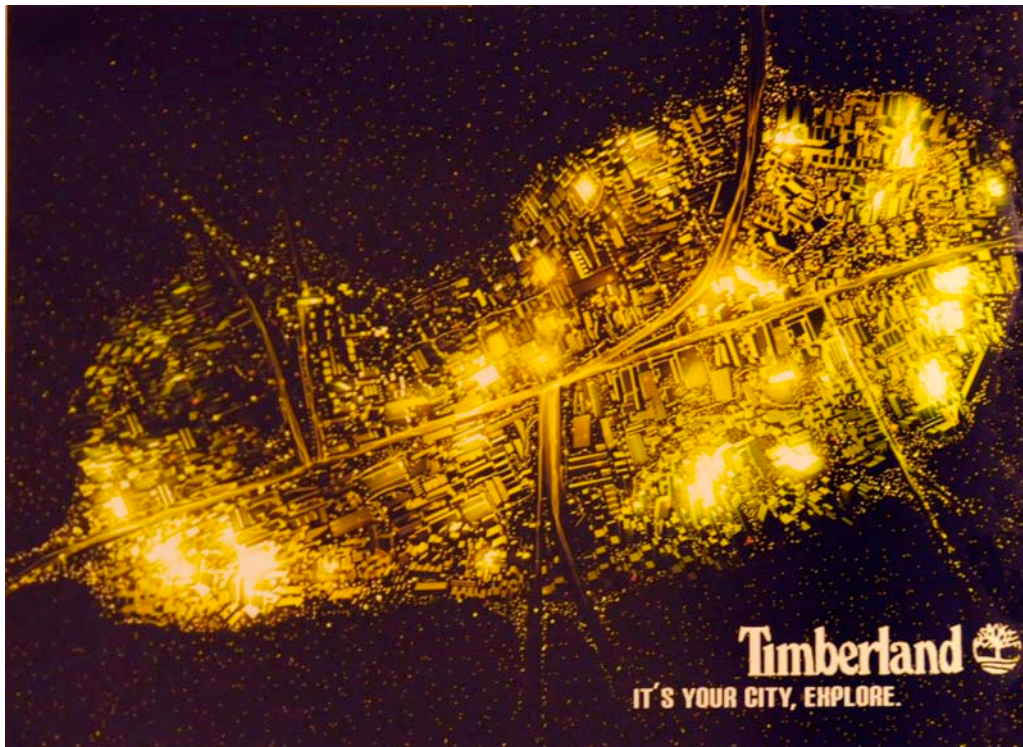


SAMPLES OF STUDENT'S WORK UNDER KC'S DIRECTION (1 of 20) @ WKWSCI & ADM, NTU, SINGAPORE



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 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.”

