

**LET'S  
GET** *it.*



**Order Details**

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**Recipient Details**

Name:

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BDCD2022

**Remarks**

**Delivery Instructions:**

Handle with Care. This is a batch from the pandemic.

LET'S  
GET *it.*

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# ABOUT BDCD



The Bachelor of Design, Communication Design (BDCD), is a one year intensive degree programme provided by Royal Melbourne Institute of Technology (RMIT) in affiliation with Singapore Institute of Management Global Education (SIMGE).

Students in this programme undergo intensive modules that prepare them for the industry. They not only get to learn from their local lecturers, but also professionals from Melbourne, Australia. Students are given the chance to visit the RMIT campus in Melbourne to explore the various arts and cultures in Australia. The class of 2021 are the first to experience their Melbourne semester fully online unlike previous cohorts that had a physical travel experience. Through this intensive study, students are challenged to develop themselves as professional communicators, collaborators and project managers, where their learnings culminate toward a great milestone as their graduation show, 'Let's Get It!'

The batch of BDCD'20 consists of 58 individuals from various backgrounds and creative specialisations. The diverse blend of students creates a unique collaborative experience, as they expose one another to different skills that enhance each other to be more versatile creatives. One thing they shared in common is that throughout their programme, they each had faced the trials and tribulations of experiencing their education journey during a pandemic. Staying connected through black screens and distorted audios, they defied all odds to make the most out of it, graduating with a degree right from their bedrooms. Through this course, memories were made, tears were shed, friendships were forged... ultimately being a very eventful 12 months together.

With that, Let's Get It Started!



MATCH PICTURE OF HAND  
AS BEST AS POSSIBLE TO THIS FRAME

## ABOUT THE BRAND & CONCEPT



Let's Get it, an expression of encouragement commonly used within the cohort, was made into a graduation show brand that embraces the individuality of all 58 students in the cohort, showcasing our journey of "getting it". The concept revolves around the idea of diversity and uniqueness of each student, while being connected and striving for a common goal using different skillsets and capabilities.

Hands are a designer's most valuable asset, possessing the power to impact lives. Often, a designer's works are appreciated, but the hands that craft them often go unnoticed. Hence, we highlighted our individual identities with 58 personalised hand designs to reflect each student's passion and perspectives toward design. This forms the brand's main visual element, symbolising sincerity and dedication to our craft, while representing the idea of "getting it", as referred to in the title "Let's Get It."

The string element symbolises our ever-changing journey that flows unpredictably. It also symbolises tenacity, and how we overcome various challenges during Covid-19. We want to be remembered as the cohort that went all out to achieve our goals and aspirations, building a better world by design.







**FOREWORD**

**DR. NEAL HASLEM**

Associate Dean,  
RMIT Communication Design



Excellent Batch

Well done guys, you did great!

Let's get it!... 58 new graduates arriving onto the Singapore design scene!

This year's graduates have chosen an enticing brand strategy featuring 58 hands, each representing a unique personality demonstrated through craft. What have these hands achieved during their degree? What will these hands go on to create?

We congratulate the graduates of the Bachelor of Design (Communication Design) program on their achievements and wish them well as they enter the exciting world of design in a global context.

These graduates commenced their degree while the global pandemic was still at its height. They have shown incredible adaptability, fortitude and creativity and are now ready to help create a new world of practice. All 58 graduates have grown in skill and passion through their different foundations to develop individual practices ready to contribute to the future of design.

This is a cohort that have built their own unique design practice while undertaking an education in strategic design thinking; bringing creative execution to a wide range of specialisations including Illustration and Motion Graphics, User Experience and User Interface, Branding and Visual Identity, Advertising and Creative Strategy, Photography and Videography.

RMIT University Communication Design is honored to deliver this program in partnership with the Singapore Institute of Management. It is both stimulating and exhilarating to guide the new talent of Singapore as they develop into the design leaders of tomorrow.

There are 58 meanings here, embedded in the stories that inspired their ideas. Together they strive to move forward to their next journey in life! It gives me great pleasure to welcome this cohort of new design talent to the world of design. Please join with me in congratulating them and wishing them all the best on their future design journeys.

Leave your review anonymously



**FOREWORD**

**TEH YEE LIN**

Senior Lecturer, Academic Division  
Singapore Institute of Management



Great Pride

Heartiest Congratulations

It is with great pride that we graduate your class of outstanding young men and women of the SIM-RMIT Bachelor of Design (Communication Design).

This graduating cohort have demonstrated the tenacity to balance studies with the uncertainty brought on by the pandemic. You have gone through the rigour of continuous discovery in using design to enhance businesses, empower communities, and rethink the future. You have been challenged and learnt to succeed with grace.

This virtual graduation exhibition, 'Let's Get It' presents the signature and styles of each 58 unique individual in this cohort. The work that we see today is the evidence of your passion, capability and interest.

As this chapter concludes, you begin a new chapter as a designer and champions for good design. You will be the leaders of the future, using design-led techniques to solve complicated challenges.

To all graduates, once again, our heartiest congratulations! We hope that you will stay connected with SIM and RMIT. We will be cheering you on as you strive for success in your next journey.

Leave your review anonymously







FOREWORD  
**REBECCA NALLY**

Associate Lecturer, Industry Fellow  
RMIT Communication Design



Honestly impressed      They really did 'get it'

In the first stages of this course, students were challenged to think beyond the laze of gentrification and to find ways to explore and celebrate diversity. Students have been able to consider place, social constructs and their own identities. This has enabled the cohort of 2021-22 a unique ability to communicate with nuance and sophistication – considering multiple perspectives and living histories and the interplay of cultural memory and power dynamics in the places they live and work.

We have witnessed students uncover layers and expand their thinking. As an Australian based designer and lecturer, I have learned so much about the nuance of Singapore Ia. I now know how to save my table with a pack of tissues (or umbrella) and I wish I'd had the chance to play in the 90s Void Decks. But jokes aside, I have learned about the important living histories of an old place and the expansive relations possible in our modern times.

I'm honestly impressed by the poetry of these emerging designers. Their diverse abilities to truly innovate with a mature sense of self awareness and a unique confidence in the efficacy of their design work.

I'm so proud of this cohort. They really did 'get it'.

Noon gudgin – Thank you,  
Bec

Leave your review anonymously



# THE HANDS BEHIND THE TEAM



The Project Management Team oversees the whole graduation show. They consist of members from different teams to allow better understanding and communication within the cohort. They are also responsible for our entire graduation show's admin matters, welfare and finances, allocating and approving of how each team intends to spend their budget.

Members: Ariel Chin, Aeriqah Azmi, Kenneth Tan, Ozborn Phua, Sabrina Japit



The Branding Team develops the overall visual identity and art direction for the cohort. This is then conveyed into a clear and concise brand guide for the other teams to work off ensuring brand consistency in works produced. They also ensure visual impact and provide feedback to other teams before finalisation.

Members: Sabrina Japit, Ryan Wong, Amanda Lim, Andrea Tiang, Eunike Elizabeth, Won Hyun Sik, Yu Kejing



# THE HANDS BEHIND THE TEAM



The Content Team controls the tone of voice in copywriting, ensuring readability and consistency across all media channels, to align with the graduation's brand. They also aid in personal data collection from the students in the cohort as well as from lecturers.

Members: Elita Jacinta, Morla Eudora, Ariel Chin, Huang Hai, Jane Kwok, Ozborn Phua, Wang Linjie, Wang Zhiwei, Zhang Yufu

# THE HANDS BEHIND THE TEAM



The Promotions Team handles all social media platforms for the graduation show. They ensure a seamless and cohesive promotion across all platforms. While adhering to our brand guidelines, their goal is to grow our online presence and in turn, create more opportunities for potential employers and students to know about us.

Members: Han Yixuan, Lim Kexin, Annisa Shafa, Dong Zhen, Gwendolyn Lai, Kenneth Meyer, Li Yalin, Siti Nurul Nadia, Xia Ming



The Launch Team plans and executes the programme flow of the graduation show. They reach out to industry judges who will be part of the two-day show. The judges are responsible for selecting winners for projects that best encapsulate their allocated categories. They also organise the orientation for incoming BDCD students.

Members: Ang Jinwen, Rebecca Ng, Felicia Gunawan, Janelle Eu, Lee Eamon, Marie Gusaypo, Michelle Angelina, Tan Shiying



The Sponsorships Team liaises with external parties to clinch sponsorship deals for our graduation show. They are the main liaison to communicate with our sponsors who will provide us with funding and prizes under different sponsorship tiers for our show. In return, our sponsors get credited on our platforms with a wide variety of viewers.

Members: Lee Jia Yi, Regina Lum, Akmal Rifqi, Alvin Christian, Casey Tan, Loo Ai Poh, Lu Yujian, Raihan Nur Syafiqah



# THE **HANDS** BEHIND THE TEAM



The Exhibition Team is responsible for creating the website for our cohort's graduation show. They are in charge of designing and strategically planning what goes into the site, and developing the interactive platform. The website will revolve around our graduation show theme, while showcasing our course overview, lecturers, students' works and many more.

Members: Fidelia, Indira Rusdi, Cynthia Tanoto, Elaine Nathania, Felicia Melawi, Mia Aveline, Stefanie Anastasia, Tiara Ambawarti



The Gradbook Team is in charge of designing digital and physical versions of our graduation book, as well as other collateral such as stickers, tote bags and postcards. They create tangible memorabilia to be printed, packaged to be given out to our cohort, lecturers, and as gifts for our sponsors.

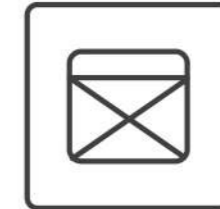
Members: Shannon Wong, Aeriqah Azmi, Alicia Tan, Chloevella Tjokro, Felicia Chia, Kelly Patricia, Ma Yating, Qu Ruoyu

# SPECIALISATION LEGEND



## BRANDING, ADVERTISING PUBLICATION

Branding, Advertising, Publication is all about conveying a consistent message through visual branding. Students under this specialisation explore the design of brand identities, brand guides, books, print and more.



## UI/UX

UI/UX is an employment of visual interaction design and problem-solving principles to digital products for seamless user experience. Students design wireframes and prototypes of user-friendly digital applications, mobile interfaces and web-pages, etc.



## MOTION GRAPHICS & ANIMATION

Motion Graphics is a multi-media discipline that combines sound, text, images and effects to create depth in enhancing a storytelling experience. Students are skilled in storyboarding, video advertisements, logo animations and explainer videos.



## ILLUSTRATION & TYPOGRAPHY

Illustration & Typography is a specialisation that revolves around illustrative drawing and type-forming to conceptualize and convey a message. Students often work with mediums like digital media, prints, books, and posters.



## PHOTOGRAPHY & VIDEOGRAPHY

Photography & Videography is the art of capturing well-composed frames that tell good stories and convey a message. Students work on image-making and film-making accompanied by visual storyboarding, art direction and video-editing.



## SPATIAL DESIGN

Spatial Design focuses on designing human-centric environments, incorporating interior design principles. Students explore how interior spaces feel, and design to improve navigation and overall consumer experience. They produce exhibition-curation concepts.



**WE GOT THIS**







# AERIQAH BINTE AZMI



ILLUSTRATION & TYPOGRAPHY



UI/UX

“ Keeping it RAW, not JPEG <3 ”

Funny and sincere she is. Eccentric and zealous, when it comes to her illustrations, UI/UX, video editing, and copywriting. Everything combined, she wishes to turn her wits to hits.

✉ aeriqah.azmi@gmail.com

🌐 [linkedin.com/in/aeriqah-azmi-690b99167/](https://www.linkedin.com/in/aeriqah-azmi-690b99167/)

📷 @strawbbaerry



SCAN TO SEE MORE WORKS!



# CHITICHATA



Say ChitiChata x10 fast, it sounds like a group of people talking - and that's what this is, or you can say it's just a cute way to say 'chit chat'. Friends play a big role in one's school life. It affects their mental health, well-being, and then their grades eventually.



ChitiChata is a mobile application that helps students affected by the pandemic communicate through a space protected by a classroom code. ChitiChata aims to foster stronger friendships even if they're near or far. It caters to introverts and extroverts so that they can be comfortable wherever and graduate with their friends with memories. It encourages students to speak up and ready themselves for the working world. As a victim of the pandemic herself, Aeriqah believes that to be comfortable online, we first have to be comfortable with each other. And to start off, let Lomy bring you on a journey...





MOTION  
GRAPHICS &  
ANIMATION



BRANDING,  
ADVERTISING  
PUBLICATION



## AKMAL RIFQI B RAMLAN

Akmal Rifqi. His ambitious, passionate and adventurous nature tends to shake things up in his life and his community. He may be quiet, but his secret mission with the power of design is to 'make the world a better place.'

✉ akmalrifqi48@gmail.com

🌐 www.linkedin.com/in/akn1c

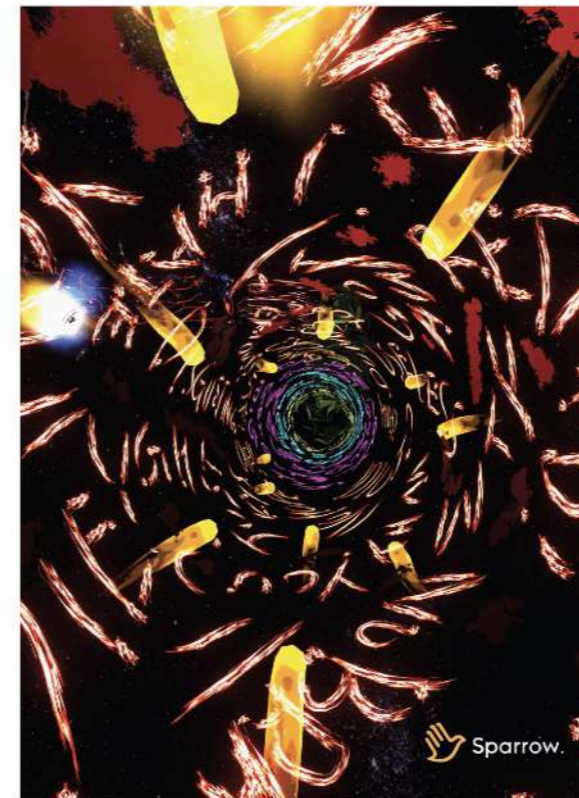
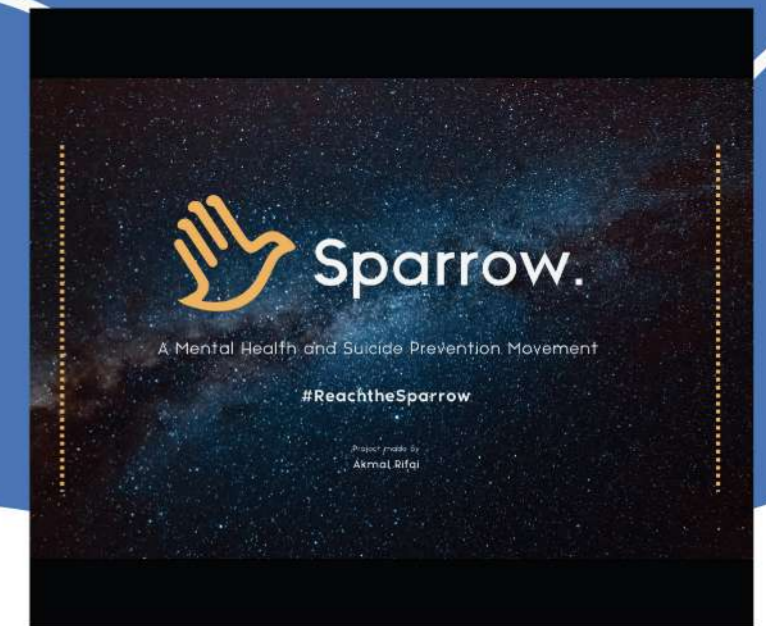


SCAN TO SEE MORE WORKS!



“ Do first,  
think later. ”

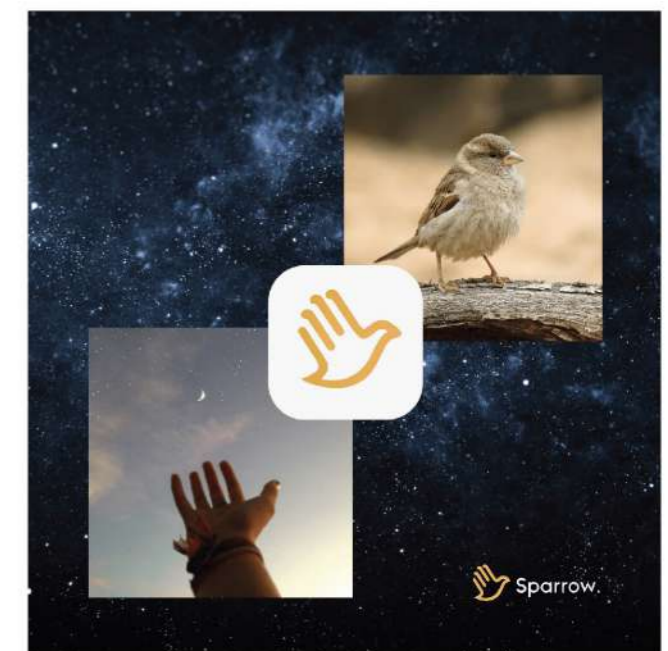
# SPARROW.



'Sparrow', a social application that engages the entire world in connecting with those who simply need a listening ear, a helping hand, or a life-changing interaction. With the global community or even connecting them to professional consultants and psychologists. Join us, in this rollercoaster of a ride that we call "Life". Reach your hands out in the sky. Reach out to us. #ReachtheSparrow



There are always people who keep their emotions to themselves and choose not to express them. There are also individuals who suffer from serious mental illness in silence. It could be one of our friends, it could be one of us. We'll never know. 'Sparrow' is a Project and a Movement to support those suffering in silence. A Mental Health and Suicide Awareness Initiative. Also, a special Public Service Announcement (PSA) video made in Virtual Reality with OpenBrush.







# ALICIA TAN MEI JING

Design not only for aesthetics but for the purpose it encapsulates. With innovative thinking and artistry, Alicia wishes to use her design skills to strive for a change in society.

✉ alicariatannz@gmail.com

🌐 linkedin.com/in/alicia-tan-471011157



SCAN TO SEE MORE WORKS!



