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Engineer better long-term prospects for yourself

If you’re fascinated by data, technology and the life sciences, you’ll find our School of Science and Technology inspirational. With programmes ranging from mathematics to multimedia, aerospace to engineering, we’ll help you lay solid foundations for professions geared towards a new-world economy. Soar to new career heights with us.

The Team

Advisor: Yvonne Chan
Editor-in-Chief: Andy Kwan
Assistant Editors: Benjamin Moey, Valerie Wong
Alumni and student photographers: Ray Chng, Lee Hong Rui, Joel Ang, Lee Jian Wei
Student contributors: Joshua Chen, Lynette Neo and Nur Ifah Sakinah Bte Mohd Khalid.

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Media and comms students have their hands full interning at top public relations firms.

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Cover Story

Whether you are aiming for the sky or set on sailing the seas, Alex Tan and Alex Fung show that with SP, nothing is impossible!

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Perhaps it was destined that he endeavours to the acronym “SP”. It represents not just the poly he is with now, but also his alma mater, St Patrick’s School which is also often called SP in short. “We have this SP lex in St Pat’s and when I went into the Army, I already knew my next stop after the ‘O’ would be another SP,” laughs Alex, who is in the final year of his DARE course.

Alex is a living testimony of the tagline “With SP, it’s So Possible”. SP, he readily admits, has given him opportunities to achieve his goals. “There were things that I set out to do which became possible only because of SP. For example, getting funding for my projects and my Private Pilot’s License,” says Alex.

He received his private wings from the Singapore Youth Flying Club (SYFC) when he was in second year. The DARE course has given him knowledge that he found useful in his lessons with SYFC. Likewise, what he picked up from SYFC made it possible to skip some chapters in his DARE modules.

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As one of the most competitive courses in SP, the DARE students are also eager to excel. “We are a very driven bunch and I’m glad to be in an environment with so many bright-minded people. Yes, we do chase after grades but that itself becomes a push for us to do better each time,” says Alex who joined SP with an aggregate of 16 points (L1R5) for his “O” levels.

Alex is also co-leads the SP Cyclists Club as Vice President.
YOU APPLIED FOR THE DIPLOMA IN NAUTICAL STUDIES (DNS) AS YOUR FIRST CHOICE AFTER YOUR “O” LEVELS. WHY THIS DIPLOMA? Like many others, I was stuck between choosing a poly or JC. All I knew was that I wanted an exclusive career that could take me places. So DNS appealed to me. Unlike the other poly diplomas, DNS can only be applied under the Direct Admission Exercise (DAE). It can be quite tedious as we have to go through a few rounds of interviews before being accepted. But I knew then that this was what I wanted to study and was really happy to get selected.

HOW WOULD YOU DESCRIBE YOUR JOURNEY AT THE SINGAPORE MARITIME ACADEMY (SMA)?

Just one word – “extraordinary!” I totally enjoyed it despite how it was a short two years in campus due to the one-year internship at sea. Our cool lecturers were always sharing with us their inspiring stories at sea. Most of my lecturers are qualified captains. That’s how much industry relevant knowledge I was getting!

The course intake is small, about 50. So we are a tightly-knit group. Many of us embarked on our sailing journey as officers at the same time, so we will share our experiences. SMA has its own Poly Marina which we use for our practical lessons out at sea. Due to the one-year internship requirement, most of us were sponsored by shipping companies during our first year. I was sponsored by APL Co. Ltd and served my one year cadetship with the company on board two container ships.

I also had a fun time with the exchange programme with Osaka Maritime Academy in Japan.

WHERE DID YOU SAIL TO WHILE AT SP? WHAT DID YOU LIKE BEST FROM THOSE TRIPS?

I sailed to ports in the Middle East, China and United States. This would cover cities like Dubai, Shanghai, Guangzhou and New York. By now I’ve covered a big part of the globe and am still extending my footprints on the world!

Cadet days could be quite challenging due to the long absence away from home. You would have to study while on board via online correspondence. Then there were issues related to different cultures and behaviours from all over the world. Putting all of these aside, the 12-month cadetship gave me a lot of insights about the industry while strengthening my independence.

WHERE HAS THIS JOB TAKEN YOU TO? ARE THERE ANY COUNTRIES YOU WISH TO SAIL TO BUT HAVE NOT?

It may be easier to mention those countries I haven’t visited, haha! I’ve been to major ports above the equator. I hope to have the chance to sail down to Australia, New Zealand and South America one day.

When you are on shore leave overseas, what would be the first thing you do?

The first thing I normally do is to find local food. Usually, we will have planned our itineraries and listed out places to go due to the limited time ashore. Before heading back to the ship, we always make it a point to visit the supermarkets to stock up on stuff that we need.

WHAT’S THE CAREER PROGRESSION FOR YOUR JOB?

Currently, my career progression would take me to the level of ship captain within the next seven to eight years. With our operational experience at sea, there would be no issue with finding a job ashore as a maritime professional. I could jump right into Nanyang Technological University to take the Masters in Maritime Studies when I’ve gotten my CoC Class 1 license with relevant experience, without going through the basic degree phase.

WHAT’S A MISCONCEPTION PEOPLE HAVE ABOUT A SEAFARING CAREER?

I’m replying to this question while in the middle of the Mediterranean Sea, checking my emails. Internet surfing speed could be at times frustrating, but usually good enough to stay connected with family and friends.

WHAT’S THE SCOPE LIKE?

I continued my career with my sponsoring company APL Co. Ltd after getting my Certificate of Competency (CoC) Class 3 license. I’m now serving as a Third Officer on board a container ship. As a marine deck officer, I’m in charge of my own navigation watch and port operations. The job also includes maintaining the standards of firefighting and lifesaving equipment on board.

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WHAT’S A MISCONCEPTION PEOPLE HAVE ABOUT A SEAFARING CAREER?

I’m replying to this question while in the middle of the Mediterranean Sea, checking my emails. Internet surfing speed could be at times frustrating, but usually good enough to stay connected with family and friends. Accommodation and catering is free, so we could save a lot of money. Despite the long periods of six months away from home for each trip, we are still united to a non-disruptive two months of paid leave upon completion of every contract. I guess this may be the only job that doesn’t require me to bring my work home.

WHERE HAS THIS JOB TAKEN YOU TO?

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When Nice Celine Morales said she would be choosing to study engineering, she got looks of surprise, doubt and even shock from family and friends. Through it all, Celine remained nice, because...that’s just who she is.

But despite friendly or nasty advice from people around her, Celine remained adamant on her engineering choice after her ‘O’ levels. During secondary four, Celine debated the matter with her dad. “It was actually my dad who first got me interested in engineering,” she shares, “because he’s a civil engineer and I felt the things he did were very interesting and different from the norm. But he felt that I wouldn’t be able to do as well as he thought girls weren’t suited to engineering.”

She knew her dad only had her interests at heart and was anxious for her to succeed. “But it also made me kind of mad that he thought that way, hahaha,” she says. “It just made me want to prove him wrong.”

Celine, who describes herself as straightforward, kept going back to him about the issue. “We talked about it a lot (and even argued, sometimes),” she reveals. “But I’m glad we did. I realised in the end it helped me to really focus on finding out exactly what I wanted to do, as well as gain his support.”

Now a first-year Diploma in Aerospace Electronics (DASE) student, Celine is doing well in SP, having so far scored an impressive GPA of 3.73 out of 4.00. Her conversations with her father have since changed. She rants about troubles or challenges she faces in class, and he encourages her and tutors her in maths every once in a while, convinced now that she is able to handle the field.

Her DASE course teaches her about the electronics inside an airplane, such as instruments and controls in a plane’s cockpit. As for the fact that her course is stereotypically seen as “male-dominated” (her class has 16 guys and three girls), she says: “There are both good and bad points about having so many guys. On one hand, I know how to get along with them because I have brothers at home. On the other hand, there are some guys who like to hang out amongst themselves and just do ‘guy things’, so it getsclumsy at times. But I guess having some cliques is normal wherever you go.”

When asked what she would say to girls who may be interested in engineering but need reassurance, Celine replies: “Nobody in my secondary school actually thought I would do engineering. They all thought I looked like a ‘tough person’s’ or ‘guy’s’ course. Sometimes I meet my old secondary school teachers who hear what I’m doing and they still ask, ‘Are you sure?’ I simply reply, ‘Yes, I’m sure’ and smile. Hahaha.”

As far as the fact that her course is stereotypically seen as “male-dominated” (her class has 16 guys and three girls), she says: “There are both good and bad points about having so many guys. On one hand, I know how to get along with them because I have brothers at home. On the other hand, there are some guys who like to hang out amongst themselves and just do ‘guy things’, so it getsclumsy at times. But I guess having some cliques is normal wherever you go.”

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MORE NICE RESPONSES

What’s your favourite part about SP life? That there are many opportunities to destress from studies and get to know new people in CCAs. I get to meet friends through SP Red Cross and ACERS, a student ambassador group that reaches out to secondary school students.

If you could change one thing about SP, what would it be? Our food courts. We have so many food courts and fast food outlets like McDonald’s, Subway and KFC, but the queues seem endless because everyone’s lunch breaks are around the same time.

If you could have the budget to invent anything, what would you create? A food-making machine. I love food so much! You wouldn’t have to go out of your house to get whatever you want. It would just be there, hahaha… Sorry I just love food =)

Do you have a favourite quote or motto? Always be kind, even if it’s just for a few seconds when you’re interacting with someone.
Upon joining the course, Pavan Singh Gill found that the dyslexia burden on his shoulders. Pavan recounts, smiling. The reduced emphasis of the perks of the course. “I realised I could solve problems that he had to take extra classes to spell, which compounded into other learning as dyslexia hampered his ability to read and the fundamentals of his English at one point, didn’t help either that he needed to re-learn words, “an average, distracted student who that disadvantaged him as a kid was now working to his benefit. In secondary school, Pavan was, in his own words, “an average, distracted student who enjoyed playing games most of the time.” He didn’t help either that he needed to re-learn the fundamentals of his English at one point, as dyslexia hampered his ability to read and spell, which compounded into other learning problems that he had to take extra classes to solve.

Upon joining DEEE in SP, he felt tidied by some of the perks of the course. “I realised I could now use spell check for all my assignments,” Pavan recounts, smiling. The reduced emphasis on language in engineering eased a longtime burden on his shoulders. He was surprised then, when he discovered an additional bonus. “During 3D computer modelling classes, my classmates struggled, but things fell natural to me. Dyslexics tend to think in pictures, so the 3D aspect of the class was to my advantage. This helped me to see my dyslexia as a gift for the first time, something that I could be proud of,” he reveals. Pavan believes that different thinking approach of dyslexics could be an advantage in other areas as well.

Besides this, a new learning environment also helped change his self-image. “My classmates, or even Google for help. Poly life is full of opportunities and chances for growth. We should be ready to grab them.”

In secondary school, Pavan was, in his own words, “an average, distracted student who enjoyed playing games most of the time.” It didn’t help either that he needed to re-learn the fundamentals of his English at one point, as dyslexia hampered his ability to read and spell, which compounded into other learning problems that he had to take extra classes to solve.
Biomedical universities in South Korea, the headquarters of world-famous gaming company, Valve, in USA, and the Great Wall of China – SP students have been there, done that through their participation in different overseas programmes open to all students. However, these trips are more than just sightseeing fun. When overseas, students learn new skills during internships, get inspired by cutting-edge industry practices, or help a village in need during a community service effort. Each experience grows their mind and widens their horizons. Riff checks out some of the recent trips.

**WHAT THEY DID:**

When 17 Diploma in Biomedical Science (DBS) students landed in South Korea for a 12-day overseas study trip, they were naturally buzzing with excitement. After all, they were in the homeland of Girls Generation, Super Junior and Kim Soo-hyun. Star-chasing was however not on the agenda; visiting biomedical research facilities in universities and companies, as well as immersing themselves in Korean culture, was.

Daejeon is known as “Asia’s Silicon Valley,” and is home to 18 universities and a variety of research institutes and technology businesses. During the trip, the group toured research labs, university hospitals and even a vaccine manufacturing company to observe Korean biomedical practices. Jillian Low found the trip to a university hospital to be especially eye-opening:

“Blood samples in the hospital are delivered to labs by a special conveyor belt instead of manually, and for the hospital patients, there are touchscreen stations where they can spend free time learning about their illnesses or booking appointments with doctors. It seemed like a very interactive and engaging arrangement.”

Course manager Dr Tan Tuan Lin, who led the tour, said, “We want to show our students good biomedical research and manufacturing practices beyond Singapore, as well as teach them about different cultures. We hope to have even more trips to other research centres in Asia in future.”

In Seoul, the SP students took part in a kimchi-making course and hanbok-wearing session (hanbok is the Korean traditional costume). They also visited Changdeok Palace, filming site of K-Drama, Jewel in the Palace, learning about different herbs and their treatment uses from a local medical doctor.

