DESIGN FORTHE DIGITAL FUTURE

DIGITAL MEDIA DESIGN - CREATIVE TECHNOLOGY

EMPOW- ERING INNOVA- TIVE INVEN- TIONS

Technological evolution changes the way we live, work, learn and play. As the world continues to embrace virtual mediums, digital media is more relevant than ever; encompassing communication through visual and virtual means while allowing the exchange of ideas and information through compelling media.

Digital Media Design combines the aspects of art, communications, business and technology in an array of specialisations that include web and app development, motion graphics, video game design, video, audio, animation, photography, publishing, branding & marketing, and business information systems. The opportunities are endless in digital media as it rises as the game changer of the present and be prevalent in the future.

EXPERIENTIAL DESIGN

DESIGNING FOR CONNECTION TO SELF, OTHERS AND NATURE

Experiential design (ExD) is the art of combining interactive storytelling with environmental design to create meaningful and engaging experiences. It connects people to places by a combination of audio, visual, physical space and technology. There are several techniques and counting to experiential design, such as – video installations, video mapping, augmented reality (AR), virtual reality (VR), interactive, holographic installations and immersive environments.

Media technology changes the way we perceive the physical world. Experiential design creates a cohesive experience far beyond what traditional art and media can provide. It focuses on building a temporary or permanent environment specifically for conveying a message, establishing experiences, arousing feelings and engaging the senses. As civilization grow and seek more from their surroundings, the goals of design evolve from purely aesthetic ones to more experiential ones.
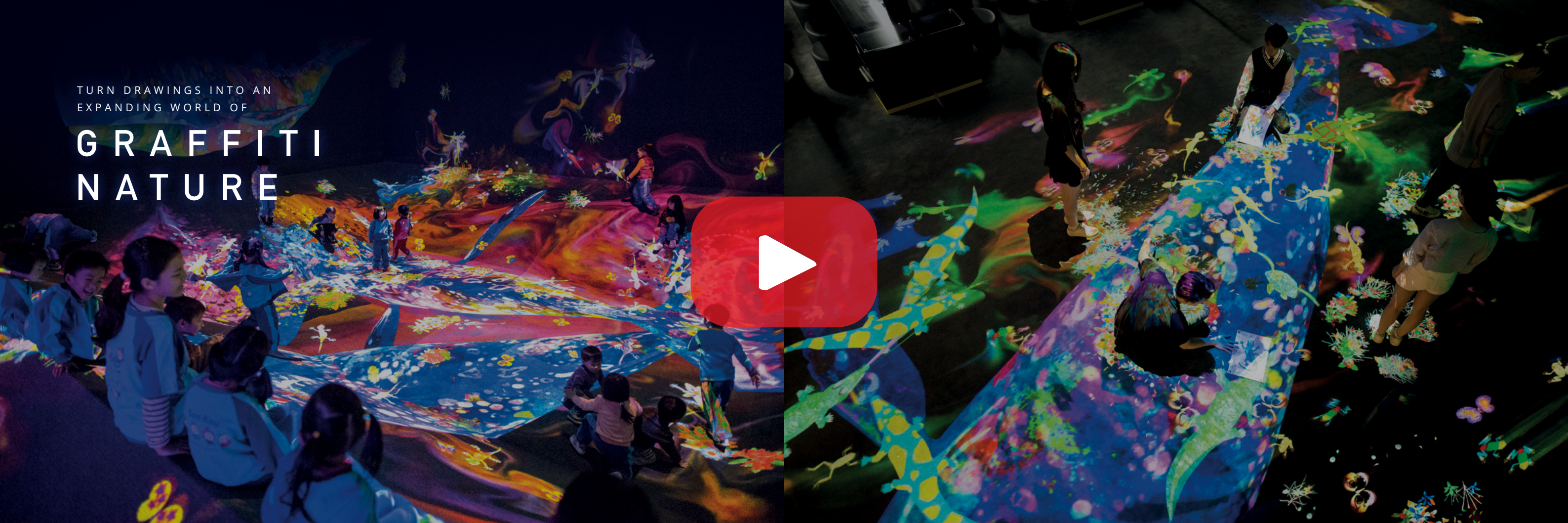
This work was produced by Danny Rose Studio and Culturespaces (France)

TURN DRAWINGS INTO AN EXPANDING WORLD OF

GRAFFITI NATURE

GRAFFITI NATURE

teamLab is an internationally acclaimed art collective of interdisciplinary specialists who navigate the confluence of art, science, technology and the natural world. teamLab seeks to transcend the boundaries of human perception by exploring new relationships between people and the world through art, relating that everything exists in a long, fragile yet miraculous, borderless continuity of life.

Graffiti Nature is an interactive digital installation created by its visitors. The more animals and flowers that they draw and colour, the more this world of nature expands around them. It is estimated that 8.7 million species live on Earth, but in reality the numbers are simply uncountable. This installation replicates the ecosystem to educate on biodiversity and how each living thing plays a specific role to maintain a balance, which can be tipped due to climate change or human intervention. By creating a single ecosystem with others, participants gain a greater understanding of the continuity that exists between themselves and others, and between themselves and the world.


This work was produced by teamLab, *Graffiti Nature* © teamLab

MESMERIZING OPTICAL ILLUSIONS

SUPERREAL

Moment Factory collaborated with Cipriani to imagine a digital art experience that would light up Cipriani 25 Broadway, a Neo-Renaissance architectural masterpiece. SuperReal is an immersive multimedia art experience that blurs the lines between the real and the surreal, taking visitors on a 45-minute journey through a series of virtual realms that are nonsensical, grandiose and mesmerizing.

Merging 360° projection mapping, interactive visuals, lighting, scenography and immersive sound to create an experience that would delight the senses, the 12,000-square-foot grand hall is digitally transformed into a playful exploration of art and new technology.
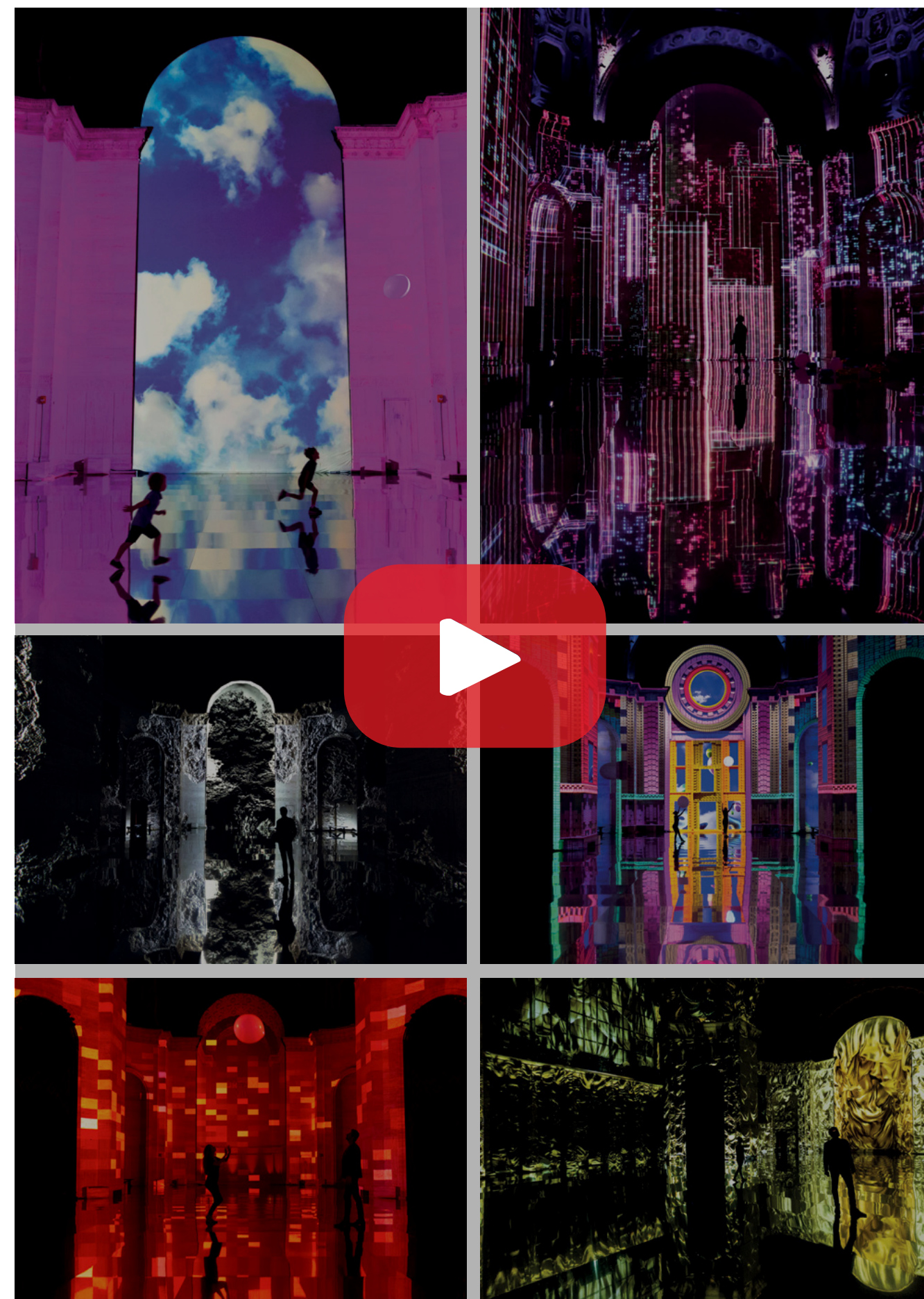
This work was produced by Moment Factory (Canada)

CROWD'S DRUMMING

THE LIGHTWAVES

THE LIGHTWAVES

The installation consists of 15 drums triggering the waves of light traveling towards a 3-metre helium-filled sphere floating above the area. The audience was invited to drum collectively together to create an audio-visual spectacle – the intensity of which depended on the speed and power of the drumming. It fulfilled the main goal of creating interactive art experience in which the audience can actively participate in the event rather than just passively enjoying the music, gathering and playing together.

AN IMMERSIVE DIGITAL
EXHIBITION OF

VAN GOGH'S ARTWORK
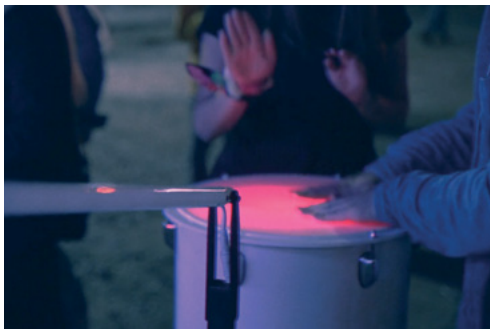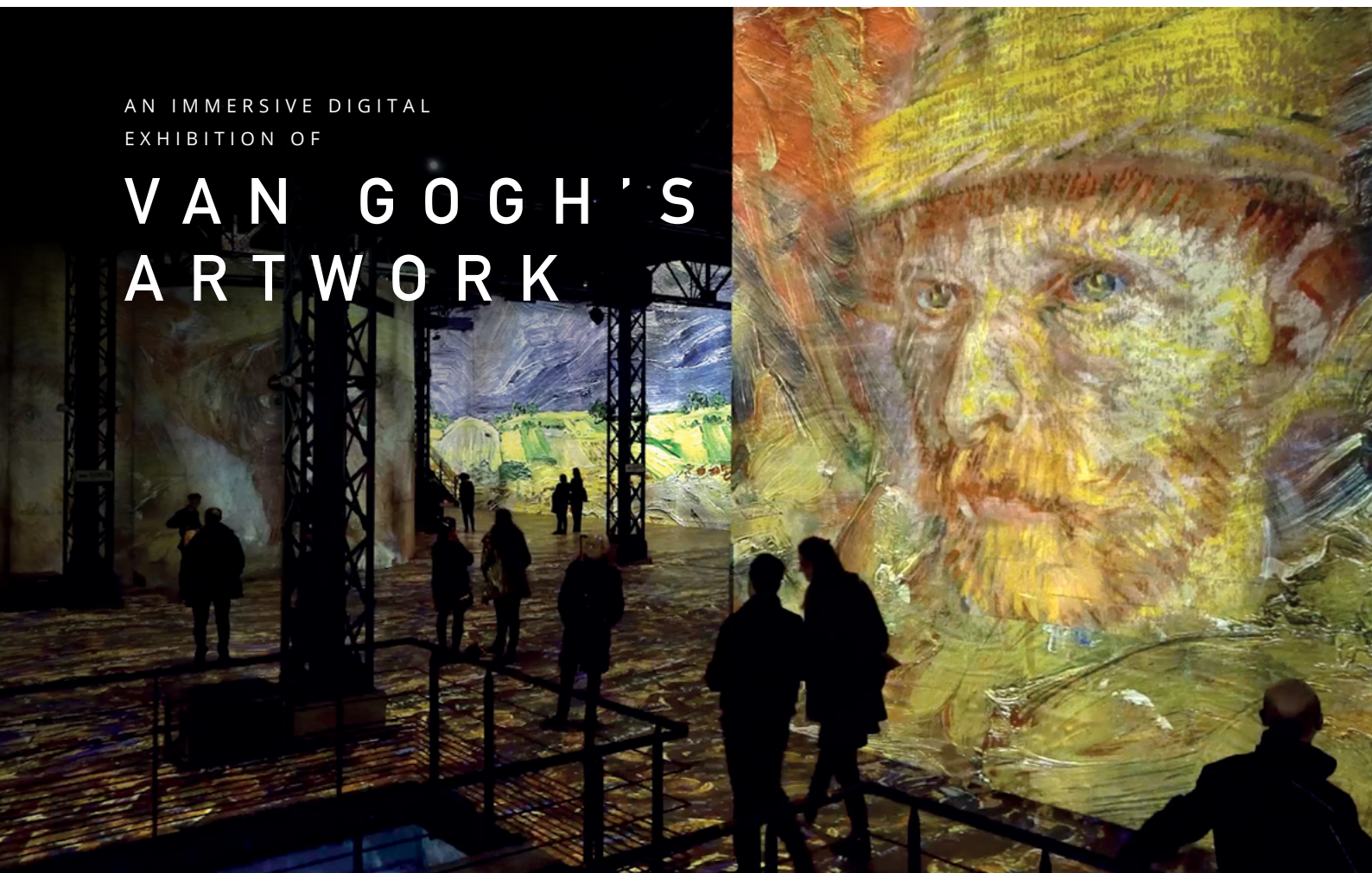
VAN GOGH, STARRY NIGHT

The digital exhibition in the Atelier des Lumières immerses visitors in the paintings of Vincent van Gogh (1853–1890), a genius who transformed painting but was not recognised during his lifetime.

Projected on all surfaces of the Atelier, this production retraces the intense life of the artist, who, during the last 10 years of his life painted more than 2,000 pictures now in collections around the world.