ILLUSTRATION  
& TYPOGRAPHY



UI/UX

“ An Adobe  
a day keeps the  
designer awake ”



# ONCE UPON SINGAPORE



Ever wonder how it's like time traveling? With just a tap of our tour cards: Kampung, Colonial, Cultural, Throwback and Crazy rich, travel through time in Singapore and soak in our diverse and fascinating heritage. Experience first-hand to live in the past and present through the various tour spots introduced.



With the pandemic happening all over the world, the tourism industry doesn't seem to be in a good state now. Hence, Once upon Singapore will be the new tour brand to attract tourists back into Singapore through finely crafted tours and convenient tour cards. Travellers simply have to tap or show their card to time travel! The tours highlight Singapore's hidden culture and heritage that most don't know about. Get ready to time travel into another dimension and see a brand new Singapore. Let's all once again revive the tourism industry of Singapore that we have all dearly missed!





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

“ Never a failure,  
always a lesson ”



## ALVIN CHRISTIAN

Alvin is an aspiring designer that strives to explore other fields. His main interest revolves around advertising and branding by solving problems through visuals and expressing his thoughts visually.

✉ thealvinchristian@gmail.com

🌐 <https://sg.linkedin.com/in/wolgwanglee>

📷 @vynn1xe



SCAN TO SEE MORE WORKS!



# GIVE THEM A BREAK



Give Them a Break is a self-reminder kit made for teenagers especially students by educating them about the toxic side of the cancel culture. Cancel culture aims to take away the voice of those who make mistakes, prohibiting them from acknowledging and learning from their mistakes, especially teenagers who are bound to make mistakes. However, it doesn't mean we are giving them a free pass to keep making those mistakes.

The kit was made in a form of phone packaging since it is the place where the cancel culture mostly happens in our phones. Through GTAB, we want to bring awareness and let people know that mistakes are the things that make us human. It shouldn't be the one that defines us forever. To create a better and equal world, Let's build a system of accountability that champions growth and leaves space for betterment.







# ANG JIN WEN

Jin Wen has a fun and bubbly personality. Through daily conversations, she gets inspiration to create meaningful designs. Her interests are UI/UX and bringing laughter and smiles.

✉ angjinwen@hotmail.com

🌐 <https://www.linkedin.com/in/angjinwen>

📷 @jinwenxd



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BRANDING,  
ADVERTISING  
PUBLICATION

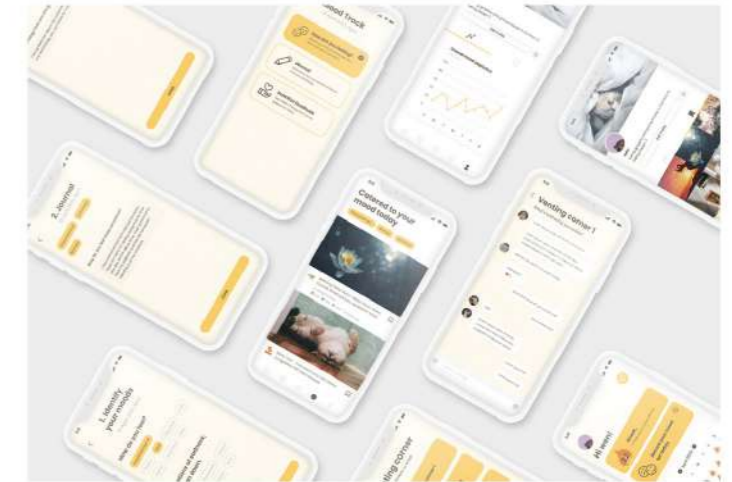
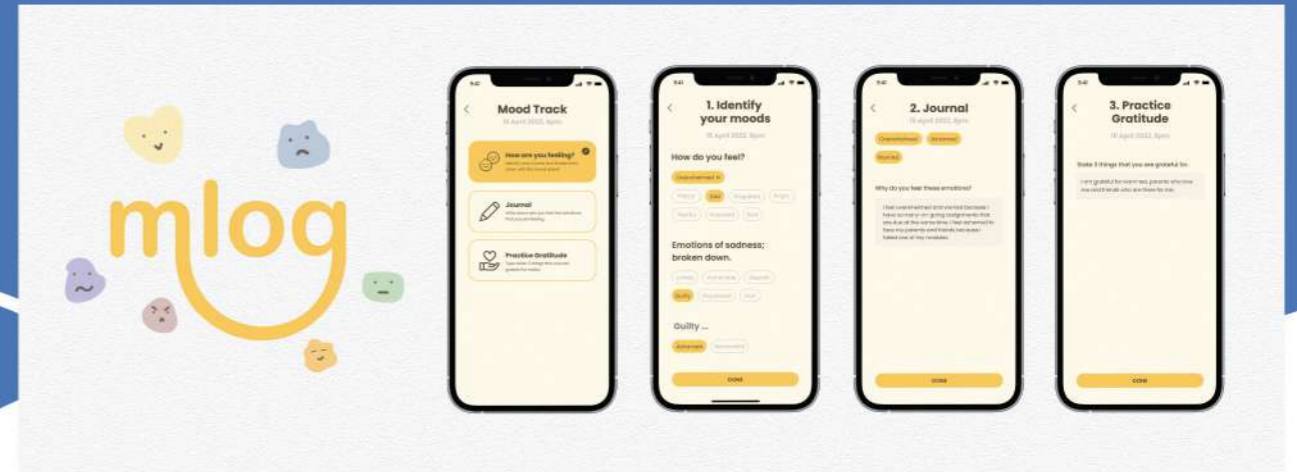


UI/UX

“ Being thankful is one of the keys to being happy. ”



# MLOG



MLOG is a mood tracker mobile app that allows users to track and improve their moods in a community. With the outbreak of Covid-19, Gen Zs turn to their digital devices, mindlessly scrolling all day to seek connection which ironically leaves them feeling more depressed and anxious.



Mlogging (Mood Logging)  
Identify their emotions whenever they are unaware of what they are feeling with the junto mood wheel which presents a spectrum of emotions on three levels. Stay in the present by journaling as a form of meditation to help them to relax and gain clarity.

State 3 things that they are grateful for to cultivate a habit of being thankful. Curated video feed catered to their mood. Share their problems in venting/ranting chat rooms within the community. Help to manage lifestyle choices, reduce or avoid negative mood triggers, and strive for a higher quality of life.





BRANDING,  
ADVERTISING  
PUBLICATION



PHOTOGRAPHY  
& VIDEOGRAPHY



# ANNISA SHAFALARASATI

Annisa, finds herself loving publications, branding, and advertising. She carries her iPad everywhere to draw anything she finds interesting. She loves to capture anything (people, objects, and most random things) because pictures help her recall the memories

✉ as.larasati1999@gmail.com

🌐 <https://www.behance.net/annisashafa>

📷 @sash\_graphic



SCAN TO SEE MORE WORKS!



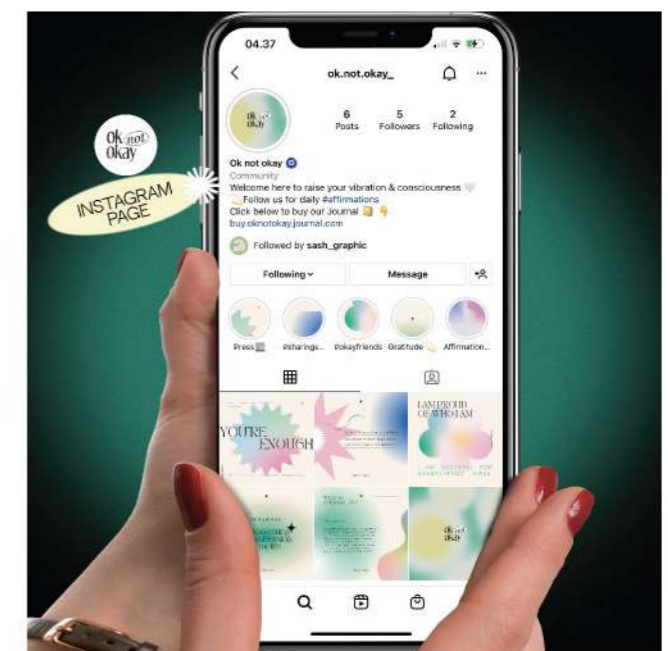
# OK NOT OKAY



We're attempting to boost people's self-esteem while also allowing them to express themselves more freely and giving them time to organize their thoughts and prepare responses. We boost their confidence by journaling and playing the 7-Day Guide to a Better Life Card, a daily physical affirmation card with well-thought-out first-person statements that promote positive thinking and calm, a few minutes each day are enough to read and write.

The project is about a stress-free kit that is designed for more healthy coping mechanisms. The kit aims to equip teenagers with a journal, a 7-day guide to a better life card, and a take care sticker pack to help them cope with stress

Many students reported increased stress and anxiety during the COVID-19 era. The journal encourages mindfulness and helps writers stay present while maintaining perspective. It also allows for emotional release and helps the brain regulate emotions.











MOTION  
GRAPHICS &  
ANIMATION



BRANDING,  
ADVERTISING  
PUBLICATION



# CHLOEVELA CALLISTA TJOKRO

Mission-driven graphic designer with a rainbow attitude.  
Expertise includes branding, product design, motion graphic,  
3D design, and collaborating with others.

✉ chloevelatjokro@gmail.com

🌐 <https://www.linkedin.com/in/chloevela/>

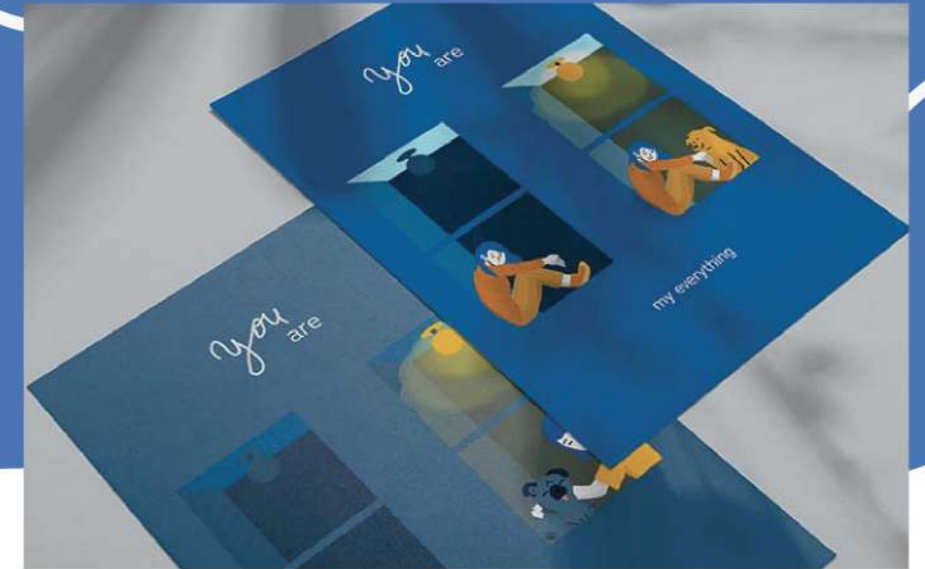
📷 @chloevelaaa



SCAN TO SEE MORE WORKS!



# YOU



Studies have shown that a pet could reduce the feeling of sadness and loneliness. Sadly, not many teenagers couldn't have a pet, and it is hard to take care of them. That is why "You" is here to help people who have mental health issues to have a dog friend that they can talk to and take care of.

"You" is a campaign for raising awareness among people who have mental health issues to feel understood and have a friend when they are lonely. The most significant outcome of this campaign would be the Virtual Dog Device.

With a Tamagotchi-inspired device, "You" have developed a dog that can track your mood and steps, make sure you take care of your health and have a friend to talk to. Sometimes, telling someone about your problem is not easy, but You have made it easy for us without thinking about what other people think about our problem.







# CYNTHIA TANOTO

Known for her silly humour in her circle of friends, Cynthia is a creative who uses graphics, illustrations, and moving pictures to communicate with others.

- ✉ [cynthiatanoto@gmail.com](mailto:cynthiatanoto@gmail.com)
- 🌐 <https://www.behance.net/cynthiatanoto>
- 📷 @cynthiatanoto13



SCAN TO SEE MORE WORKS!



ILLUSTRATION & TYPOGRAPHY



MOTION GRAPHICS & ANIMATION

“ think twice? bestie I don't even think once <3 ”



# (POCKET) BATIKPEDIA



While Batik was known for its pretty patterns, most people are not aware of the philosophy behind the design. Every design holds meaning, with some being used on happy occasions, and some are exclusively used in a grieving situation. This is where (pocket) batikpedia comes into the picture to raise awareness.



Like its name, (pocket) batikpedia is a mini encyclopedia of Batik. It consisted of curated information starting from the popular batik design to the appropriate batik clothes for events. Designs that are acceptable in marriage ceremony, motif to commemorate births, and finally, batik pattern that is solely for grieving ceremony are all information one can learn through this zine. Since this is a mini-guide, this zine is not packed with detailed information to avoid overwhelming the reader's brain. Even so, this zine is perfect and friendly enough for starters!





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## DONG, ZHEN

Dong Zhen is a creative illustrator who believes that design illustrations can change the mind. Explore the possibilities of color. Her interests are game illustration, cartoon illustration and publishing.

✉ 2000dongzhen@gmail.com

🌐 <https://2000dongzhen.wixsite.com/website-1>

📷 @dong\_zhen



SCAN TO SEE MORE WORKS!



## AUGENSTERN



《Augenstern》 is an illustrated booklet for people with appearance anxiety, a series of products that serve as comfort and warning to contemporary women. Contains illustrated books, postcards and sticky notes. The album uses contrasting, high-saturation colors and exaggerated abstraction to describe the state of some contemporary women under the influence of appearance anxiety.

This series of 《Augenstern》 illustrated books, postcards, and sticky notes depicts the impact of contemporary social media, friends, and beyond, on people's growing appearance anxiety, and the over-reliance and pursuit of makeup and pics.

Enjoying what these bring, the sense of vanity and satisfaction that comes reminds and warns people that they are in such a problem through the exaggerated illustration narrative method. In 《Augenstern》 appropriate sentences are added next to the illustrations, with the meaning of healing, consolation, and far-sightedness.







# ELAINE NATHANIA

Elaine is an aspiring creative with a strong passion in storytelling through design and writing. With an inquisitive mind, she strives to explore the diverse perspectives and stories in society and convey them through her craft.

- ✉ elaine.n.gunawan@gmail.com
- 🌐 <https://www.linkedin.com/in/elainenathania/>
- 📷 @rathercreative



SCAN TO SEE MORE WORKS!



BRANDING,  
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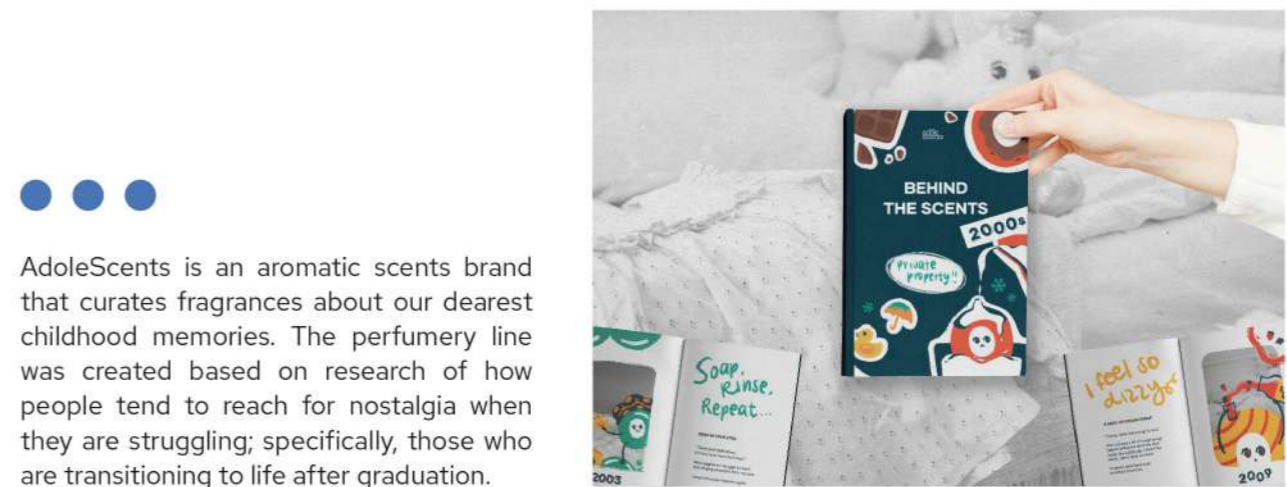
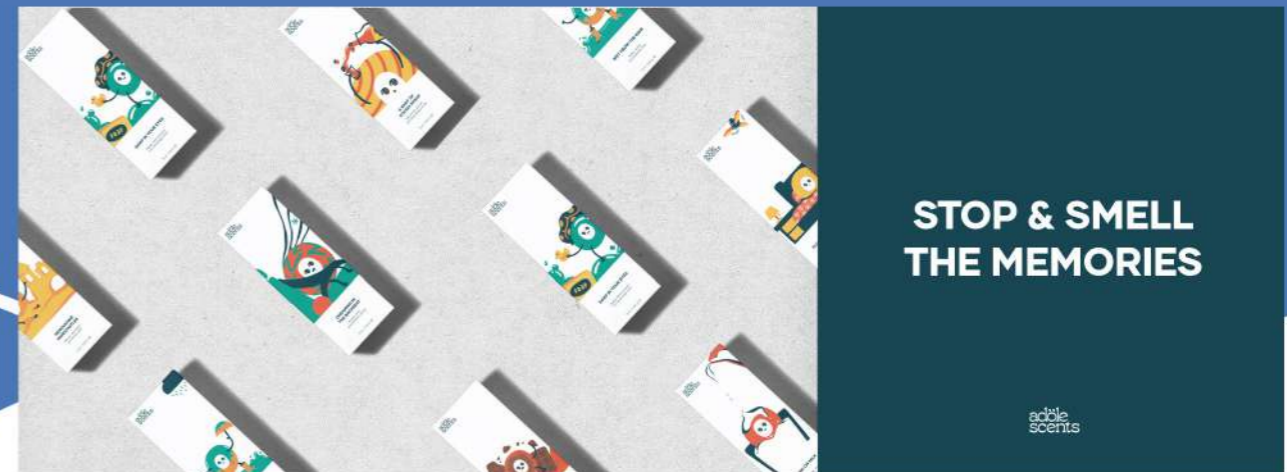


ILLUSTRATION  
& TYPOGRAPHY

“ A jack of all trades is a master of none, but oftentimes better than a master of one. ”



# ADOLESCENTS



AdoleScents is an aromatic scents brand that curates fragrances about our dearest childhood memories. The perfumery line was created based on research of how people tend to reach for nostalgia when they are struggling; specifically, those who are transitioning to life after graduation.