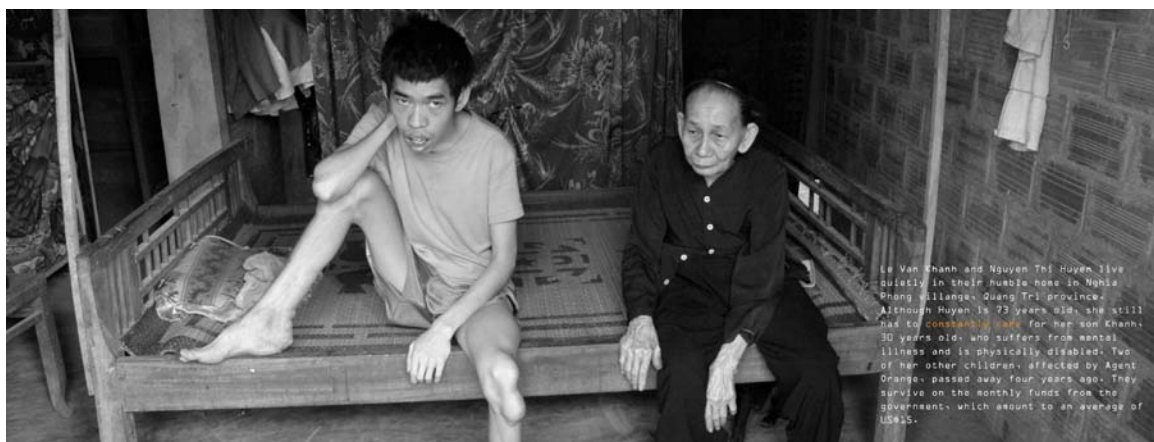
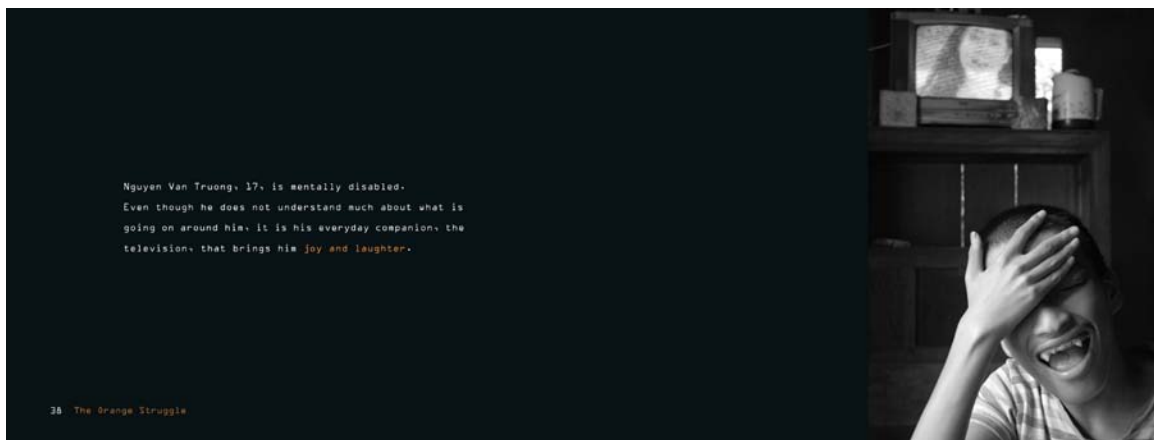
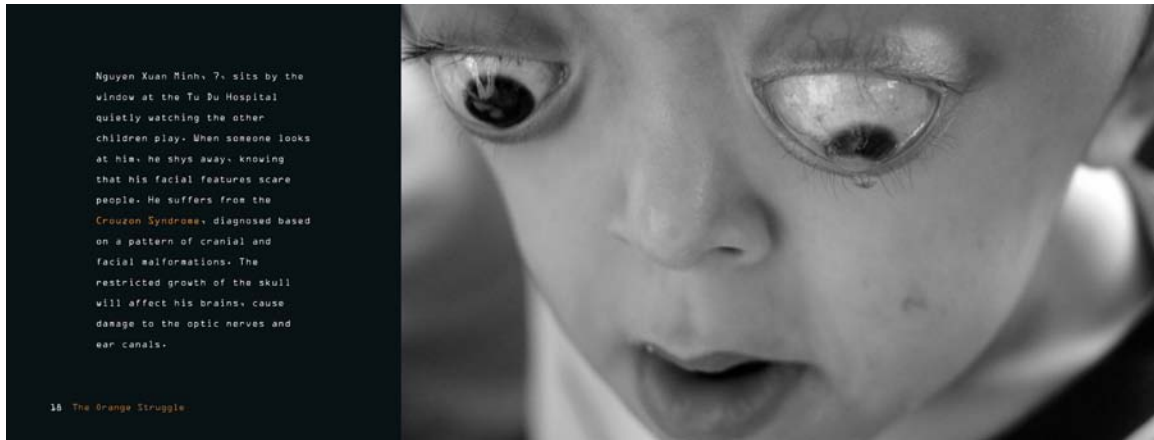


The Orange Struggle: Final Year Project (FYP)

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 FYO) by student Lee Huishi who completed a book in 2008 entitled "The Orange Struggle" to document the victims of agent orange in Vietnam. Above: cover.



Below: Inside spread.



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 WORK UNDER MY DIRECTION (3 of 20) @ WKWSCI, NTU, 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. They worked on the campaign from planning to execution within a period of eight months under the supervision of a supervisor and sometimes a co-supervisor.