Jillian Low, final-year DBS student, says: “I liked the palace visit best. When you’re there it’s like you’re in the dramas you love watching! We entered the courtyard and climbed upstairs to the emperor’s seat, which overlooks the area. It was really majestic.”

Pavitter Kaur, final-year DBS student, says: “The trip gave us first-hand views of the many sectors we can work in after graduation. Besides research institutes, we can also work in pharmaceutical companies and hospitals if we choose to further our studies in the relevant areas.”

**Learn from the world’s best universities**

Besides study trips, School of Chemical and Life Sciences students also get opportunities to go on research attachments to top universities such as Harvard (US), Yale (US), Imperial College and Oxford University (UK). There, they take part in scientific research led by researchers and scientists there. The photo shows Diploma in Biotechnology (DBT) graduate Xania Lim, who underwent a three-month attachment at Harvard Medical School in Boston, USA, where she worked on DNA nanotechnology to create cellular mediums for containing medical drugs during her time as a student in SP.
Some other places that School of Digital Media and Infocomm Technology students have gone to deepen their knowledge are London, UK, where Diploma in Business Information Technology (DBIT) students attended university lectures and worked on a market research project for a Microsoft product at University College London, one of the world’s top-ranked universities; and San Francisco and Los Angeles, USA, where Diploma in Visual Effects and Motion Graphics (DVEMG) and Diploma in Interactive Media students attended classes on visual storytelling at Cornerstone Academy and visited top tech and media companies such as Adobe, Lucasfilm, Apple and Electronic Arts (a.k.a. EA Games).

This trip was the first time any of us had lived independently, and the experience taught us a lot. We picked up housekeeping skills and learned to take full responsibility for ourselves. While doing so, I realised that my parents had to do a lot to maintain the comfortable home I had back in Singapore. There were many things I did not realise had to be done until I actually had to do them myself.

We were warmly welcomed into the DigiPen community. Our mentor, Professor Benjamin Ellinger briefed us on developing games using DigiPen’s proprietary Zero Engine. We were pretty excited when he mentioned that there were no constraints and we could make any type of game we wanted. I teamed up with three other Singaporeans from other schools to work on a 2D game. It was an enriching experience as I got to work with people from different disciplines. We had two programmers (including myself) and two artists. The Artificial Intelligence and Mathematics classes I took in DigiPen were enriching experiences, as I got an insight into what I would learn should I further my studies there. I also attended 3D Game Design classes where I learned about level design elements such as towers and valleys, and how they invoke emotions and affect gameplay.

Our visit to Valve was another unforgettable experience. When we first arrived at the lobby, I could not believe that I was really standing in Valve HQ. It felt surreal. The lobby was full of interesting displays of Valve games. We were shown not only the working studios such as the motion capture studio, but also the pantry, and a few other work areas. Back at DigiPen, we managed to create a prototype of our game, YGGY, after three months of hard work. It is a two-dimensional puzzle-platformer game where you control a little green bean called YGGY on his journey to resurrect the forest which he is the guardian of. The main game mechanic is the sunflower beam mechanic where the bean powers up sunflowers to produce light beams to heal corrupted trees or thorny vines, and destroy hostile Venus flytraps.

(Editing note: Ryan is an Integrated Infocomm Scholarship recipient. His two course mates on the trip, Malody Hoe and Eugene Foo, are in the Infocomm Development Authority’s Enhanced Learning in Information Technology (ELITe) programme, a talent development initiative.)

Splendid Places

SEATTLE, USA
LONDON, UK

Gamers and game developers out there will understand why this is such a big deal. Valve is one of the most well-known companies in the video game industry. Its presence is ubiquitous in gaming communities all over the world. It created Steam, a game platform that distributes thousands of games to more than 100 million players worldwide. As for DigiPen, it is the very first university dedicated to computer and video game development. It offers game design, digital arts and animation, music and sound design, and many other computer-related courses.

Evan Tay, final-year Diploma in Information Technology (DIT) (Game Development Option) student, says:

“Visiting Valve HQ, attending classes at DigiPen Institute of Technology, and staying in Seattle, USA for three months – these are things I never thought I would have the chance to do, but have done through DIT’s Overseas Internship Programme.”

I would learn should I further my studies there. I also attended 3D Game Design classes where I learned about level design elements such as towers and valleys, and how they invoke emotions and affect gameplay.

“The overseas internship at DigiPen was truly an unforgettable, life-changing experience. I have returned from it not just a better programmer and game designer, but also a more independent and mature young adult.”

GLOBAL DIGITAL EDUCATION

Some other places that School of Digital Media and Infocomm Technology students have gone to deepen their knowledge are London, UK, where Diploma in Business Information Technology (DBIT) students attended university lectures and worked on a market research project for a Microsoft product at University College London, one of the world’s top-ranked universities, and San Francisco and Los Angeles, USA, where Diploma in Visual Effects and Motion Graphics (DVEMG) and Diploma in Interactive Media students attended classes on visual storytelling at Cornerstone Academy and visited top tech and media companies such as Adobe, Lucasfilm, Apple and Electronic Arts (a.k.a. EA Games).
Jonah Ling, second-year Diploma in Accounting (DAC) student, says: “Singapore is a small country. We have always been taught that we have to adapt to the global environment in order to survive, yet before this trip, I had always felt like a frog in a well not knowing what’s out there in the rest of the world. This China trip provided me with the opportunity to find out more about the fastest-growing economy in the world right now and how it is taking the world by storm.”

WHAT THEY DID:
Studies in finance don’t have to be confined to laptops or towering stacks of accounting records. There’s plenty to be learnt overseas as well (and you can pet a kangaroo or two, along the way). Twenty-one SP Business School (SB) students embarked on a six-day study trip to Australia, where they had classes in business report writing and presentation skills at the University of Western Australia. They also conducted a financial analysis case study on telecommunications companies SingTel and Telstra. When not in the university, the group made visits to accounting and financial services firms KPMG and CPA Australia. They also visited Caversham Wildlife Park and the beaches, markets and city suburbs of Perth.

Another group of 40 SB students went to China for three weeks. They visited Dalian, Yingkou, Tianjin and Beijing to learn more about the Chinese business environment in terms of economic, social, political and cultural aspects, through university lectures at Dalian Polytechnic University and Nankai University, as well as industry visits to places and companies such as Yingkou Shengshi Food Co. and the Sino-Singapore Tianjin Eco-city project. They also worked on a project to create proposals that would benefit Tianjin Eco-city’s operations, and made a presentation to the management team in Mandarin! In their free time, they visited iconic China landmarks such as Tiananmen Square, the Forbidden City and the Great Wall of China.

Anthony Wee, final-year DID student, says: “Weaving is a skill that has been around since ancient times. As a craft, the amount of hard work and determination that goes into it is truly painstaking but rewarding. Now, every time I chance upon a weaved piece of furniture, I no longer treat it as a “simple object”, but see the amount of detail and work put into it. Learning more about it, and the properties of the material of rattan, allows us to broaden our thinking further to discover new ways to implement the art of weaving into designs.”

WHAT THEY DID:
While in Vietnam, a group of design students added the traditional art of weaving to their arsenal of design knowledge.

The group of twenty-four Diploma in Experience and Product Design (DXPD) and Interior Design (DID) students went for a three-week trip to Da Nang in Da Nang. Hosted by Duy Tan University, the students worked with artisans at Dong Huy Rattan Factory to learn weaving techniques. They practiced their weaving on a 40cm by 40cm frame, working with both treated and natural untreated rattan and PVC strips to learn the properties of the various materials as well as the weaving process for future use in their designs.

The immersion extended to documenting the local culture and behaviour related to weaved products, as well as a study of the city. Students spent two weeks learning the techniques from local artisans and gained invaluable experience and insight into the livelihood of the locals as they explored the city’s streets. At the end of the trip the students also made a visit to Angkor Wat. Upon their return to Singapore, they started applying the concepts they learnt to create designs for an upcoming exhibition in March 2015.
**WHAT THEY DID:**

A golden glow spread across the sky and the water in the sea glinted invitingly as eight first-year Singapore Maritime Academy (SMA) students stepped on board Oshima Maru, a research vessel sailing under the flag of Japan. SP’s maritime students immersed themselves in the life of a Japanese sailor as they slept, cleaned, and navigated aboard the vessel on Japanese waters.

The experience was an exposure for SMA students on life aboard a ship, manoeuvring the seas. This exchange programme with Japan’s National Institute of Technology, Oshima College, has been held annually since 2008. Benevolent lecturers and cadets from Oshima College taught and trained the students on the rudiments of seamanship to mould them into adept cadets. And despite the fact that they had trouble communicating with their Japanese counterparts, the students did not allow the language barrier to stop them from forging valuable friendships.

A highlight of the trip was a visit to the Hiroshima Peace Memorial Museum. The museum is dedicated to documenting the advent of the nuclear bombing at Hiroshima in 1945. It was a poignant visit for the students as they observed artefacts which embodied the suffering, agony and anger of the bomb’s victims. It ingrained in them that war is a tragedy.

**Lau Xin Wei, first-year Diploma in Nautical Studies (DNS) student, says:**

“It has always been a childhood dream of mine to steer a ship. I was astonished when I found out that I would be given an opportunity to steer Oshima Maru. I remember feeling butterflies in my stomach. The experience has let me achieve one of my dreams, so I’m really thankful to have gone on this trip.”

**Jeremy Seah, second-year Diploma in Architecture (DARCH) student, says:**

“We helped to build a garbage incinerator, and my team came up with the idea to let the local kids paint it with their handprints. We thought that they would feel more attached to the incinerator if they helped to make it. The result was that the kids were so excited that they couldn’t stop running around while waiting to start the painting. When we saw that we’d made a piece of work that people were happy to use, as the ‘artists’ responsible, we felt good.”

**WHAT THEY DID:**

Students in SP don’t just go overseas for their own development. Sometimes, they lend a helping hand to others as well. A team of 23 School of Architecture and the Built Environment students was in Kampong Thom Province, Cambodia, for a two-week community service trip. They built agricultural structures for two villages, taught lessons on personal hygiene in a primary school and helped to construct and decorate a garbage incinerator.

**Jeremy Seah, second-year Diploma in Architecture (DARCH) student, says:**

“In Kampong Thom, basic hygiene practices used to be very uncommon amongst the villagers. They would defecate in open areas, and children could be seen drinking from puddles on the road. Over the years, Mercy Relief has been educating them in hygiene practices. In line with these efforts, our team taught the children proper hand washing and tooth brushing techniques. Luckily for us, engaging them was much easier than expected. They had a strong curiosity and were also really cooperative during class. I hope that our efforts have impacted their lives and that they will pass the things we taught them on to others.”

This trip was part of the SP Go Serve programme, which encourages students to be socially responsible and involved in the lives of other communities. Students can take part in community service locally or overseas. Visit goserve.sg for more info.

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**KAMPONG THOM, CAMBODIA**

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**Alvin Tan, second-year Diploma in Civil Engineering with Business (DCEB) student, says:**

“I always dream of being an engineer, and I am especially interested in building bridges and roads. I am proud to have contributed to this project, and the villagers were so happy about it. It was a great learning experience.”

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**WHAT THEY DID:**

Students in SP don’t just go overseas for their own development. Sometimes, they lend a helping hand to others as well. A team of 23 School of Architecture and the Built Environment students was in Kampong Thom Province, Cambodia, for a two-week community service trip. They built agricultural structures for two villages, taught lessons on personal hygiene in a primary school and helped to construct and decorate a garbage incinerator.

**Jeremy Seah, second-year Diploma in Architecture (DARCH) student, says:**

“We helped to build a garbage incinerator, and my team came up with the idea to let the local kids paint it with their handprints. We thought that they would feel more attached to the incinerator if they helped to make it. The result was that the kids were so excited that they couldn’t stop running around while waiting to start the painting. When we saw that we’d made a piece of work that people were happy to use, as the ‘artists’ responsible, we felt good.”

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This trip was part of the SP Go Serve programme, which encourages students to be socially responsible and involved in the lives of other communities. Students can take part in community service locally or overseas. Visit goserve.sg for more info.
Doc, Sing Me a Song!

It is song can heal illnesses, Shea Ng could possibly be the most qualified doctor-to-be, in a few years’ time. The fresh Diploma in Biomedical Science (DBS) graduate has gained a spot in the Yong Loo Lin School of Medicine at NUS, becoming one of 12 SP graduates to gain admission into medical schools here.

Boyishly charming, especially when he has a guitar strapped on, Shea took on a path less travelled right after his “O” levels at Anglo-Chinese School (Independent) [ACS(I)]. While the majority of his classmates went straight to junior colleges (JC), he picked SP because of his strong interest in Biology and belief that the biomedical science course would give him a strong foundation and perhaps open an alternative pathway for him to read medicine in the future. After all, he had noted that SP graduates had made it to medical schools here. A visit to SP during its annual open house gave him a sneak peek of the impressive facilities there and helped seal his decision.