Produced by Culturespaces and directed by Gianfranco Iannuzzi, Renato Gatto and Massimiliano Siccardi, this visual and musical work highlights the chromatic richness of his palette, as well as the potency of his drawings and his use of impasto.
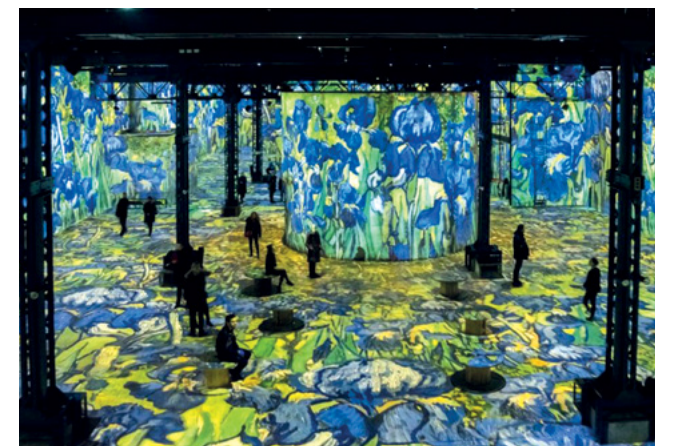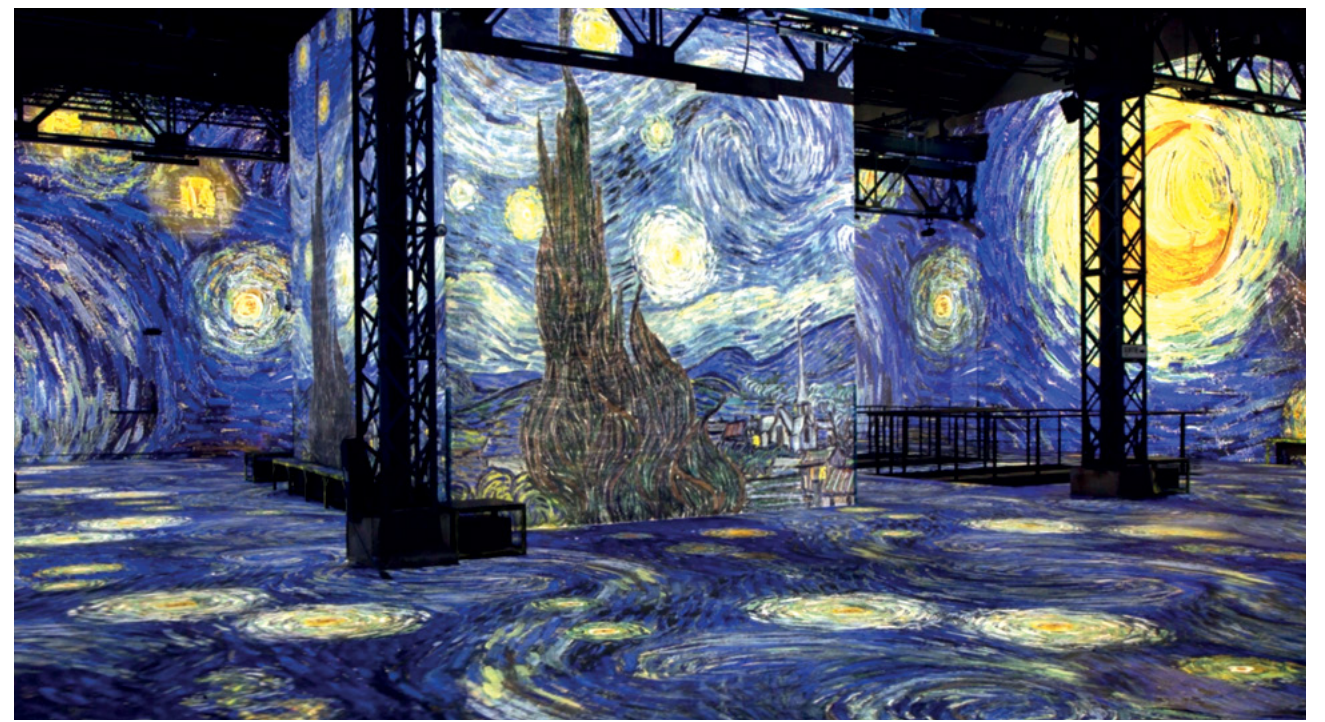
This work was produced by Culturespaces, created by Gianfranco Iannuzzi, Renato Gatto and Massimiliano Siccardi; with the musical collaboration of Luca Longobardi (France)

EXPLORE POTENTIAL FUTURES WITH LARGE-SCALE SPATIAL DESIGNS USING

ANALOGUE & DIGITAL MEDIA

FUTURIUM PERMANENT EXHIBITION

At Futurium, a 3,000-square-metre fluid permanent exhibition invites visitors to explore potential futures from different areas of life. Its mix of analogue and digital media makes complex information and competing ideas of the future easily accessible. The exhibition showcases everyday topics from visitors' lives: food, health, energy, work and urban living. Large-scale spatial designs concepts create three "thinking spaces" – humans, nature and technology; each dramatically different in mode and atmosphere. The initial topics will be modified and expanded gradually to cater to the variety of possible futures.
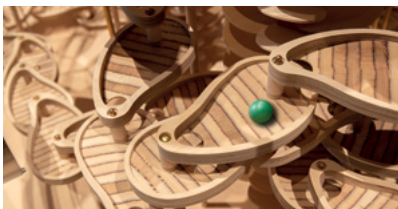
"Thinking Space: Humans" deals with the question of how we can positively influence our future through behavioural changes.

"Thinking Space: Nature" presents different approaches to how people can live in closer harmony with nature and learn from the natural world.

"Thinking Space: Technology" investigates the future-shaping potential offered by new technologies and features cutting-edge digital media such as an augmented reality app.
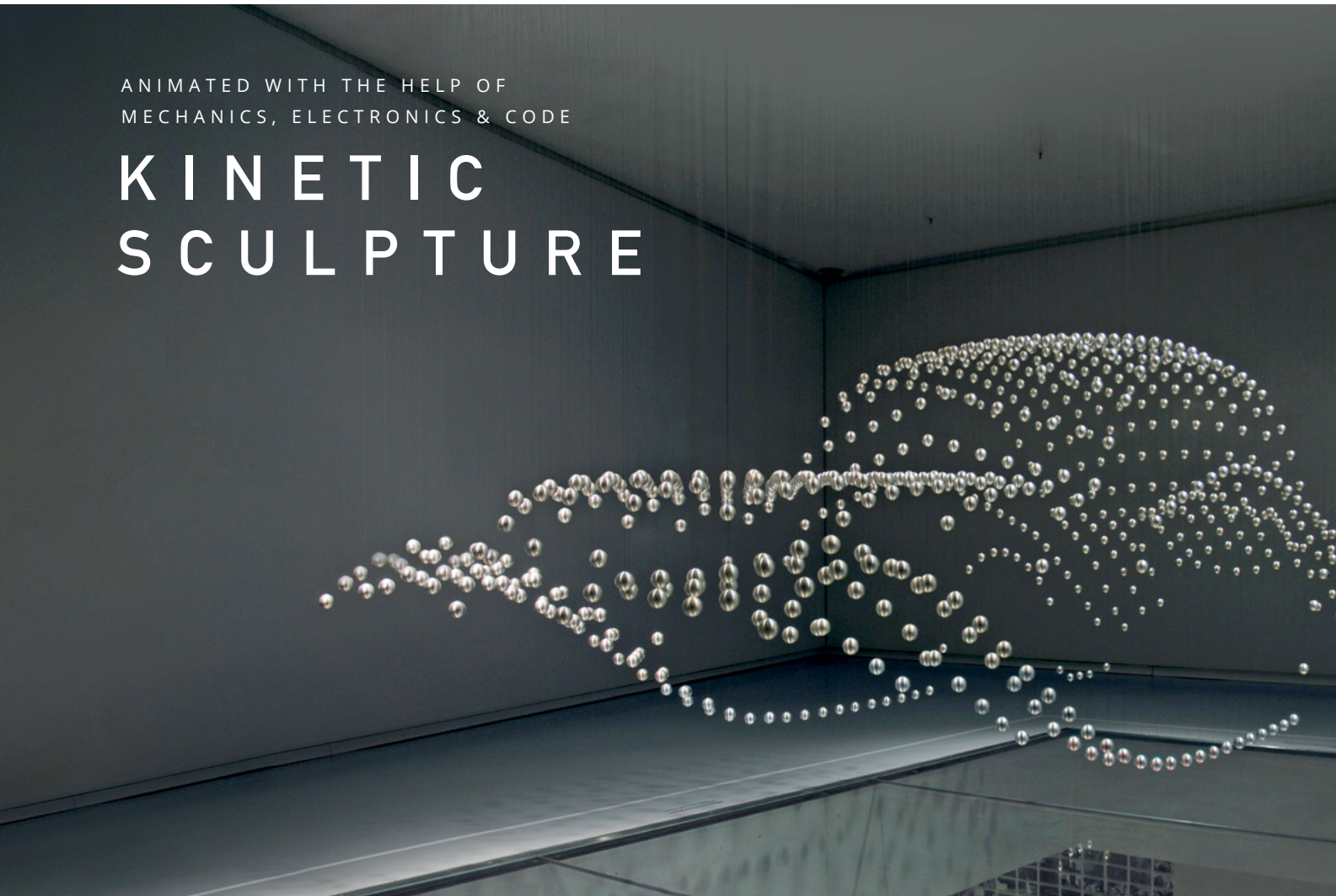

A "token-wristband" can be used at media stations to evaluate visions of the future and collect information on individual topics.

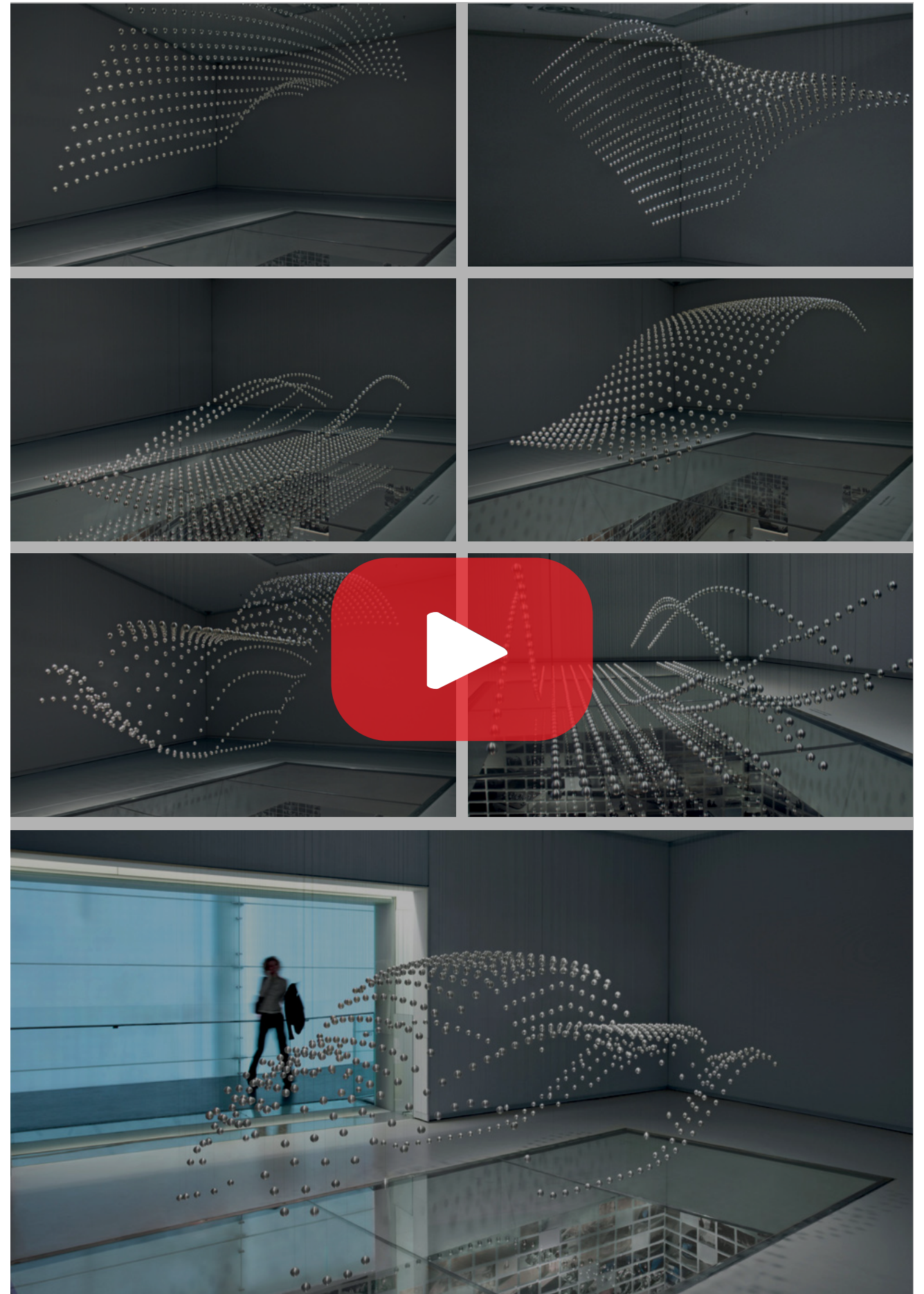This work was produced by ART+COM Studios (Germany)

KINETIC
SCULPTURE

THE SHAPES OF
THINGS TO COME

In the BMW Museum, Munich, 714 metal spheres are suspended from the ceiling on thin steel wires and animated with the help of mechanics, electronics and code. The theme of the installation is the form-finding process in car design, which is performed in a 7-minute choreographed sequence.

The installation begins from a chaotic state with no form and gradually the spheres move to loosely form the contours of the vehicle. In the following sequence, a succession of competing forms intersects with one another to make the final shape.
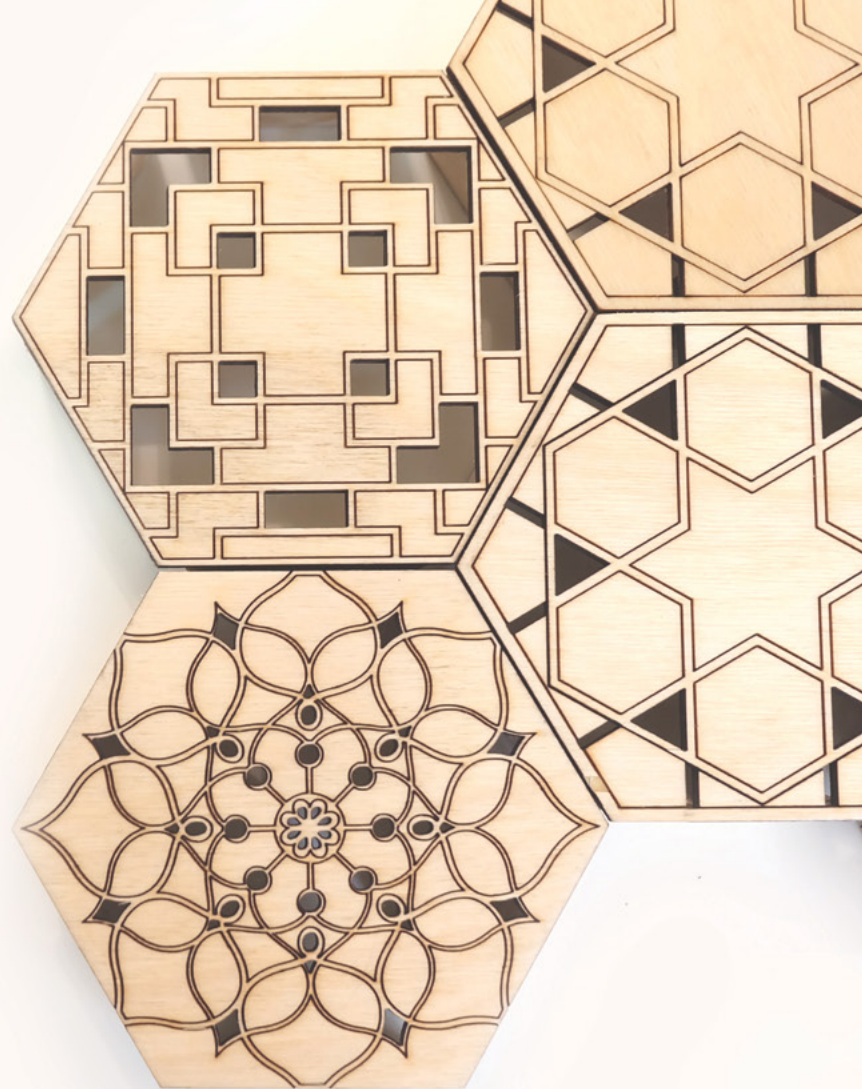

This work was produced by ART+COM Studios (Germany)

⋀⋀OOD TILE

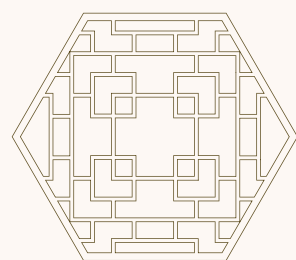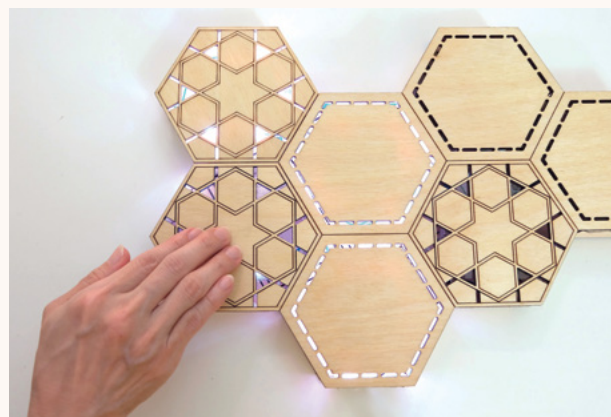CUSTOMISABLE LIGHT TILES THAT
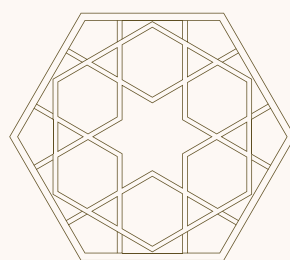BRING YOUR INTERIOR TO LIFE