Reports state that scents can unlock memories, so we want adults to reconnect with their happiest memories during their toughest times. Each product references a unique memory from childhood to ignite deep feelings of nostalgia. Our products range from aromatic oils to sprays with a catalogue that provides an exclusive look behind each scent's memories. We use these round emoticons as brand mascots to add an emotional connection, becoming the subjects within each memory. Through lively imagery and quirky copywriting, AdoleScents wants adults to have fun, stay playful and transport them back to the good old days.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## ELITA JACINTA

Elita is an aspiring creative who specialises in Branding and Advertising. As design plays a massive part in her life, she strives to create impact through her works. With her creative and innovative thinking, Elita will translate ideas into visuals.

✉ elitajacinta17@gmail.com

🌐 <https://www.linkedin.com/in/elitajacinta/>

📷 @staylit\_designs



SCAN TO SEE MORE WORKS!



“ Your skill  
doesn't improve  
consistently  
but in steps ”



# GADO



'Gado' is a social media campaign and exhibition to debunk the stigma of "Bahasa Gado Gado", which roughly translates to Gado Gado Language has become a negative connotation for someone who mixed two or three languages (especially English) in a sentence. In other words, bilingual people are perceived and judged as someone who is not proud of their own country, Indonesia, by speaking a foreign language. As a result, many Indonesians are afraid to express their opinions in any language they are comfortable with.



Therefore, Gado will provide a safe space and create an open conversation for people to express themselves freely in any language they want and give a new perspective that speaking in a foreign language does not make someone less Indonesian. Gado will utilize the Instagram comments as part of its activation and invite influencers to hold talks and physical exhibitions to further the message.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

# EUNIKE ELIZABETH MANGKUSASMITO

Eunike finds beauty in everything. She lives for art, music, movies and especially cartoons, so she loves experimenting with different styles. She always learns from past projects and makes it her mission to do better in her next projects.

✉ eunikeelizabeth@gmail.com

🌐 [linkedin.com/in/eunike-elizabeth-257247212/](https://www.linkedin.com/in/eunike-elizabeth-257247212/)

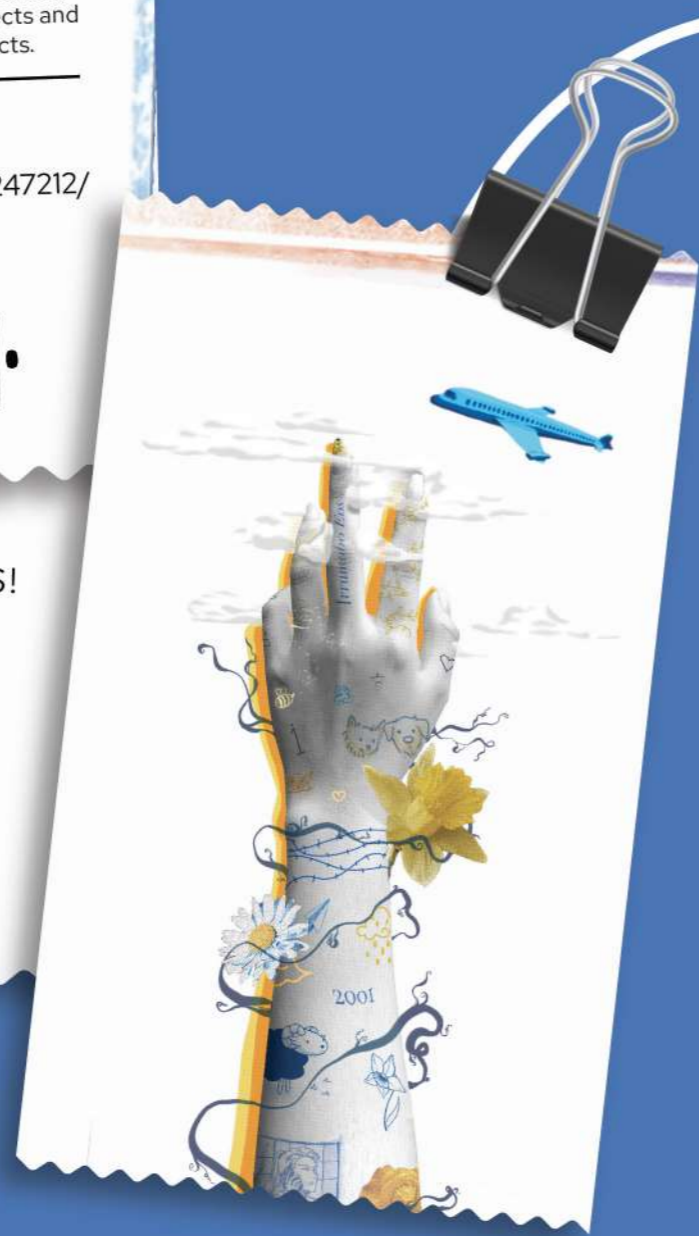
📷 @eunik.art



SCAN TO SEE MORE WORKS!



“ The inner machinations of my mind are an enigma. ”  
-Patrick Star



# NOMNOM



Ayo Bawa Bekal Sehat!



NomNom is a non-profit and educational campaign that promotes and encourages healthy eating to elementary students all over Indonesia. Indonesia has an unhealthy culture called Jajan which translates to snacking. It starts from a very young age. It has caused significant damage, like malnutrition and stunting to the younger generation.



NomNom works with the local Ministry of Education to work through elementary schools. NomNom provides a reusable lunch box for every student that's filled with flashcards; recipes, trivias, and activity cards, and stickers. The cards will promote a healthy lifestyle and a closer familial bond. So that students could build a healthier snacking habit while changing the stigma of vegetables as being unappetising. The stickers are to serve a decorative and educational purpose. NomNom wants the younger generation to understand that vegetables are also fun. NomNom will be open for donations on their website to provide meals for less fortunate children.





MOTION  
GRAPHICS &  
ANIMATION



BRANDING,  
ADVERTISING  
PUBLICATION



## FELICIA CHIA WEN XUAN

Loud? Energetic? Passionate?  
That's Felicia in a nutshell. She is a curious creative who likes  
to play around with colours and type to create works that are  
meaningful and refreshing.

✉ feliciachiawenxuan@gmail.com

🌐 <https://www.behance.net/feliciacwx>

📷 @felIndesigns



SCAN TO SEE MORE WORKS!



“ What are you  
waiting for? It's  
your showtime. ”

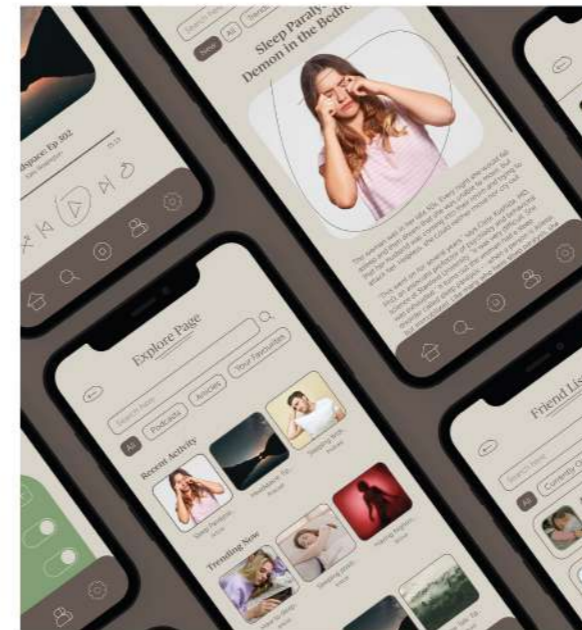
# EYE\_ SLEEP

Kiss your sleep demons goodbye.



Available on the  
App Store

GET IT ON  
Google Play



Studies have shown that students nowadays are sleeping less than 7 hours daily. The culprit? Academic pressure, Social Media, stress are all contributors to their lack of sleep. This results in students being sleep-deprived and underestimating the value of a good snooze. This began the invention of Eye\_sleep. Eye\_sleep is a mobile application that is crazy about sleep. It aims to bring together students who have trouble sleeping into a community where they can discuss and help one another out with their sleep problems.

With a wide variety of features ranging from podcasts to articles and even functions that can track their sleep cycles, students will be able to become sleep-know-it-alls in no time. They are able to share their improvements with their friends through stories and chats. Hence, Eye\_sleep strives to enhance students' quality of sleep so that they are able to kiss their sleep demons goodbye.







# FELICIA DIVA MELAWI

Felicia is a colour-obsessed creative who sometimes lives a bit outside the lines. Her expertise is in branding and illustration, with a strong belief in design for problem-solving.

✉ feliciamelawi07@gmail.com

🌐 [linkedin.com/in/felicia-melawi-8a83311b1](https://www.linkedin.com/in/felicia-melawi-8a83311b1)



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION

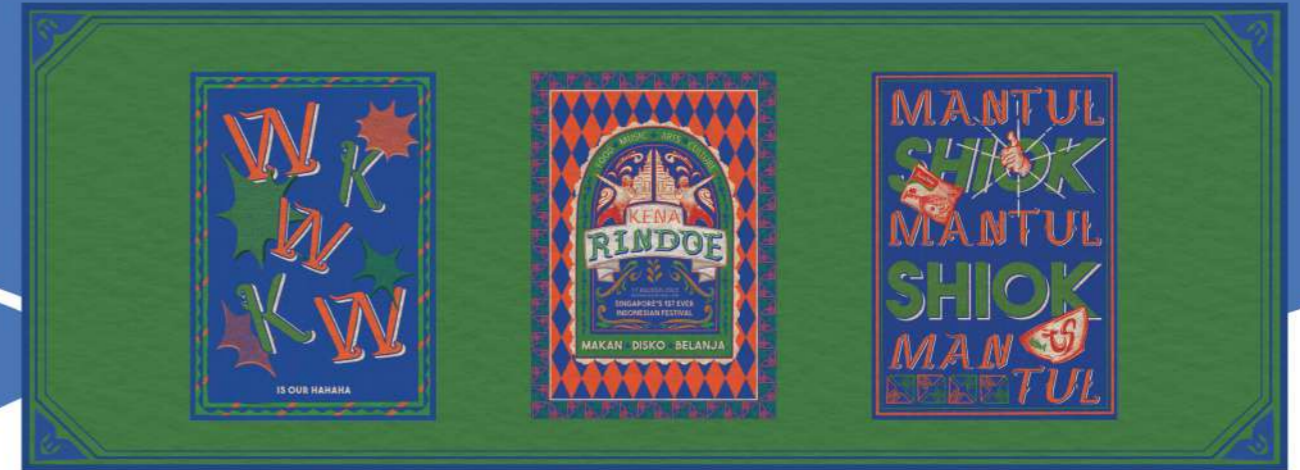


ILLUSTRATION  
& TYPOGRAPHY

“ It's better to be absolutely ridiculous than to be absolutely boring. ”



# KENA RINDOE



Kena Rindoe is an annual food, music, and art festival held during Indonesia's Independence day in Singapore. The name itself means "being missed" and is a play on Singaporean and Indonesian slang.



Homesickness has been an issue for international students and migrants living in a foreign country which could result in feeling isolated and losing a sense of belonging. Therefore, this project aims to bring a familiar atmosphere and a sense of home away from home. It also allows the introduction and exchange of cultural artefacts with local Singaporeans and visitors. Inspired by the ambiance of Indonesia, the visuals adopt non-mainstream artefacts to create a nostalgic essence that is flamboyant, kitschy yet vibrant!





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



# FELICIA GUNAWAN

Felicia is always looking for the next opportunity to translate what she experiences into art. She loves to tell a story using illustrations. She loves to play with various mediums.

✉ lutaozi2@gmail.com

🌐 [linkedin.com/in/felicia-gunawan-221145193/](https://www.linkedin.com/in/felicia-gunawan-221145193/)

📷 @felicagi.unawan



SCAN TO SEE MORE WORKS!



“ Art should comfort the disturbed and disturb the comfortable. ”



# ENIGMA



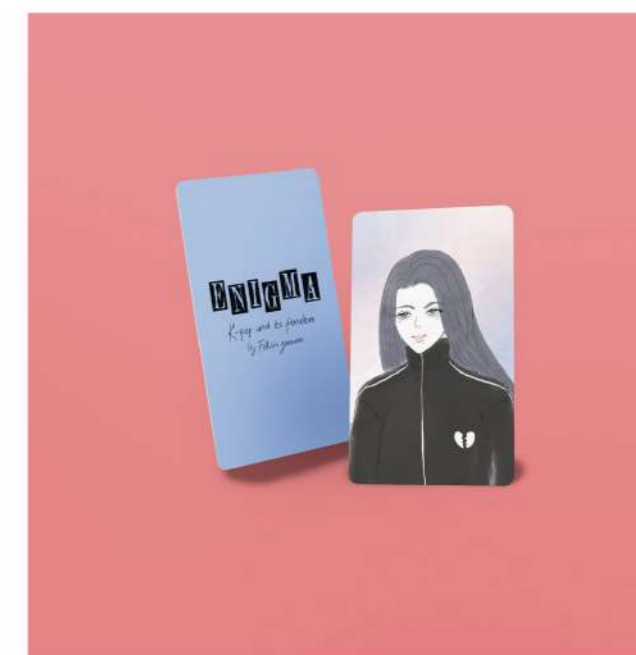
following or stalking celebrity



Enigma is a zine-guide that aims to introduce new fans to the K-pop community, educating them about how to turn this interest into a positive act. It provides insight into what to avoid as a fan, as some acts may be considered borderline criminality.

Taking the idea of how K-Pop albums are usually made, Enigma comes in a package along with collectibles. When one buys a K-Pop album, they would typically get photo cards and posters along with the photobook, which in this case is the zine.

Likewise, with the Enigma zine, one will receive a photocard and 2 illustration posters. With these, it hopes to encourage new fans to get to know how the K-Pop community works and more about K-Pop in general. It might be different from other music communities, but it certainly has its own perks!







# FIDELIA

With experience in the Event and Exhibition industry, Fidelia hopes to utilize her design and rendering skills while enhancing her knowledge of Graphic Design, to co-create visually encapsulating 3D projects.

- ✉ [fidelaswy93@gmail.com](mailto:fidelaswy93@gmail.com)
- 🌐 [linkedin.com/in/fidelia-s-87ab5b146](https://www.linkedin.com/in/fidelia-s-87ab5b146)
- 📷 @fidellele



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



SPATIAL DESIGN

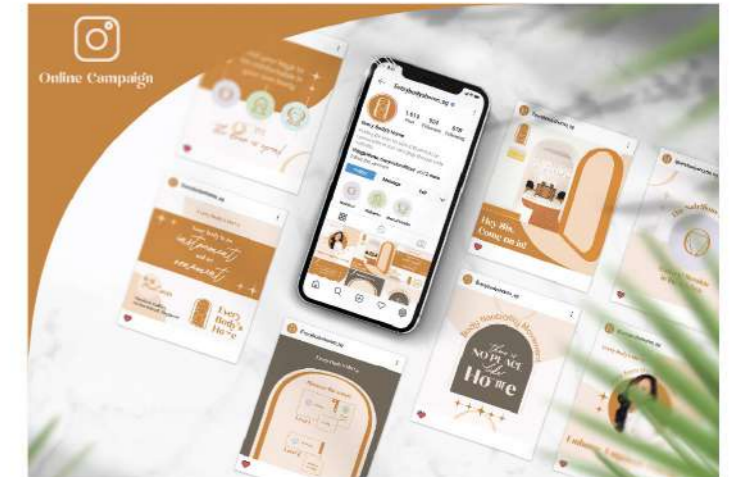
“ 3D is the way we experience life.”  
- Alejandro Gonzalez



# EVERY BODY'S HOME



Almost 85% of the 4250 women surveyed by Good Housekeeping were concerned about dieting, weight loss, and body image, hence, inspires Every Body's Home - a campaign promoting the body neutrality movement that aims to create an all-rounded community supporting the acceptance of all women's bodies, regardless of size and shape.



There are two major mediums involved - online campaign using instagram platform and offline campaign by holding a physical event. In Every Body's Home, we believe that the keys to body neutrality can be achieved through three components - the right nutrition, physical wellness and mental health therefore a series of line-up activities are being introduced in the event. The event aims to empower women through activities that will help them in nurturing a body neutrality mindset. The attendees will then form a strong community that emerge together in embracing their body with a renewed, liberal mindset.





BRANDING,  
ADVERTISING  
PUBLICATION



UI/UX



## GUSAYPO CHRISTIAN MARIE JOAQUIN

Marie Gusaypo is a visual designer and content creator. For the past 7 years, she had the opportunities to work with reputable brands such as Deliveroo, Yoshinoya, Meiji and Foodpanda.

✉ marickicks@gmail.com

🌐 [linkedin.com/in/mariegusaypo/](https://www.linkedin.com/in/mariegusaypo/)

📷 @f0ldeelatte\_

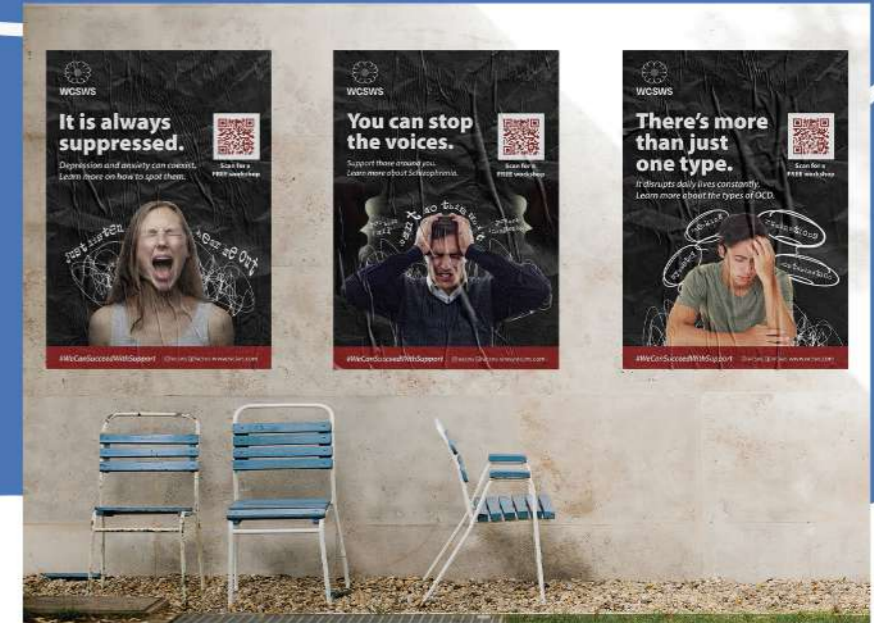


SCAN TO SEE MORE WORKS!