STUDENT'S WORK UNDER MY DIRECTION (4 of 20) @ WKWSCI, NTU, SINGAPORE

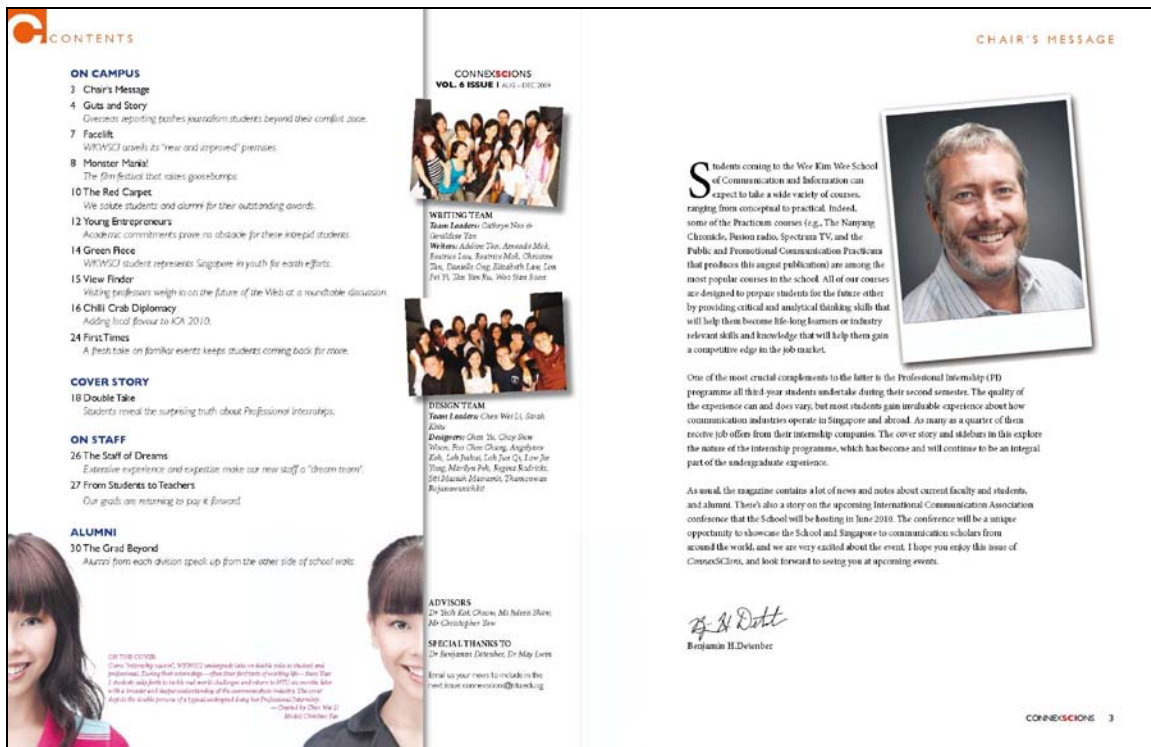
ConnexSClons Newsletter

ConnexSClons 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.

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



KENNETH CHIA
Class of 2009
Major: Advertising
Now: Junior copywriter,
J.Walter Thomson Singapore

With numerous hopes of becoming a film director, probably much later in life. But I think advertising will always be a part of me. I'll freelance. I'll consult. I'll sell cars in my dreams. People say that advertising is an industry for the young. Then again, isn't

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

SAM KANG LI
Class of 2009
Majored in Journalism
Now: Freelance
photographer



interesting picture makes people want to find out more, it piques 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 I believe that we need other mediums in order to convey the full message.

Was memorable not because of the photography aspect, but because of the experience of being in a place that is totally different, facing situations I'd never even imagined before.

What is your best memory of WJWSOP?

The friendships forged, the friendly competitions, and the sharing of our lives.

A write-up about recent graduates.