REACTIVE
WALL
LIGHTS

MOOD TILE

Mood Tile is an interactive wall accent piece that invokes exploration by making use of our tendency to touch beautiful objects. When touched, each tile 'breathes' a gentle glow, and some will produce a collective response with other tiles. Certain tiles are unique in that they also produce sounds. The piece is best experienced in a dim and quiet environment, encouraging users to experience being in-the-moment.
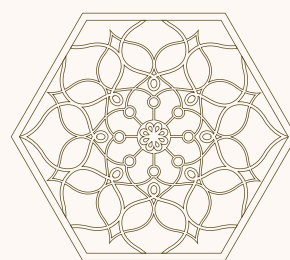
The design adapted cultural elements of Malaysia's three major ethnic groups (Malay, Chinese, Indian) for three of the four tile designs, with the last being a 'blank' design to allow for composition space.
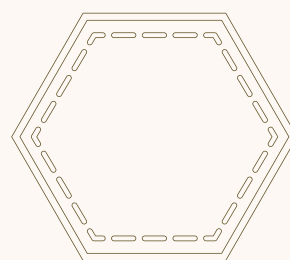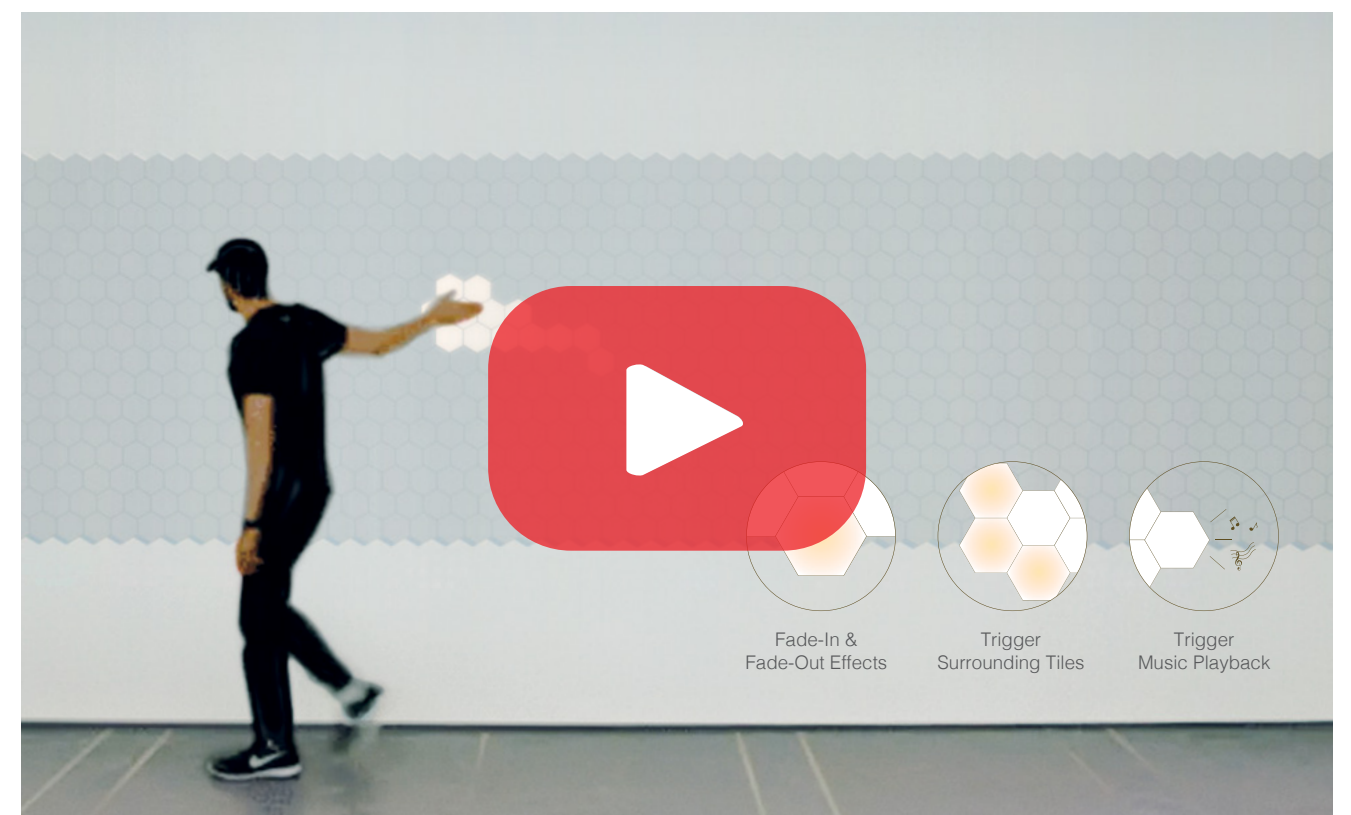
Chinese

Malay

Indian

Plain

Fade-In &
Fade-Out Effects

Trigger
Surrounding Tiles

Trigger
Music Playback

This work was produced by Phon Wei Xing

EXPLORE THE WORLD
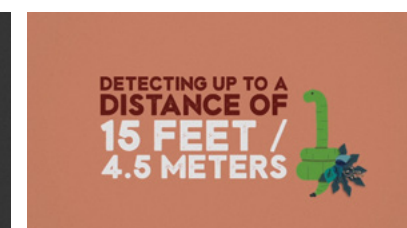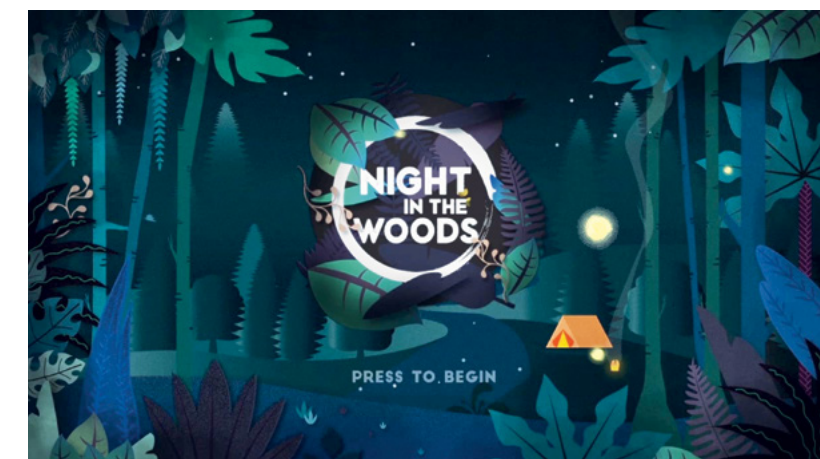FROM THE VISIONS OF

NOCTURNAL
ANIMALS

NIGHT IN THE WOODS

The nocturnal world has always been left in the dark
and paid less mind to amongst others in the animal
kingdom. Night in the Woods is a creative project
that sets up an interactive environment which
incites the audience to immerse themselves in the
installation as if they are exploring the night forest.

The project revolves around the idea of
understanding nocturnal animals and their
visions by adopting their point of view,
allowing the audience to discover the
differences between how humans look at
the world and how nocturnal animals do.

The installation consists of a specially
crafted "flashlight" and an interactive
wall of simulated night forest. Using
the flashlight provided, the audience's
mission is to look for hidden nocturnal
animals and then visualise the forest
through the eyes of the animal.

NIGHT IN THE WOODS
PRESS TO BEGIN

HOW TO NAVIGATE

HOLD FLASHLIGHT AND POINT TOWARDS THE SCREEN

MOVE FLASHLIGHT TO LOOK FOR ANIMALS

PRESS BUTTON WHEN ANIMAL IS FOUND WHILE POINTING TO IT

PRESS TO PROCEED

RACCOONS EYES
SEEM TO GLOW IN RED
DURING THE DARK

DURING THE NIGHT
OWLS SEE
THE WORLD IN A MAGICAL
NIGHT VISION

DETECTING UP TO A
DISTANCE OF
15 FEET /
4.5 METERS

This work was produced by Chooi Weng Yee

RELIVE THE VILLAGE'S CULTURE
DURING THE WAR

THROUGH
360° VIDEO

新村
SAN-CHUN

360°

SAN-CHUN

San-Chun is a 360° YouTube video created as an edutainment content to present the history of how a new village is formed. San-Chun aims to bring viewers back to the time right after WWII with a young and trendy touch. A VR village is built to bring the history to life. Viewers can experience the village's culture on their mobile phones through 360° video available on YouTube.

San-Chun is the Cantonese phrase for "New Village", a type of settlement that is unique to Peninsular Malaysia, originally established by the government as a roadside relocation settlement for the rural Chinese during the Malayan Emergency. It was a period of intense conflict between the British administration and a largely Chinese communist guerrilla insurgency that arose after World War II. During the period, 450 new settlements were created and it is estimated that 400,000 people were involved in the resettlement program.

This work was produced by Leong Yu Er

INTERACTIVE TIMEPIECE


| 1 | 5 | 3 | 2 |

anew
time capsule

ANEW - TIME CAPSULE

Anew is an interactive project which repurposed obsolete items into timepieces by integrating digital technology. It stands out among the current DIY repurposed timepieces in the market with its unique and unconventional way of visualising time. Instead of using existing clock display, time is visualised by a binary-inspired display system.

Anew looks forward to produce more products by repurposing obsolete items that hold tremendous nostalgic value to us in the future. It also aims to inspire the maker community to think out of the box by repurposing something we have deserted as technology advanced.
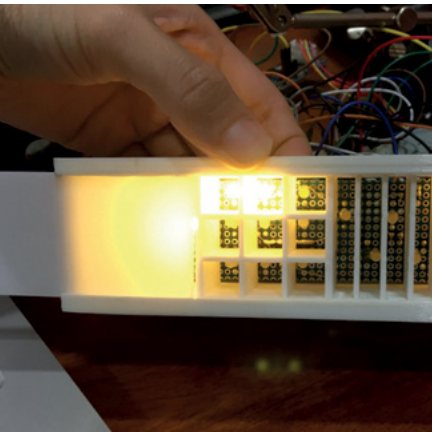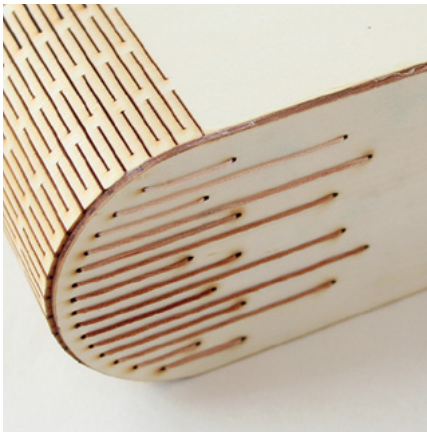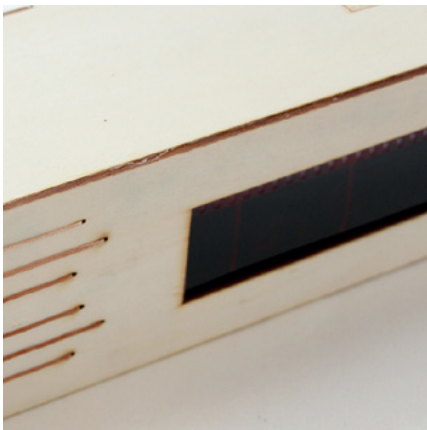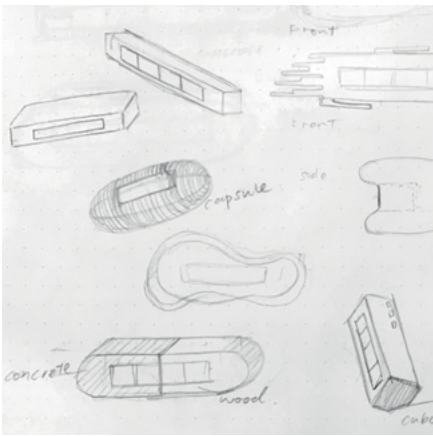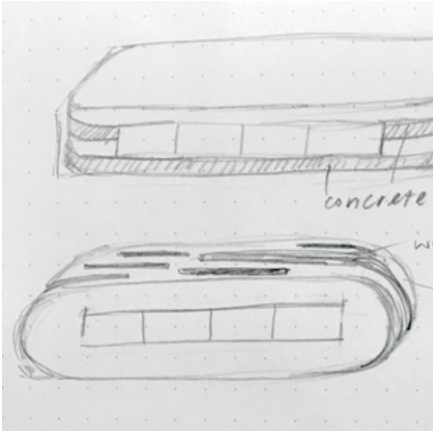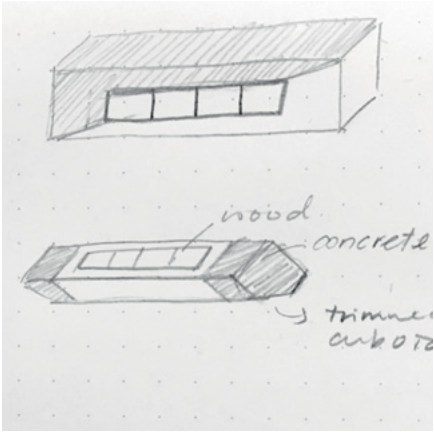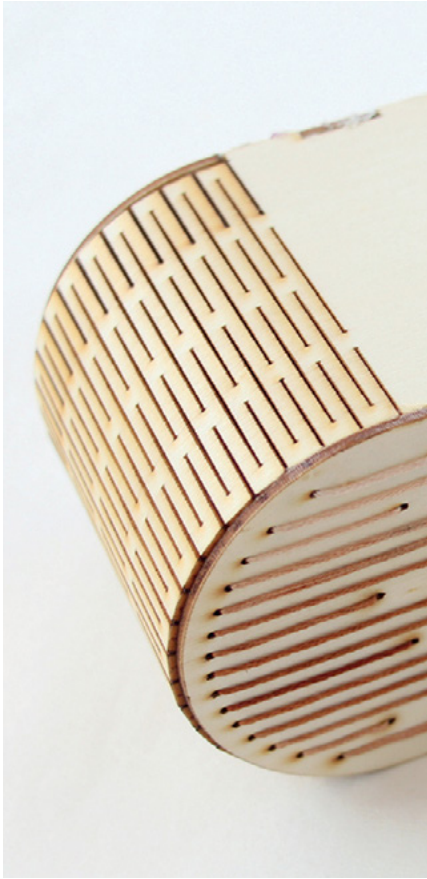
FOR THE ORPHANS

Gamifying the experience of donation can change the behaviours of people. At the end, it opens up a door of hope for the orphans to more possibilities in their lives.