There’s even a need to consult his parents about his choice. “Interestingly, my mum encouraged me to take up the SP course. She went through the JC route herself and felt that the poly’s hands-on learning style was more suitable for me,” says Shea.

Considering that both poly and JC were but a means to an end, he reckons the former would be more beneficial for him as the curriculum is more extensive and experiential.

“What I really enjoyed about the SP learning experience was that whatever content we were taught was always complemented with a relevant practical session so that we could understand the subject matter better,” says Shea on the learning experience at Singapore’s first polytechnic. He gives an example: “For example, in clinical chemistry, the lectures would explain to us the aetiology of hyperglycaemia, while the practical lessons would show us how to test for its presence.”

He gives full marks to his lecturers. “It was very fortunate to have very caring and patient lecturers who, while careful not to spoonfed us, were always there to guide us and clear any doubts we students had. They don’t simply teach but also mentor us in other areas, such as recommending suitable future professions, or courses we should consider in the future.”

Shea didn’t allow book and lab sessions to dominate his three years in SP, though. With his good “O” level results, he was bestowed the SP Scholarship. This allowed him to participate in the SP Outstanding Talent (SPOT) programme where he attended specially-tailored programmes such as a leadership camp in Indonesia, in addition to other activities such as communications and portfolio workshops.

The difference between secondary school and poly is remarkable huge, says Shea. “For starters, besides not having to wear uniforms, polys have huge campuses. At SP, there are so many food choices. The wide variety means I never got bored with eating in school, which was exceptionally important during the long exam periods,” he says, counting the Thai food in Food Court 4 as his favourite.

Shea also moved out his extra time to join the SP Guitars club. “Having a CCA is not a requirement for poly students but it makes life so much more fun and less mundane,” he shares. “The times making music with my close friends there were easily one of the highlights of my SP journey.”

He initially joined the club hoping to be given opportunities to perform. These were not lacking and even led to performing in larger-scale events within SP and outside campus. He had his first solo gig at the Esplanade Concours for Yfest 2012, and thereafter performed at several paid and unpaid gigs for projects like Youth for Causes and Yellow Ribbon. Hey guys, this chap is serious with music too! Check out his videos on his own channel, on YouTube and Soundcloud (search “Sheamisen”).

The club also allowed him to try his hand at teaching, which he did after graduating in May this year. He went back to ACS(I) to teach classical music for two months. “The guitar club allowed me to teach a class of about 30 pupils, and it was gratifying to be able to share my knowledge with others, in an area I am passionate about,” says Shea who also enjoys reading, movies and online games.

Shea also counts having forged deep friendships during the three yearlong journey as a significant part of his poly life. “The friendships that I’ve made in SP are most definitely ones that will last me a lifetime. And although it became somewhat of a ritual near the end of every semester to remind ourselves of how much we hated school, looking back now, I wouldn’t have traded those three years for the world.”

A much emphasised ethos to SP students is “Having a heart and an inquiring mind. Shea was also involved in community service projects like the Health Mapping Exercise organised by the School of Chemical and Life Sciences. “It was an eye-opening experience as it got me to see a side of Singapore that I never saw before. Seeing the elderly and handicapped living in single-room HDB flats gave me insights on the existence and severity of poverty even in first world countries like ours.”

Many of the fat occupants would complain that the health screenings we did for them were a waste of time, as they did not even have the money required to pay for the treatment of whatever conditions we detected in them, for example hypertension. We felt so helpless hearing this because as students, we were unable to help them. I believe and hope that more subsidies and outreach programmes should be made available for those who have fallen through the cracks.”

Did it ever occur to him to be a musician instead? “Haha … actually it still does,” he admits. “At this point, music has already become an integral part of my life, and I still plan on continuing what I did for many years to come. I know my schedule in medical school will be incredibly hectic, but I don’t plan on giving up on my musical pursuits totally, though I’m sure there will be a significant decrease in the amount of time spent on it.”

On a serious note, he adds: “I believe that mastery in both arts and sciences makes me a well-rounded person. My interest in sciences, and the desire to learn more, runs in tandem with my passion to make music. The arts and sciences are not separate entities—rather, the existence of one is required to fully appreciate the other. The two seemingly contrasting pursuits are not as different as they seem—medicine heals the body, while music heals the mind. I hope one day I can do both to help people, both physically and emotionally.”

At one point in his poly journey, he was considering a scientific research career after he did a research internship at Griffith University in Australia. “While doing research can be thrilling, I think I’m not suited towards that life. The lack of interpersonal interaction was not for me. I am more inclined towards a healthcare profession, one with human interaction,” he explains.

He recalls an instance that strengthened his resolve to pursues medicine: “Last year, my grandfather was hospitalised for a ruptured artery which he survived miraculously, despite his chances being very slim. The weeks he spent in the ICU made me feel so helpless. I realised from that day that, if I could pursue medicine, I would never have to feel helpless to save a life again, hopefully!”

He hopes to specialise in geriatrics (healthcare of elderly people). “I enjoy talking to people of my parents’ generation, and I think (and hope) they enjoy my company too! By the time I graduate from medical school and start to specialise, this group of people will fall into the category that I can consider in the future.”

Shea, in music motion.
Ubisoft certainly needs no introduction. Gamers worldwide already know about its famous releases, most notably the Assassin’s Creed series. But what is it like working inside one of gaming’s big names? Three Diploma in Information Technology (DIT) (Game Development Option) graduates working in Ubisoft Singapore share their experiences working for the world’s third-largest independent game publisher.

Darren Quek (Class of 2009) joined Ubisoft as a Quality Tester immediately after national service, he got promoted and is currently working as a Senior QA (Quality Assurance). Lin Junjie (Class of 2007) completed a degree in Multimedia & Game Development at SIM University, he began as a Level Integrator at Ubisoft and has recently been promoted to Level Designer. Cheung Wai Tung (Class of 2014) is working as the Test Coordinator.

WHAT DOES YOUR JOB AT UBISOFT INVOLVE?
Darren: As a Senior QA, I work on Quality Assurance which involves testing games in many different ways, both from a technical and quality standpoint. I also oversee the management of interns and current testers in Singapore.

Junjie: I create and refine game level layouts as a Level Designer, and work closely with the artists and development teams both locally and overseas to solve level design issues.

Wai Tung: I’m a Playtest Coordinator. I organise and observe playtests for Ubisoft’s games, interview the testers, and present reports to the development team on feedback.

WHAT GAMES HAVE YOU WORKED TO THE DEVELOPMENT TEAM ON?
Darren: I was involved in testing Assassin’s Creed Rogue.

Junjie: I’ve worked on three Triple A titles: Assassin’s Creed IV, Assassin’s Creed IV: Black Flag and Assassin’s Creed Rogue.

Wai Tung: I’ve worked on three Triple A games to refer games to gamers with the highest development budgets and levels of promotion.

WHAT IS THE WORKING CULTURE LIKE AT UBISOFT?
Darren: It’s been an amazing experience for the past three years in Ubisoft Singapore. Everyone is really talented and cool here. We all share a similar passion for games and really believe in the things that we do.

Junjie: There’s a lot of collaboration with teams from other countries, and everyone is very passionate about their work. There are also many internal events, funny contests and training courses to liven things up.

Wai Tung: It’s being part of the development team, and part of a Triple A game to be played by millions of Assassin’s Creed fans.

AND THE TOUGHEST PART?
Darren: Deciding whether to eat out or bring in food to the office to play games at lunch time.

Junjie: Playing a new game at game design.

Wai Tung: Proving a new idea or game design.

WHAT’S ONE THING YOU FOUND OUT UPON WORKING IN UBISOFT THAT YOU NEVER EXPECTED?
Darren: Whenever we hear good things from people about the games that we work on. The feeling of someone appreciating the hard work you put into a game is the best.

Junjie: Crystallising an idea, improving and polishing it to eventually make it a unique gaming experience worldwide.

Wai Tung: It’s being part of the development team, and part of a Triple A game to be played by millions of Assassin’s Creed fans.

WHAT’S THE BEST PART ABOUT YOUR JOB?
Darren: Not working with the same people over international calls or when I travel to another overseas studio.

Junjie: Ubisoft’s working culture is better than I expected. Even though it’s a big development studio, individuals can still find opportunities to do things that they love.

Wai Tung: Simply put, the working culture in the office is AWESOME f***ing!!

WHAT GOT YOU INTERESTED TO JOIN DIT (GAME DEVELOPMENT OPTION) AFTER YOUR ‘O’ LEVELS?
Darren: My passion for gaming started when I was really young. I played games so much during my school days that my parents thought I might not do well in school. I told them that I really wanted to chase my dreams of working in the gaming industry one day and show them that game creation was a valid career path for students. When I told them about SP and the DIT course, they really supported me in chasing my passion and I got here today because of them.

Wai Tung: Back in secondary school, I was already a gamer. I actually never thought of being part of the industry until I got enrolled into SP’s DIT course, which I entered because of my interest in all IT-related things. After that, the course inspired me and working in gaming became my goal.

DO YOU FEEL THAT DIT PREPARED YOU FOR LIFE AFTER GRADUATION?
Darren: Definitely. I worked with different teams on school projects during my time in DIT rather than being in a classroom. Working with different people regularly helped me cope in an environment very similar to being in a huge project.

Junjie: Yes, I learnt a lot about game industry history in DIT, as well as key programming skills. My lecturers were also very helpful and provided me advice that helped me make decisions for major life choices.

OF ALL THE THINGS HAPPENING IN THE GAMING WORLD RIGHT NOW, WHAT EXCITES YOU MOST?
Darren: Working on multi-platform games. The ability to bring our games to millions of people in design, programming, art, marketing, etc. I always meet new people over international calls or when I travel to another overseas studio.

Junjie: Working on a new idea or game design. New things are normally considered as high production risk and hence have a high chance to be cut out. You need to spend additional time and effort to polish these elements and gain production team support.

Wai Tung: Being able to play more and more next-generation games!
This unique and virtuosic style of guitar playing
The gifted guitarist and vocalist is known for
met and worked with the famed Quincy Jones.
international guitar festivals like the Montreal
(2013 and 2014). He’s also performed at
Artist of The Year at the Boston Music Awards
He’s been nominated twice for International
racking up one achievement after another.
workshop.
Shun performing for his juniors at a DMAT
Hitting The
Digital Dreams
From SP, he went to the Berklee College of Music, and then performances around
the world in cities like Osaka and Los
Angeles. Quincy Jones, producer for
Michael Jackson’s albums, says “his
creativity and uniqueness are astounding”.
But few know that finger-style
guitarist, two-time Boston Music Award
nominee and Diploma in Music and Audio
Technology (DMAT) alumnus Shun Ng has
dealt with problems like dyslexia, creative
mental blocks and complexities of the
music business while pursuing his art
Recently, he returned to share his amazing
experiences with his DMAT juniors.

PERFORMER AND COMPOSER?
FINDING INSPIRATION AS A
SHUN, HOW DO YOU KEEP
Today, there’s no more map. You can’t just
right? So do something.

DO YOU EVER GET STUCK WHEN
COMPOSING?
Yeah, I mean – all the time! Huh. It’s the creative
stuff you tend to get stuck at. And I’ve come to
realise you can’t really face it, you know? I
mean, you can. You can rush it and try to work
at it and spend hours pushing yourself, but if
nothing’s there, you’ll get really frustrated. I’ve
learned that sometimes, it just has to come when
it comes. Don’t force it, don’t try to control the
inspiration or the music. Just let it flow and not try
to own it. Let it sort of own you.

HOW IMPORTANT ARE MENTORS
IN MUSIC?
It’s easy to get obsessed with the technical side
of things and forget what music is really about.
After a while, you can get hooked to a selfish
concept of music: “It’s all about me, my talent
and the amount of effort I put in.” In reality, we
don’t own the music. We’re just anointed. We
receive it, in some ways we discover something
given to us, rather than create it. Those things
can be very hard to get by yourself, and that’s
why I feel very blessed to learn from great
mentors throughout my life.

DO YOU EVER FEEL YOUR TIME AT
DMAT WAS INSTRUMENTAL TO
YOUR GROWTH?
Finally, it was one of my best decisions. And I
feel very lucky to have been allowed into DMAT
because I actually missed the cutoff by six
points.

There’s so much to learn from the course. There’s
music theory, composition, and arrangement.
There’s music for moving images. There are mic-
ing techniques, live sound mixing, performance
skills and recording techniques. All of these are
just so important to the modern musician, and
that all-roundness gave me an edge over
others during my studies at Berklee.