DOUBLE TAKE

Students reveal the surprising truth about professional internships

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

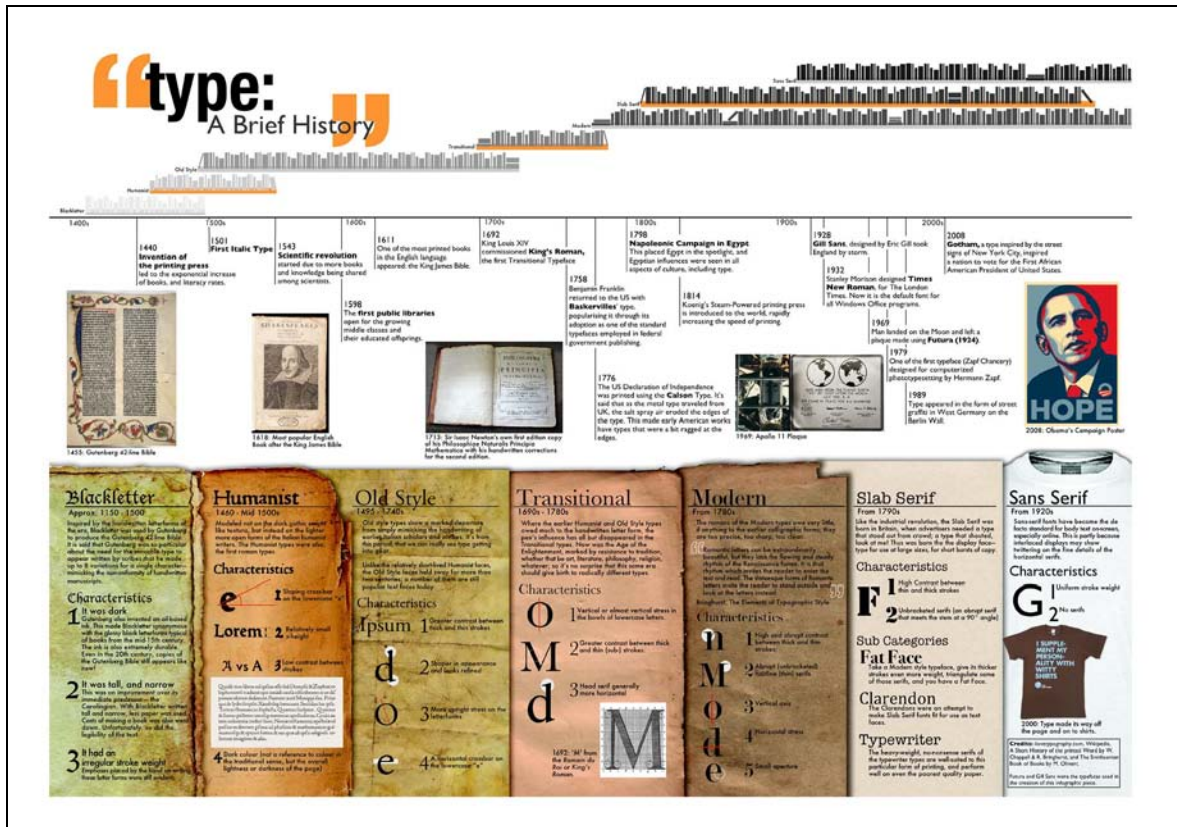


but is also a key factor in their job search after graduation, saying, "It is a good entry in their job resume to showcase their internship training."

Learning about the Market

Research, Healthcare Communications and more," said De Lee.

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



Infographics

Grace Au Yong, among 37 other students enrolled in the Fall semester of 2009 for the Graphic Communication COM 232 was challenged to apply essential principles, elements and concepts of visual communication in a project via information graphics. This project prepared them to combine visuals and text to represent data or knowledge to lucidly explain complex information. Grace's infographics described a brief history of typography from the 1400s to the recent development in 2008 including the typestyle used in President Obama's campaign.

STUDENT'S WORK UNDER MY DIRECTION (7 of 20) @ WKWSCI, NTU, 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.