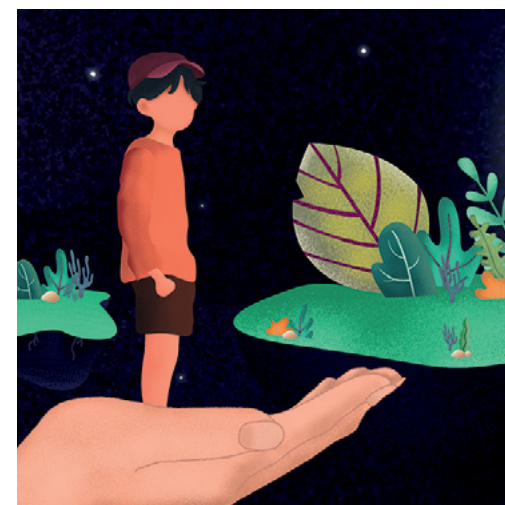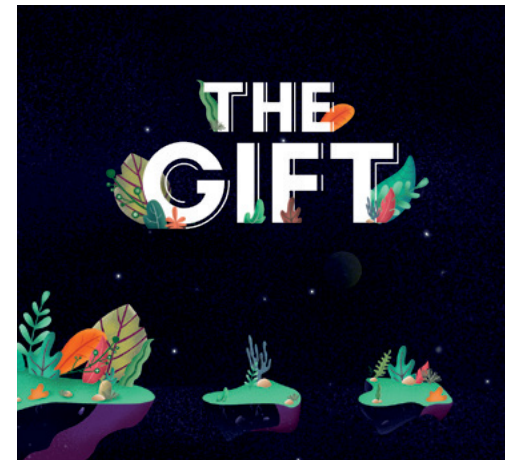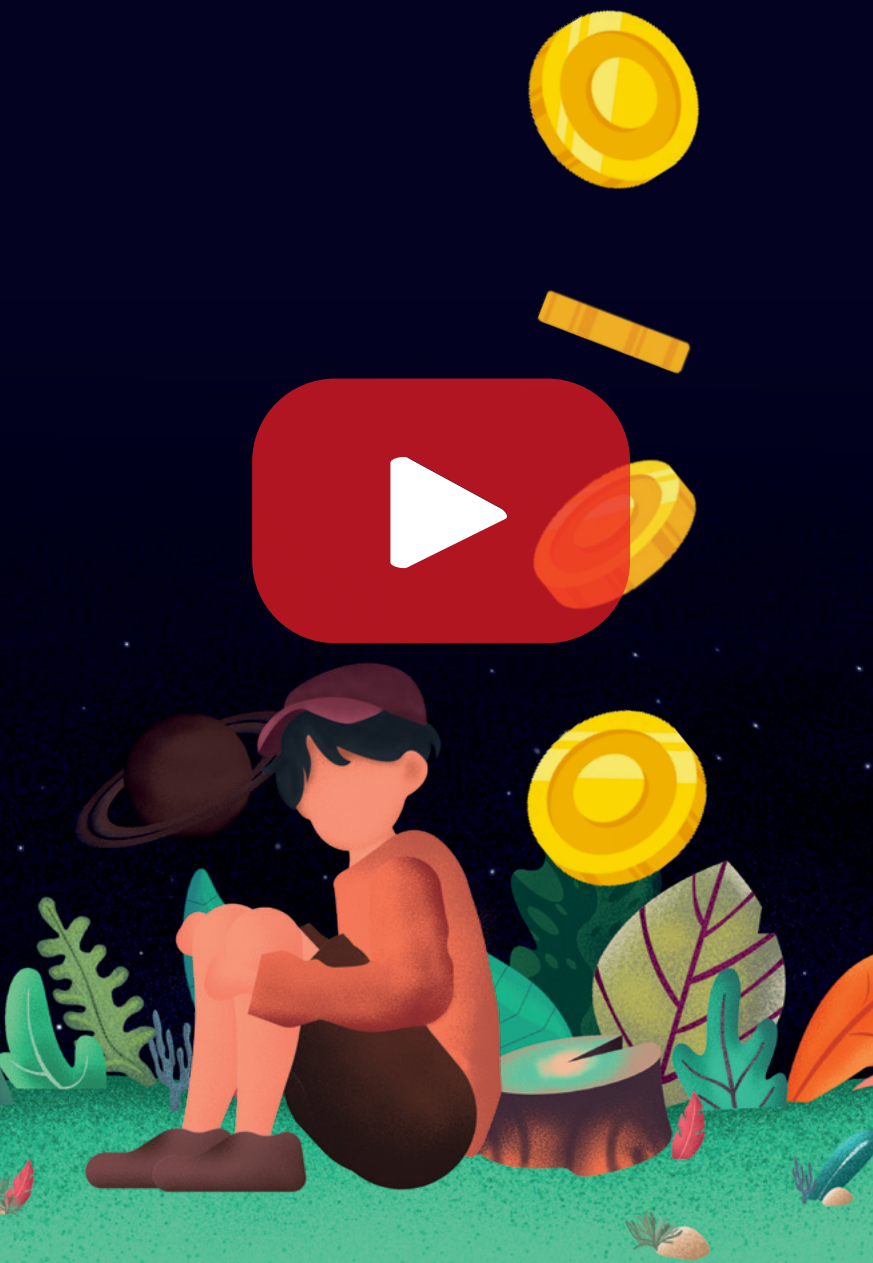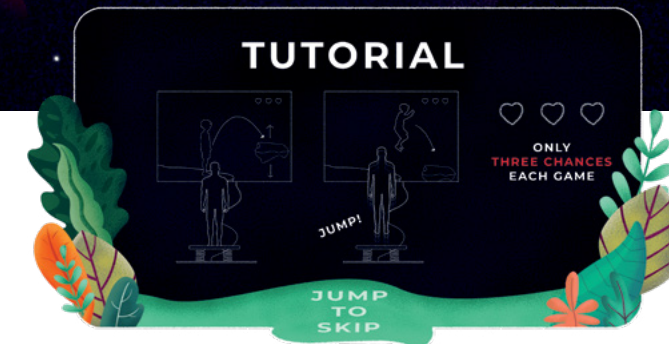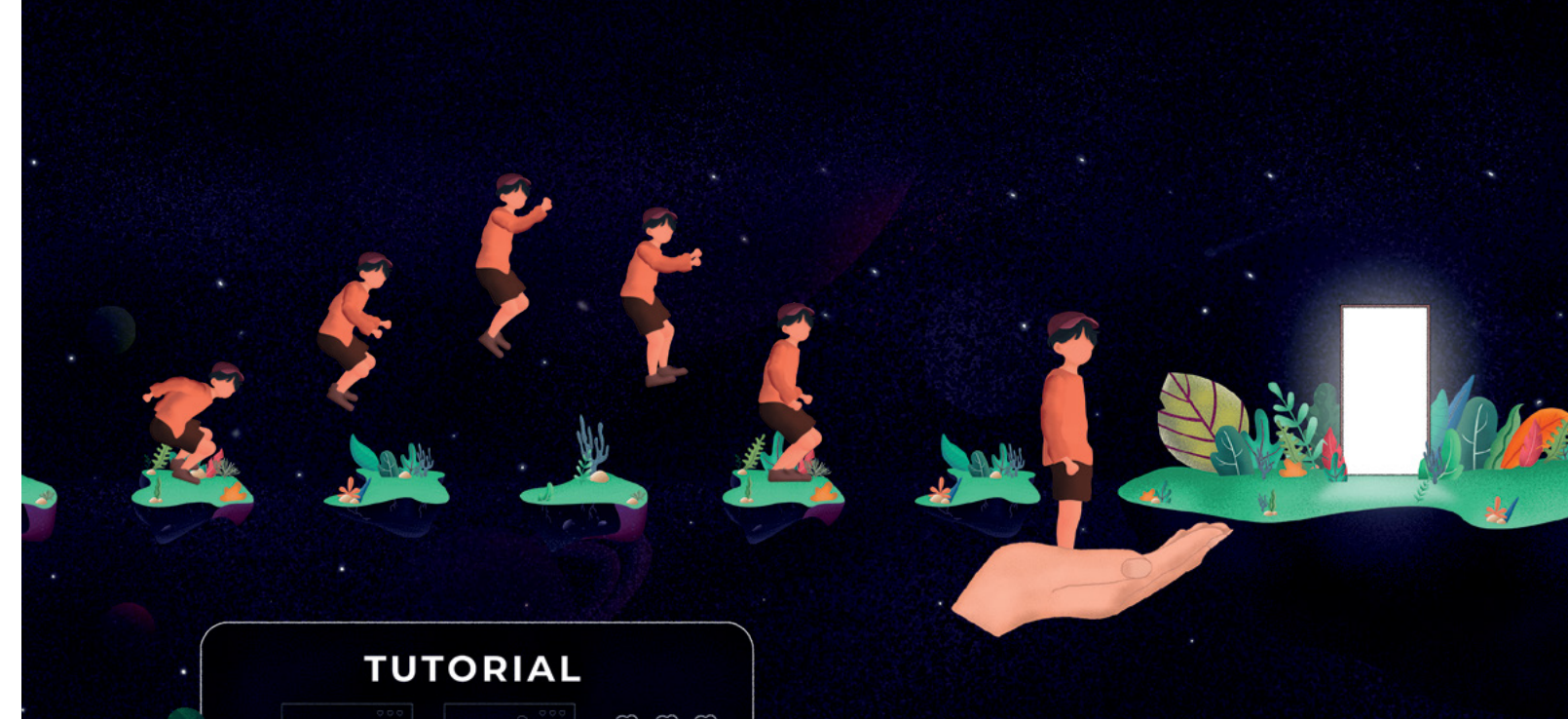The player needs to donate a coin to activate the jumping platform game. Then, they will need to physically jump on the platform (with embedded sensors) to move the character through the floating island.

THE GIFT

The Gift is a charitable interactive project in collaboration with OphanCare that enables people to support through a fun monetary contribution. The idea is to allow young adults to experience how their little charitable actions can bring happiness to others.

Once a coin is inserted, it activates the jumping platform game. Users can physically jump at the right timing to move from one side to the other while playing. At the end of each game, a QR code appears for the target audience to access The Gift's website which provides various opportunities for them to participate and to contribute further support towards the orphanage.

This work was produced by Wong Jun Hoe

ARTISTIC INSTALLATION

DREAMS – SOUND & KEYBOARD INSTALLATION

Dreams are illustrated in this artistic installation to express the 5 different sides – fantasy, action, thrill, fear and love. The illustrations are hand drawn, inked and then digitally coloured to create a digital piece of work that expresses the movement of dreams that are vivid and illusionary. The pieces of work are merged and turned into repetitive patterns of movement in different effects. Combined with a sound and keyboard installation to form an ideal interaction tool, users can move the dreams around by making low or high pitch sounds to witness the 5 Dreams.

This work was produced by Leong Wai Khong
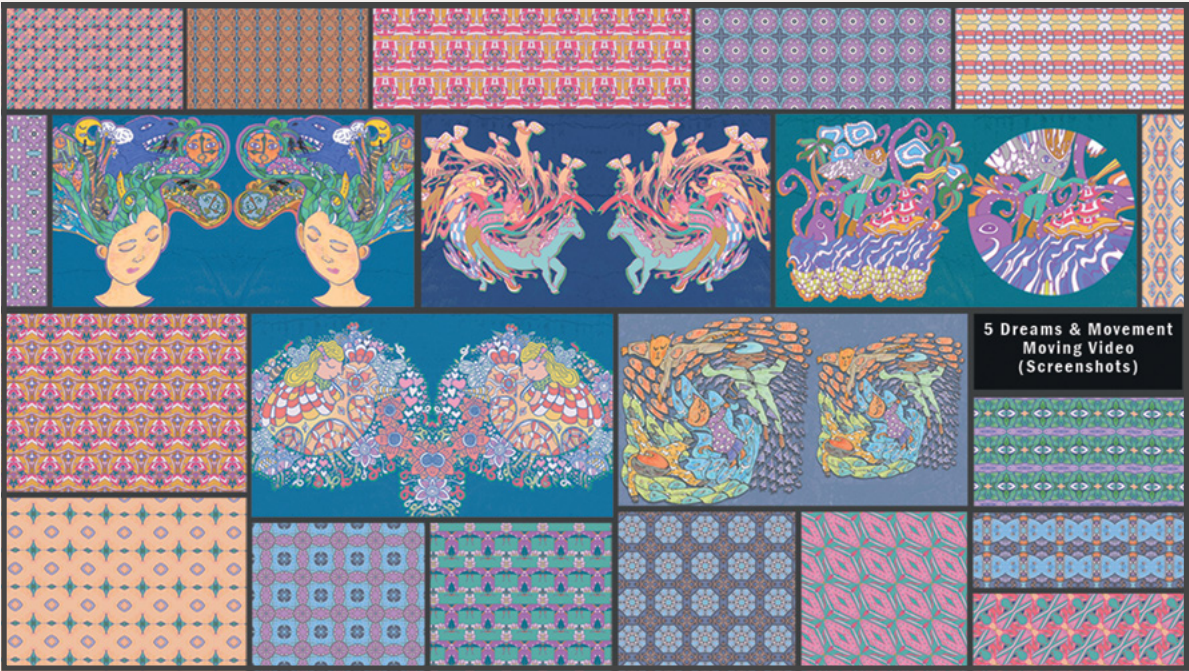
PAPER
COMES
TO LIFE

LIFESCAPE

Lifescape is an interactive art installation which combines the beauty of analogue and digital media by crafting a series of interactive shadow boxes. It allows users to walk through different stages in life and understand the beautiful yet tragic reality that comes with each crucial stage. By experiencing this installation through the interaction of a paper-crafted shadow box mechanism that reacts to the user's gesture, the audience are encouraged to remember the fragility of life, while taking a glimpse into the brilliant mind of William Shakespeare, who inspired this project with his monologue entitled "All The World's A Stage" from As You Like It, Act II Scene VII.

This work was produced by Oui Jia Shin, Alvin Lau Jun Henn, Yap Qian Yi & Fatin Syahira

The installation contains a series of six shadow boxes, each representing a certain stage in life which begins from infancy. When the user hovers over the sensor, the light will be slowly lit and the paper movement in the box will be triggered.
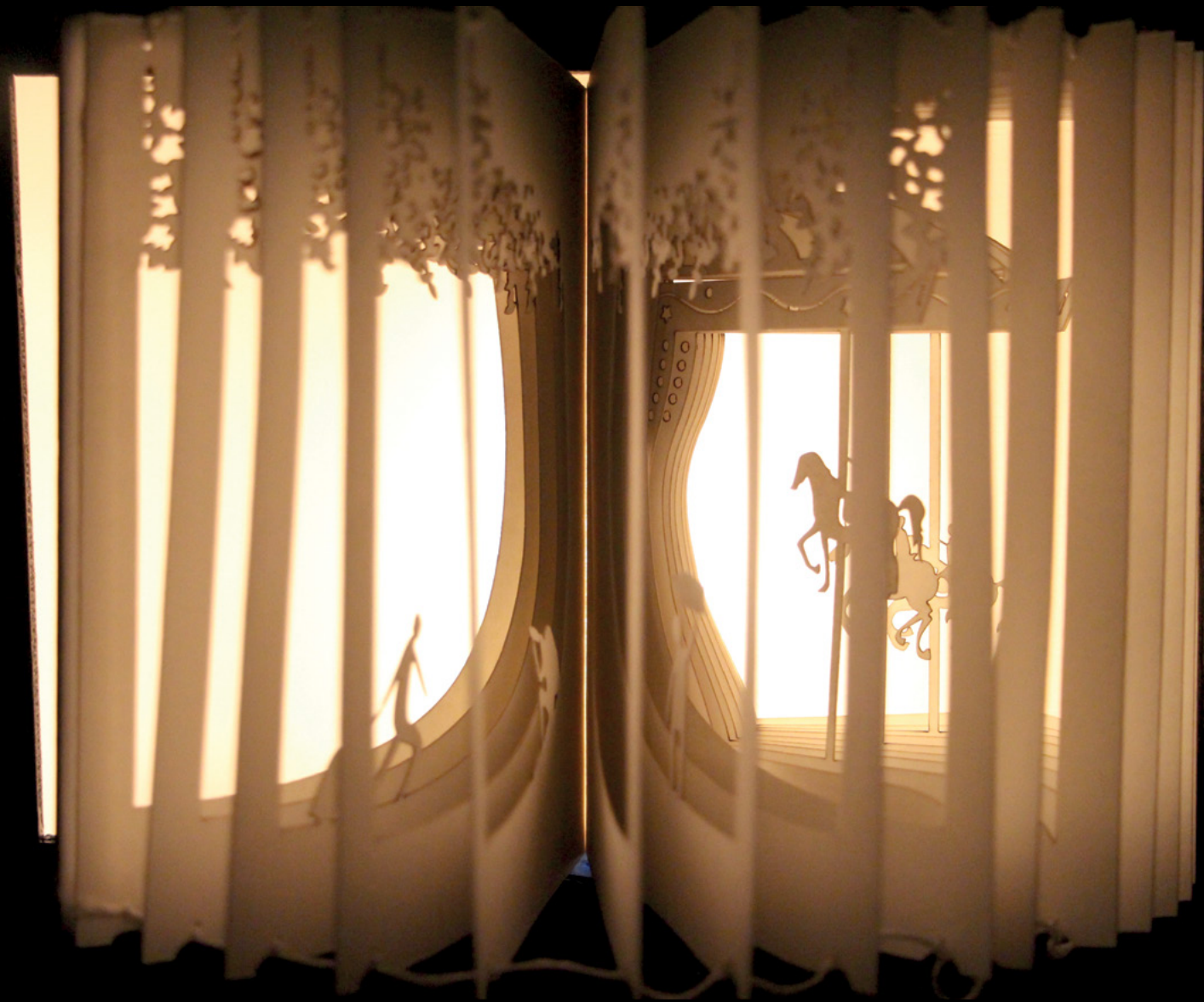
THE SCHOOL BOY

THE SCHOOL BOY

THE OLDMAN

THE OLDMAN

The making of Lifescape includes the use of laser cutter machine to build precise layers of paper sculpture. Then, these paper sculptures are controlled by the servo motor to create movement.
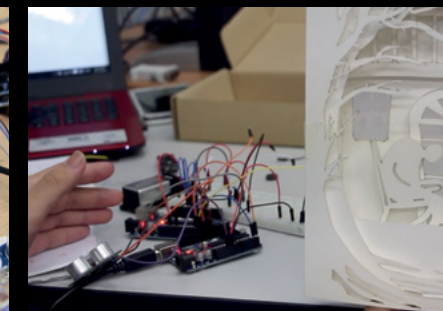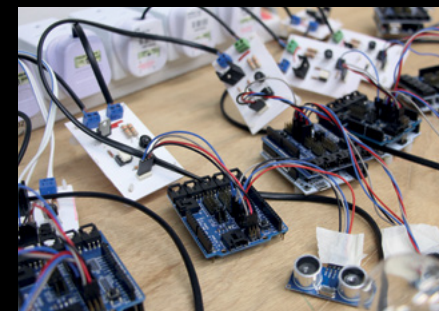
COMPOSE NATURE'S RHYTHM

metal   magnet is attached to the seed

This project aims to remind users of the importance and beauty nature has to offer. To create a customized nature rhythm, users can plant "seeds" into the "ground"; and as the ground is "toiled", soothing sounds of nature will be generated. Each seed triggers a sound of nature as well as a code-generated graphics that mimic the nature.