SHIN, HOW DO YOU FIND
INSPIRATION AS A
PERFORMER AND COMPOSER?
I think sometimes we can’t really control how
we get inspired. It just has to come. For me,
alot of times it’s just through listening to good
music, getting excited by it and wanting to
do something different. And meeting new
people and just living life. I think a lot of my
inspiration comes because there’s so many
bad things in the world and issues I feel strongly
about, it makes me want to use music to share
more about things like loving your family, or
remembering the people in your life.

SHIN, HOW MANY HOURS A DAY
DO YOU PRACTICE?
In some ways, it’s never practice to me because
it’s always fun. If you love something, you just do
it. If you love your girlfriend, you don’t count, “I
spent seven hours with you today.” (laughs). But
so for how much I play… Maybe five, six hours
a day?

IN MUSIC?
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skills and recording techniques. All of these are
just so important to the modern musician, and
that all-roundedness gave me an edge over
others during my studies at Berklee.

ME and my friends were passionate about the
course. A lot of times, we would just sit all night
with our guitars and talk, make music, or debate
and argue. And it could get so tense, you know!
We would just stand up and go, “You’re
wrong, shut up!” “No, you shut up!” (laughs). We
would always fight over opinions about life and
music. But all of it just inflamed our minds. Our
meetings were a place for us to really
discuss things and grow as musicians.

COULD YOU SHARE ABOUT YOUR
STUGGLES DURING YOUR
EARLIER YEARS?
In SP, I had an amazing lecturer, Mr Leon Lim.
He was the first person to really believe in
me as a musician and tell me the truth about
who I was. Because I was opinionated, you see.
Outspoken and sure of what was good
and bad music. And this could give people
wrong impressions at times. Some would want
to kill that kind of opinionated-ness. But Leon
encouraged me. “It’s good to be opinionated,”
he said. He helped me to refine my sense of
music — because I did use to say some really
stupid things (laughs) — and he taught me to be
myself, and use that in my work.

Life before music was a constant struggle. My
dyslexia made secondary school difficult. More
than that, I knew I was different in some way I
couldn’t pinpoint. Before music, I had no interest
in bettering myself in any way, I just didn’t know
how. But after finding it, it shaped every part of
my life.
How much would a person save if he turned his air-con off three hours earlier each day of the year? The answer is 1 kilowatt (kW) x 3 hours (h) x $0.23 per kWh x 365 days = $255.14. The savings would be even greater if the rest of his family did likewise. SP students recently developed a software that can do all this and more automatically. Their smart idea for smart homes won them USD$10,000 and first place at the Red Hat Challenge 2014.

THINGS HAVE CHANGED FOR YOU, TO SAY THE LEAST. WE’VE HEARD THAT YOU’VE WORKED WITH RENOWNED PRODUCER QUINCY JONES, WHO ONCE PRODUCED FOR MICHAEL JACKSON! COULD YOU TELL US HOW YOU MET HIM?

In 2013, my friend, mentor and Singaporean jazz maestro, Jeremy Monteiro, told me he’d sent a video of my song, Get On With It to Quincy. I didn’t think much of it at the time… the next thing I knew I received an email from Jeremy saying that Quincy was blown away at the show in Santa Monica that Quincy produced for Michael Jackson! Could you tell us how you met him?

I remember I was extremely nervous, and that he loved the song. Jeremy asked if I could send more songs to him.

HOW DID IT FEEL, PLAYING AT THE SOLD-OUT SHOW IN SANTA MONICA THAT QUINCY PRODUCED FOR YOU?

Amazing, definitely. Just the honour and privilege of doing that show was more than enough, in some ways more than I feel I deserved, but to have it be sold out was extra special.

WHERE DO YOU SEE YOUR MUSIC JOURNEY FROM NOW?

That’s such a tough question to answer. Often, you have your own vision, but I think it was John Lennon who said, “Life is what happens when you’re busy making other plans.”

When I first moved to Boston, I wouldn’t have dreamed that in just a year I’d be discovered by Ralph Jaccodine and eventually sign with him, or that I’d get endorsements with companies I grew up admiring or be nominated for a Boston Music Award. I don’t know where I see myself in five years specifically. Who knows what could happen, or how lucky or unlucky I’ll get… But one thing I know is I’ll be here, working hard, loving, living, and giving.

How did you do when Quincy Jones says that to you?

I used to have a plan. Like when I left for Berklee, I had a plan. But as I look back, it was the willingness to take chances and know that “you’re not in control” that mattered most. My plans never work out the way I want them to, they’re just the illusion of control. Sometimes they take a turn for the worst but other times, they lead to something unimaginably better. What guides me through it all is this: Trust your talent, but more importantly, trust your hard work. Talent is overrated.

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Find out more about Shun and hear his music at www.shunmg.com.
Record breaking and game changing! This adequately sums up the Singapore Polytechnic Open House this year which was held from 8th to 10th of January. The event saw the biggest turnout of visitors ever for SP, comprising mainly those who took their ‘O’ level exams last year, as well as their parents.

For the first time as well, facilities in all nine academic schools were open to visitors. So whether it’s navigating a ship in the Integrated Simulation Centre at the Singapore Maritime Academy or steering the plane in the Aeronautical Lab at the School of Mechanical and Aeronautical Engineering, visitors were given a real taste of the learning environment SP offers.

The meaning of SP Open House: helping students choose the right diploma course.

Power putting boy trying to lift tyre with help from SP Strongman Club.

Reaching for the skies and getting into the seas!

Krav Maga (above) and Silat (below) – just two out of more than 120 CCAs in SP.
Social media hit the roof too for SP! We climbed to No. 1 in Instagram followers among the polys. #WhySP trended at the top spot during the Open House duration. Our YouTube videos recorded more than 200,000 views. Adding to all the social media fun were visits by popular stars and influencers like Symone Oei, Janice Chiang (a.k.a. Foxy) from Tree Potatoes and Night Owl Cinematics.

Missed out on all the action? Here’s a photo catch-up! For more photos, visit fb.com/singaporepolytechnic.

The mini Ninja Warriors course made its debut.

The most tweeted thing about SP Open House – the full-of-awesomeness goodie bag!

The power beat goes on from SP Taiko Club.

What visual effects students can really do to scare you.

And the power beat goes on from SP Taiko Club.

Trust me, this is the right choice!
When you take up a course such as event management, what can be more exciting than having the chance to create and implement event ideas in real-life? Students from the Diploma in Integrated Events and Project Management (DEPM) got to experience just that by planning two horrifying but entertaining Halloween events.

If you think creating and managing events is a piece of cake, think again. Whether it’s putting up a pop concert, a new year sale or product launch, these are just some aspects you have to look into: logistics set-up, budgeting, recruitment of staff, marketing and promotion. Details such as the kind of sound systems to use and appropriate props and decorations are not to be taken lightly because they will impact the success of each event.

Lee Wen Qa and Deng Chia Ling (front row, second and fourth from left with scare actors at Dark Tales 3, with teammates Anwar Tan, Annabelle Woo and Lyra Wong not in photo).

These were some of the tasks that two teams of second-year students from the DEPM course had to deal with for their real-life events, as part of their Integrated Project module. They spent several months preparing for two events – Doors to ‘Hell’ oween and Dark Tales 3 Halloween events held by Downtown East and the National Library Board, respectively.

Both events had a healthy turnout of couples, families and school mates coming to them exactly for a good scare. Dark Tales 3 in particular, had an estimated 600 to 700 visitors throughout its four-hour run. Team leaders Wong Jun Yuan and Annabelle Woo share the highlights of their experience.

WHAT WAS THE MOST REWARDING PART ABOUT YOUR PROJECT?

Wong Jun Yuan: Just before the event started, I was told to walk one round inside the maze to inform our talents that the first batch of visitors was coming in. It was really a great experience to see all the talents we had supported standing ready in their makeup and signalling to me with a thumbs-up that they were good to go.

Annabelle: Besides getting to know more people from the industry, we learned about the different processes in organizing an event through first-hand experience. From sourcing for contractors to auditioning scare actors for the event, we planned everything from scratch. Even though we faced many challenges during those few months, we were able to overcome them eventually. These challenges that we faced brought us closer as a team.

WHAT WERE SOME OF THE CHALLENGES YOU FACED?

Wong Jun Yuan: The biggest challenge was the fear aspect. Our fright zone needed to be a horror experience for our visitors, and our scare actors needed to be convincing. One of the scare actors who acted as a Vampire Queen had a tough time maintaining the fear factor due to bad weather and heat that day.

Annabelle: For props, we had a tight budget and could not afford to purchase all the ready-made items. So we started thinking out of the box. We thought of how to make our own props, for instance, using a pail as a base for a scarecrow. This helped us to save costs while still treating the person respectfully. Such exposure is very useful in the events industry, which requires a lot of communication skills have improved. I had to deal with unexpected problems, such as an actor forgetting to bring his costume. In such situations, I had to maintain discipline to see all the talents we had supported standing ready in their makeup and signalling to me with a thumbs-up that they were good to go.

WHAT WOULD YOU TELL FUTURE STUDENTS CONSIDERING THIS COURSE?

Wong Jun Yuan: Besides getting to know more people from the industry, we learned about the different processes in organizing an event through first-hand experience. From sourcing for contractors to auditioning scare actors for the event, we planned everything from scratch. Even though we faced many challenges during those few months, we were able to overcome them eventually. These challenges that we faced brought us closer as a team.

Annabelle: Besides getting to know more people from the industry, we learned about the different processes in organizing an event through first-hand experience. From sourcing for contractors to auditioning scare actors for the event, we planned everything from scratch. Even though we faced many challenges during those few months, we were able to overcome them eventually. These challenges that we faced brought us closer as a team.
“Design is not just what it looks like and feels like. Design is how it works.” By this, the late Apple founder Steve Jobs meant that good design for a product or place isn’t just about appearances. It’s also about making sure that it functions to provide a unique, satisfying experience to a user. A combination of beauty and function was what Singapore Polytechnic (SP) architecture graduates had in mind when they worked on their biggest real-life project while they were still students in SP: designing library@orchard, Singapore’s newly-opened public library at Orchard Gateway.

Singapore’s newest library is sleek, sophisticated and leaves an impression. Its curving bookshelves and walls give it a maze-like feel. It has cone-shaped personal seating areas that add little touches of privacy and mystery to the atmosphere. Altogether, this library located in Orchard Gateway shopping mall holds a collection of about 100,000 books. It has more of a fluid look. Traditional straight bookshelves can seem rigid and a little fierce; curving shelves appear more welcoming and intriguing.” When the project started two years ago, Hazel was one of the most enthusiastic students to apply for a role on the team. As a frequent library-goer herself, she felt confident readers would feel comfortable in. Now, after her graduation in 2014, she’s working as an assistant designer in multi-national architecture firm, Ong & Ong.

The brown forum seating space on the left is based on a concept by the SP team for a communal area for groups of friends.

Members of the library@orchard design team from DARCH. From left: Chua Zi Yuan, Ong Evangelina, Derrick Chew, Yu Jin, Au Man Fung, Yong Chao, Wan Bin, Pan Bin, Jamal Bashir, from left Evangeline Ong, Ruth Ng, Zaaf Daly, Hazel Ong, Martyn Chan, Au Man Fung, Yong Chao, Giri, Ngo Shao Liang.

Hazel and her course mates worked on the Book Tree, a pillar-shaped display for similarly-themed books. The Book Tree is meant as a landmark to draw together people with similar tastes,” Hazel says. “Through sharing recommendations, library@orchard-goers gain a new way to interact with one another.”

To know more about this DARCH collaboration, search “Library@Orchard Design - Behind the Scenes” on YouTube or scan this QR code to watch a video created by SP’s own Diploma in Visual Effects and Motion Graphics (DVEMG) students.

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Running a business is a lot like magic: Their dazzling end products, be they goods, services or beguiling tricks, capture all attention and we forget the mountains of preparatory work behind them. People have, after all, slaved to bring us our latest dresses in the fields of marketing, inventory, business operations and more. But though it’s hard work, the magic of business still entices many.

“I ask SP Business School students Chua Jia Qi and Rachel Chia why they love business, and whether they’re enjoying their work at the newly re-launched SPELL, SP’s very own fashion retail store and lab at Changi Airport.

The Singapore Polytechnic Entrepreneurship Living Lab (SPELL) is back in style, after a one-month renovation and facelift. First opened in 2011, SPELL is a collaboration between SP and Changi Airport, created to give SP Business School students an authentic learning experience in running a retail business.

Since then, it has reached many milestones in running a retail business. SPELL has opened its doors to the public, and it has become a popular destination for shoppers and visitors.

The re-launch of SPELL was in December last year, and it marked an important milestone for the store. SPELL has introduced new features and products, and it has hosted several events and promotions.

SPELL’s management has been praised for their hard work and dedication. However, they have also faced challenges, such as keeping up with the latest trends and staying competitive.

“SPELL is an authentic experience for students and visitors alike,” said one customer. “The store is beautiful, and the staff is friendly.”