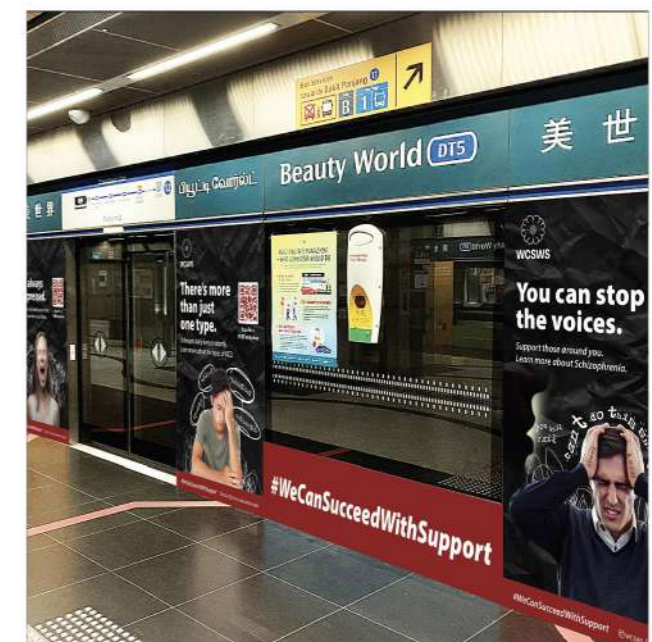
“ Do everything with passion, authenticity and most of all integrity. ”

# #WECAN SUCCEED WITH SUPPORT



The theme and topic of my project is about mental health wellness. I aim to empower people who are affected by mental health discrimination and to better equip and inspire companies to be educated with proper care and support for their employees' mental well-being. With the brand's empowerment, people with mental health issues and struggles need not fear to apply for jobs they deeply desire and will no longer fear to talk about their struggles and symptoms as they will feel equally valued and supported.

I hope to build a stronger integrated community and support system for people who are struggling with mental health conditions who are still struggling daily to allow them to live at ease. I aim to inspire the organisations to provide better accompaniments for a better living environment that could ease daily symptoms. It's not just about succeeding individually but succeeding together by supporting each other.







# GWENDOLYN LAI SOON YEE

Gwendolyn loves gaining new experiences and aspires to bring the joy and love for Arts to the people around her in hopes that others can relate or be entertained.

✉ gwenlai.sy@gmail.com

🌐 <https://gwenlaisy.wixsite.com/portfolio>

📷 @ggwenoliviaa



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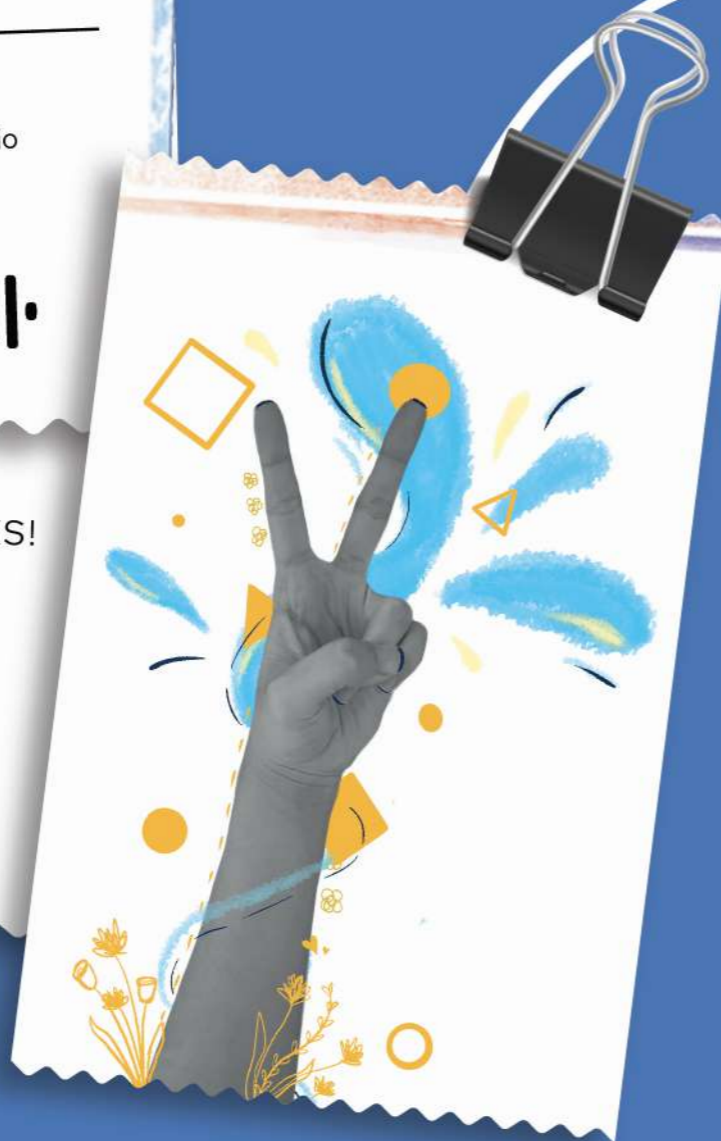


ILLUSTRATION & TYPOGRAPHY



PHOTOGRAPHY & VIDEOGRAPHY

“ They told me I couldn't, that's why I did. ”



# RETRO CAPSULE



RETRO CAPSULE aims to reach out to the future potential students of BDCD. It contains items that help hold my memories of my time spent in BDCD.



5 different tracks to get your BDCD soul pumping!



The items in this capsule are curated and produced in hopes that aspiring design students can interact and make use of the items to inspire their creativity and also to help them better understand what BDCD is about. The items curated are a representation of my learnings during this course and it also inspired by the ways and methods I've used to push myself through tough and stressful period that I faced within this period of time in BDCD.





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## HAN YI XUAN

Yi Xuan is passionate about creating playful images through the use of color and lines. Through illustration, she focuses on creating colorful work to showcase her observation, culture, and heritage.

✉ hareyi64@gmail.com

🌐 <https://xuan64.wixsite.com/myportfolio>

📷 @hanart\_99



SCAN TO SEE MORE WORKS!



# HIKARI CANDLE CO.



In a fast paced society, people are stressed due to hectic life and other various reasons, especially during a pandemic where everyone feels the same. Serious stress, major depression, and anxiety have increased significantly among teenagers and young adults. According to a poll performed by Sandpiper Communications, more than 1,000 Gen Zens aged 18 to 24 in the Asia-Pacific region, including Singapore, endure the highest levels of stress compared to other generations.

Therefore, Hikari Candle Co isn't your run-of-the-mill candle manufacturer. 'Hikari', which means light in Japanese, can also represent hope. We've gathered here to inform you that it's perfectly fine not to be okay all of the time. We included nice quotes on each gift to both motivate and spark a conversation. We hope this brings you joy and brightens your day!







# HUANG, HAI

Huang Hai is equipped with solid drawing skills and professional knowledge in digital print design. He is creative, innovative, has strong organizational and social skills, able to handle pressure, work well independently.

✉ huanghai.design@gmail.com

🌐 <https://www.behance.net/huanghai>

📷 @the.hais / @\_\_eggie



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

“ I'm not a doctor, but drawings can heal. ”



# EGGIE



Eggie is a short webcomic that mainly ridicules the thoughts and values of modern young people. We will post it on social media in the form of a short cartoon. It ensures that anyone who sees it can feel a sense of laughter or recognition as quickly as possible, thus hitting their hearts.

My comics are the product of fragmented reading. The picture of the strip comic is more straightforward, the text is small but precise, and the font can be relatively large. The technique used is a scrolling page-turn effect.

Self-deprecating sarcasm is a great way to de-stress for the increasingly stressed modern man. However, due to the short content of webcomics, the reason for needing to be precise is that compared to the creators of story comics, my works are closer to life, and I hope to achieve the effect of touching people's hearts in one sentence.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## INDIRA GUMULYA RUSDI

Indira is an advertising and graphic design enthusiast. With positivity, passion for problem-solving and a keen eye for details, she strives to create bold impactful work through her creative outcomes.

✉ [dira.rusdi24@gmail.com](mailto:dira.rusdi24@gmail.com)

🌐 [linkedin.com/in/indira-rusdi-86787a1a0/](https://www.linkedin.com/in/indira-rusdi-86787a1a0/)

📷 [@arthusiastics](https://www.instagram.com/arthusiastics)



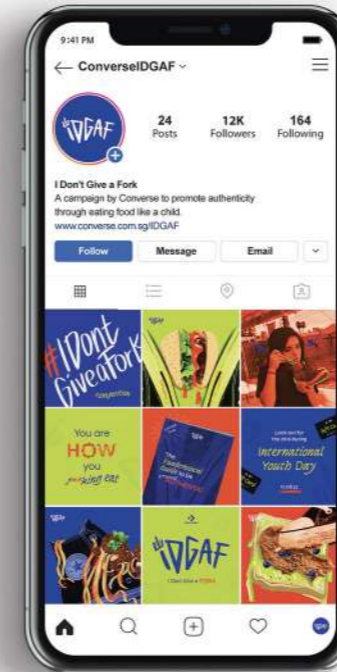
SCAN TO SEE MORE WORKS!



“ A day without  
laughter is a day  
wasted. ”

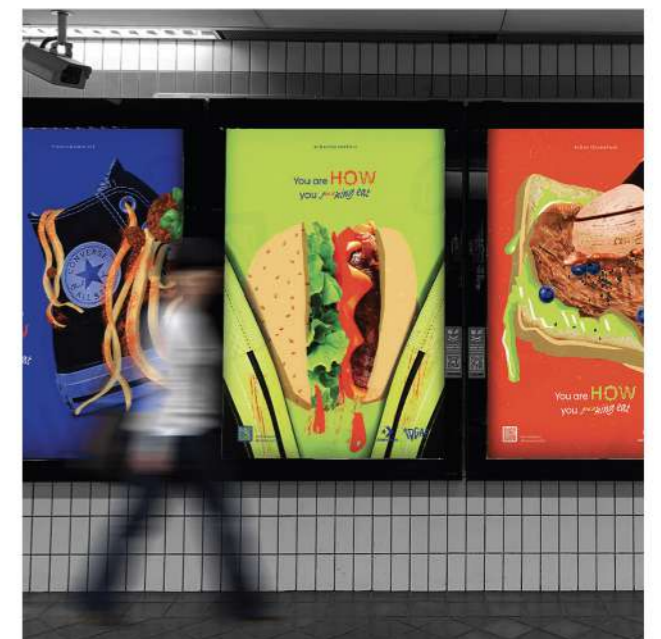


# I DON'T GIVE A FORK (IDGAF)



Society has set a certain eating standard for Gen Z to follow. Especially in Singapore, where not complying with the existing food norm makes Gen Z feel less authentic and out of place. To address this issue, Converse sets a new norm that demonstrates how to eat food like a child through a campaign inspired by the “put your foot in your mouth” idiom. Particularly, using the foot to replace cutlery and unconventionally eat food in a so-called ‘embarrassing’ way.

I Don't Give a Fork (IDGAF) is an integrated campaign aimed to promote authenticity by shamelessly eating food like a child. This campaign will be held during the International Youth Day, where zines are freely distributed around schools and shopping areas, followed by the #IDontGiveaFork movement and competition on Instagram. Overall, bold, provocative and straightforward are keywords that best describe the campaign's tone of voice.







# JANELLE EU QIAN HUI

Janelle is a creative designer who strives to create meaningful designs. She appreciates all the different graphic design styles. Publication design and illustration are a few of her specialities.

✉ janelleu@gmail.com

🌐 <https://www.behance.net/janelleu>



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

“ It is always impossible until it's done. ”  
- Nelson Mandela



# SIMPLY OBSESSED



Simply Obsessed is a zine that introduces Celebrity worship syndrome, a disorder that involves a person who obsessively follows a celebrity. The title is a wordplay on the word “Simp”, which defines a person who shows excessive attention towards another person. Which is a similar term to Celebrity Worship syndrome.

The obsessive-addictive properties of celebrity worship may be presented in more intense ways. It could lead to cases of harassment, stalking, or other inappropriate interaction is considered a display of celebrity worship at its extreme. This zine explores how an obsession could negatively affect fans and highlights the difference between admiration and obsession. Hoping to encourage positive behaviours towards celebrities. In order to educate and raise awareness to younger viewers, the zine's design is inspired by the early 2000s teenage magazines, which had a bold colour palette and activities like quizzes, horoscopes and crossword puzzles for readers to engage with.





BRANDING,  
ADVERTISING  
& PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## KELLY PATRICIA

As a creative designer, Kelly is an enthusiastic and dedicated individual. She has a high interest in publication design and social media content. In her work, she likes to play with colour and always pays attention to details.

✉ strawkellypatricia@gmail.com

🌐 <https://www.linkedin.com/in/kellyliman>

📷 @limankelly



SCAN TO SEE MORE WORKS!



# TOO GOOD TO BE TRUE



With the theme of fantasy and magic, this sarcastically toned zine consists of 6 magic spells which symbolise the 6 different types of toxic people. Readers can scan the QR code to see the "monster" that the witch will create of each spell. To support the zine, there will be a website, installation as well as a bundle package.



Too Good To Be True is a project aimed to create an awareness for people unconsciously in toxic relationships. Younger generations are too fantasised by fairy-tale love stories, sometimes till they did not realise that what they are facing is a poison for them. This project targeted young adults with the age range from 18-24 years, mostly girls, where they easily fall for love but find it hard to leave, even taking years for them to realise and it's effects on their mental health.







# KENNETH CHRISTOPHER MEYER

Kenneth aims to make a positive impact on the world with his work through different mediums, whether it's by improving the products people consume daily or by solving problems.

✉ kchrismeyer@gmail.com

🌐 [linkedin.com/in/kenneth-meyer-69b031157/](https://www.linkedin.com/in/kenneth-meyer-69b031157/)

📷 @kenchrismeyer



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



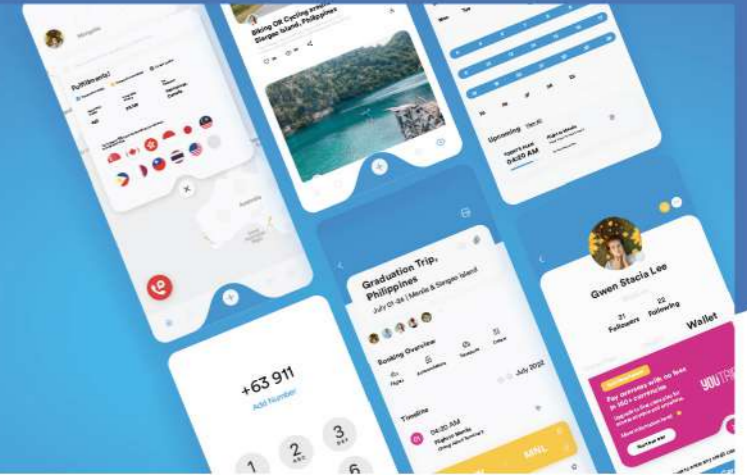
UI/UX

“ Wherever life takes me, find me with a smile ”

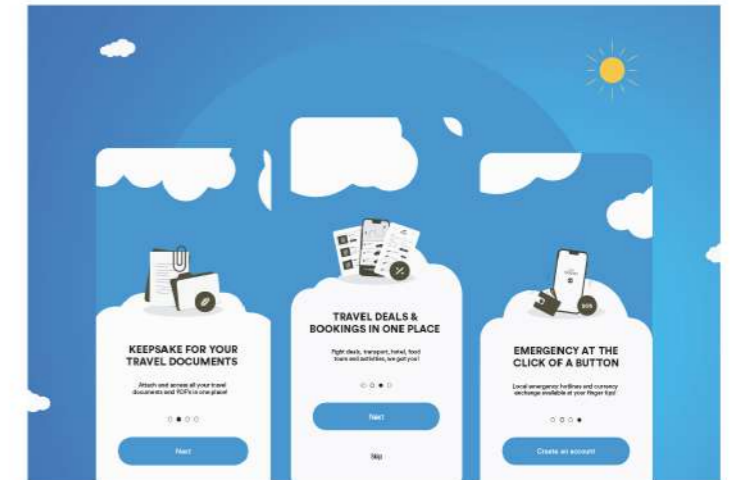


# GLIDE

“Your co-pilot from flight plan to your touchdown”



With countless variables, itineraries, or rules and regulations to adhere to, travelling can be unsettling at times. In light of this long-standing issue, travellers strive for a hassle-free trip. Thus, in the same way, as many existing apps that provide travel guides, Glide also focuses on providing security.



Glide aims to be "Your co-pilot from flight plan to your touchdown". Its key features include the ability to keep track of personal travel history and achievements through a digital push pins model, 0% interest currency exchange (Collaboration with YouTrip), and local emergency hotlines at their fingertips. Glide's logo is composed of three components, the round globe shape, the letter "G" for the brand name, and the contrail, the white streak in the sky that represents the movement of an aircraft in flight. The colour blue represents the literal sky which resonates with the outdoors and travels.







BRANDING,  
ADVERTISING  
PUBLICATION



UI/UX



## KWOK XIN YI, JANE

Jane is your average, everyday designer who divides her time staring at her neighbour's cat and working on her next big design, hoping it might be one that goes viral.