NATURITHMS

Naturithms is the combination of the words "nature" and "algorithms". Naturithms is an interactive installation combining a custom-made music box and a nature-themed generative art-sound visualizer. Originally inspired by the classic music box which produces musical notes with a set of pins placed on a revolving cylinder to pluck the tuned teeth of a steel comb, Naturithms allows users to create different rhythm combinations by placing different magnet-attached "seeds" to different positions on the drum.

campfire   rain   spring water   frog

wind   bamboo forest   bird   cricket

This work was produced by Kwan Jun Wen

NARRATIVE
V.R. GAME

WHO KILLED TEDDY?

A VIRTUAL REALITY GAME
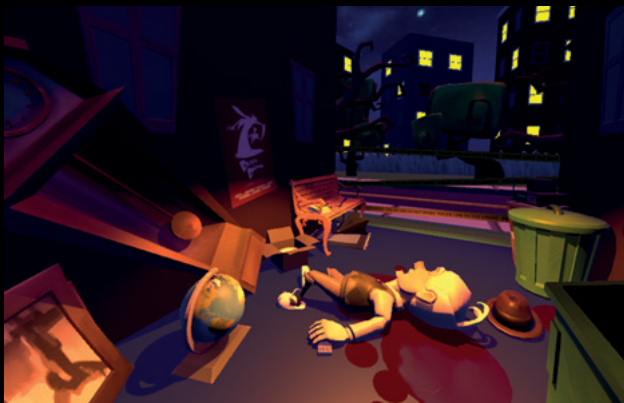
WHO KILLED TEDDY?

Who Killed Teddy? is a virtual reality game that focuses on the genre of hidden object games. It puts the player in the shoes of a detective with the aim to solve a crime scene by finding all the decisive evidence before time runs out. The objective of this project is to focus on developing a VR game and creating an intellectual property (IP), by giving the classic hidden object game genre a fresh new perspective in a 3D virtual environment instead of the usual point-and-click 2D graphics.

This work was produced by Wilson Peh

DESIGN IN THE AGE OF DIGITIZATION

The digitalization of the media and entertainment industry has been driven by changing consumer behavior and expectations, especially among younger generations who demand instant access to content, anytime, anywhere. Unprecedented Internet usage and adoption of Internet-enabled devices sees consumers now at the heart of a digital ecosystem in which they actively create, distribute and consume content.

Digital Transformation is the process through which digital technology is integrated into every sphere of business and is vital to stay relevant within a constantly developing market. User Experience (UX) covers all phases of interaction of the users with the company, its products, and services through an enhancement of usability.

Digital Transformation and UX Design both share a common goal of creating digital experiences that are as easy and enjoyable as possible for the end user. The implementation of both ensures an effective and successful engagement for both businesses and consumers.

MEDICAL CARE

MedCare

Challenges
Patients have to go through a long waiting time to get medical attention

Getting patients to take their medications timely

Solution
A mobile application that helps patients in times of illness
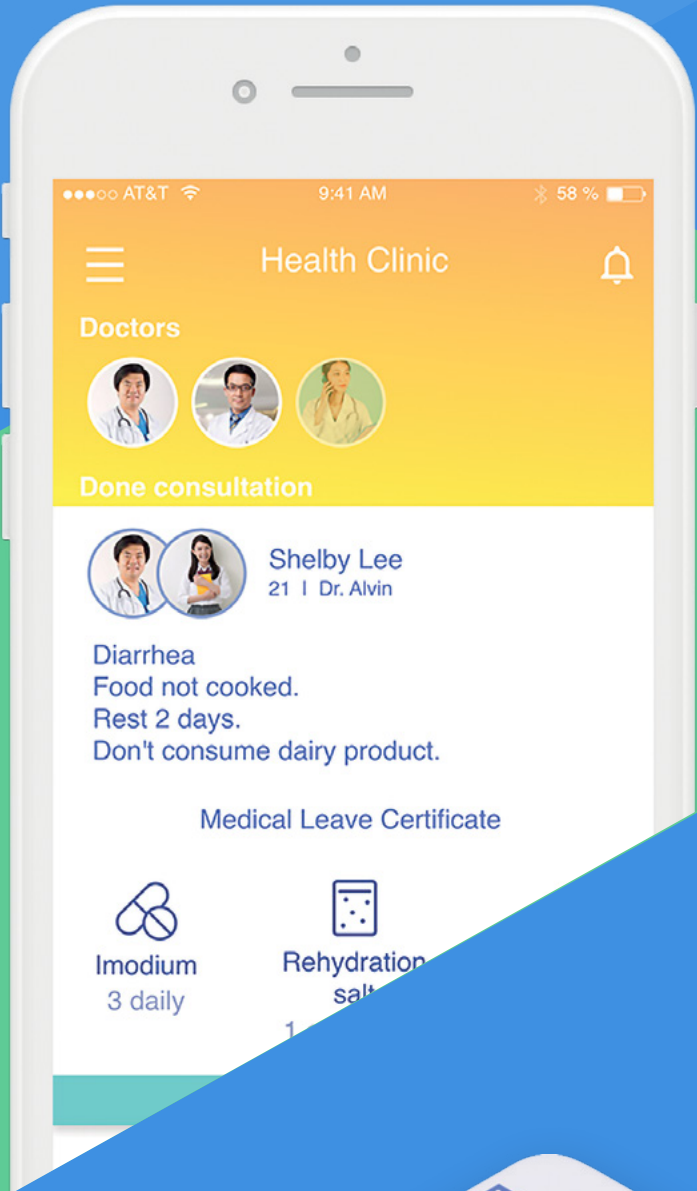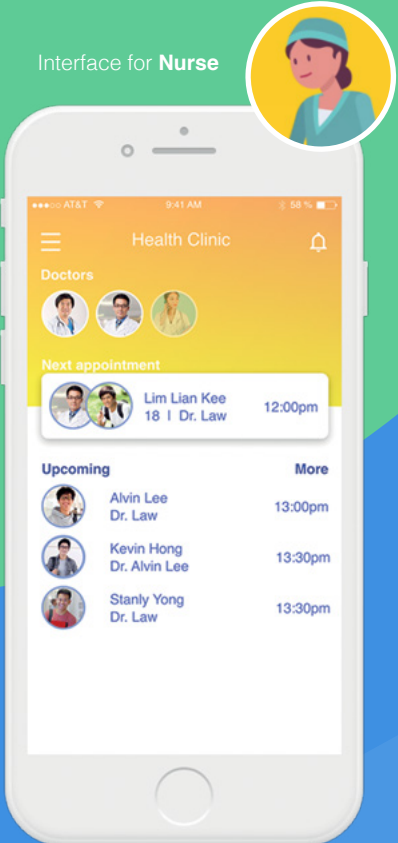
Target Audience
People who are too busy to take care of themselves

MEDCARE

MedCare is an innovative and professional system that improves overall medical care experience for patients, doctors and nurses. The smart data management not only allows doctors to view patients' medical histories, but also provides doctors feedback from patients after the medical treatment is completed. Besides that, the mobile app has a built-in medication reminder, healthy food advice and food delivery features in collaboration with *dahmakan*.

Health Clinic

Doctors

Done consultation

Shelby Lee
21 | Dr. Alvin

Diarrhea
Food not cooked.
Rest 2 days.
Don't consume dairy product.

Medical Leave Certificate

Imodium
3 daily

Rehydration salt

Interface for **Doctor**

Health Clinic

Dr. Alvin Lee
Shelby Lee is here, be ready to consult her.

Arrived

Shelby Lee   10:00
21 | Student

Start consultation

Upcoming   More

Alvin Lee   12:00pm
18 | Student

Kevin Hong   12:30pm
18 | Student

Top sickness today

Flu

Fever

Diarrhea

Interface for **Patient**

Home

Hi, Shelby Lee
Remember to take your medicine

Reminder

Before lunch   11:00am

Imodium   ○
1 before lunch

Lunch   12:00pm

Rehydration salt   ○
One after meal

Antibiotic   ○
One after meal

Clinics   Reports   Food   Delivery

Interface for **Nurse**

Health Clinic

Doctors

Next appointment

Lim Lian Kee   12:00pm
18 | Dr. Law

Upcoming   More

Alvin Lee   13:00pm
Dr. Law

Kevin Hong   13:30pm
Dr. Alvin Lee

Stanly Yong   13:30pm
Dr. Law

Smart Data Management

Allows doctor to view patient's medical history

Record of patient's outcome after treatment

Easy communication between doctors and nurses

Easy Booking
It only takes 3 steps to book an appointment with a clinic of choice

Medication Reminder
Automated timely reminders prompting patients to take their medications

Food
Relevant diet plans from doctors that help speed up recovery

Delivery
Track delivery status while resting at home

This work was produced by Wong Zheng Siang

TIME SAVING WITH VOICE ACTIVATION

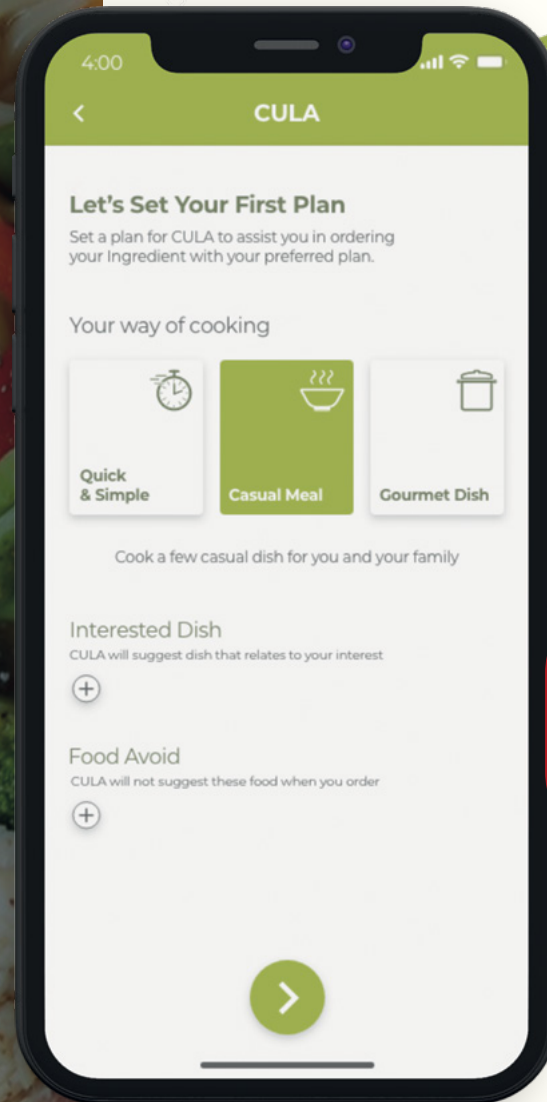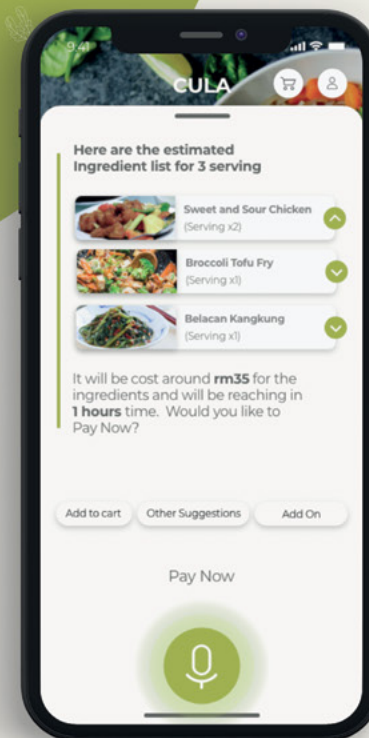Smart Ingredient Shopping App

VOICE EXPERT

Voice User Interface | VUI

Shopping assistant on the go

"Yeap"

"Cook it as your first dish?"

"Sounds Good"

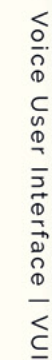**Faster Shopping Experience**

CULA

CULA is a smart shopping app that features voice assistance known as a Voice User Interface (VUI) which helps users plan and prepare ingredients with the most minimal of effort. Once the app is installed, users are required to set up a preset plan with their selected cuisine, allergen, serving, budget and others. This lets CULA learn more about the user's preferences, which speeds up the shopping experience.

Time Saving with VUI

CULA

Faster Shopping Experience
By referring to plans, CULA will know you well enough to directly suggest to you dishes of interest.

Time-Saving
CULA assistance automatically generates ingredients for you which saves you time in picking one ingredient at a time.

Right Portion of Ingredients
Ingredients list generated by CULA will be in the right portion, which helps reduce food waste.

Hands-Free
Occupied with work? Driving? No worries! Shop for ingredients with just your voice.

This work was produced by Chin Jun-Rong

MOBILE APP FOR JOB MATCHING

TASKME

TASKME is a mobile app created to facilitate the matching and communication of temporary job opportunities between freelancers or volunteers with employers and organisations. The aim is to help freelancers looking for a side income but don't know where to start searching, by connecting them to companies that need extra helping hands. This app creates a win-win situation for all parties.

TASK ME

FREELANCING MADE EASY

REGISTER
as an individual
or a company

FIND A JOB
through searchbar
or categories

APPLY
and wait for
approval

SORTING
Filter and arrange jobs based on category or details

REVIEW
Rate and review successful applicants or employers

MESSAGING
Communicate directly with the company about the job

CALENDAR
Check your approved and pending application in-app

SEARCH
Search specific jobs quickly

UPDATES
Receive notifications on the latest job postings

This work was produced by Corliss Chuah

MAKEUP CLEANING REMINDER

Expiri

Your best beauty buddy, in a click.

Expiri is an app that allows users to track their makeup collection, expenditures and blacklist products.
It reminds the users when their makeup product is about to expire, recommends looks to finish up the beauty products, and also to clean their beauty tools regularly with tips on how to properly handle them.

Problem
Makeup hoarders often forget about expiry dates and to clean their application tools regularly, which can cause harmful consequences.