The store is known for its unique products and services. SPELL offers a wide range of clothing, accessories, and gifts, as well as personalized services like tailoring and custom designs.

SPELL is also known for its commitment to sustainability. The store uses eco-friendly materials and practices, and it is proud to support local designers and artisans.

Business students working at SPELL have the opportunity to develop their skills in areas like marketing, inventory management, and customer service. The store provides a hands-on learning experience that prepares students for careers in the business world.

SPELL’s success is due in part to the hard work and dedication of its staff and students. The store is a testament to the power of hard work and perseverance.

 SPELL is an authentic experience for students and visitors alike. The store is beautiful, and the staff is friendly. SPELL is known for its unique products and services, as well as its commitment to sustainability. The store offers a wide range of clothing, accessories, and gifts, as well as personalized services like tailoring and custom designs. SPELL is proud to support local designers and artisans and uses eco-friendly materials and practices.

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If someday you were put in charge of sales for a worldwide product, would you be able to handle the role? Diploma in Business Administration (DBA) students proved that they could do just that at the Mott’s Snapple International Marketing Plan Competition, where they presented strategies for promoting the Snapple juice drink. EYE IT shares more about how they impressed the key judge for the event, Jeremy Ng, an alumnus from the DBA course and also Regional Sales Manager, Southeast Asia of Mott’s Snapple International.

Preparations for the competition began at the start of the semester for these final-year DBA students who chose the Marketing Management specialisation. The champion team Snap It All put forward by the teams who had a proposal budget of $200,000 for their marketing plans. Advertising slogans, product distribution and pricing strategies and promotional ideas were done well and that our ideas had a difficult time trying to choose a winner. Overall, the judges were surprised us most was that the Regional Manager was also from SP and even from the same course as us! He told us that though it was a tough decision to choose the winners, he and the judges felt our industry and marketing analyses for Snapple were done well and that our ideas really addressed the problems we identified. It really felt great hearing that from him.

WHAT’S ONE INTERESTING THING YOU LEARNED ABOUT SNAPPLE?

While we did study the characteristics of the company, I think what surprised most was that the Regional Manager was also from SP and even from the same course as us! He told us that though it was a tough decision to choose the winners, he and the judges felt our industry and marketing analyses for Snapple were done well and that our ideas really addressed the problems we identified. It really felt great hearing that from him.

Why did you choose the marketing management option in DBA?

Marketing is actually my favourite part of business as it interests me to think of ideas for a company to promote its products or services. I like the creativity involved in thinking about what a company needs, and coming up with solutions to meet its goals. I would probably want to pursue further studies and a career in this field after I graduate.

WHAT’S ONE INTERESTING THING YOU LEARNED ABOUT SNAPPLE?

The champion team picked by the judges was Snap It All, which won the top prizes of $1,000 cash. In total, $2,500 in cash prizes were generously sponsored by Mott’s Snapple International, which also sponsored $2,300 in scholarships for DBA students and $600 in prizes for graduating students.

Snap It All team member Sheron Quck shares her highlights of the experience:

"I’ve always remembered my time in SP and all the learning and experiences I had while there. It had certainly laid a strong foundation for me personally after I graduated from SP, as I progressed to national service, university and then embarked on my career.

"And it is with these experiences that I hope to impart to the current batch of students. The sponsorship is nothing as compared to what the school can achieve with the students, as well as what the students can achieve in the years to come."
For 24 hours, two teams of SP students cooped themselves up in a room, thinking of game-changing ideas for the Crowbar 24-Hour Advertising Challenge. Night turned to day and then night again, but in the end the two teams had their moment in the sun, emerging victorious with the two top spots.

WE’RE SORRY

When faced with a challenge to make citizen journalism website Stomp more relatable to youth, one team of SP students opted to solve the problem by offering on Stomp’s behalf an in-your-face, “non-apology” apology.

“We’re Sorry was the advertising strategy offered by a team of Diploma in Visual Communication and Media Design (DVMD) students for the 24-hour challenge, which required marketing strategies to promote Stomp, a site already famous for its uncensored and “real” (with taglines such as “We are sorry we’re real”) campaigns, which helped us to strategise our ideas for this competition,” he says.

For her brand identity project for a tourist hostel, DVMD recent graduate Serene Khor received a Bronze Award in Design. Serene is now studying for a degree in Communication Design at the Glasgow School of Art - Singapore Institute of Technology. Another DVMD grad, Kyle Ngo, won two bronze awards for design and photography.

Perhaps the only thing more impressive than their win was the team’s confidence to change ideas midway through the competition. “We stayed up through the night and initially came up with a first idea. Over the next three hours after the competition started, we thought it wasn’t good enough. So we made a 180-degree turn to see how we could do things differently,” says Izzul. “That is why we thought the immediacy and audacity of Stomp’s journalism should be emphasised instead of downplayed or changed.”

The team beat groups from Nanyang Academy of Fine Arts, LASALLE College of the Arts and the other polys. For those who might be wondering what design students have to do with advertising, team member Izzul Shahnam explains: “The DVMD course taught us design and writing for advertising campaigns, which helped us to strategise our ideas for this competition,” he says.

Izzul feels that his group’s ideas were well-suited to teens because it appealed to their need for transparency in the news: “Youths these days want the uncensored truth and hate cover ups. That is why we thought the immediacy and audacity of Stomp’s journalism should be emphasised instead of downplayed or changed.”

“We felt we really had a chance to win. So we thought it wasn’t good enough. So we made a 180-degree turn to see how we could do things differently,” says Izzul.

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Communication • Stories

Kicking Off Their Internships

One is a national football player. The other, a media enthusiast with her own freelance marketing business. Jeffrey Lightfoot and Jovy Sim are final-year Diploma in Media and Communication (DMC) students interning at global public relations firms The Hoffman Agency and Golin respectively. They share how their time at these prestigious companies is sharpening their skills in the media field.

MEDIA PRACTITIONER AND BUSINESS OWNER

Ask Jovy Sim how she feels about her internship and she’ll easily tell you she’s excited. The upbeat and positive young lady is working at Golin, one of the top big public relations (PR) companies in the world. The firm has about 700 employees in 34 offices worldwide, and a list of clients that include brand giants Unilever, McDonald’s and Toyota Motor.

At Golin, Jovy assists in servicing several client accounts, the most prominent of which is McDonald’s. “I send out media invites and press releases for important news or events held by my clients on a regular basis,” she shares. “I’m also taught other functions such as media monitoring, event planning and how to do crisis management for a company.”

Even though her SP internship only needed to be four months long, Jovy was so thrilled by the company during her school holidays instead of during the beginning of the semester. This means the prospect of working in the firm that she applied to start work several weeks earlier. She joined the list of clients that include brand giants Unilever, McDonald’s and Toyota Motor.

One is a national football player. The other, a media enthusiast with her own freelance marketing business. Jeffrey Lightfoot and Jovy Sim are final-year Diploma in Media and Communication (DMC) students interning at global public relations firms The Hoffman Agency and Golin respectively. They share how their time at these prestigious companies is sharpening their skills in the media field.

PLAYING FOOTBALL, MARKETING FOOTBALL

The act of balancing between football training and marketing a football mobile app, as well as managing one’s time in general, is what Jeffrey Lightfoot has learnt to master.

His life these days is particularly hectic: Nights are spent training as a defender in the Singapore Cubs, a team playing in Singapore’s Prima League. In the day, he internets at The Hoffman Agency, a firm with more than 130 employees and nine offices around the globe that focuses on public relations for technology companies such as 3M, Acer, Google, PayPal and Fujitsu. (Writer’s note: Jeffrey also plays in the SP Soccer club, which has several national youth players and has done well in competitions such as the Institute-Varsity-Polytechnic Games 2013, where they won second place.)

As he carries out his daily work of monitoring the media for news of the company and its clients, as well as doing research for PR campaign proposals, Jeffrey finds he is learning about two key aspects of working life: “I’ve found out just how important it is to manage time effectively. As a student, I don’t usually read many of my emails, so in the first two weeks of my internship, I was caught offguard by the flood of messages I received from clients. I had to quickly learn to reply off-guard by the flood of messages I received from clients. I had to quickly learn to reply to them while working on my assignments at the same time. My manager and colleagues would remind me that clients always want results, so they encourage us to ask questions, give ideas and even sit in on meetings. Because I’m really passionate about football, I’m able to share ideas based on my experiences with it.” He also feels that the modules taught in his DMC course on public relations, mass media research and advertising have been helping him to contribute effectively during meetings.

Jeffrey is thinking of starting a career in either media or soccer once he graduates. But whatever he and Jovy choose, they’ve already kicked off to a great start with what they’ve learnt at their respective companies!
Second-year DMC student Salwaa shares what she researched about Ian Batey before meeting with him. “I know he created the “A Great Way To Fly” tagline, and that he’s the person responsible for helping to develop Singapore Airlines’ (SIA) trademark tagline, “Great Way To Fly”. I was sharing with him about how I found the intention to visit Nepal one day for a home stay experience, to put myself in the shoes of the locals. And he told us that we should follow what our hearts tell us and not be afraid of obstacles and hiccups along the way.”

Nabilah: “Go where your heart tells you to.” I was blow away by how he shared that the Singapore Girl flight attendant. The three Diploma in Media and Communication (DMC) students and Batey scholars talk about their time spent with the advertising icon.

Salwaa’s summary about Ian offers a highlight reel of the founder of advertising agency Batey, but naturally cannot illustrate the depth or breadth of the man whose ad campaigns helped define the very identity of SIA and solidify its marketing position as a premium brand from the 1970s onwards. No, doing that would probably require a biography. Maybe two. Nonetheless, as a communications student, Salwaa was clear about his significance. He’s contributed a lot to Singapore’s advertising industry, I knew talking to him would be a great opportunity, and especially rare for just a student like me,” she adds.

Salwaa, together with Clara and Nabilah, chatted for an entire afternoon with Ian, hearing stories from him about the advertising industry and his own work. Clara, a final-year student currently interning at one of the world’s top-ranked advertising agencies, TBWA, and Nabilah, who graduated recently and is now a sociology student in Nanyang Technological University under the Nanyang Scholarship, remember vividly some of the sage advice he shared. They recount some of the key things they learned:

**WHAT WAS THE BEST ADVICE YOU HEARD FROM IAN THAT DAY?**

Clara: “The importance of teamwork. I remember vividly how he showed us a really impressive marketing brochure, explaining that such good material was almost never a solo effort. The brochure was a collective work by an extremely talented but introverted art director and an excellent copywriter. His stories communicated just how important it was to not fly solo but depend on others in the media world.”

Nabilah: “Go where your heart tells you to.” I was blow away by how he shared that the Singapore Girl flight attendant. The three Diploma in Media and Communication (DMC) students and Batey scholars talk about their time spent with the advertising icon.

Clara: “During our chat, he kept motivating us to not limit ourselves in our thinking and to never stop questioning current situations or approaches. It didn’t change my goal, but instead encouraged it. I’m very much clear on the fact that I want to do design, either as an art director in an advertising agency or in a design studio. I’m in love with the idea of being able to improve another person’s life subtly through well-designed messages or works.”

Nabilah: “It didn’t influence my direction per se, but it was encouraging. Currently, I’m still searching for my true calling in life. While I have a strong passion for journalism and would consider pursuing it as a career, I decided to study sociology instead, to pick up skills that complement the writing abilities I gained in DMC. The critical thinking skills and expertise to social issues I’ve picked up in sociology so far have opened my horizons to different styles of writing and issues that I could explore in future.”

**WHAT WAS YOUR IMPRESSION OF HIM?**

Clara: “I found him to be a man full of wisdom, one who commands the respect of people he encounters, due to his quiet confidence.”

Nabilah: “That he was as excited as ever about things that he loves, in this case, advertising. He was extremely friendly and wasn’t as intimidating as I expected. I want to be as excited about my own work and craft in the same way that he has dedicated his life to doing.”

In early 2015, Ian Batey launched his advertising agency, Batey Ads (now known as Batey), in Singapore in 1972. Under his leadership, Batey Ads became Southeast Asia’s largest independent advertising group, responsible for the development of many iconic Asian brands including Singapore Airlines and Raffles Hotel. Mr. Batey has been widely recognised for his contribution to the advertising industry in Singapore and to wider community, culminating in 1999 with the first Lifetime Achievement Award to be bestowed by the Institute of Advertising Singapore. Our Current Affairs & Debating Club team faced off against teams from other polytechnics in the Inter-Polytechnic Debate Championship and went undefeated, eventually beating the team from Temasek Poly to earn a unanimous victory (as decided by all five judges) and the championship trophy!

Congratulations to Samantha Goh (Diploma in Creative Writing for TV and New Media – DTVM) Teo Kai Xiang (DTVM) and Jose Yip (Diploma in Electrical and Electronic Engineering – DEEE) on clinching for SP another debate championship since the last one in 2009!
COMMUNICATION • STORIES
Media and Communication
Creating stories that connect

Behave Yourself!
You’re On Social Media

More guys than girls use posts about their positive qualities and achievements as a tool to manage their online image. More girls than guys edit, remove or untag unflattering photos or status updates about themselves. Instagram has registered a meteoric rise in users since two years ago. Do you agree?