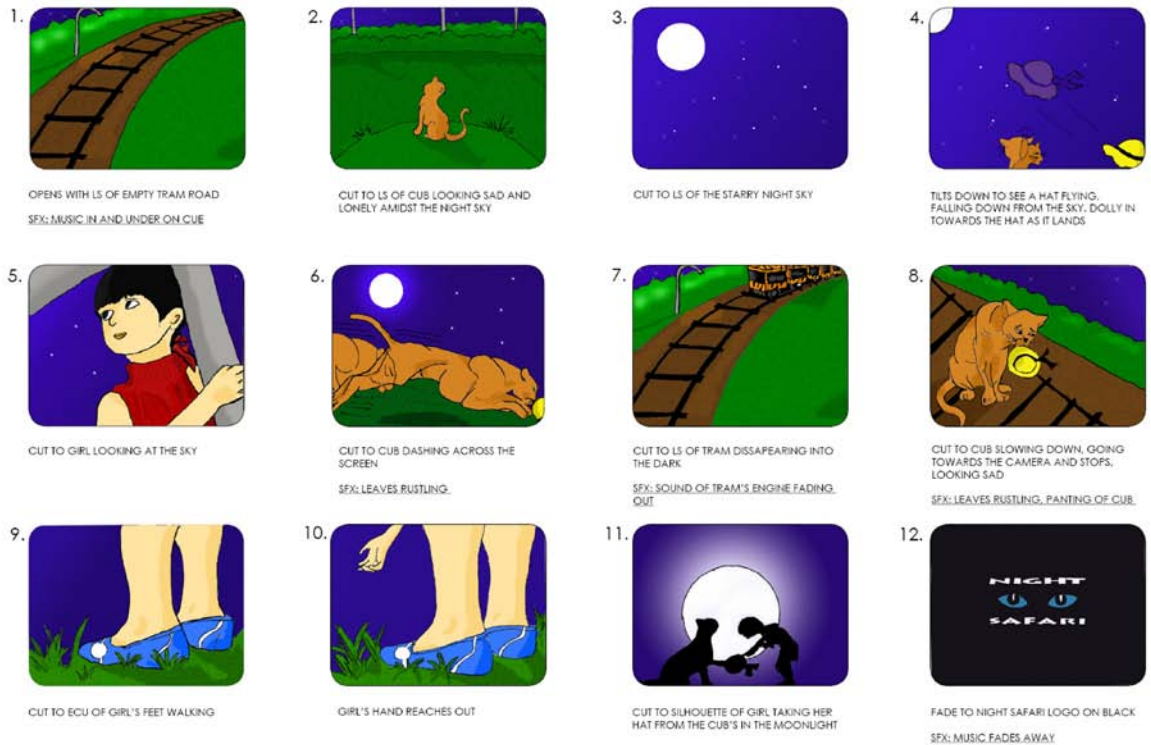


Joel Leong picked Erlend Øye, a singer/guitarist from Norway. He titles the book “Quiet is the noise” and features a cover with an LP that can be spun around.