Solution
Create an app that allows users to track their makeup collection like a digital vanity, keep a check on expenditures, blacklist products and feature makeup looks that encourage them to use up their products before they expire.

Strategy
The strategy is to collaborate with online beauty retailer Hermo, which will build their image as it encourages healthy makeup habits. It will be promoted via email marketing as it is customisable and personalised, which can easily capture consumer's attention.
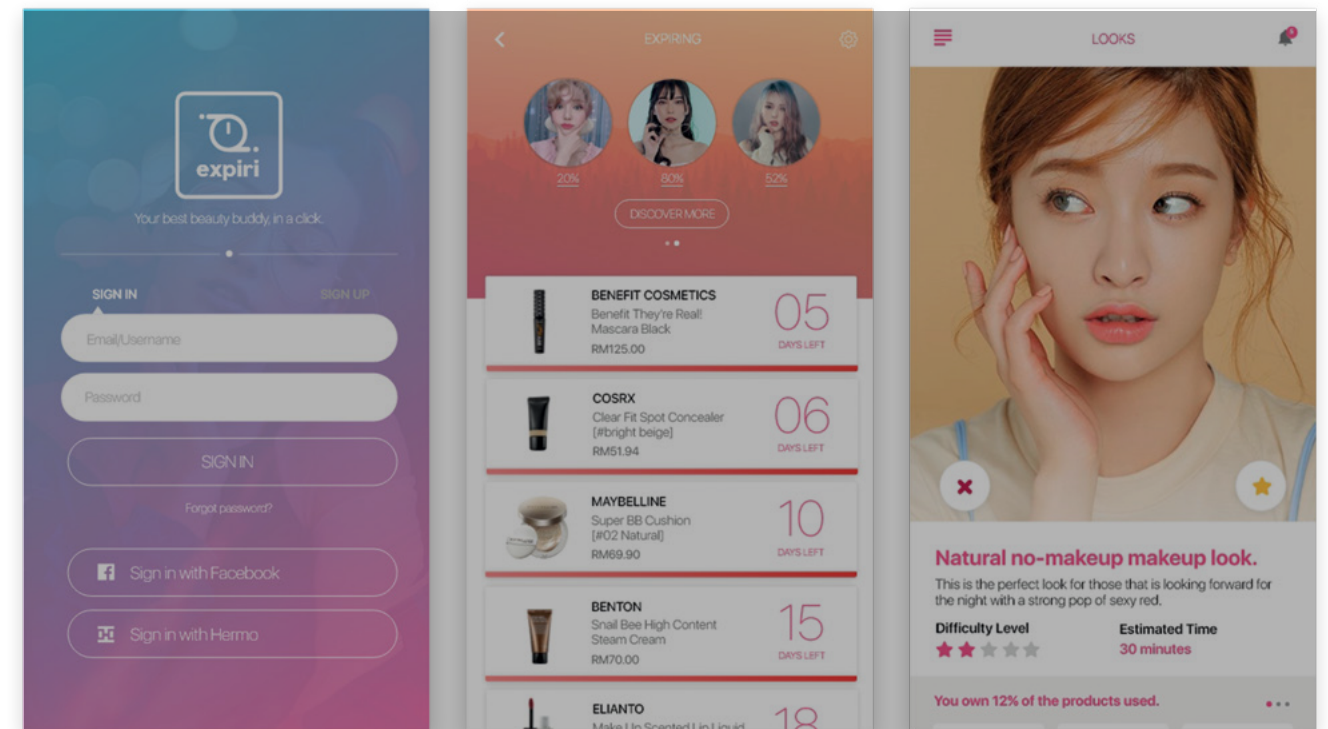
List down
the product details and expiry date.

Notification
when it's expired or needs cleaning.

Throw them
or clean them. Rinse and repeat.

This work was produced by Yong Shu Ting

S M A R T
W A T C H
# U I PERSONALISED
FOR WOMEN

Willa

WILLA

This project is a wearable device personalised for women, who have to deal with physical and emotional challenges during their menstrual cycle. It acts like a guardian angel of the user to track their physical health based on their body cycle. Features like mood tracker and menstrual alarm provide data that helps the user to monitor their physical and emotional well-being. The smart watch UI can also be synced with a mobile application for more customisable functions.

Mood tracker measures the user's heartbeat, at the same time allowing them to select their mood and then suggests tips based on the user's mood.

Menstrual health care such as the menstrual alarm reminds the user to change their sanitary pad within 3-4 hours.
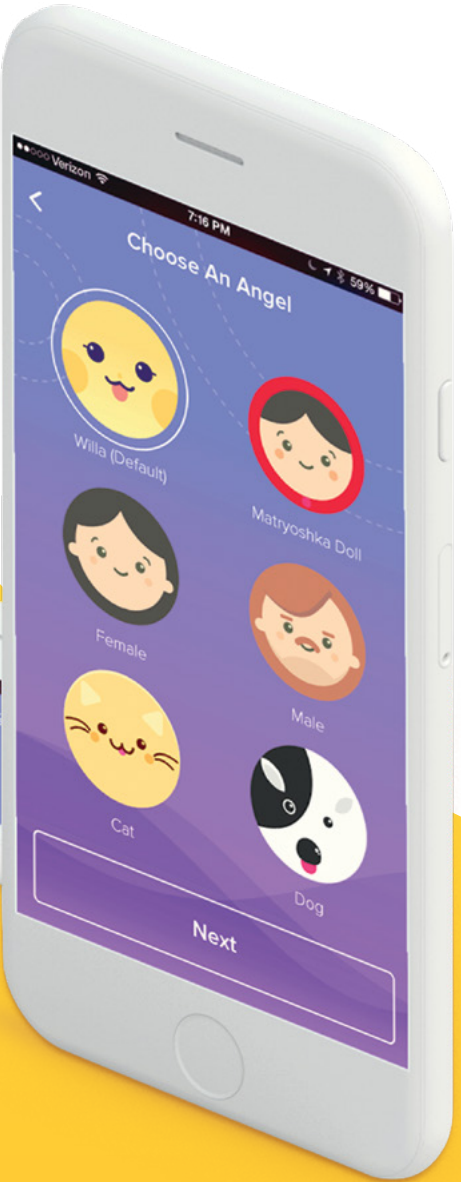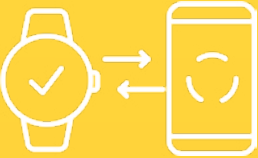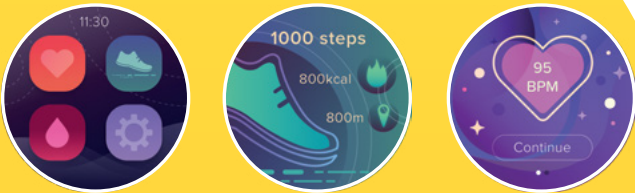
Willa is a customisable character for women that acts like a guardian angel to track their physical health based on their body cycle. It also gives users emotional support by sending positive words. Besides that, Willa also provides a deeper knowledge to users about their physical health.
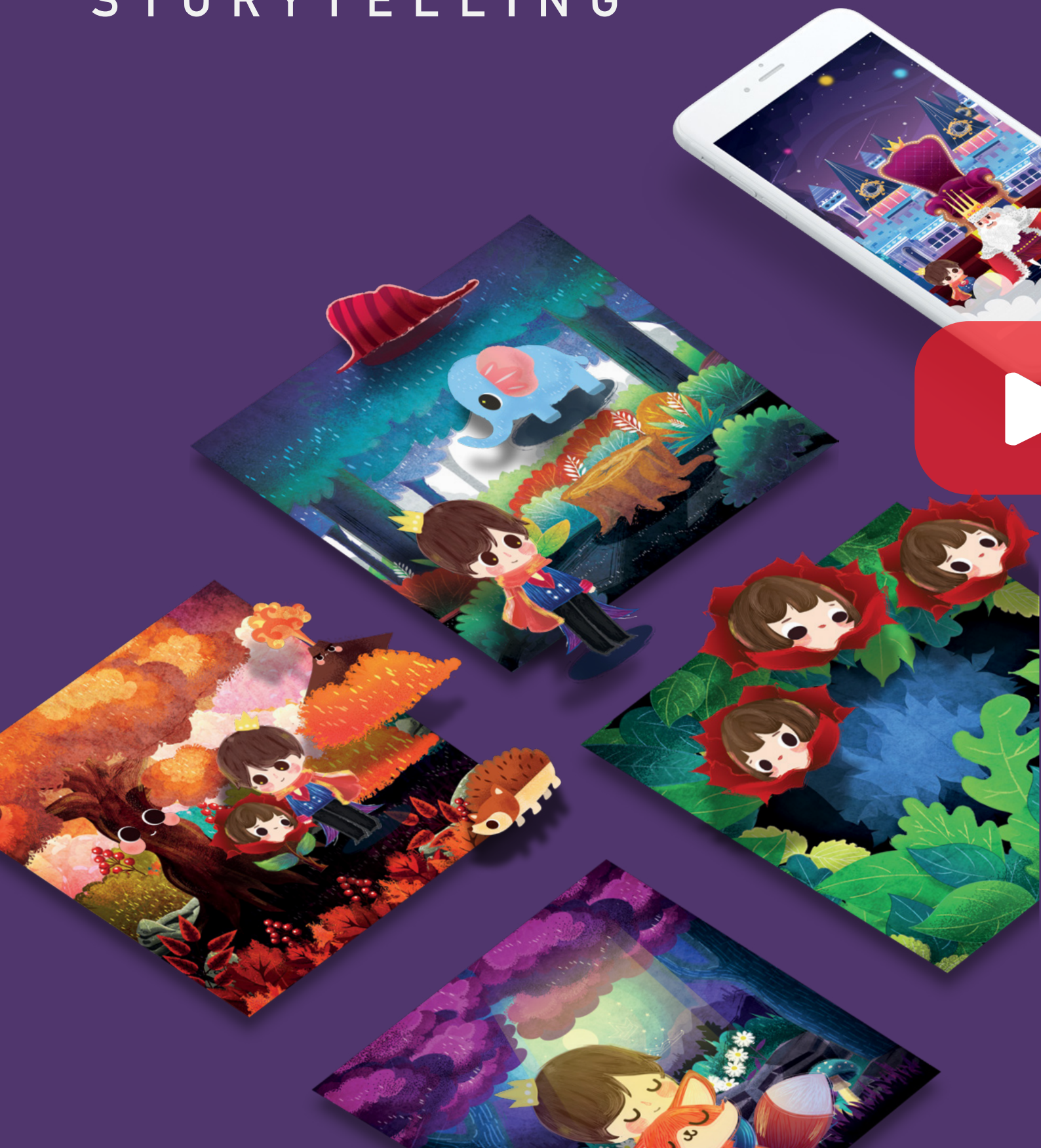
Hello, Cynthia!
Let's have a talk!
Tell me a joke.

Choose An Angel

Willa (Default)   Matryoshka Doll
Female   Male
Cat   Dog
Next

Edit Sleep Schedule
Since you need a bit more rest, let's try setting your sleep goal to:
8 hr 00 min
Make This My Goal

1000 steps
800kcal
800m

95 BPM
Continue

29°C 05:00 Good Morning Cynthia! WED, 27 SEP
30°C 07:00 Good Morning Cynthia! WED, 27 SEP
34°C 12:00 Good Afternoon Cynthia! WED, 27 SEP
32°C 17:00 Good Evening Cynthia! WED, 27 SEP
28°C 20:00 Good Evening Cynthia! WED, 27 SEP
27°C 00:00 Good Night, Cynthia! WED, 27 SEP

Different time screen designs are available, the screen changes according to the weather, from daytime to nighttime.

27 SEPT 11:30 Period starts in 2 days
27 SEPT 11:30 7:30 A.M. 4:30 A.M.
27 SEPT 11:30 Avoid caffeine!
27 SEPT 11:30 Grab a cup of chamomile tea!
27 SEPT 11:30 Steps 500 steps
27 SEPT 11:30 Fat Burn 100 kcal