These were some findings in a survey of 820 people aged between 15 and 35 by 110 second-year Diploma in Media and Communication (DMC) students.

This survey, conducted through face-to-face interviews with all the respondents, aimed to develop a clear picture of social media behaviour by youths and young adults, and how they manage people’s impressions of them through social media. Some of the key findings of the survey are:

GENDER DIFFERENCES – Men are more likely to post about their positive qualities or achievements on Facebook (59.4 per cent of respondents said they had done so) and Instagram (54.9 per cent) than women (46.2 per cent on Facebook, 46.8 per cent on Instagram).

Women are more likely to remove or untag unflattering photos, info or status updates about themselves on Facebook (51.9 per cent) than men (38.2 per cent). Women are also more likely to edit their photos to appear more physically attractive on Instagram (52.3 per cent) than men (40.3 per cent).

THE RISE OF INSTAGRAM – In 2012, the percentage of respondents using the various social media platforms on a daily basis was: Facebook, 65.4 per cent; Twitter, 36.1 per cent; Instagram, 6.5 per cent. In 2014, it was: Facebook, 60.4 per cent; Twitter, 28.0 per cent; Instagram, 50.9 per cent. Instagram usage has skyrocketed, while Facebook and Twitter saw minor declines.

THE IMPORTANCE OF ONE’S SOCIAL MEDIA IMAGE – 83.3 per cent of respondents agreed that maintaining a positive online image is important. 82.0 per cent said they would think twice about others’ perceptions before posting content on social media. 94.1 per cent said they would exercise caution when posting on social media.

HONESTY, THE BEST POLICY – 89.1 per cent of the respondents stated that they would not post false or inaccurate information in order to portray themselves in a positive light.

Reflecting on the findings, Nurfaizah Faizuwani, one of the students who presented the results, said: “As a youth myself who is active on social media, I agree that most of us want to appear our best online, but there’s no need to be dishonest. Also, I will think twice when posting anything online as I do not want to attract unwanted attention.”

Team mate Galen Tan added on about the significance of the survey: “In the light of news about poor social media impressions managers such as Adelyn Hosehbo, who became infamous for posting about how she slapped her mother, we felt it would be useful to study how the youth today find ways to manage their impressions positively. This survey could also act to support or corroborate future research as well.”

This annual media presentation of youth habits and behaviours was broadly reported by key local media like The Straits Times, Lianhe Zaobao and Channel NewsAsia, and will certainly be a meaningful addition to the resumes of the DMC team when they join the media industry in a few years’ time.
Phua Yong Chuan, who works as a writer for Chinese newspapers and magazines, while doing a part-time degree in Biomedical Engineering at SIM University. However, Yong Chuan has a clear goal to combine these two paths for his future career. He learns more about this SP graduate’s unique approach to realising his dreams.

Phua Yong Chuan graduated from SP’s Diploma in Chemical Process Technology in 2009 in his course’s gold medallist, with a Grade Point Average of 3.94 out of 4.00. This is already impressive in itself, but making his resume even more colourful is how, during his time at SP, he joined the Lianhe Zaobao newspaper on his own initiative as a student journalist. Writing published stories in Chinese became Yong Chuan’s hobby, whereas most poly students would just have joined a CCA instead.

After completing his national service, he joined the paper’s parent company, Singapore Press Holdings, as a freelance reporter and copywriter with the ambition of working there. “A while back, I saw a TV show about the need for more locally-raised Singaporean engineers. A professor on the show mentioned that an engineering graduate can do purely engineering, but also venture into other fields like business. However, a business student cannot delve into the engineering world in the same way.”

Yong Chuan admits that his career and education path would have been different if he had been a business student. “This is the kind of idea which I feel applies to me. I can make use of biomedical and chemistry knowledge I have learned to help me produce more accurate and in-depth stories on science and healthcare. For instance, the type of systematic analysis required in science can certainly aid in journalistic writing skills.”

“Having said that, studies should not be second to it. Commit to self-learning and aim to truly earn the degree in the fullest sense, not just put it there. Put studies on the same priority level as your work, rather than making it second to it.”

With his impressive grades, he could have applied successfully for full-time degree courses in universities locally or abroad. However, he chose to continue with his part-time work at SIM and study part-time for a degree at SIM University instead.

His interest in helping people extends beyond his profession. “One of the reasons I joined the Lianhe Zaobao newspaper was because I could see myself working in a field that matters to me more.”

After getting his degree, he plans to pursue a Master’s degree in Healthcare Administration. “This is the kind of idea which I feel applies to me. I can make use of biomedical and chemistry knowledge I have learned to help me produce more accurate and in-depth stories on science and healthcare. For instance, the type of systematic analysis required in science can certainly aid in journalistic writing skills.”

The quality of education in both theoretical and practical areas, as well as the facilities and environment made studying in SP very conducive and worthwhile,” he says.

“Studying at SIM University has taught me the crucial need for independent learning at the tertiary level. Doing well has secured a lot of self-learning and reading, as well as being resourceful in seeking help and feedback from others. Because of this, I now have more

Another thing that makes people like Yong Chuan an uncommon sight is his fluency in Mandarin. Compared to many youth his age, who have issues even with spoken Mandarin, Yong Chuan found the language a breeze to handle mainly because his parents speak Mandarin and dialects at home, which stimulated his interest to learn Chinese vocabulary and proverbs as a kid. “Watching TV news and reading the papers and magazines probably helped me do better too,” he says.

The quality of education in both theoretical and practical areas, as well as the facilities and environment made studying in SP very conducive and worthwhile.”

To those wishing to pursue their studies while holding a job, Yong Chuan gives this advice: “Have the thirst for knowledge and learning. Commit to self-learning and aim to truly earn the degree in the fullest sense, not just put it there. Put studies on the same priority level as your work, rather than making it second to it.”

Having said that, studies should not be everything. Work hard and play hard, but don’t forget that spending time with your family and potential life partner is also equally important,” says Yong Chuan, who enjoys singing, working out and travelling in his free time.

To learn more about SIM University’s programmes, visit unisim.edu.sg or visit their Open House at 28 February 2013. Preregister for the Open House at unisim.edu.sg/oh.
The unsaid but practised word in the life of an undergraduate at SUTD is “Occupy.” Yes, as in occupying a part of the school and calling it your place! Think Occupy Admiralty in Hong Kong recently but minus the politics, pepper spray and democratic slogans. You see, life in the fairly new university, set up in collaboration with the prestigious Massachusetts Institute of Technology (MIT) and Zhejiang University, is spent huddled up in one classroom. And don’t think of it as a bad thing – the students love it.

“It has become our second home. We eat there, we sleep there,” says Terry who is pursuing his honours degree in Engineering Product Development – one of the four pillars in SUTD. He hopes that when he moves to the sparkling new campus in Changi (near Singapore Expo), this learning space concept will be kept.

Not someone who clearly wanted to be an engineer back in his Ngee Ann Secondary days, Terry only knew he had no qualms with doing engineering at SP, his first choice. He took the Diploma in Aeronautical Engineering (DARE) and did very well with a final GPA of 3.94 to qualify for engineering with the prestigious Massachusetts Institute of Technology (MIT) in Boston, United States to take on some classes under the Independent Activity Period – a time set aside every January dedicated to students’ own endeavours and interests. He could also choose to go for another internship, local or overseas.

“I’m grateful to SP for giving me the very strong foundation in engineering which I could apply in my studies at SUTD.”

Earlier this year, Terry went on a three-month full-year paid immersion programme in Zhejiang University in Hangzhou, a leading university known for its innovation and entrepreneurship, under the Asian Leadership Programme. He spent a month attending classes on industrial design, and another two on an internship with an external company. In between lessons and presentations that were conducted in Mandarin, he had to complete design drawing assignments.

To him, the best part of the trip was learning more of Chinese culture, travelling around the Zhejiang Province (which includes cities like Shanghai, Suzhou and Hangzhou) and mingling with the Chinese there. A group of them even made the trip to Huangshan in Anhui Province, known for its picturesque peak.

“I came back with a different perspective of China. The university invited very good speakers to give lectures. I was impressed by this 70-year-old man who is said to be the founder of industrial design in China. They shared with us their views on technology and engineering. There were also lectures on tea culture, gardens and landscape,” says Terry who is also a recipient of the Asian Leadership Programme Scholarship.

It was during the attachment to the company while in China that he discovered a new passion for health care engineering. The company manufactures surgical tools and he worked on redesigning some of the tools.

“It opened my eyes to a new area of healthcare engineering design that could save lives,” says Terry. “The grander vision is to contribute to the developing countries. I’ve been to Thailand and Vietnam and saw the need in this area. Hopefully, if I go into this field, I could pay it forward in third world countries which are in need of advanced medical tools.”

Next year, Terry will embark on another trip – this time to MIT in Boston, United States to take on some classes under the Independent Activity Period – a time set aside every January dedicated to students’ own endeavours and interests. He could also choose to go for another internship, local or overseas.

“I’m grateful to SP for giving me the very strong foundation in engineering which I could apply in my studies at SUTD,” says Terry, who is all ready to promote the institutions when called upon.

Yes, Terry, we certainly will.
Vettel is on the team. F1 circuit since 2005 and star driver Sebastian Red Bull has had a team on the also gets additional perks as the student ambassador. Besides promoting the brand in SP, Andy House and Poly50, this is all co-ordinated by Bull logo at SP events like CCA Fiesta, Open this is all co-ordinated by Bull instead of choosing to go overseas. Naturally though, when it was time for internship, Andy decided to stick to Red Bull offers him a permanent position, he may take up a business course at NTU. Or if Red Bull offers him a permanent position, he may just grab it. “I’ve had so much fun with the company, and learned a lot from them. I love their culture and the things they do. So if I have the chance, why not!” University can always come a little later,” says the cool-looking dude! The future is of course another upward climb for Andy. After his national service, he plans to take up a business course at NTU. Or if Red Bull offers him a permanent position, he may just grab it. “I’ve had so much fun with the company, and learned a lot from them. I love their culture and the things they do. So if I have the chance, why not!” University can always come a little later,” says the cool-looking dude! The extra cash he brings in as a Red Bull ambassador comes in handy for his other passion - rock climbing. In fact, one of the reasons he picked SP, other than the school having unbeatable accessibility and a strong legacy, is that SP has a Rock Climbers Club! He joined the club from year one and is currently its Vice President. Also, the rock wall in the old SP sports hall was taken down a while back, but only because it was making way for a new 28-metre-high rock wall in the upcoming SP Sports Hub, the tallest in Singapore.

The facility upgrading didn’t stop Andy from climbing upwards. He and fellow SP rock climbers now train at a climbing gym in Mountbatten. Andy has helped to organise Rockmaster, an annual rock climbing competition for the polys and ITE. Over the years, he has also taken part in competitions such as BoulderActive organised by the National University of Singapore, and PumpFest by Nanyang Technological University (NTU). The SP team picked up third overall placing at Rockmaster last year.

Rock climbing aside, Andy picked the DEB course because he wanted a business course that still contains some physics and engineering. His love for the course is proven by the strong GPA grade he has maintained since year one, despite having to fulfil his role as Red Bull ambassador and co-lead a CCA club.

“Through my role as a brand ambassador for a real product, I can better understand how a brand is managed in the real world. Through the experience, all the business fundamentals that I’ve learnt in class have become more meaningful,” says Andy, whose favourite haunts in campus include the ayam penyet stall in Foodcourt 6 and the Main Library.

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From nerd to hipster. That’s the transformation that Joshua Chen went through during his three years here in SP. The final-year Diploma in Media and Communication (DMC) student tells ST why he went through the metamorphosis and how music played a big part in the transformation.

He’s definitely a happier chap now at SP. From day one, he knew DMC was the right fit, because the course entailed a lot of writing. While many kids struggle to hand up a 500-word essay, Joshua could easily churn out an 800-word story on any topic assigned to him. (Editor’s note: Read Joshua’s contribution on “social media no-nos” on page 36).

Nevertheless, Joshua confesses that his first two years here could have been better. “I was looked upon as a strange guy with terrible hair and clothes. I wore almost the same clothes every day. I had an offbeat sense of humour. Some people even found me creepy. Most of the time I would pigeon-hole myself in a corner of the classroom,” he reveals, laughing back at those bad old days.