✉ janeykwok@gmail.com

🌐 behance.net/janeykwok

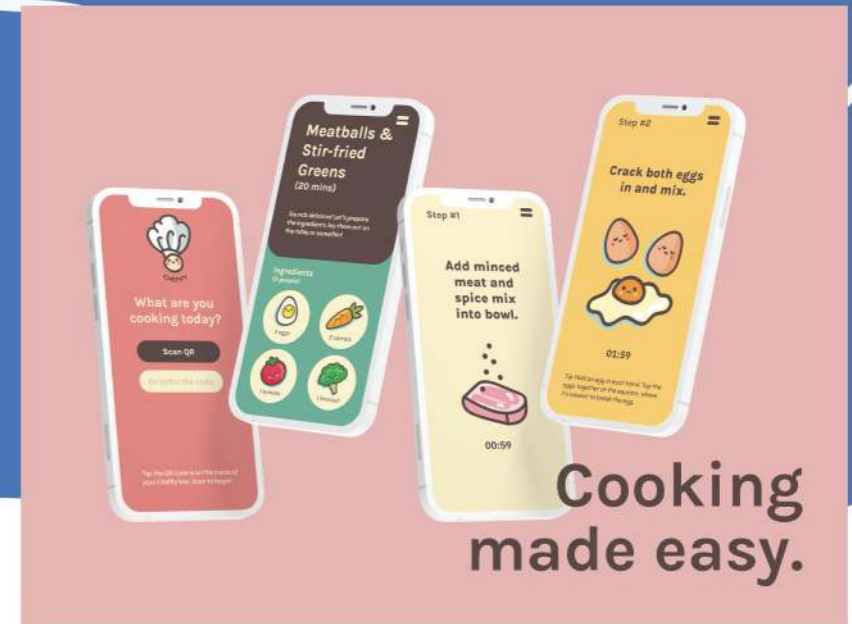
📷 @jan.aney



SCAN TO SEE MORE WORKS!



# CHEFIFY



Cooking  
made easy.



With today's busy work-from-home schedules and the restrictions of the COVID-19 pandemic, many individuals are forced to learn cooking by themselves, which could be quite a struggle without the proper resources, especially for the younger generation, or someone without any prior experience in this highly essential skill. Chefify is a meal kit subscription service that focuses on helping you learn to cook from home in the simplest way possible! If you don't know where to start, this service is for you.

Chefify has customised kits tailored to you. To know which kit suits you the best, you will first participate in a questionnaire to understand your current living situation. The questions range from your dietary requirements to your cooking skill level. A meal kit will be recommended to you based on your data, and you can choose to purchase a subscription from there!







# LEE EAMON

Eamon loves trial and error, iterating on the best bits until you have something that works for everyone. He just wants the world to move forward.

sushisaurus@gmail.com

linkedin.com/in/eamon-lee-711701216/



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



UI/UX

"Trust me bro."



# ONIKEYRI



Due to the rapid growth of the mechanical keyboard industry, more people are becoming consumers while thinking about the sustainability of the brands they purchase from. It has struck me that I have produced a substantial amount of plastic waste just as an individual being a part of this community.



'onikeyri' is a keyboard-centric start-up selling keyboards, keycaps and related equipment making use of biodegradable and recyclable materials. There are countless companies and small businesses within the mechanical keyboard industry however, the majority of them are not sustainable due to the materials they use in their packaging or manufacturing process. I also take this as an opportunity to make use of this project to kick start my own small business in the near future.





BRANDING,  
ADVERTISING  
PUBLICATION



PHOTOGRAPHY  
& VIDEOGRAPHY



# LEE JIA YI

Jia Yi is a zealous branding designer. She stands to design with the consumer in mind. With a hunger for curiosity and imagination, she is consistently looking for new experiences.

✉ [vanessagrapher@gmail.com](mailto:vanessagrapher@gmail.com)

🌐 <https://www.linkedin.com/in/jiayidesigns>

📷 @vanessagrapher



SCAN TO SEE MORE WORKS!



“ Everyone’s light turns on at their own time. ”



# THE UNWANTED SILENCE



‘The Unwanted Silence’ symbolises a silence that is loud but unwanted. A campaign comprising of 3 touchpoints - Poster, Installation & Website. Designed with unperfected typography and blurred effect as a representation of the unknown and hidden self. A campaign that aims to increase awareness about the root cause of social awkwardness and provide community support, guiding individuals out of this tricky mind situation.



Social awkwardness is a common trait among introverts. However, it is often overlooked as a temporary awkward moment in friendships during a physical gathering. The root cause of social awkwardness often stems from overanalysing and overthinking. Awkwardness in the mind, a performance in disguise. Such self assumptions when prolonged could cause individuals to decrease in self-confidence and increase in self-doubt. This could result in speech disorder and an increase in tension in a friendship, for both parties - socially awkward individuals and friends.







# LI, YALIN

Yalin is a passionate graphic designer, she believes that art comes from life, she is sensitive to color; she prefers to express design concepts with cartoon style and storyline.

✉ [lylrourou@gmail.com](mailto:lylrourou@gmail.com)

🌐 <https://www.behance.net/liyalin/projects>

📷 @yalena\_lyl



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

“ Emotion and life are the channel and source of design. ”



# OO LADY



"Appearance anxiety" has become the most concerning topic in contemporary times; for women, they have suffered too much unfair treatment, and are judged at will and humiliated by their appearance. At present, "thin" has become the standard of beauty; "fat" is a sin.

From the perspective of a fat girl, describe the living environment and psychological environment of a fat girl; through this theme, let girls with body anxiety actively understand themselves, accept Own.

Uniform standards are defined, not aesthetics, but judgement. More likely, through this book, let fat girls know that you are really beautiful, no matter what stage; accept your imperfection, accept yourself, show yourself; embrace your imperfect self.







BRANDING,  
ADVERTISING  
PUBLICATION



UI/UX



# LIM KE XIN

She loves creating works that emphasize positivity, showing that there is more to life. To see a less negative world where there is fun and positivity, even in bad times.

✉ kexinlim00@gmail.com

🌐 <https://www.linkedin.com/in/kexin-lim/>

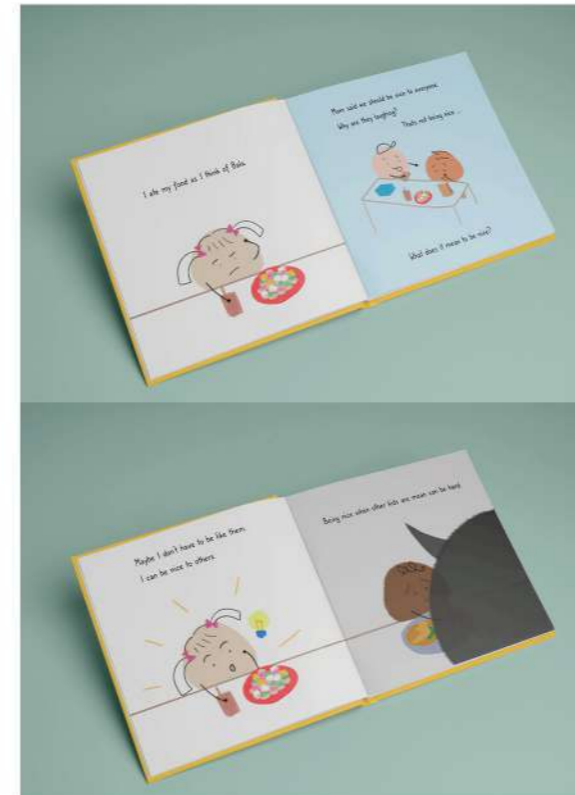
📷 @kexin.jpg



SCAN TO SEE MORE WORKS!



## A BETTER ME, FOR YOU: CURRY O' CURRY



'A Better Me For You' is an illustrated series of stereotyping culture that takes place in Singapore. The series nurtures empathy in young children through light-hearted and fun storytelling as well as educating them on the value of acceptance and how to respond to differences.



The recent increase in stereotype behaviour is becoming a growing concern. Educating the next generation of children would be the most viable step to curb the problem in the long term. Children are strong visual learners and human behaviours are often influenced by our environment.







# LIM PEI YI, AMANDA

=====  
Amanda prides herself in being an experimental designer who ventures into learning new skills or mediums. She also enjoys illustration, graphic design and other creative work such as jewellery making and makeup.

- ✉ amoondalim@gmail.com
- 🌐 <https://buttergut.wixsite.com/lemontoade>
- 📷 @buttergut



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

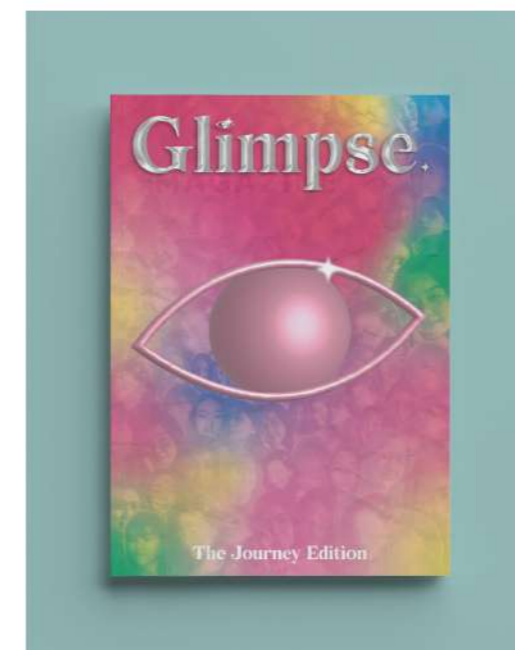
“ You’ll burn  
right now  
but then you  
won’t regret it.”



# GLIMPSE.



Design can feel lonely and daunting sometimes, especially when you’re starting out as a designer. Glimpse is an online community created for designers, learners and people who are looking into design for their own personal needs.



This project features a podcast with fellow designers on topics related to the subject, a website containing a forum for discussion and work critique, along with a blog with updates from Glimpse on future podcasts, interviewee searches and new releases of the Glimpse magazine. Along with the podcast and website, the project also features a PR kit curated for collaborators which includes a DIY tie-dye kit with a Glimpse logo T-shirt, postcards, stickers, a printed issue of the Glimpse magazine and treats such as green tea, coffee and chocolate to help give designers an extra boost of energy.

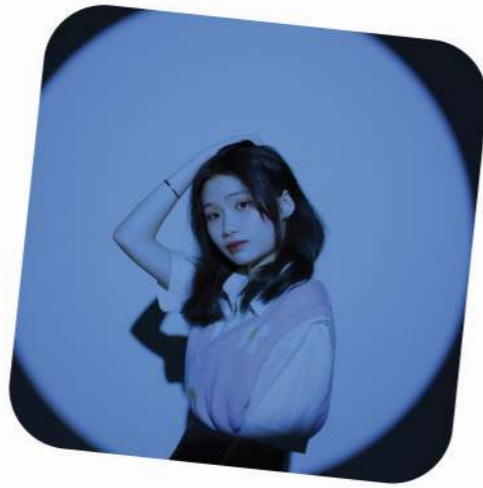




ILLUSTRATION & TYPOGRAPHY



MOTION GRAPHICS & ANIMATION



## LOO AI POH

Aipoh is a diligent designer who is always on the lookout for new opportunities to grow and learn while maintaining a positive look on things.

✉ aipoh2000@gmail.com

🌐 <http://www.behance.net/aipohh>

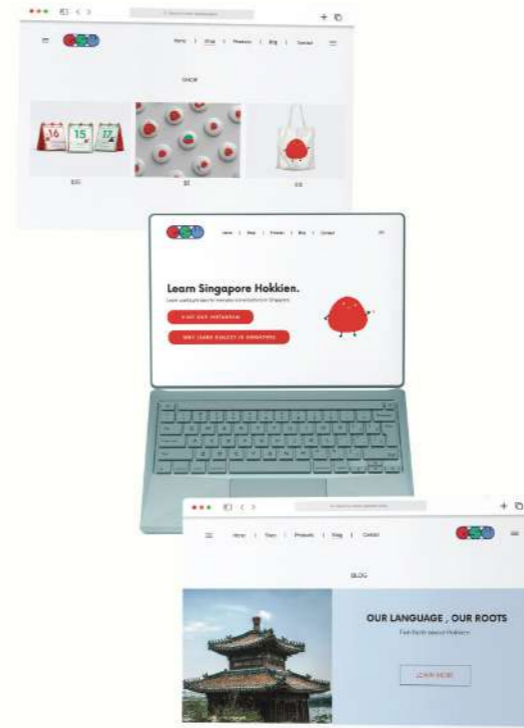
📷 @aipohh



SCAN TO SEE MORE WORKS!



# GONG SIMI WEI



In Singapore, "Hokkien" is named after the Fujian province, even though it is not a common tongue through out the province. Internationally, this language is better known as the Minnan language. Many Singaporeans lost knowledge of their mother tongues—Hokkien, Teochew, Hakka and others—as well as their connection to grandparents and elders who spoke exclusively in those dialects. I believe that it is important to preserve our cultures and heritage as once these disappear, they will be gone forever.

"Gong simi wei" stands for what are you talking about in Singapore Hokkien. This project aims to address the problem of the younger generation not knowing how to speak "dialects" and is focused mainly on Singapore Hokkien. Sharing will be done mostly on Instagram which is one of the more popular social media platforms Gen Z uses these days.

IG: @gongsimiwei







# LU, YUJIAN

Yujian grew up in street and Hip-Hop culture. Nearly five years of tattoo experience gave him a non-traditional aesthetic system. He likes all unrestrained, "crazy" works.

✉ [lyj673979750@gmail.com](mailto:lyj673979750@gmail.com)

🌐 <https://buzzlightyea2.wixsite.com/website>

📷 @buzzlightyea2



SCAN TO SEE MORE WORKS!



PHOTOGRAPHY  
& VIDEOGRAPHY



ILLUSTRATION  
& TYPOGRAPHY

“ The optimistic pessimist. ”



# TATT



PRESENT

BY

TATT



PRESENT

BY

TATT



Recently, street culture has ceased to be a niche culture, we can see many tattoos in various public places. Although tattoo culture has existed for hundreds of years and is still evolving, there is still a certain amount of public prejudice against this branch of subculture.



The aim of my work is to educate the public about tattoo culture and to change as much as possible the prejudices of the public about the subculture. Through a series of tattoo festivals and publications to promote the helpful influence of tattoos - how tattoos can be a positive influence in people's daily life. And to promote the development of other subcultures. By combining graphic design with street art, I believe it will be possible to make the public want to accept and understand tattoo culture as much as possible.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## MA YATING

Yating is passionate for drawing and designing. She enjoys discovering beauty in life and being unconventional, and believes that good design can help human beings and society.

✉ mayating0722@hotmail.com

🌐 <https://www.behance.net/yatingma>

📷 @misssjwf



SCAN TO SEE MORE WORKS!



“ You can't stop the waves, but you can learn to surf. ”

# ANTI SCHOOL BULLYING CAMPAIGN



School bullying has become a serious problem worldwide, occurring at a much younger age when most children do not know how to protect themselves and deal with it properly. Therefore, it is necessary to educate students about this topic as soon as possible. However, parents should also reflect on the issue of school bullying, which is closely related to upbringing education and communication in the family. Sweet Kids is an anti-bullying campaign using a cute pop truck to serve its purpose.

Through quizzes, staff will interact with children and parents, who will receive a Children Kit as a reward for answering correctly. Inside are cards with information about anti-bullying, all illustrated in a way that is easy for children to understand. This campaign will enable children and their parents to further understand school bullying, acquire knowledge about resisting school bullying, effectively prevent school bullying, minimise the harm of school bullying.







# MIA AVELINE

Mia is a Branding and Typography enthusiast. Driven by her curiosity to expand her point of view, she looks forward to solving your problem with her creative solutions.

✉ miaveline@gmail.com

🌐 linkedin.com/in/mia-aveline-62047b238/

📷 @miaveline



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BRANDING,  
ADVERTISING  
PUBLICATION

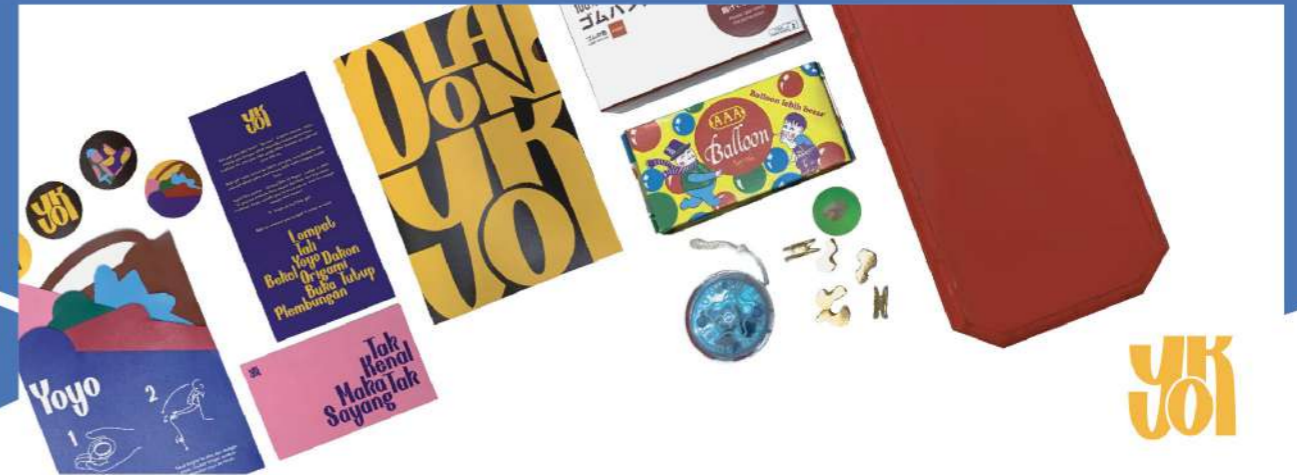


ILLUSTRATION  
& TYPOGRAPHY

“ We grow through  
what we go through. ”



# DOLAN YOK



With Gen-Z being more and more disconnected with their cultural heritage, we wanted to give a platform that acts like a bridge to connect the line between them. In hope to preserve the tradition, and at the same time, bring the excitement of playing and socialising with their peers.



Dolan Yok campaign purpose is to re-introduce the traditional toys that were popular with younger kids in the early 2000's. The author believes that these toys can bring many peers together and acts as an icebreaker to socially interact with one another without feeling awkward. These toys can also make them aware about their heritage and indirectly preserve the toys for future generations. With the main target audience of Indonesian who are in the age of 10 till 16, this campaign will let them experience the fun in playing back when the world is simple, before the digital era.





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



# MICHELLE ANGELINA

Michelle is a bundle of random creativity jumbled up together. She is always on the lookout for a chance to materialise her ideas into the real world, with the support of her wide range of skill in content creation.