This work was produced by Cynthia Ong Pei Yen

AUGMENTED REALITY STORYTELLING

02.
MY ROSE

~~~

"Oh! How beautiful you are!" The little prince loves the rose very much and is happy to satisfy her requests.

He waters her, covers her with a glass globe at night, and puts up a screen to protect her from the wind.

"If you love a flower which happens to be on a star, it is sweet at night to gaze at the sky. All the stars are a riot of flowers." little prince said.

LE PETIT PRINCE

Le Petit Prince – AR Experience, is an interactive book that incorporated augmented reality (AR) into a fairy tale. The idea is to empower readers to look beyond what they would see on static surfaces in order to experience a complete storytelling experience.

To realise the idea, key scenes in the story are made into paper arts. At these key scenes, readers could scan the paper arts with a specially designed mobile app before they proceed further. The mobile app allows them to discover hidden animations and magical sound effects that make the story come alive.

This integration of art and digital media has made the idea of "looking beyond the surface" become a reality while the experience of reading a fairy tale becomes a truly amusing and exciting exploration.
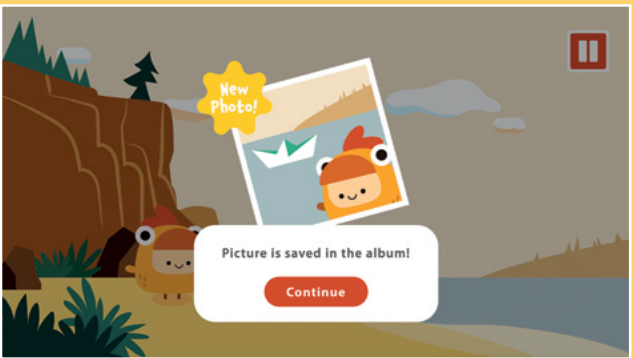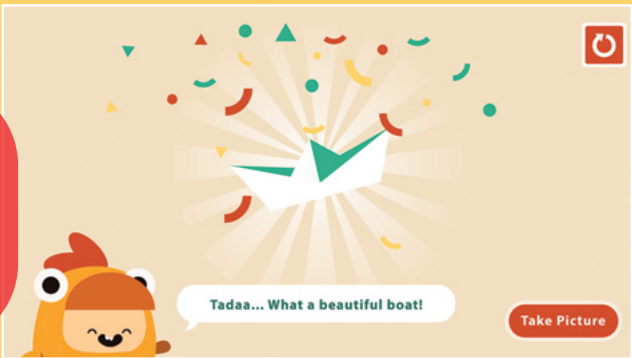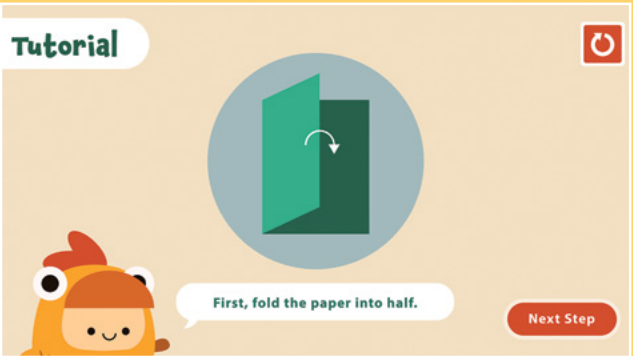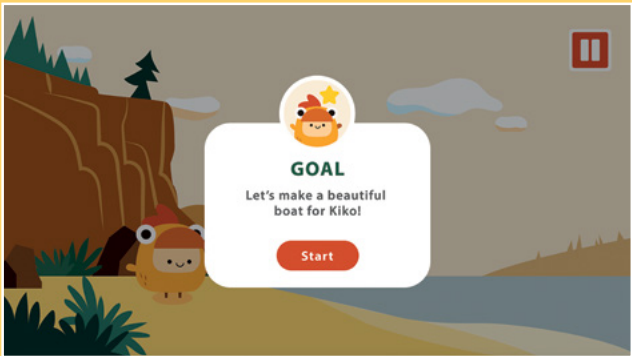
This work was produced by Hoo Kai Xin

MOBILE GAME APP WITH AN ART KIT

KIKO'S ADVENTURE

Kiko's Adventure is a project designed for kids aged 5 to 10 combining a mobile game app with an art kit. The goal is to allow kids to be creative and balance their virtual and physical performances. Kids get to explore more on different mediums with their creativity. It has the basic tools for kids to start their creativity and play whenever and wherever they are.

They will need to help the character Kiko complete missions by making things using two mediums which will be chosen randomly from the tool kit. After completing the mission, kids can take a picture and save their work in the gallery book.

This work was produced by Chen Wei-Teng

VISUAL STORY- TELLING

UNDERSTANDING THE IMPACT OF MOTION AND TIME ON DESIGN

As digital technologies continue to create innovations in the world of experiential graphic design, motion design is becoming an increasingly important competency. Motion design is a discipline that applies graphic design principles to filmmaking and video production through use of animation and visual effects.

They are effective at communicating a lot of information in a short amount of time or within the limited confines of screen space. They enable designers to create quick, interesting movements that, coupled with music and engaging copy, get the point across. Motion graphic design is perfectly suited for today's digital world and is especially appealing to modern audiences.
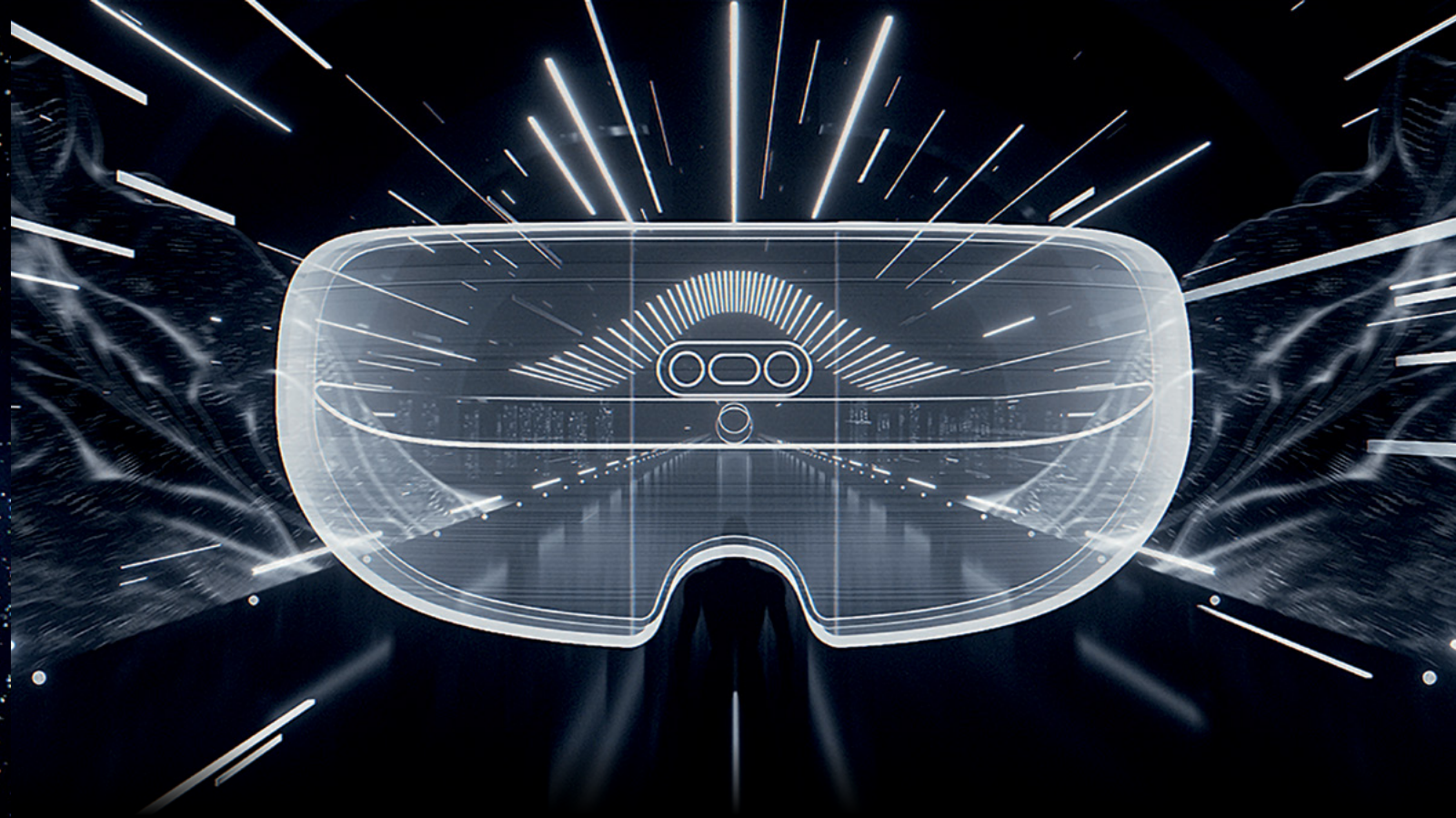
In the social sphere, motion graphics have been gaining popularity with brands and marketers across the globe, as they stand out on social media feeds and are distinctively eye-catching. Because of this, the motion graphics industry is growing rapidly and shows no signs of slowing down.

This work was produced by Angela Lee Chai Foong

PRODUCT LAUNCHING WITH
REAL-TIME

INTERACTIVE
PERFORMANCE

OPPO INNO DAY 2019

OPPO INNO DAY was held under the theme of "Create Beyond Boundaries", revealing its insights and initiatives for the era of intelligent connectivity.

By combining high-tech AR Glass technology with an interactive performance at the opening show, OPPO immersed the audience into a new tech space where the real and virtual worlds are tightly linked together.
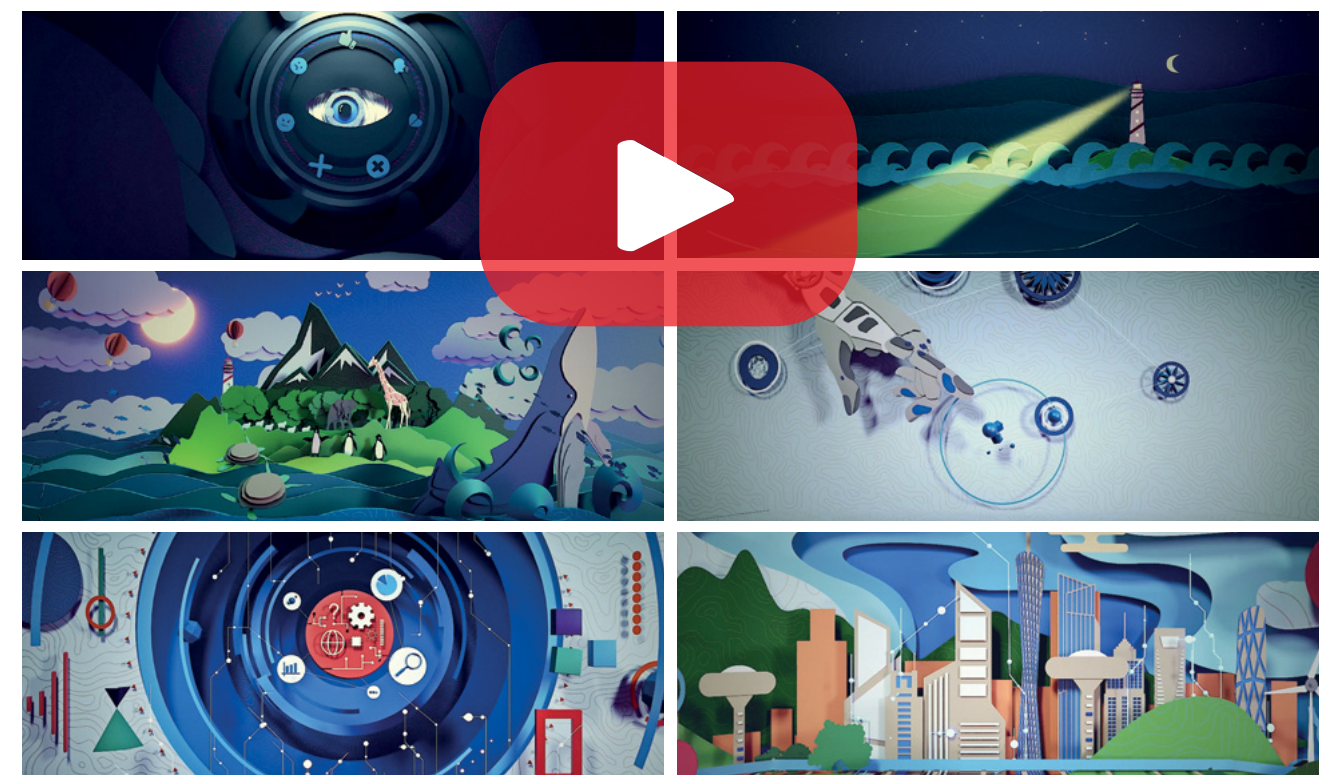
This work was produced by Spectro Visuals (China & Malaysia)

PERFORMANCE WITH KINETIC SCREEN

THE NEW MERCEDES AMG 43

The motion design of the car launching event is to showcase the driving performance that drivers and car enthusiasts have come to expect from Mercedes-AMG. With the inventively combined images, robotic arm, kinetic transparent screen and interactive staging, the show perfectly reflects Mercedes-AMG's superb performance, fine craftsmanship and extraordinary quality under the brand's claim of "Driving Performance".

This work was produced by Spectro Visuals (China & Malaysia)

PAPERCUTTING 3D MOTION DESIGN

TENCENT INTERNET GOOD SUMMIT

"Tech for Good" was the main theme of Tencent Internet Good Summit, which promoted the mutual support and balance of technology and nature for the public good. The main concept of the show was achieved with paper-cutting technique presented by an interactive performance to create a handcrafted and cozy opening show.

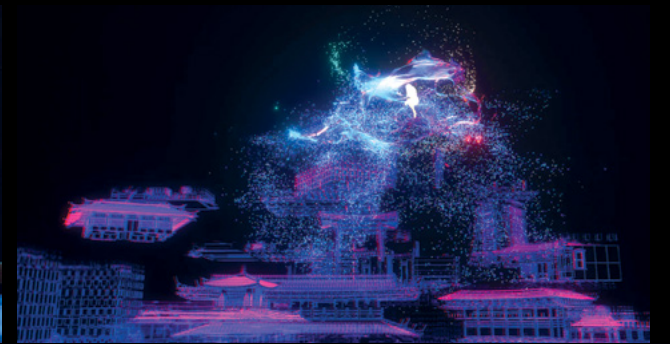This work was produced by Spectro Visuals (China & Malaysia)

FANTASTICAL PROJECTION MAPPING

THE DREAM MACHINE- ONE MINUTE PROJECTION MAPPING COMPETITION

One Minute Projection Mapping is an international competition and one of the biggest mapping contests displaying video works onto an existing building in the Asian region. It was held in Odawara Castle, Japan in 2019 following the theme of "Dream".

The design concept of the artwork remained in alignment with the theme where the building for projection mapping was regarded as a giant dream machine. It is a miraculous dream-making equipment that realises any fantastical imaginations and preserves them.

This work was produced by Spectro Visuals (China & Malaysia)

ARTISTIC
EXPRESSION
FOR BRAND

Oh, you shouldn't have

Oh what a surprise!

How did you know?

This work was produced by Machineast (Singapore & Malaysia)

3D MOTION GRAPHIC DESIGN FOR

ADVERTISING CAMPAIGN

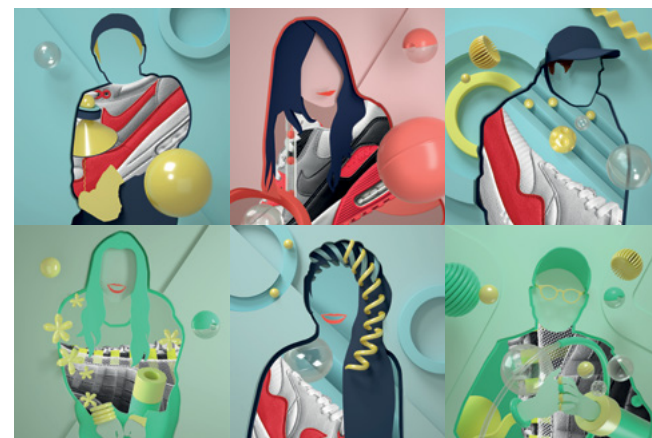# 3D MOTION DESIGN FOR EVENT IDENT

NIKE AIR MAX DAY