STUDENT'S WORK UNDER MY DIRECTION (8 of 20) @ WKWSC, NTU, SINGAPORE

TV STORYBOARD

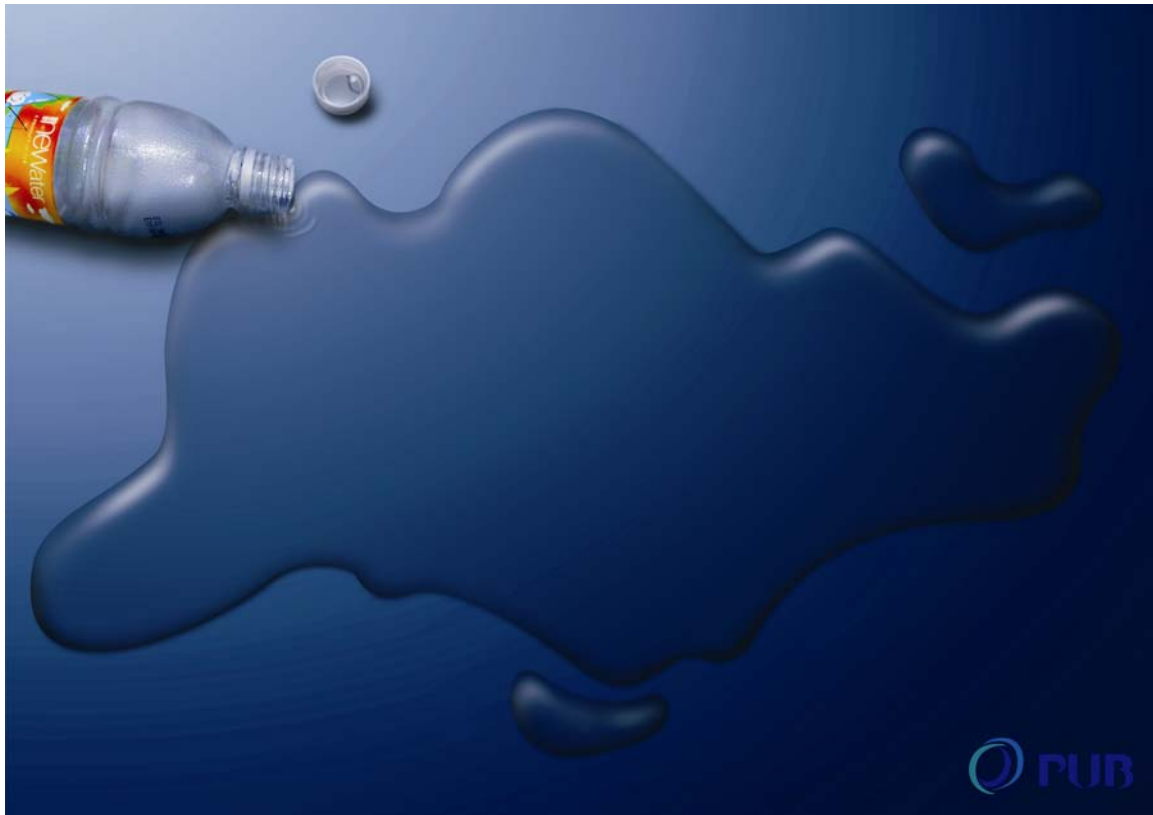
Client: Singapore Night Safari Writer: Ho Jia Hui Eunice Length: 30 Title: "Close to You"



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.

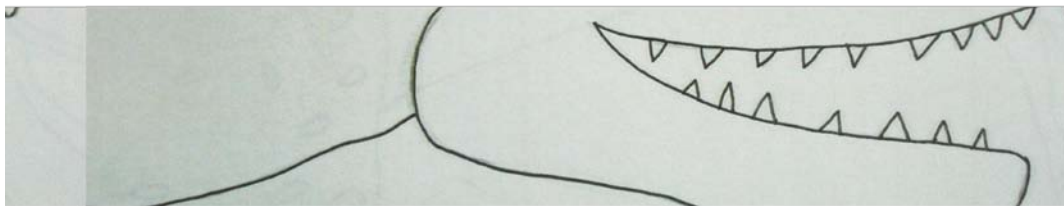
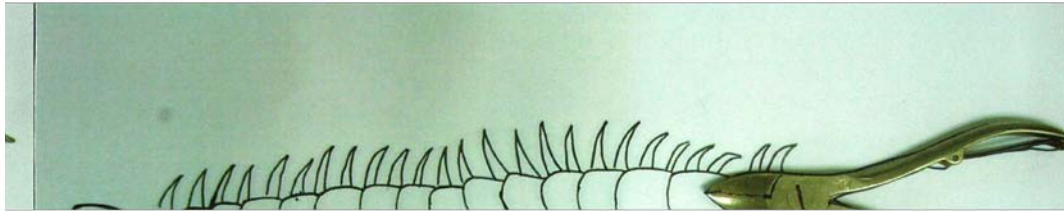
As shown above in a storyboard above, student Eunice Ho had demonstrated her understand and appreciation for the role of creativity in promotions and to produce strategic integrated marketing communications that work for Singapore's Night Safari.