But don’t get the impression that Joshua has become a party boy. He checks out the club scene mainly to find out what the music rave is right now, avoiding the other trappings of clubbing. Don’t believe it? How else do you think he still manages to secure gigs. You need to have a bigger and likeable personality,” reveals Joshua, who chose to join this club because he thinks it’s cool to be a known DJ, we need to know people well in the club scene, so we can secure gigs. “My friends in SPDJ kept my spirits up during the time when I didn’t have many friends outside. Also, if not for my CCA, I may not have changed that much. To be a known DJ, we need to know people well in the club scene, so we can secure gigs. You need to have a bigger and likeable personality,” reveals Joshua, who chose to join this club because he thinks it’s cool to hang out with like-minded people. True enough, most of his SP buddies are from the club.

While other boys his age were listening to mainstream pop, he digs into UK-centric underground music, especially drum and bass, deep house and a genre called grime. He got a big boost when he won second place at the Live Mix Maestro DJ Competition, which was held at the Velvet Underground, a sister club of the to-be-seen-in Zouk.

A major reason for this push was due to his CCA – the SP Dee Jays club (SPDJ) where students master the art of spinning club music. “My friends in SPDJ kept my spirits up during the time when I didn’t have many friends outside. Also, if not for my CCA, I may not have changed that much. To be a known DJ, we need to know people well in the club scene, so we can secure gigs. You need to have a bigger and likeable personality,” reveals Joshua, who chose to join this club because he thinks it’s cool to hang out with like-minded people. True enough, most of his SP buddies are from the club.

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But there’s a deeper side to Joshua’s journalistic knack, which he says stems from his self-deprecating and satirical sense of humour. He hopes to become a satirical writer one day, making people laugh at themselves with his pieces. He may just become a copywriter too, given his weird sense of humour.

For a student who grew up pigeon-holing himself in a corner of the classroom, “stereotypical hipster” and he takes that as a compliment.

 spooky, funny and personable to others, who are now forthcoming in striking up conversations with him. He was even once labelled a “stereotypical hipster” and he takes that as a compliment. He admitted he didn’t feel good about his image. So during his third year, the introverted Joshua made a deliberate transformation from head to toe, literally. He had a trendy haircut, a wardrobe change and he started cracking cold and silly jokes without fear. He found himself more personable to others, who are now forthcoming in striking up conversations with him. He was even once labelled a “stereotypical hipster” and he takes that as a compliment.

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On the pitch, up the wall or in the water – SP boys and girls showed their mettle in the latest season of POL-ITE Games, an annual sports meet for all polys and ITE. Team SP scored several 1st to 3rd placings with their fearless team spirit. Congrats to all you sporting peeps!

OTHER POL-ITE WINS

**Aquathlon:** Bronze
**Archery:** Silver (Men), Bronze (Women)
**Basketball:** Silver (Women)
**Bowling:** Gold (Women), Bronze (Men)
**Dragonboat:** Gold (Men, Women and Mixed)
**Roadrace:** Silver (Women)
**Table Tennis:** Silver (Men), Bronze (Women)
**Tchoukball:** Gold (Women), Silver (Men)
**Tennis:** Silver (Women)
**Volleyball:** Bronze (Men)

In the Pattern (Form Display) and Sparring (Kyorugi) categories of Taekwondo, Team SP garnered a beautiful basket of four Golds, four Silvers and six Bronzes and an overall 3rd position.

At the SP-organised Rockmaster (rock climbing) event, the Women’s Team clinched the 2nd overall position and snatched an individual Gold, while the Men’s Team came in 3rd overall.

The SP Canoe Sprint teams came in 1st place for the Women’s category, and 2nd for the Men’s.

The SP Water Polo boys secured a Silver.

With renewed zest, our swimmers have finally broken the drought in this very competitive sport. The girls took the Gold while the boys clinched the Bronze.

The girls netted a Silver at the Netball games.

On the pitch, up the wall or in the water – SP boys and girls showed their mettle in the latest season of POL-ITE Games, an annual sports meet for all polys and ITE. Team SP scored several 1st to 3rd placings with their fearless team spirit. Congrats to all you sporting peeps!

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Thirty-four students and recent graduates from SP were bestowed the National Youth Achievement Gold Award (NYAA) from the President of Singapore, Tony Tan, keeping SP as the school with the most number of recipients among the educational institutions for many years running. To achieve this highest accolade, they had to complete five components of the programme within 18 months – Service, Adventurous Journey, Skills, Physical Recreation and Residential Project, which are designed to develop their social, physical and mental skills. Nurridzuan Bin Supardi and Kodi Goh recall their NYAA journeys and how they used their spare time to achieve incredible things.

KODI GOH JIA LING, DIPLOMA IN OPTOMETRY (DOPT), CLASS OF 2013 ALUMNA
Kodi's NYAA experiences included trekking and staying overnight in a jungle during an SP leadership camp, learning how to play the piano, and planning a community service trip to Cambodia to conduct eye examinations for the locals. Now an SP graduate, she's working as an optometrist.

WHAT WAS YOUR MOST UNFORGETTABLE EXPERIENCE?
While I was in Cambodia, I had to travel to rural places to conduct eye examinations for the locals there. Some of them can hardly afford to travel out of their villages, let alone pay to get their eyes checked. Our eyes are our windows to the world, so having good eyesight is extremely vital as it affects the way in which we perceive the world. It was heart breaking when I found out that some of the locals were having their eyes examined for the first time, despite having impaired vision for a prolonged period. One of the eye check-ups was carried out in a floating village and the number of villagers who rowed in with their boats, determined to get a free check-up, was astonishing. It dawned on me how fortunate I was to have accessible healthcare in Singapore. It was an enriching and fulfilling experience as I knew I had made a difference in the lives of many people there just by providing them with a simple eye check-up procedure. When I conduct eye examinations now, I wish for people to have good eyesight instead of just getting them through a routine.

NURRIDZUAN BIN SUPARDI, DIPLOMA IN AEROSPACE ELECTRONICS (DASE), SECOND-YEAR
To earn his Gold Award, Nurridzuan challenged himself to excel in several tasks, including learning how to decorate and ice cakes, picking up touch rugby as a new sport, and helping out at a local home for the elderly.

WHAT WAS YOUR MOST UNFORGETTABLE EXPERIENCE?
Definitely the visit to the old folks' home. It was extremely heart breaking to learn that most of the senior citizens there were abandoned by their children. Despite having a shelter to live under, most of them still craved for their children's attention. I remember vividly the tears shed by them when they reminisced about their children. I tried my best to cheer them up after lending a listening ear. It was gratifying when I saw the wide grins on their faces. This came as a surprise to me but I felt happier when I made the effort to help others out.

WHAT HAVE YOU LEARNT FROM YOUR NYAA JOURNEY?
NYAA has taught me determination. It was not an easy task to complete five sections in a short period of time as I had to manage between my commitments in school and the programme. But if you have the power to persist, it’s not impossible.
We Were The ASEAN Government (For 4 Days)

In the world’s top 10 Google searches of 2014, comedian Robin Williams and the World Cup come in first and second place, above Ebola (third) and Malaysia Airlines (fourth). Flappy Bird comes in at sixth, above ISIS at eighth. Some might say that the world, and especially its youth, tends to place its entertainment above serious world issues as a priority. Can youth make more room in their day for caring about global matters? Organising committee members of the recent Youth Model ASEAN Conference (YMAC) Glen Chua and Shane Soh feel that there’re plenty of good reasons for them to start.

The Youth Model ASEAN Conference (YMAC), inaugurated three years ago, aims to strengthen international relations and promote regional cooperation through the ASEAN (Association of Southeast Asian Nations) youth community. This is the first time that YMAC sees participation from all 10 ASEAN countries. Throughout the four-day conference, close to 200 youths assumed the roles of diplomats, exploring ideas on how ASEAN nations could deal with economic, environmental, security, social and cultural issues together. YMAC is jointly organised by the five polytechnics, with SP taking the lead and hosting the event. Shane was the conference’s Secretary General who facilitated the conference proceedings and dialogue sessions. Glen was the Committee Chairperson for Education whose role included chairing debate sessions on the issue of ASEAN education for the poor.

Economic Community by 2015. It is interesting to see how the economies in the region will come together and integrate. The development will see an increased flow of goods and services between the nations, as well as strengthened cooperation. Such a development not only impacts big businesses, it also has the potential to better an individual person’s life with new opportunities.

GLEN: The socioeconomic inequalities facing the entire region. In many ASEAN countries, the poor are very poor and the rich are very rich, either in financial terms or other factors like educational opportunities. According to the Human Development Report 2014, out of the 10 ASEAN countries, five of them are either on par, or below the regional average of 7.24 years of education per person, one of the lowest being approximately four years (Myanmar). Also, according to the report, four out of the 10 countries have primary school dropout rates higher than that of the calculated average of 1.4 per cent in the region.

IF THERE WAS ONLY ONE KEY ASEAN DEVELOPMENT OR PROBLEM THAT YOU COULD TELL OTHERS ABOUT, WHAT WOULD IT BE?

SHANE: The setting up of an ASEAN

WHAT WAS THE MOST INTERESTING THING YOU LEARNT ABOUT THE PARTICIPANTS FROM OTHER COUNTRIES?

SHANE: I learnt that some of the delegates worked very hard for the opportunity to be part of this conference. Some had to go through rounds of interviews, competitions even, to represent their country at YMAC. It showed me that a lot of them had the passion and grit to fight for opportunities to learn and excel.

GLEN: Their confidence. Some of the delegates really strike me as very confident, in terms of delivery of their speeches and their knowledge about the issues. Yet, behind that confidence is humility. They are still willing to learn even more about the issues and the region, beyond what they already know.

SHANE: What was the most challenging part about organising YMAC?

GLEN: Putting all our many ideas and plans together to make the event memorable for all. With almost 200 participants from all 10 ASEAN countries, the scale (and difficulty) of this year’s YMAC is bigger than ever. Being part of the team taught me to think on my feet, and have initiative in seeking out and fixing problems. That being said, the majority of credit goes to our student organising committee and lecturer advisors who have worked tirelessly for this conference.

GLEN: What would you say to encourage people to be a part of YMAC next year?

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We all love wearing our hearts on our sleeves – we share everything we eat, drink, wear, and think with our friends on the Internet. Here’s how not to tick them all off. Alternatively, if you are lucky enough to have very tolerant friends, here’s how to avoid having things about yourself to cringe at 10 years in the future.

We are more socially conscious these days, thanks to the Internet – it would be very hard, in fact, to find someone our age who doesn’t care about issues that affect us all.

Sure, it’s great that we all want to make the world a better place, but poverty, animal abuse, child abuse, war, Joseph Kony, Ebola, AIDS, cancer and sexism aren’t going to disappear just because you’ve changed your Facebook display picture!

Gee, nobody knows. Did your fourth cousin offend you? Who did?! Did it matter? Probably not...

Got a problem with someone? Here’s a great idea: take it up with them, instead of going all passive-aggressive on us! Or, at least, keep the grumbling within your inner circle. Nobody wins when you make nasty posts directed at that unfortunate “someone” who “should know who they are”.

Doing this is a surefire way to set tongues wagging, and you might just end up coming across as being either a jerk or mentally ill.

So why not trade in your self-portrait and pick up painting on a canvas (even if you end up making a mess). Or stop writing that anger-filled Facebook status and go get some perspective from a friend and then work it out with the party who you feel wronged you. Finally, if you want to work for a cause, skip the tweeting and go straight into getting your hands dirty. (You could start by tying out an SP Go Serve trip. #justsayin’)

No, your friends don’t want to play Pirate Kings. They probably don’t want to help you with your Candy Crush energy problem either – if they did, you probably wouldn’t need to send these crummy invites out in the first place. I’m not sure about you, but I experience a deep, sinking feeling whenever I open Facebook and see a huge bunch of notifications, before discovering that they’re ALL invitations to play games I don’t care about.

STOP PLAYING GAMES. WELL, NOT WITH MY FEED, AT LEAST.

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Thinking about it, though, a fewer amount of notifications means more time for productive reading. In fact, a study done in the UK found that after the first 10 to 40 minutes of productive reading there’s a decent chance you’ll derail into some frivolous activity. Maybe we shouldn’t let a hand phone stop us from facing life’s challenges and accomplishing bigger and better things.

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Sure, it’s great that we all want to make the world a better place, but poverty, animal abuse, child abuse, war, Joseph Kony, Ebola, AIDS, cancer and sexism aren’t going to disappear just because you’ve changed your Facebook display picture!
Chinese New Year (CNY) falls on the first day of the first lunar month and it is celebrated with pomp and splendour until the fifteenth day of the month. It is a festival blazing with colours and aggrandised with sheer ebullience. But do youth today consider its many traditions timeless, or musty and caked with dust, ready to be swept away? Students from the Diploma in Media and Communication (DMC) give their views.

AVOID SHOWERING ON NEW YEAR’S EVE
It is considered inauspicious to have a shower on the eve of CNY as it will wash away all the good luck that has been bestowed upon a person. Gym junkies building up powerful volumes of “sweat-and-sour” aroma after a workout would be challenged by this. Just a heads-up, avoid activities that will make you perspire excessively as you do not want to be ostracised on this joyous occasion. “This is one tradition I’ll make a pass on,” says final-year student Chrystal Hooi. “It’s just too hot in Singapore, so I’d keep showering daily for hygiene purposes, of course.”