This commercial project for the NIKE Air Max Day campaign was to promote the famous sportswear brand and to inform the target audience of the brand's Air Max technology and footwear series. Designed and animated for digital and social media platforms, the concept features visuals of pipes and pastel colours for a youthful fresh look that draws attention.
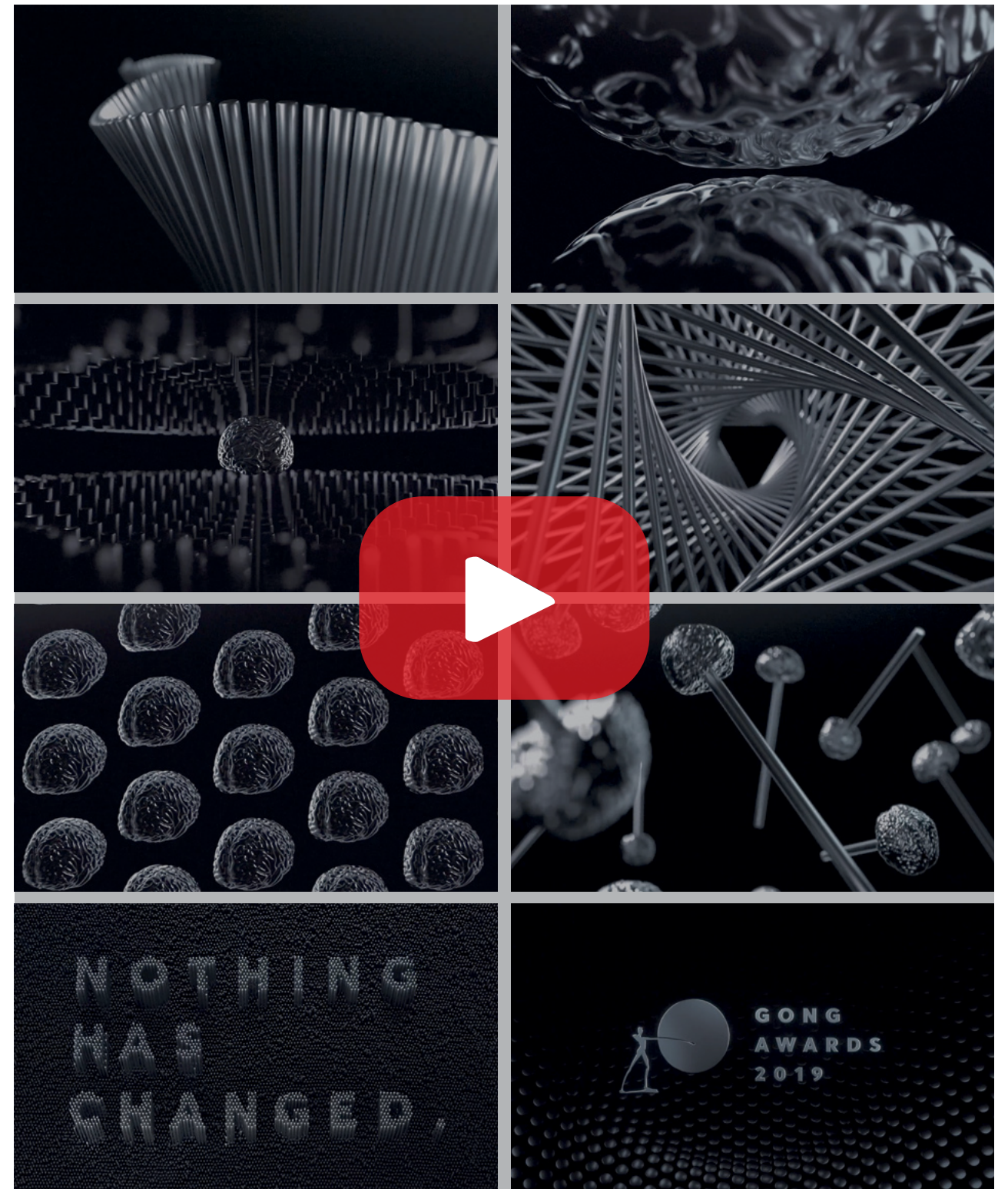
PARTY AS ONE

Party As One is a commercial project for Heineken in celebration of ZoukOut, Singapore's top music festival. The task was to develop a logotype key visual to capture the spirit of the festival and the sense of solidarity among the partygoers who party together from night to the first light.

This work was produced by Machineast (Singapore & Malaysia)

This work was produced by Machineast (Singapore & Malaysia)

OPENING TITLE ANIMATION FOR AWARDS

The Creative Circle Awards (GONG) 2019 is part of an annual festival of creativity hosted by TBWA that celebrates and awards the 'best of the best' work in Singapore. As the animation studio for this campaign, Machineast created 3D key visuals of the trophy - a chrome silver brain, for their marketing materials, main opening title animation and 28 award announcement videos.
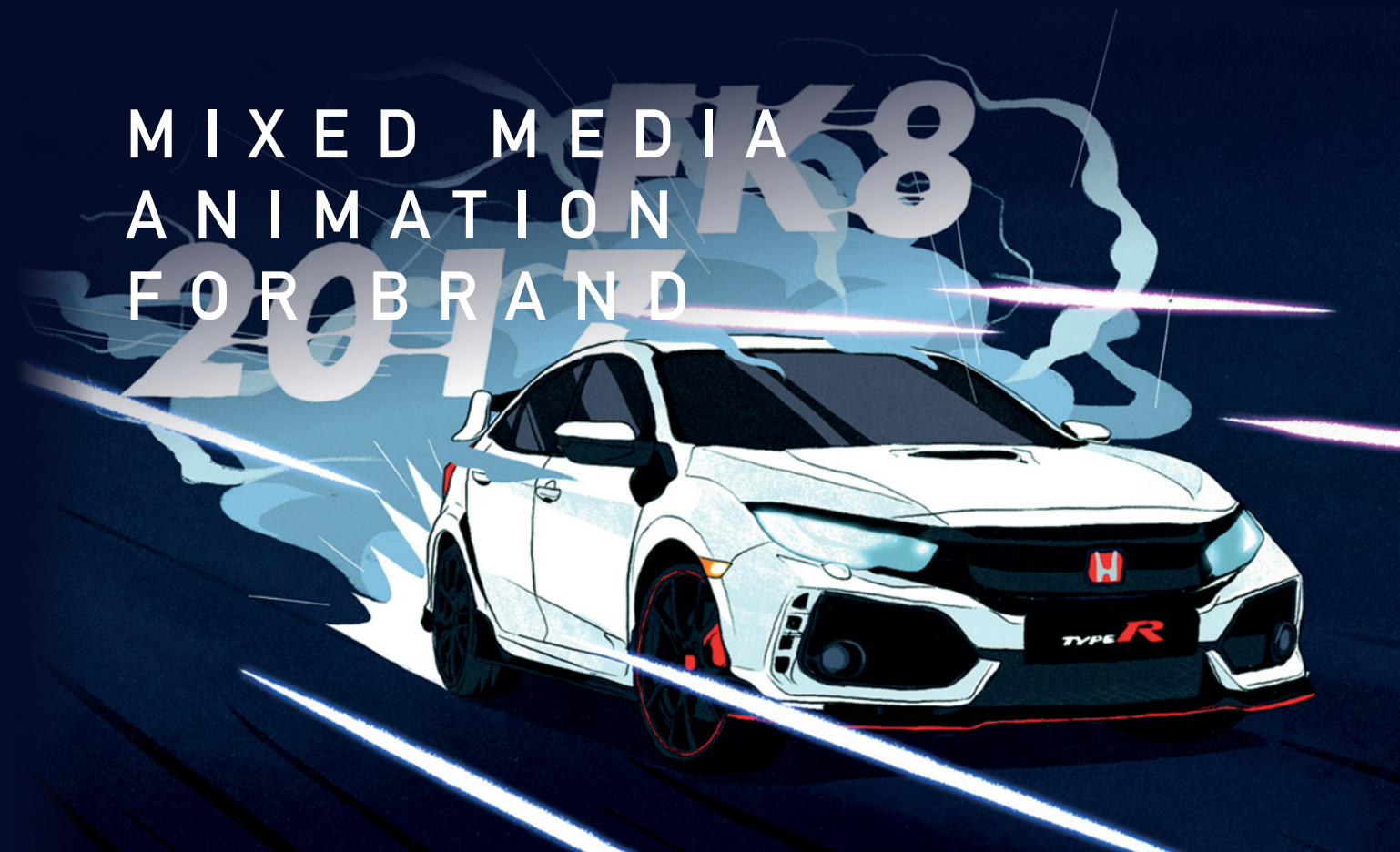
This work was produced by Machineast (Singapore & Malaysia)

OPENING VIDEO SEQUENCE FOR EVENT

MIXED MEDIA ANIMATION FOR BRAND

TEDX PETALING STREET 2017

This opening video sequence of motion graphics aimed to present the theme of "The Ripple Effect" for TEDxPetalingStreet 2017. The theme sought to create the context for realising that everyone can make a difference in the world they live in, by taking the first step to thinking abroad with what they already know.

HONDA CIVIC TYPE R - FROM NÜRBURGRING TO YOUR NEIGHBOURHOOD

This collaborative project between FNL PRJCT and Isobar Malaysia for Honda Malaysia features an animated film inspired by Japanese anime and manga culture. Narrated by the project leader of the Honda Civic Type R model, Hideki Kakinuma, the unique approach on animation style amplifies the performance of a powerful car that exceeds limitations.

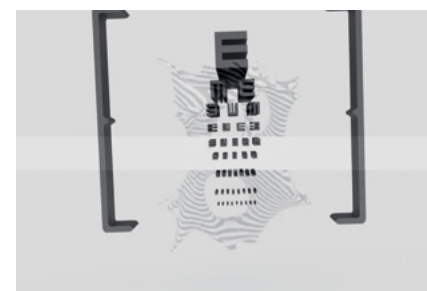This work was produced by FNL PRJCT (Malaysia)

This work was produced by FNL PRJCT (Malaysia)

ARTISTIC
EXPRESSION
OF EMOTIONS

EMBRACE IMPERFECTION

This motion graphics work aims to express imperfection with the techniques of deformed, dented, broken, flawed, blemished, scratched, stained and more on alphabets. These effects represent birth defects, disabilities, scars and wrinkles. However, they create the sense of beauty and uniqueness of imperfection.
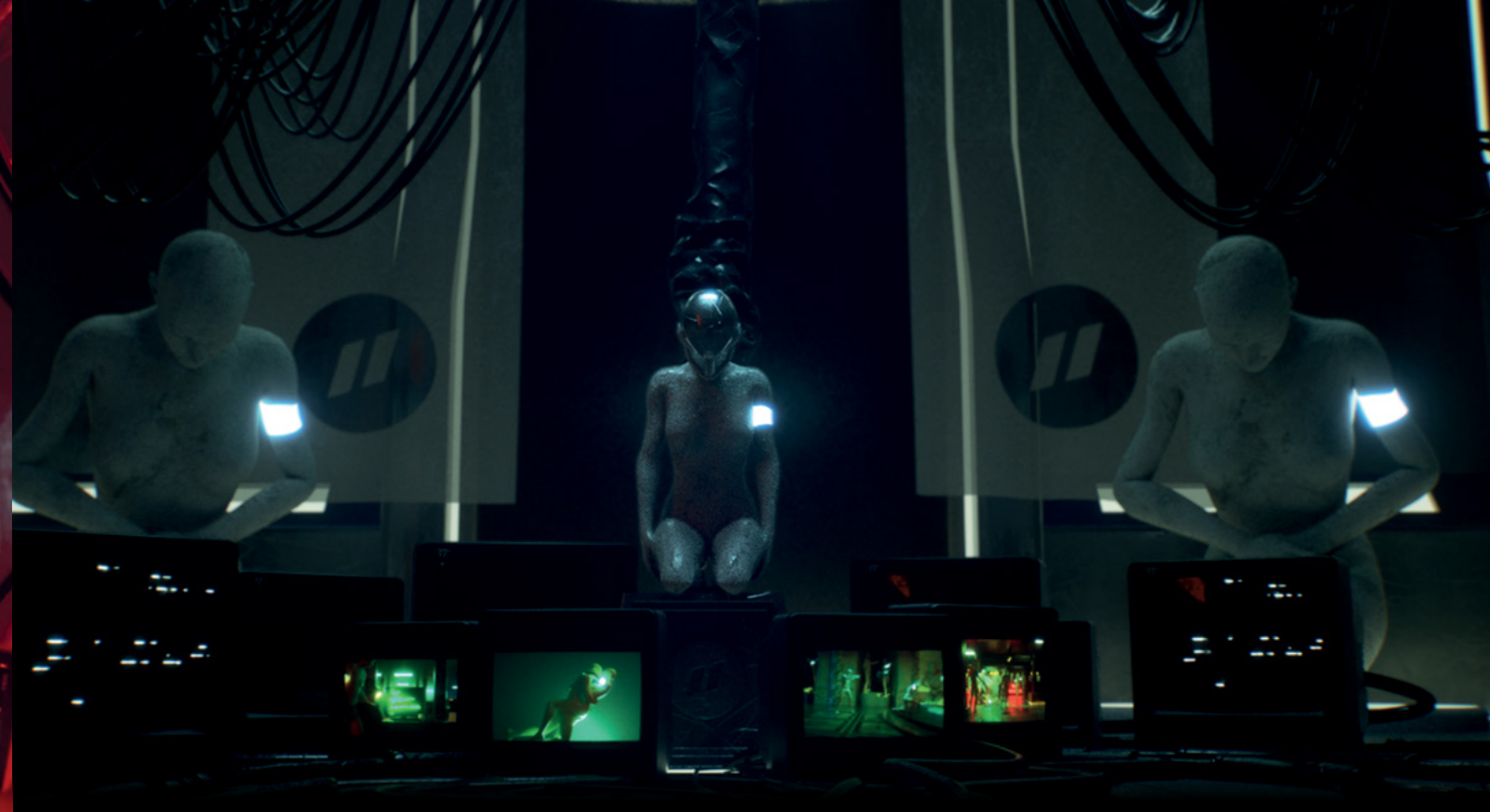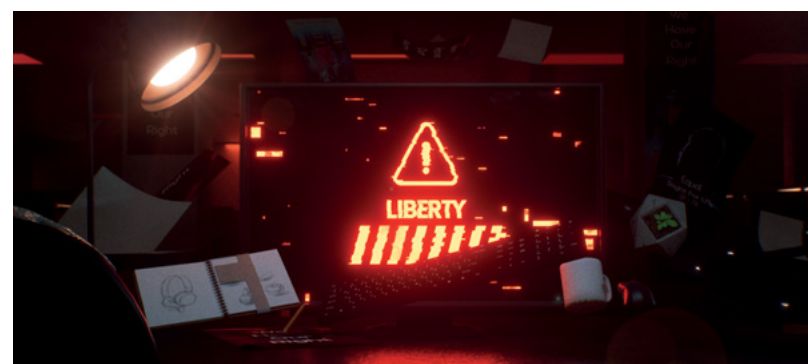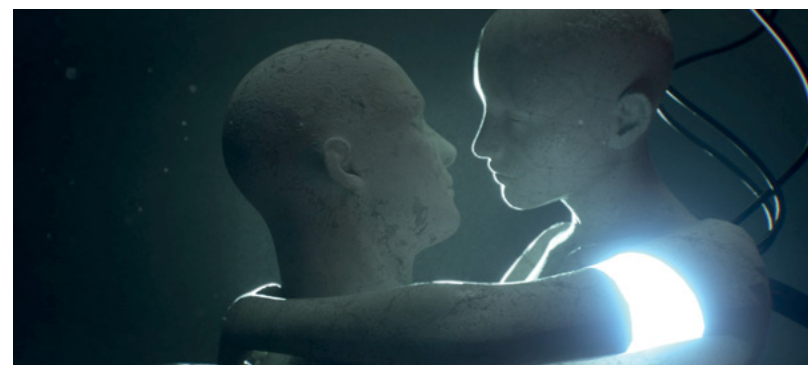
This work was produced by Angela Lee Chai Foong

IMAGINE THE POSSIBILITIES OF A.I.

Awaken is a motion graphics project that explores the advancement of artificial intelligence (AI) and its endless possibilities of whether they possess consciousness and humanity. Questions linger such as whether they deserve human rights and if they should be embraced as equals instead of machines.
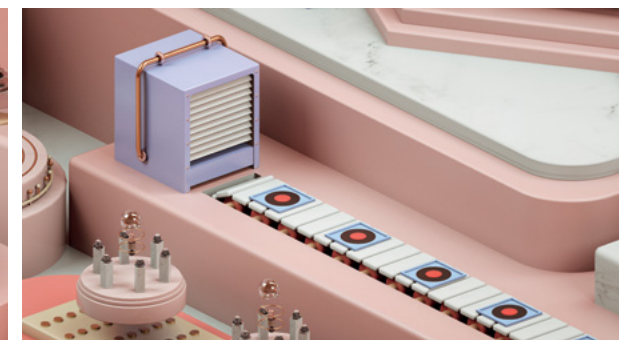

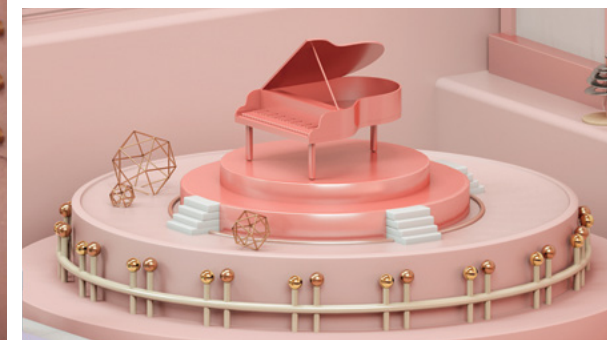This work was produced by Tan Shi Jin

A W A R D S
S H O W
D E S I G N

This project is a 3D motion graphics title sequence for the Golden Melody Awards (GMA), an honour awarded by Taiwan's Ministry of Culture to recognise outstanding achievements in the Chinese music industry. The music factory impression with coral and gold tones exudes the prestigiousness of the awards ceremony.

A family of musical instruments and industrial music processes were modeled, composited and combined in 3D motion graphics to showcase the elegance of new albums' packaging process inside a factory. From gramophone to the tuner, the video captures the instruments' movements as homage to classical and modern music of different cultures and generations.

This work was produced by Leong Yu Er

3D MOTION DESIGN FOR MUSIC VIDEO

134340

134340 MUSIC VIDEO

This is a fanmade motion graphics music video showcasing K-pop idol group BTS's track titled '134340' from their 2018 album - Love Yourself: 'Tear'. It reimagines the dwarf planet, Pluto, which is portrayed as a white ball wandering around different dimensions of 3D shapes and flat colours. The '134340' project experiments motion design with animation while cuing with the song nicely.

This work was produced by Lim Zi Quan

MIXED MEDIA FILM

PANGKOR ISLAND

This short mixed-media film features the fading culture and population of Pulau Pangkor. It begins with a senior local reminiscing his experience as a youth in Pangkor during the 1970s. The film depicts how the locals made income from the dried seafood industry and handcrafted fishing boat building industry. It also shows the leisure lifestyle and local festivities of the island.

But what comes after that is the reality of the Pangkor island today, where the majority are old folks due to a decrease of younger locals who moved away to search for better opportunities, and labour intensive jobs are taken on by foreign workers.

邦咯岛

PANGKOR ISLAND

This work was produced by Chew Li Shen

MOVIE TITLE SEQUENCE

VINCENT

Vincent is a conceptual title sequence about the famous artist, Vincent Van Gogh. The cinematography, motion, colours and music in this motion piece are meticulously designed to evoke Van Gogh's feelings throughout his lifetime: anxiety, insecurity, depression, joy and amazement. The aim of this project is to spark people's interest in Van Gogh's artworks and life story.

This work was produced by Yew Kok Hoo

THE
DIGITAL
FUTURE
IS NOW

The world is seeing a level of digital
creativity right now that has never been
witnessed before as people constantly
look for ways to stay connected and keep
going forward. The adaption to a digital
reality is simply inevitable. Take a moment
to consider everything that technology
has enabled and envision the endless
opportunities it can offer.

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