A picture is worth a thousand words

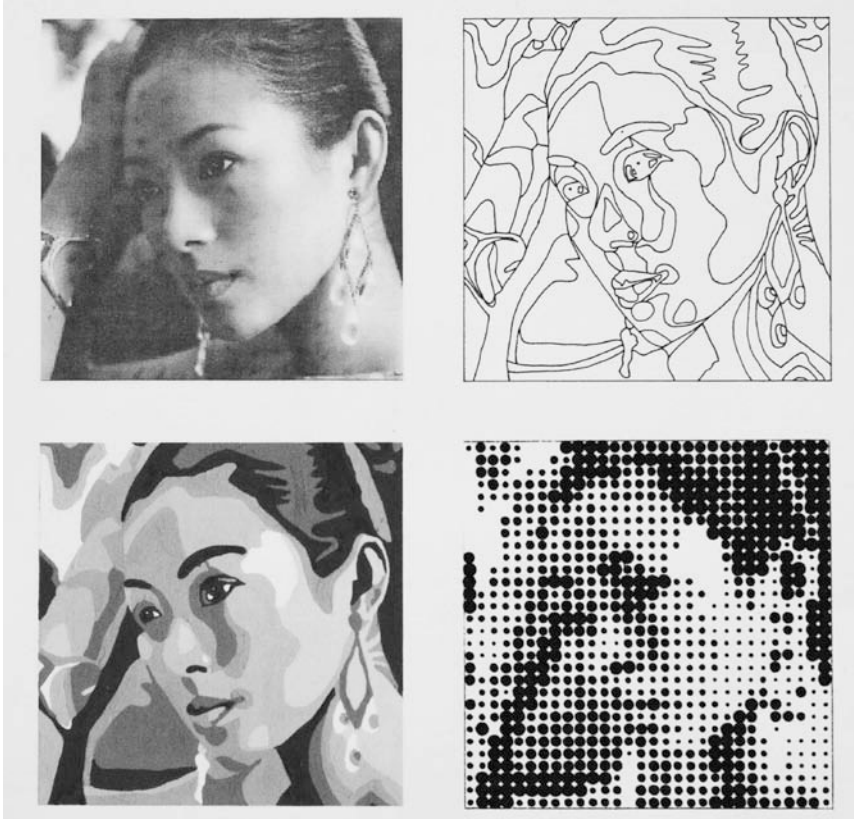
“Is a picture worth a thousand words? This is part of my training for them to confront the polysemous nature of images in the Advertising and Copywriting course. For the Public Utilities Board of Singapore, their recycled sewage water branded as “Newater” has continued to suffer an ill-perceived image 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 WORK UNDER MY DIRECTION (10 of 20) @ ADM, NTU, SINGAPORE



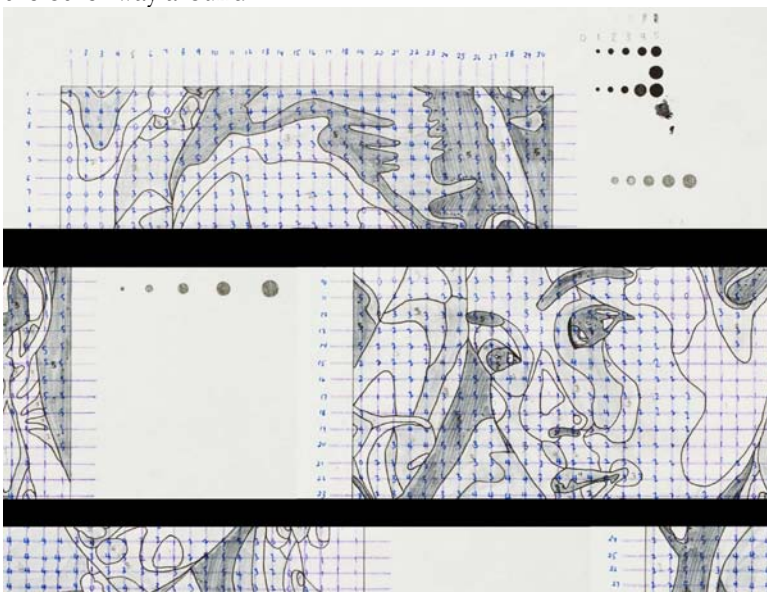
What do you see?

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 possibly 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!