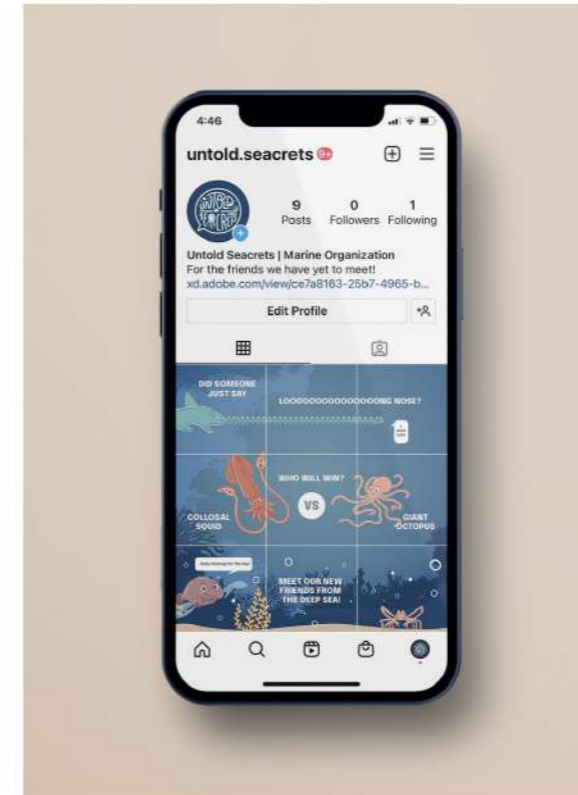
- ✉ michelle.angelina.16@gmail.com
- 🌐 <https://michelleangelina16.wixsite.com/mysite>
- 📷 @\_artcticfoxies.draws



SCAN TO SEE MORE WORKS!



# UNTOLD SEACRETS



Marine Pollution is a growing issue that the world has been trying to tackle. A 2010 study suggested that Indonesia is the 2nd biggest plastic waste producer next to China. Deep ocean dives reveal that pollution caused by humans, mainly plastic, sinks and reaches as deep as the surface of the Mariana Trench, the ocean's deepest spots, and will continue to cover the ocean floors for years to come.

Untold Seacrets is a non-profit community based organisation that aims to help reduce marine plastic pollution through a deep sea creature's point of view. With the objective in mind, Untold Seacrets will hold campaigns that will raise public awareness on the issue, while providing alternative solutions that will reduce one time plastic usage.







# MORLA EUDORA JOSIA PUTRI

Behind her calm demeanor, Morla possesses fierce enthusiasm in achieving high standards for her work. As a creator, she has a solid love for beauty; enabling her to crave projects that allow her creative intuition to flow freely.

- ✉ morlaeudora@gmail.com
- 🌐 [linkedin.com/in/morla-eudora-2a5a821a0/](https://www.linkedin.com/in/morla-eudora-2a5a821a0/)
- 📷 @artimacy



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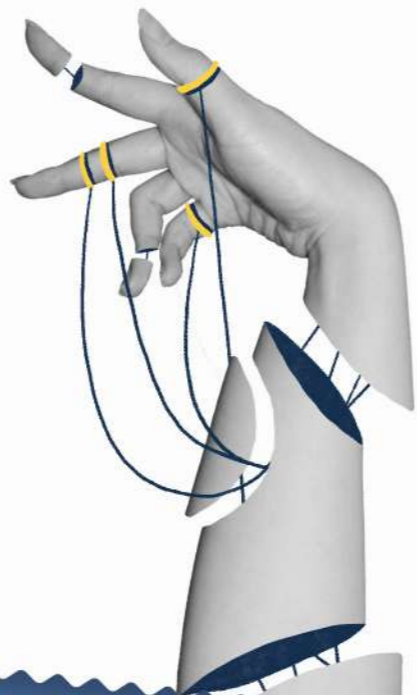


BRANDING, ADVERTISING PUBLICATION



ILLUSTRATION & TYPOGRAPHY

“ So, what now? ”



# OVER



Singapore is among the bottom 10 for work-life balance and ranked the second most overworked city in a study of 40 cities. This project focuses on giving a sense of community that specifically targets overworked people to help them feel less alone.



Bars and restaurants are the familiar places people go to after work where they can meet people to connect, relax, and wind down. 'Over' is a brand identity for a bar that revolves around people's stories and struggles in their workplace. The brand shares the realities people face in the working world in a relatable, humorous, and sarcastic approach. As the brand activation, Over provides a platform where people can anonymously fill in their confessions and stories related to their job. These stories will be featured on social media and public posters, hoping to give a sense of companionship that we are all in the same boat.





MOTION  
GRAPHICS &  
ANIMATION



PHOTOGRAPHY  
& VIDEOGRAPHY



## NG HUI KHIM, REBECCA

Being a full time clown and a part time designer, Rebecca enjoys coming up with concepts that are out of the box. Her interests are photography and graphic design.

✉ [nghkrebecca@gmail.com](mailto:nghkrebecca@gmail.com)

🌐 <https://www.linkedin.com/in/nghkrebecca>

📷 @600gramz

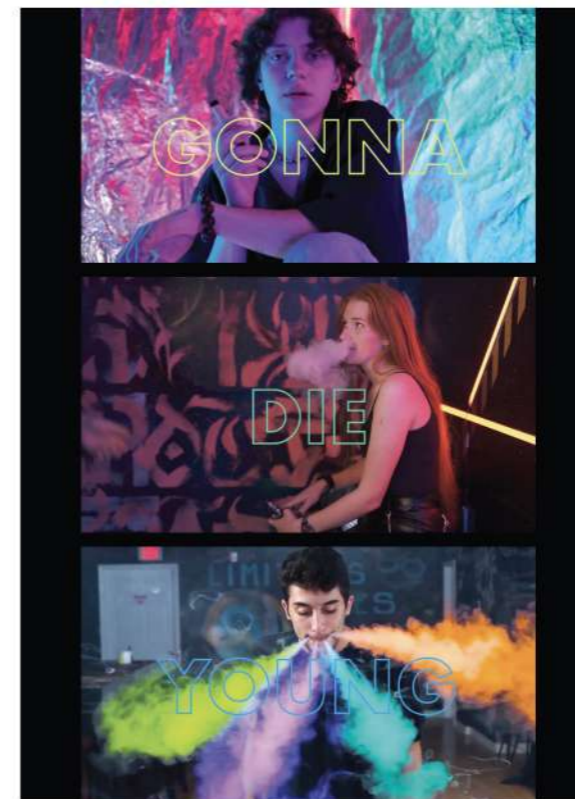


SCAN TO SEE MORE WORKS!



“ Life is a soup  
and sometimes  
I’m just a fork. ”

# VAPE SOMEMORE



Vaping is becoming quite popular among Singaporean youths. Most people think that it is less harmful than smoking normal cigarettes. However, according to research, vaping can actually harm your lungs and brains and are actually as bad as normal cigarettes. Vape Somemore is a campaign that spreads awareness about the dangers of vape. It aims to educate Singaporean youths about how vaping is not as safe as they think and uses the concept of irony and dry humour to convey the message.

As the main target audiences are Singaporeans youth, “Vape Somemore” is like a Singlish (Singapore English) way of threatening someone. This iconic name hopes to capture the attention of audiences as usually an anti vaping/smoking campaign’s name is: “no smoking”, “anti vape”, etc... The entire tone of the campaign will be something different from what is usually seen.







# OZBORN PHUA KAIXI

Ozborn is a curiously introspective creative, who is inspired by deep emotional empathy to design elegant solutions for complex human needs. His interests are currently in UI/UX and Service Design.

✉ ozborn.phua@gmail.com

🌐 [linkedin.com/in/ozborn-phua-7745a1116/](https://www.linkedin.com/in/ozborn-phua-7745a1116/)

📷 @ozbornphua



SCAN TO SEE MORE WORKS!



ILLUSTRATION & TYPOGRAPHY



UI/UX

“ If life gets cold, bring a jacket...  
jk, Singapore’s hot... ”



# REAPP MOBILE

The Sun always sets, but it will rise again.



Project Reapp addresses the issue of burnout, inspired by the designer’s personal experience with it. The glorification of hustle culture and hyper-productivity has resulted in many burned out from overwork, losing inspiration for life. The project attempts to provide a rehabilitative solution for burnout recovery through a personalised mobile app.



## Burning out?

Time to **reset.**



The product is a self-management and productivity app designed for dealing with burnout through energy management and restructuring priorities to re-establish balance in life. It’s mission is to empower individuals with a personal tool to recover from burnout and rehabilitate back to a healthy working rhythm. Deriving from the imagery of sunsets, indicating a day’s end, the brand represents time to rest, recover and reflect about the day, hence the name “Reapp”. Taking users through the stages of ‘R.E.A.P.P.’ (Recognise, Examine, Assess, Prioritise, Plan), the app’s features are designed to support them through this recovery process.





UI/UX



ILLUSTRATION & TYPOGRAPHY



# QU, RUOYU

Ruoyu believes that design is not what we make, but what we make possible. She hopes to develop and create ideas that are impactful to individuals and the environment.

✉ quruoyu2000@gmail.com

🌐 <https://quruoyu2000.wixsite.com/mysite>

📷 @qryuuu\_



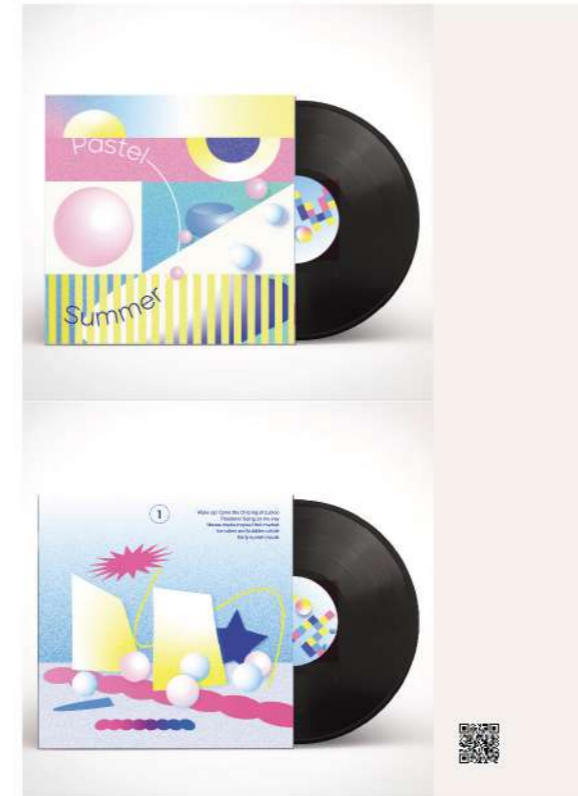
SCAN TO SEE MORE WORKS!



“ Time you enjoy wasting, is not wasted. ”



## CSOUNDS



In our life experience, sound is often treated as garbage compared to sight. But the sound is alive. Some are fleeting and precious. My project ties into my own experiences and journey in auditory form. Use synesthesia and find a more interesting way to explore sounds. Sounds, like colours, have different emotional tones. I hope people will appreciate and pay more attention to sounds in their daily lives. At the same time, they can develop a new understanding about the concept of sounds.

cSounds is an app that encourages audiences to record sounds and imagine them through synesthesia. Parts of sound clips are collected and created as QR codes. I try to visualise the sounds and create a series of synesthesia bookmarks to encourage everyone to develop visual associations.







# RAIHAN NUR SYAFIQAH BINTE RAHMAT

A homebody who only loves exploring the outdoors if with the right company or none at all. Whilst being an INFP, she enjoys finding creative solutions to everyday life problems.

✉ raihan\_syafiqah@hotmail.com

🌐 <https://www.linkedin.com/in/rnsyafiqah/>

📷 @syaffe\_



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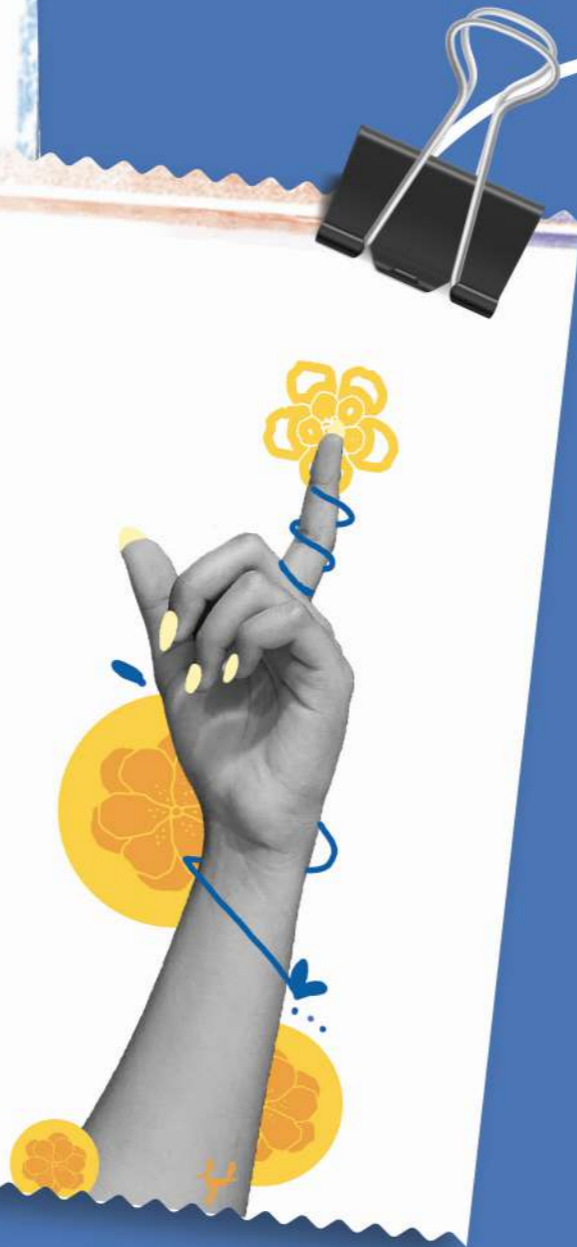


BRANDING, ADVERTISING PUBLICATION



UI/UX

“ Over-worked and Under-Hugged :( ”



# ALMOST REALITY - A COLLECTION OF ESCAPES

Almost Reality

A Collection of Escapes. By You.



A collection of escapes curated by you, the viewers. We combine nature & environmental landscapes with imaginations and any thoughts that occur within ones mind. We express it into visuals so others can understand you better. With Almost Reality, we turn it into an image and an escape for us dreamers.



A section in the website includes a "Make Your Space" page where viewers are able to use and choose from some of the pre-set features that help create their visuals. Additionally, for advanced individuals, they can create it on their own and upload it to showcase their dreamscapes with others. We want this to be a safe space for people especially with anxiety who often experience hallucinations and find it difficult to communicate their thoughts. By having an image of an environment that is dear to them, this can hopefully let others acknowledge them deeper.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

“ A p(a)inting  
in progress. ”



## REGINA LUM PING TING

An idealistic creative with a human-centric mindset and in an alternate reality, a pastry chef. Regina seeks to create fresh and impactful content to the best of her abilities.

✉ reglum2000@gmail.com

🌐 <http://www.linkedin.com/in/regina-lum>

📷 @pin.tings



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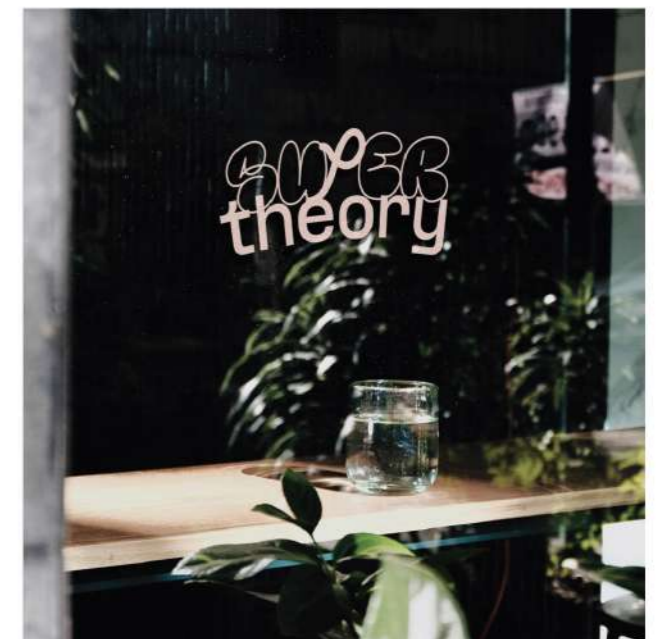


# SUPER THEORY



Super Theory addresses the issue of the rise of diabetes in Singapore. The lifetime risk of developing diabetes is one in three among Singaporeans. 12% of the population suffer from pre-diabetes. Fortunately with a healthy lifestyle, pre-diabetes is reversible. Hence, 'Super Theory' is founded with the following beliefs, Sugar Free, Ultra Active, Perk You Up, Extra Organic and Real Foods in mind. Each letter forms the word 'SUPER'. This inserts more weight into the war of diabetes we are trying to fight for.

Super Theory consists of a cafe, which serves healthy and delicious food, as well as an application which encourages users to lead a healthy lifestyle, as it converts the amount of exercise the user does into currency that can be used to pay at the Super Theory cafe. These two touch points goes hand in hand to potentially slow the growth rate of diabetes in Singapore.







# RYAN WONG WEI HAN

As a quiet individual, Ryan seeks to create works that speak volumes. He believes in crafting solutions that impact and empower lives while fuelling his personal growth in the process.

✉ ryan\_wongll@hotmail.com

🌐 <https://www.linkedin.com/in/ryanwongweihan/>

📷 @ryanxgram



SCAN TO SEE MORE WORKS!



BRANDING,  
ADVERTISING  
PUBLICATION



SPATIAL DESIGN

“ I despise fitting in, I was born to stand out. ”



# FRIENDS BY DESIGN



Extended periods of working from home due to the pandemic have led to dampened creative outcomes and for the creative community to become disjointed. Friends by Design is a co-working concept that provides creatives with an all-rounded collaborative working experience through a mobile application, physical space and strategic brand identity.



Creatives can connect with each other through the Friends by Design (FBD) app, where they can share their current projects, skills and portfolio. Through the process of skill-sharing, creatives are able to help each other and strengthen bonds within the creative community in Singapore. They can then choose to meet at the space to work on their projects. FBD aims to be the one-stop hub for creatives with open spaces for communication, providing resources and facilities for design projects, and spaces for both work and recreation. FBD hopes to nurture and develop creatives while forging lasting friendships in the process.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## SABRINA JAPIT

Sabrina is an outgoing and enthusiastic illustrator, open to learning, and passionate about nurturing new generations. She creates meaningful content that promotes the development of an inclusive and well-rounded society.