SPRING CLEANING
Cleaning the entire home is always a top priority to usher in the Chinese New Year in a prosperous way. This springing up of the home is done because of the belief that it will sweep away any bad luck that has piled up over the past year. Every nook and cranny of the house has to be spotless and this requires the effort of every family member in the household. There is no way to turn a deaf ear to mom’s plea to make the bed and empty the trash bag like what you might do on every other day. However, sweeping the floor on the first three days of the festival is usually avoided for fear that good fortunes will be “swept away.” As much as I dread the spring cleaning, it really is essential as it makes you go through all the things you have piled on and stored for the past year and lets you re-evaluate what your priorities are and start afresh for the new year,” says final-year student Dion Chan.

REUNION DINNER
The dinner on the eve of CNY (commonly known as “reunion dinner”) is a lavish feast that gathers family members together to renew family ties. Sumptuous meals are prepared in abundance. Many of the dishes are indispensable as they signify auspicious meanings. “I always happily anticipate the reunion dinner as it is a great opportunity to catch up with extended family members while having a nice meal together. My personal favourite is whatever fish dish is served. It is ubiquitous on every dining table as the word fish sounds like ‘abundance’ in Chinese and having the dish means you would have abundance in the years to come. It is really interesting to know that each dish has a significant meaning,” Dion adds.

ADORN ANYTHING RED
Legend has it that the liberal use of the colour red would scare away Nian (it’s pronounced “Nyan”, like Nyan Cat). Nian is a fearsome beast who had the head of a lion and the body of a bull and once dwelled on a mountain long ago. On the first day of every year, he would awaken and descend upon the village, eating all the crops, livestock and even children. Villagers lived in extreme fear but they finally found a way to ward off the beast—the colour red! The beast ran for its life when it stumbled across the colour, which frightened it. The tradition of wearing red has since been kept alive to frighten the lurking Nian. Besides, the colour red symbolises good fortune and happiness. It is always such a pleasing sight to see families donned in red on the bright morning of CNY. “I would try to wear red on the first day of the New Year but even when I am not, I would carry oranges in red bags with embroidery on top so that I would always have the colour red with me,” says final-year student Pearl Tan.

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Legend has it that the liberal use of the colour red would scare away Nian (it’s pronounced “Nyan”, like Nyan Cat). Nian is a fearsome beast who had the head of a lion and the body of a bull and once dwelled on a mountain long ago. On the first day of every year, he would awaken and descend upon the village, eating all the crops, livestock and even children. Villagers lived in extreme fear but they finally found a way to ward off the beast—the colour red! The beast ran for its life when it stumbled across the colour, which frightened it. The tradition of wearing red has since been kept alive to frighten the lurking Nian. Besides, the colour red symbolises good fortune and happiness. It is always such a pleasing sight to see families donned in red on the bright morning of CNY. “I would try to wear red on the first day of the New Year but even when I am not, I would carry oranges in red bags with embroidery on top so that I would always have the colour red with me,” says final-year student Pearl Tan.

AVOID SHOWERS
Avoiding showers on New Year’s Eve is considered inauspicious as it will wash away all the good luck that has been bestowed upon a person. Gym junkies building up powerful volumes of “sweat-and-sour” aroma after a workout would be challenged by this. Just a heads-up, avoid activities that will make you perspire excessively as you do not want to be ostracised on this joyous occasion. “This is one tradition I’ll make a pass on,” says final-year student Chrystal Hooi. “It’s just too hot in Singapore, so I’d keep showering daily for hygiene purposes, of course.”

AVOID SWEEPING
Cleaning the entire home is always a top priority to usher in the Chinese New Year in a prosperous way. This springing up of the home is done because of the belief that it will sweep away any bad luck that has piled up over the past year. Every nook and cranny of the house has to be spotless and this requires the effort of every family member in the household. There is no way to turn a deaf ear to mom’s plea to make the bed and empty the trash bag like what you might do on every other day. However, sweeping the floor on the first three days of the festival is usually avoided for fear that good fortunes will be “swept away.” As much as I dread the spring cleaning, it really is essential as it makes you go through all the things you have piled on and stored for the past year and lets you re-evaluate what your priorities are and start afresh for the new year,” says final-year student Dion Chan.
Time quietly moulds us with a soft touch every day, carving the finest of wrinkles on our faces. Lose track of it, or live too quiet a life, and time carries you away against your will. Be bold, sing out loud and dare to dance once in a while, and you can not only seize time by the arm, but also create a timeless moment for all to enjoy.

“Timeless” was the theme of this year’s Arts Fiesta, where SP students worked hard to put on a month-long arts extravaganza. Using their (already considerable) talents honed by months of practice, they mystified and enthralled audiences with music performances, plays, dance concerts and magic shows. The performances paid tribute to past traditions, featured timeless music classics, or told stories involving journeys back in time. There were also beatboxing, dance and face painting workshops as well to introduce participants to art forms that have lasted through the ages.

With a total of 13 performances, of which five were sold-out, this year is the Arts Fiesta’s biggest showing to date and a proven point that SP indeed has talent, and loads of it. SP’er brings you photos of the timeless and joyous celebrations of art.

- From Screens To Dreams II by SP Chinese Orchestra at the School of the Arts Concert Hall.
- Timeless by SP Magicians at the SP Auditorium.
- Carpe Diem (Viva La Guitar 2) by SP Guitarists at the SP Auditorium.
- Dance Workshop at Moberly Block.
- Sarmapanam 2014: Vidai – The Search For An Answer by SP Indian Cultural Society at the SP Convention Centre.
- Classical Renaissance XV by SP String Ensemble at the School of the Arts Concert Hall.
- From Screams To Dreams II by SP Indian Cultural Society at the SP Convention Centre.
- SPirit: Back To The Future (A Cappella Night III) by SP Vocal Talents at the SP Auditorium.
- Timeless by SP Magicians at the SP Auditorium.
- Anna – The Truth Unfolds (Waves 19) by Strictly Dance Zone at the Kallang Theatre.
- Timeless by SP Magicians at the SP Auditorium.
- Annapurna 2018: Rides – The Search For An Answer by SP Indian Cultural Society at the SP Convention Centre.
- Dance Workshop at Moberly Block.
- Classical Renaissance XV by SP String Ensemble at the School of the Arts Concert Hall.
Skills Future

For The Future

SkillsMastery

Have you heard of ‘SkillsFuture’? In a nutshell, SkillsFuture is about becoming an advanced economy. This isn’t just a competitive economy, but one where every Singaporean can develop themselves to their fullest potential and achieve their aspirations in life. It is a journey to help everyone develop the skills relevant to the future and build a future based on mastery in every job.

Currently, there are multiple educational pathways that cater to the different strengths and interests of our students. As the economy evolves and industries become more dynamic and complex, the demand for a wider range of skills, competencies and expertise will increase and new skills and competencies are required to adapt and succeed.

As we enter the next chapter of our nation’s development, we need to move towards mastering skills that are relevant for the future, and provide opportunities for Singaporeans to develop themselves.

To prepare and empower Polytechnic and ITE graduates to thrive in the economy of the future, the Applied Study in Polytechnics and ITE Review (ASPIRE) Committee was formed to review and recommend enhancements to the applied education model at the Polytechnics and ITE. The Committee looked at enhancing career and academic progression prospects for Polytechnic and ITE graduates through the strengthening of industry ties to provide work-relevant training for students, enhanced educational and career guidance, and pursuit of industrial research, innovation and enterprise activities that support the aspirations of these graduates.

Taking key ASPIRE recommendations forward, a newly-formed SkillsFuture Council chaired by Deputy Prime Minister Tharman Shanmugaratnam will drive national efforts to develop an integrated system of education, training and career progression for all Singaporeans, provide industry support for individuals to advance based on skills, and foster a culture of lifelong learning.

Some of the Council’s initiatives include:

- Development of a full system of education and career guidance to help individuals make more-informed choices in education, training and their careers, starting from educational counselling in schools and extending throughout a person’s working life.
- The implementation of sector-focused frameworks for skill advancement and career development, starting with a few key sectors in 2015. The effort will involve close collaboration with leading firms, including SMEs, in each sector.
- Launch of Place and Train programmes in several sectors from mid-2015. The Retail, F&B, Logistics and Food Manufacturing sectors will be among these early sectors. A package of support measures for employees that participate in SkillsFuture Place and Train programmes targeted at fresh polytechnic/ITE graduates is being finalised.
- The polytechnics will pilot enhancements to internships in selected sectors, such as Early Childhood Education, Hospitality, Retail, Construction and Marine and Offshore Engineering, in 2015.

If you have plans to join the polytechnics after your ‘O’ levels, rest assured that the three-year journey will equip you with the best skills applicable to the industry you want to join. Whether you want to be an engineer or a designer, you are ready. And even if you want to continue with further studies after a few years of working or immediately after poly, these options will remain open for you.

- Diploma in Media and Communication student Jovy Sim is gaining considerable working experience at Golin (Singapore branch), one of the four big public relations companies in the world. Go to pg 40 to read more about her internship.
As clichéd as it may sound, beauty indeed lies in the eyes of the beholder. To the lens men behind these photos, these are the moments of beauty in the place that they work and study. Among the submissions to the My Special SP Photography Contest, these are the winning photos, five each from the student and staff categories respectively.

What are your SP memories? Share your story with photos at My SP Memories Portal (myspmemories.sp.edu.sg).

**Nur Humaira Bte Johari**, Technical Support Officer, Dept for Technology, Innovation and Enterprise
**TITLE:** Dance Along Corridor

Beautiful twirl by a beautiful friend of mine, Amirah. I miss her and everyone else whom I spent my SP years as a student with.

**Benedict Cho**, Senior Lecturer, SP Business School (SB)
**TITLE:** We made it @ SB!

As part of a bonding activity, SB staff and students joined hands to successfully set the Singapore Book of Records for the Largest Human Formation of an Orange Circle.

**Ngar Huat Loon Bin Shahni**, Technical Support Officer, Dept for Technology, Innovation and Enterprise
**TITLE:** Jump of Success

Diploma in Environmental Management & Water Technology students hand-in-hand, studying and working together as a team to achieve a common goal – success in academics and in life through a pioneer tertiary institution that has established itself for the past 60 years.

**Colin Huang Ruobin**, Diploma in Creative Writing for TV & New Media
**TITLE:** The best expression

One single image to capture the fun we were having!

**Shahrul Kamal Bin Shahni**, Technical Support Officer, School of Architecture & the Built Environment
**TITLE:** The Red Bridge

This unique bridge has been known as both a ‘love’ bridge and a ‘haunted’ bridge.

**Phua Kia Yi**, Diploma in Banking & Finance
**TITLE:** Gaia Terrace Jump

This Special place is behind the Hilltop Library, a quiet and yet undeniably the best place to hang out and to just let it all go! It’s a gift from Nature that not many are aware of – Gaia Terrace. The plants, the wildlife that burrow under the soil of this terrace and the company of friends – this is the beauty of SP.

**Elijah Xu Qi En**, Diploma in Maritime Business
**TITLE:** Snow

Team SMA at Vivaldi Ski Resort in South Korea, firing snowballs at our dearest photographer Elijah. This was a really significant moment as, for almost all of us on this team, it was our first time touching snow. Therefore, our SPecial food in this case … SNOW. Yes, it was tasteless and it was freezing and it was all over the place, from the sky! – Angela Ong Shu Hue (Photo taken during the educational visit to Chung-Ang University, South Korea in Dec 2013).

**Ng Choe Teng**, Lecturer, School of Communication, Arts & Social Sciences
**TITLE:** Pitching a Good Concept

Taken during Diploma in Creative Writing for TV & New Media’s Final Year Project Pitch to industry producers; a group of final-year students are enjoying themselves watching another team present their TV concept to the panel.

**Jonathan Alex Ng Jian Wei**, Diploma in Mechanical Engineering
**TITLE:** Moberly

It is my favourite place in SP as it was the very first place I hung out with my Direct Polytechnic Admission (DPA) group mates afterwards! Dec 2013.

**Atika Alisa Bte Mahat**, Diploma in Visual Communication & Media Design
**TITLE:** Euphoria

This photo of my course mate, Rance Ho, reminds me of the great times I spent together with my Diploma in Visual Communication & Media Design course friends during this bonding trip to Tioman Island in Malaysia.

**Neelesh Bhatia**, Senior Lecturer, School of Digital Media & Infocomm Technology
**TITLE:** The Red Bridge

This unique bridge has been known as both a ‘love’ bridge and a ‘haunted’ bridge.

**Jonathan Alex Ng Jian Wei**, Diploma in Mechanical Engineering
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