✉ sabrina935@gmail.com

🌐 [www.linkedin.com/in/sabrina-japit](http://www.linkedin.com/in/sabrina-japit)



SCAN TO SEE MORE WORKS!



“ RMIT has given Sabrina a bachelor degree. Sabrina is FREEEEEE. ”

# LIL' ADVENTURE CRAFTERS



<https://tinyurl.com/LilAdventureCrafters>



Lil' Adventure Crafters is a brand dedicated to teaching using the concept of learning through play. This brand provides educational resources designed to foster a child's sense of curiosity and self-confidence, along with their motor skills and critical thinking. The brand's DIY kits utilise a kinesthetic teaching style that allows children to get hands-on and crafty to build their own toy books. These toy books are interactive books that provide more than just visual stimulation. They also engage the touch, smell, and auditory senses.

The brand also provides services like commissions, workshop activities, and school visits, for children who want more personalised designs, or for groups of children in schools who require a more physically interactive experience. Lil' Adventure Crafters aims to enhance a child's learning journey. To encourage children to see the fun in learning and discovering new topics, and to nurture them to be well-rounded and self-confident.







# SITI NURUL NADIA BINTE AB LATIF

Nadia is focused and passionate about designing thoughtful experiences to help maximise human potential. Her main interests lie in UI/UX, typography and illustrations.

✉ nadiaablatif@gmail.com

🌐 <http://linkedin.com/in/nadiaablatif>



SCAN TO SEE MORE WORKS!



ILLUSTRATION  
& TYPOGRAPHY

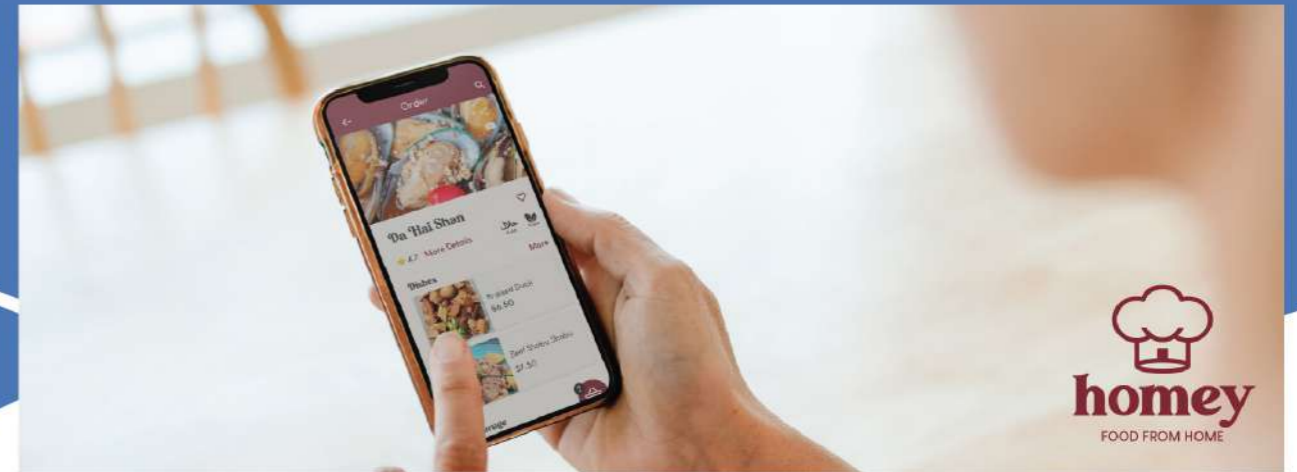


UI/UX

“ Take it  
one day  
at a time. ”



# HOMEY



Homey is a mobile app platform for foodies to support their local community of talented home cooks. Homey delivers fresh food from home to home and hopes to cultivate a delicious and homey experience for our 'homeys' -- what we'd like to call our community!



Homey hopes to help these small F&B businesses gain more exposure as for many, it is their main source of income. Moreover, their businesses have been badly affected since the pandemic hit.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## STEFANIE ANASTASIA

As a designer, Stefanie is empathic and perceptive of others' needs. She wants her work to make a difference for others. Her passions include product design, publication, and illustration.

✉ stefanieanas2@gmail.com

🌐 [linkedin.com/in/stefanie-anastasia/](https://www.linkedin.com/in/stefanie-anastasia/)



SCAN TO SEE MORE WORKS!



“ Dream, Hope,  
Keep Going ”



# UNSPOKEN DEAF CULTURE



“Deafinitely Same But Different” is a statement that demonstrates Deaf individuals were underestimated by Hearing people despite their inability to hear and conveys cruel stereotypes and incidents based on Stefanie’s personal experiences.



Unspoken Deaf Culture is a series of illustrations designed that portray deaf people’s perspectives. Due to a result of society’s attitude toward them, Deaf individuals were misunderstood by society because of preconceptions that frustrated them. The intention is to bring awareness by targeting “Hearing” Gen Z with a Publication that consists of Imaginary illustrations, an interactive Deaf Accent Dictionary and a Campaign that allows the readers to empathize with the Deaf community.







# TAN JIN HAO, KENNETH

Kenneth has a huge passion for design and adores the creative process. He's fueled with curiosity and eagerness to learn and loves creating beautiful things to share with the world.

- ✉ kennethtjh98@hotmail.com
- 🌐 [linkedin.com/in/kenneth-tan-jin-hao-8491bb120](https://www.linkedin.com/in/kenneth-tan-jin-hao-8491bb120)
- 📷 @kennethtan\_



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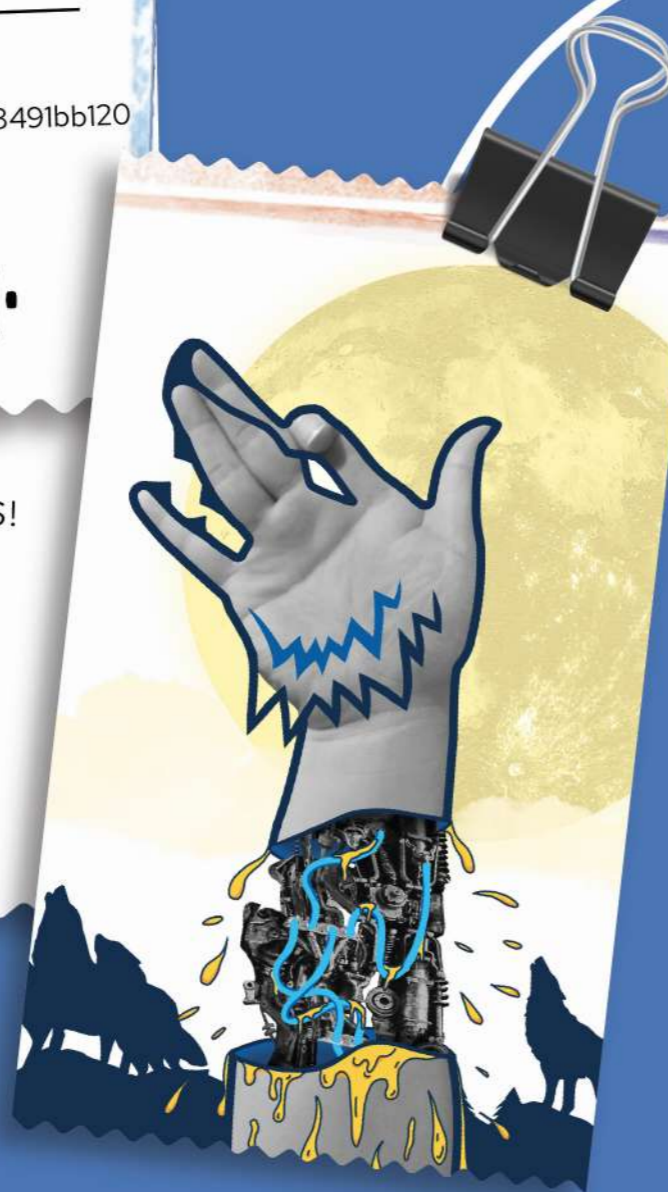


BRANDING,  
ADVERTISING  
PUBLICATION

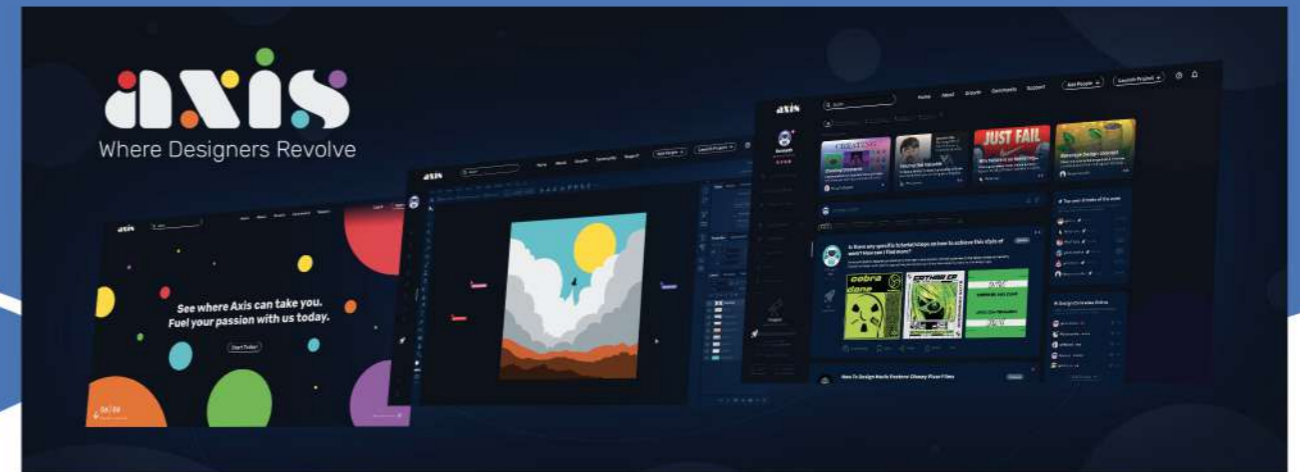


UI/UX

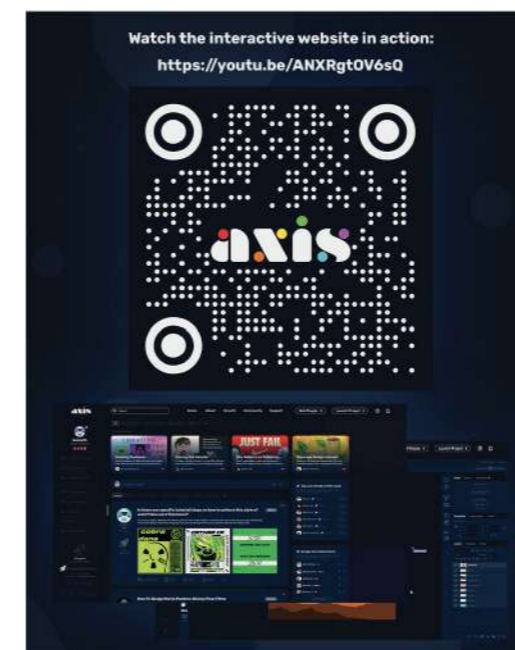
“ My neck...  
My back... and my  
anxiety attack... ”



# AXIS DESIGN PLATFORM



Axis's vision is all about creating a wholesome community of like-minded individuals that thrive on collaboration and development through sharing and learning about design. It will be a platform that is essential and effective when it comes to creative teamwork, allowing the connection between inspiring users to create beautiful ideas.



Axis bridges the gap of the steep learning curve for design by creating the space for information to be shared, rewarding those who share, and enlightening those who learn. The inspiration to create this platform came from Kenneth's struggles as a self taught designer, as he did not manage to find a community and a sense of belonging when he started out. From his experience in university, he found that he could learn so much more from sharing and interacting with other like-minded designers. Thus, a curated platform like Axis will benefit all designers, no matter their expertise or experience.





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## TAN JING YI, CASEY

As a creative, highly-motivated individual, Casey strives to communicate in a concise and effective way with her design to make a difference. She is not Casetify but can be qualified.

✉ caseytan98@hotmail.com

🌐 [linkedin.com/in/casey-tan-bab841152](https://www.linkedin.com/in/casey-tan-bab841152)

📷 @cxseytann



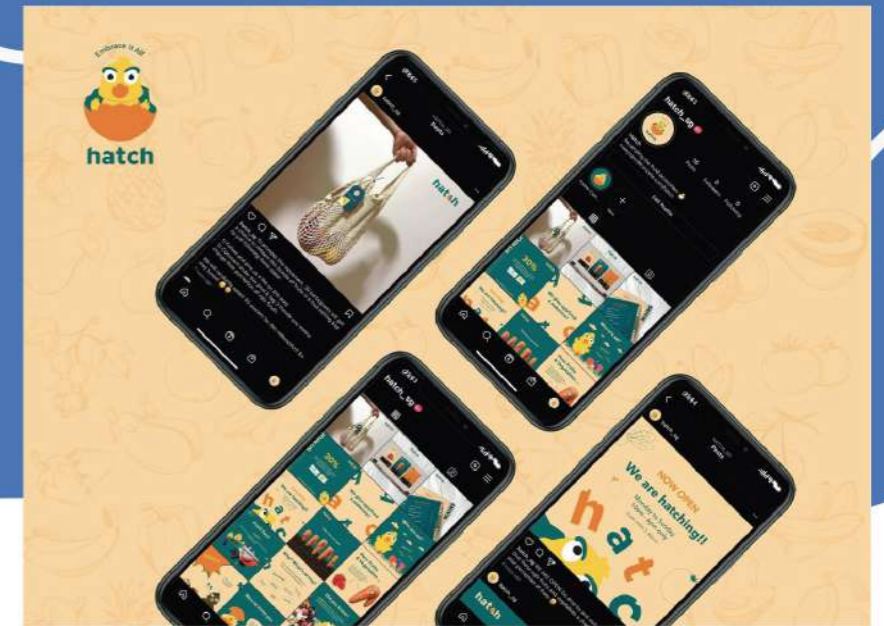
SCAN TO SEE MORE WORKS!



“ Alexa, finish my degree. ”



# HATCH



They convey a story of an ugly duckling 'beauty that lies within'. Hatch redefines the beauty standard of food in an unconventional approach to encourage more Singaporeans to change their perception of deeming them as ugly in hopes to break the vicious cycle of food waste. They also help build a brighter future by dedicating in using the 'ugly' to recreate it into tasty food.



Food waste makes up 750g of waste discarded daily by Singaporean households. About 40% of food waste is mainly fruits and vegetables, leaving a harmful impact to our carbon footprint. Due to this excess waste, Singapore's waste disposal system has been under extreme stress. Are there enough efforts from Singaporeans? Sadly, many experts agree that part of the solution to this pressing issue is one rooted in consumers. Therefore, Hatch is a sustainable cafe brand which plays their part in reshaping the food system.







# TAN SHI YING

Shi Ying is a full-time dreamer and a part-time creative designer. It may sound cliché, but she aspires to create impactful and meaningful work. Her interests are UI/UX and graphic design.

✉ shiying0999@gmail.com

🌐 <https://www.linkedin.com/in/tanshiying/>

📷 @shiyingzz



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BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

“ My sleeping schedule isn't a schedule, it's a freestyle. ”



# OUR NOSTALGIA



Our Nostalgia is created to preserve the nostalgic taste of the biscuits and snacks that Singaporeans used to eat. To bring Singaporeans together to rediscover their nostalgic moments of the biscuits and snacks they used to enjoy during their childhood times back in the 80s, 90s, or maybe way before that.

As Singapore is becoming more modernised, more varieties of biscuits and snacks are being introduced to the public, causing the traditional biscuits and snacks to be gradually forgotten.

This project aims to prevent losing the existence of these old-school biscuits and snacks while also spreading awareness for shops that still sell them. The sharing will be through an interactive website to evoke Singaporeans' nostalgic tastes and the opportunity to share their memories to create a connection among Singaporeans and allow younger generations and tourists to learn about Singapore's traditional biscuits, snacks, and toys.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## TIANG KAI-XIN ANDREA CHRISLEIGH

=====  
Andrea is a designer who enjoys experimenting and having fun. Using illustrations, they enjoy testing different styles and mediums, crafting up pieces that satisfy their ever-changing hyperfixations and style inspirations.

✉ decapitatedcOff33@gmail.com

🌐 [linkedin.com/in/andrea-tiang-65405b116/](https://www.linkedin.com/in/andrea-tiang-65405b116/)

📷 @crynologicalorders



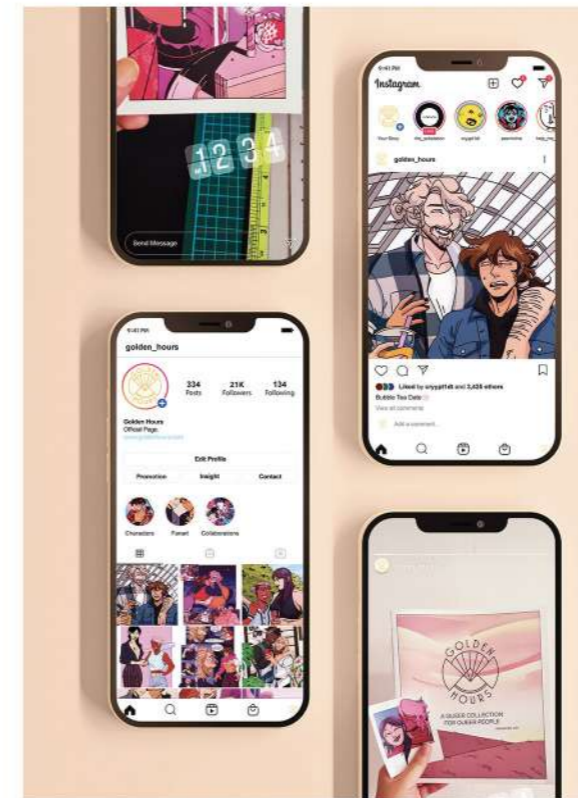
“ Oh you’ve had sex???  
Yeah, well I’ve had enough. ”



SCAN TO SEE MORE WORKS!



# GOLDEN HOURS



Golden Hours is a collection of comics and illustrations designed and created for queer people, by a queer creator.

Representation of the queer community in media has always been negative and questionable, especially in the case of Singapore. Any media that sheds a positive representation of queer lives is immediately cut from airing. Although campaigns that call for acceptance and understanding already exist, the Golden Hours collection is not here to beg the public for acceptance, but to instead celebrate the community as it is.

Golden Hours aims to normalise queer lives and relationships, by depicting these experiences in a positive and beautiful light. Made to cater and relate to queer people, the collection can also give a positive exposure of the community to the public. By helping the public empathise and understand, it can help negate any harmful and negative stereotypes, in turn causing an impact for acceptance.







BRANDING,  
ADVERTISING  
& PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY

# TIARA AMBARWATI ARDININGRUM

Tiara is Best described as a forward-thinking creative. She's a full-time aspiring graphic designer who focuses on illustration, print & editorial design and is currently pursuing animation.

✉ tiara.ardiningrum@gmail.com

🌐 <https://www.linkedin.com/in/tiaraamber/>



SCAN TO SEE MORE WORKS!



“ Live, Laugh,  
Loathe ”



## OFF THE MENU

Off The — *Menu*

Tiara Ambarwati

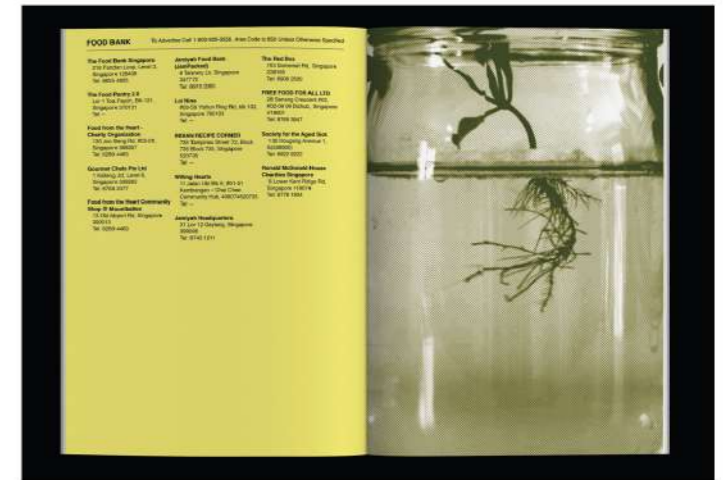
Off The — *Menu*

Tiara Ambarwati

Off The — *Menu*

Tiara Ambarwati

Off The Menu is a publication that discusses the importance of sustainable living, highlighting the effect of food waste on our ecosystem, and further discusses how staples and food can be transformed for multiple uses. Segregated into four volumes, 'Off The Menu' juxtapose the Storage, Usage, Reuse, and Recycling of food.



Our mission came to an effort to raise awareness about the importance of maintaining our ecosystem. With access to such valuable information, we feel compelled to share it with others who are unable to retain it. The aim of this publication is to assist others in leading sustainable lives on a small scale.

Our mission is to create a responsive community towards sustainability as we create a sense of achievement for individuals. Reading this will hopefully enable the reader to reduce household food waste. Ultimately, we deserve a better life quality while caring for the planet.





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## WANG LINJIE

She comes from China and is good at graphic design. She likes taking photos and capturing beautiful pictures in life. She likes blue, which is used in almost every work.

✉ wanglinjie1218@gmail.com

🌐 <https://www.behance.net/wanglinjie>

📷 @wanggggllinjie



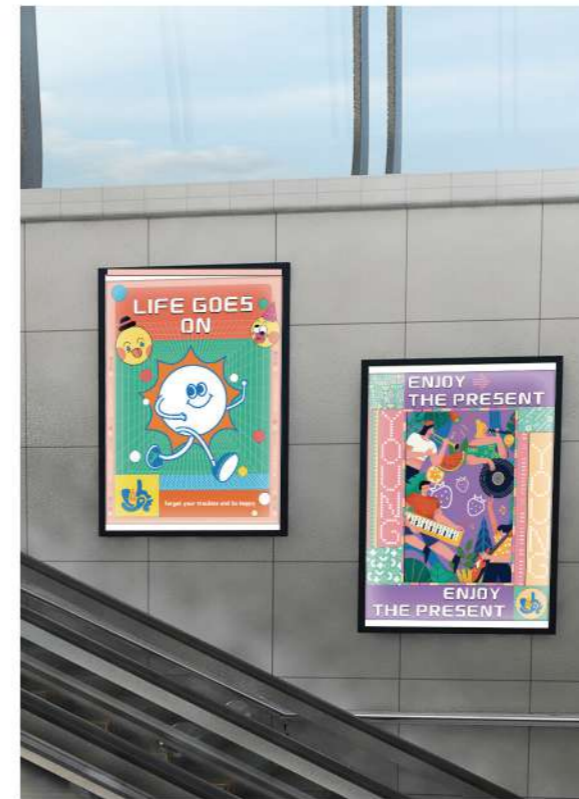
SCAN TO SEE MORE WORKS!



“Happiness is the highest?”



# LIGHT



I hope that when students see my publications, they will find a solution to the problem and heal. The posters highlight the theme and use rich colors, illustrations and fonts to express a positive attitude. My audience is mainly students, so I surround them with things they often use, such as drinking glasses, mobile phone cases and throw pillows.

My main topic is what to do if international students can't adapt to foreign countries, resulting in psychological depression or anxiety. The name of my project is "LIGHT", which means there will be a light into your life, there will always be a light to illuminate you. The inspiration of the logo comes from the "lamp", and the "i" is replaced by a beam of light, the rounded font gives a cozy and warm feeling. It will be placed on all my works.







# WANG ZHIWEI

Zhiwei is a designer who enjoys the process of making creative ideas come to life, he believes things should be designed with purpose, his interests are UI/UX and illustration.

✉ wangzhiwei9013@gmail.com

🌐 linkedin.com/in/zhiweiwang9013



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UI/UX



ILLUSTRATION & TYPOGRAPHY

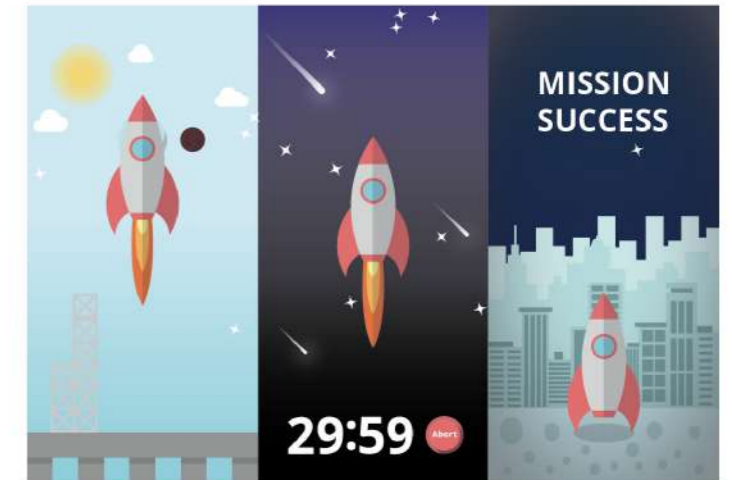
“ The time you enjoy wasting, is not wasted time.”



# ROCKET



Rocket is an application designed to help procrastinators. Inspired by The 5 Second Rule that encourages people to take action immediately after 5 seconds without overthinking, like a rocket. The process is visualised as a rocket launch mission and encourages the user to start work immediately after the launch.



The application will include game attributes as they are rewarding and give a sense of achievement. The game is set in a futuristic context. The user will be responsible for delivering supplies to the Moon. The device will be temporarily unavailable during the mission to prevent distractions. The rocket launch mission is an "initiation ceremony" that allows the user to take immediate control of their thoughts and actions, to start working without overthinking.

The built in daily memo encourages the user to use the app on a daily basis and try to build a long term habit against procrastination.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## WONG SHANNON

Adaptability and freedom is what Shannon believes creatives should embody. She enjoys exploring what life has to offer. Spontaneity drives her in both her works as well as her life.

✉ shannonwxnn@gmail.com

🌐 [linkedin.com/in/shannon-wong-046920132/](https://www.linkedin.com/in/shannon-wong-046920132/)

📷 @shannonwxn



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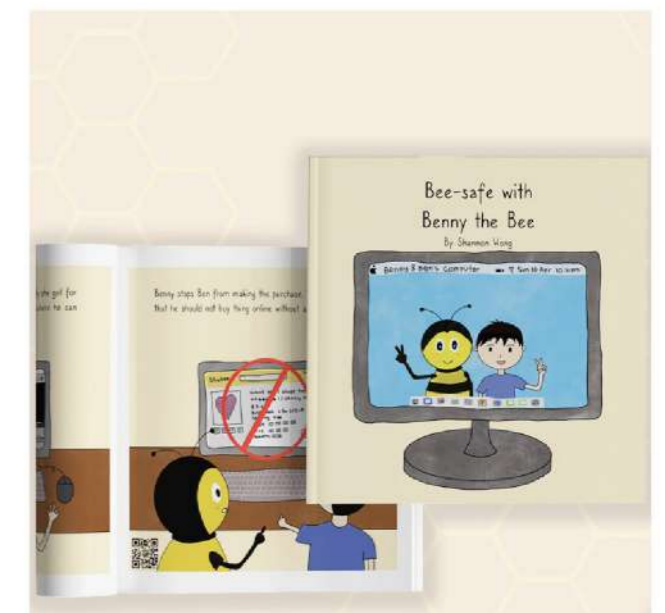
# BEE-SAFE WITH BENNY THE BEE



Bee-safe with Benny the Bee is a children's book targeted at kids aged 4-7. With smart devices so easily accessible, the age of children being exposed to the internet is constantly decreasing. This is extremely concerning as it is not easy explaining internet safety to younger audiences.

This book uses simple illustrations to explain and educate the importance of internet safety. Bee-safe with Benny the Bee features 2 main characters, Ben and Benny.

Ben and Benny will be going through different scenarios and explaining rights and wrongs, dos and don'ts. The book has different chapters to them, after each chapter, there will be a QR code to be scanned for a short quiz regarding the chapter. The QR code can be scanned with the Bee-lieve Books app where children get to discover more educational books and up their ranks as they read along.







# WON HYUN SIK

Kevin seeks values in design. He works with logic and thrives to find purposes within his process. Design is not about 'what matters', rather it's about 'why' it matters.

- ✉ valuedbyvaluable@gmail.com
- 🌐 <https://www.behance.net/hyunsikwon>
- 📷 @valuedbyvaluable



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ILLUSTRATION & TYPOGRAPHY



UI/UX

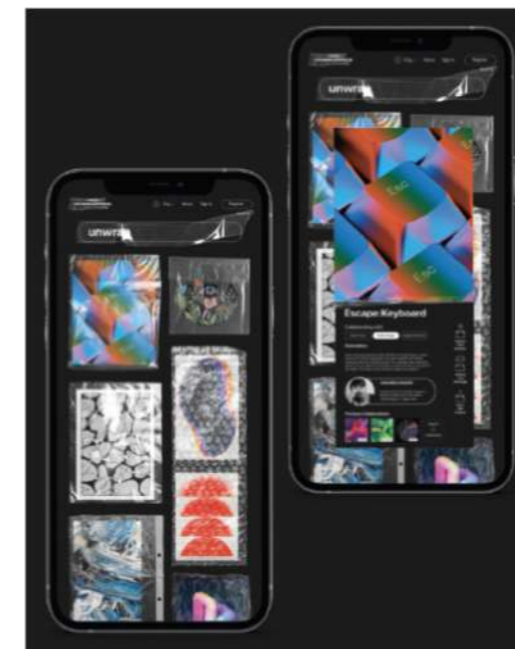
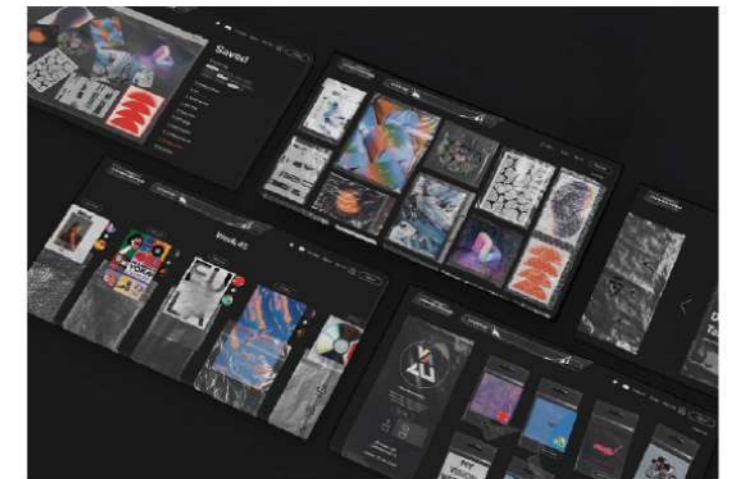
“ You are only valued by the valuables. ”



# UNWRAPPED



[UNWRAPPED] is an online digital connection hub platform that allows any form of artists to expose their genuine talents and to find other like-minded people to collaborate with each other. The idea of [UNWRAPPED] derives from the action of literally unwrapping every artist's talents from a form of a package.



Various types of artists will join the community and find sincere clicks that they will want to collaborate with. The users themselves will be the passionate creators of the community. [UNWRAPPED] wishes every artist's values to be revealed and exposed to other artists out there who are willing to enjoy the joy of creating artistic works with passion. For the platform basis, there will be a main website that will allow users to interactively communicate by sharing their artworks. Then there are also application base platforms that will ease the access through omnipresent mobile devices.





BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## XIA MING

Xia Ming likes looking at the world with a critical mind, and she is always considering the internal logic of things. Her designs reflect this attitude as well.

✉ yvette2016725@gmail.com

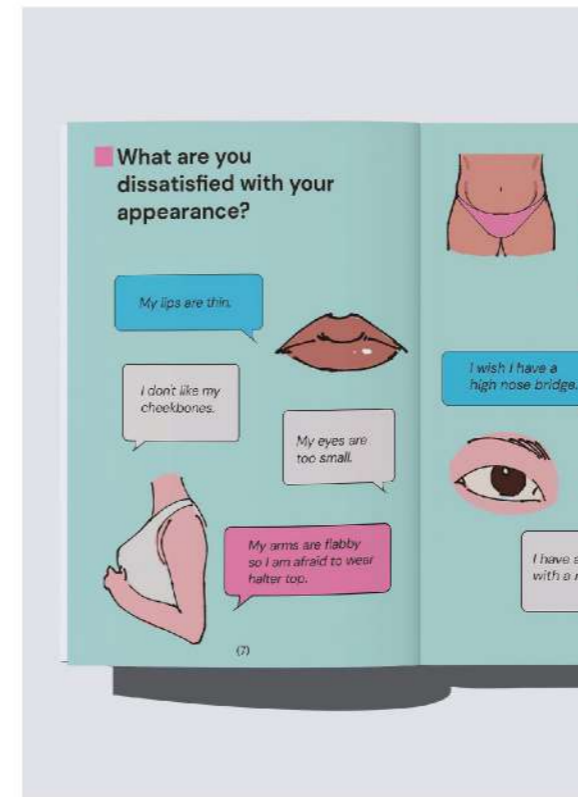
🌐 <https://yvette2016725.wixsite.com/website>



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# HER VOICE



"Appearance Anxiety" is the main topic of the first issue of her Voice. In the main text, we share several women's experiences with their appearance anxiety and explore where the anxiety comes from. Additionally, the magazine discusses how today's social media exacerbates this anxiety. There will also be some extended content about 'Pink Tax' and 'Female intrasexual competition' at the end of the magazine.



With the rise of feminine consciousness in modern society, women are increasingly in need of a thing/platform to talk about their plight and think about the world from a female perspective. <Her Voice> is a female-oriented magazine. It will create a space for women to speak up.

In <Her Voice> we will talk about a series of problems that women face with interpersonal relationships, the workplace, and education in modern society.







# YU, KEJING

Kejing is an international student from China. She majored in advertising and fine art before, she constantly learns different skills to enrich her works and looking forward to her future career.

- ✉ yukejing9812@gmail.com
- 🌐 linkedin.com/in/kejing-y-b84951170/
- 📷 @kejingyu



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BRANDING,  
ADVERTISING  
PUBLICATION



SPATIAL DESIGN

“ The only journey is the journey within. ”



# EUDAIMONIA



EUDAIMONIA  
SET YOUR HEART FREE



EUDAIMONIA's design inspiration comes from "relationships". People will have numerous relationships in their lifetime, some may make them happy, but some are not. EUDAIMONIA will be a good place to go when people want to escape from their troubles for a while and have some peace of mind.



EUDAIMONIA is a Greek word literally translating to the state or condition of 'good spirit', which is commonly translated as 'happiness' or 'welfare'. The brand's slogan is 'Set Your Heart Free', which aims to relieve people's anxiety, encourages people to pursue their inter-subjectivity and bravely pursue the realisation of self-value.

EUDAIMONIA will provide a unique environment to let people enjoy coffee from all over the world, allowing people to experience activities in specific areas, rearrange their emotions, stimulate people's brain through the environment and event, and spread creative factors.







BRANDING,  
ADVERTISING  
PUBLICATION



ILLUSTRATION  
& TYPOGRAPHY



## ZHANG, YUFU

Yufu is Camilla, who cannot live without art and design. Started studying art at the age of 6, art has had a great influence on her graphic design work.

✉ camillazhang9@gmail.com

🌐 [https://www.behance.net/camillazhang\\_yufu](https://www.behance.net/camillazhang_yufu)

📷 @camilliliaa



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# 56



'56' is an organisation that works with members of ethnic cultures and uses the social media platform to plan and maintain the activities. The establishment of offline ethnic culture and art exhibitions provides a space for ethnic culture lovers to communicate and understand each other. The charm of traditional culture is used to attract more people to understand ethnic culture.



As society and the internet develop, more and more people are learning super languages like Mandarin, English, and Spanish, while fewer and fewer people speak national languages. Many of the smallest groups have been marginalised and threatened by this. '56' is to save the dying Chinese minority language and culture, to attract more people to understand minority culture with traditional cultural charm. Use the influence of the Internet and social media to promote productive cultural preservation, social participation and youth involvement to achieve cultural dissemination.









# THE HALL OF FAME

MOST LIKELY TO ...

OZBORN



be prom queen / king

KEVIN



quietly take over the world

AERIQAH



cry during graduation

SABRINA



be a BCD Lecturer

JIN WEN



do something ridiculous without realising the camera is on



EAMON

oversleep during graduation

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