Sketch a friend and win prizes!

WIN cool gradient pens from Chameleon worth over $100!

More awesome prizes to follow!

Meet Ah Boon, our mascot!

Things are always interesting when Ah Boon is around! Knives rain on him, bees chase him — it’s no wonder he makes people laugh.

Instead of treating it as a curse, he sees it as a blessing, which fills his day with mini adventures. After all, he always survives each mishap and gains friends along the way!

Who are the others?

Boon 2, Eraser and Ah Bone were some of our favourite entries picked to be Ah Boon’s buddies sketched by students who attended the Jake Parker event in June.

Think you can do better? Then submit your character sketch to win yourself some prizes, including gradient pens from Chameleon AND MORE!

SUBMIT YOUR ART & CHECK OUT:

www.campus.com.sg/buddyforboon

We need help to conquer the world

Contributors (ad-hoc)
We are always open to contributors who want to polish their writing skills, or simply want to get their work out there. You can even write for our website blog. Best part is, you don’t have to be at the office (unless you want to) to be a contributor. You will, however, have to meet us first in order for you to know some guidelines (yes, we have some) for our contributor programme.

Interested? Send us your CV and portfolio (if you have one), don’t be afraid — we don’t bite. Apply via email to internes@campus.com.sg

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MOVIE REMAKES

Large and in Charge

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CAREER ILLUSTRATION by Jolyn Loh

Wordsmith (full-time job)

If you’re the type that groans at grammar errors on social media, then you’re in luck. Not only will you get writing assignments coming out of your wazoo, you’ll also edit stories, curate web articles and come up with quirky themes for our magazine. You’ll also get to pitch in on marketing and social media campaigns, and partake in witty office jibes.

We want to get yourself published? If you’ve got a good grasp of English and you’re resourceful, hard-working and passionate, we’ve got a spot for you.
With Faith, Trust, Pixie Dust, and a Little Disney Analysis

Disney was a ubiquitous presence in the childhood of many. But looking past the glittery gowns and glass slippers, what has Disney really taught us about the people we should be and fear?

"Long live the king." 
British accents - so refined, so posh, so... diabolical! That's what Disney seems to imply by casting most villains with non-American accents.

The Good: Accents make for good storytelling. Ultimately, Disney aims to tell you an experience. With movies catering largely to children, they ramp up the drama to get the message across. Kids aren't known to be masters of analysis after all, so it's sometimes simply easier to draw distinctive lines between the heroes and villains.

The Bad: These accents are also used because they sound foreign to American children. While stranger danger is a good lesson to teach, the emphasis that everything alien is bad should be eased. Cultivating xenophobia and racism aside, kids might take things too literally and start screaming the next time their uncle from London comes to visit.

"Don't underestimate the importance of body language." 
We all know the tale. The not-so-little mermaid fell in love with the dry, human prince. Determined to pursue her one true love, Ariel traded her voice for a pair of stubby, finny feet. Her voice wasn't all that necessary anyway, her looks were enough to capture the prince's heart. So what does that teach girls?

The Good: Disney princesses serve as role models for little girls everywhere. With their goodness, evil is extirpated. The good lies in the sound morals they teach. If you are good, brave and kind enough, you will receive your rewards. I can think of worse lessons Disney could teach.

The Bad: But these movies also imply other things. Many of these princesses - revolutionary Elsa and Anna aside - only achieved their 'happy ending' because a man was involved somehow. Likewise, these romances were sparked not by witty conversations or likable personalities, but by beautiful features - snow-white skin, luscious locks, soulful eyes etc. (Almost!) Every girl wants to be a Disney princess and have her happily ever after, but is Disney saying that we need to look a certain way to get that?

"Some day, my prince will come." 
It goes both ways - Disney teaches expectations for men as well, namely, to be a prince.

The Good: Disney princes are gentlemanly; they are all kind and introspectively good. It teaches boys that you need to treat your princess right. Slay her dragons and evil queens (if she needs help), support her and be loving. Good relationship advice, I would say.

The Bad: Besides being good and kind, Disney princes are also masculine and strong. So what's left for the men who fall short? Quasimodo is a classic example; though sweet and gentle, he still lost the heart of the beautiful gypsy to another more handsome than he. Similar to the expectations of women, Disney tells men that unless they fit a certain mould, they'll never get their happy endings.
Vintage in Vogue

Tracey Joh

Flip through the latest issue of the seminal fashion magazine, Vogue, and you would be forgiven for thinking that it is a copy from an age past rather than a report of the most current in fashion. Among the Spring-Summer 2015 trends featured, there was "The Return of the Clog," "The New Seventies Shirt" and "Return to Retro." Of late, vintage influences have pervaded both the catwalk and the streets.

What is Vintage?

The term ‘vintage’ itself has become a catch-all to mean any kind of second-hand clothing, although the technical definition refers to pre-worn threads from the 1920s to 1980s. While vintage has always found favour with a following of connoisseurs, comprising something of a sub-culture, never before has it seeped into mainstream consciousness as it has recently. This development stands as a testament to the enduring appeal of vintage styles, and their particular relevance in our era.

Vintage Personalities

At a time when the fashion market is saturated with the commercial and mass-produced, vintage makes it possible to create a truly distinctive look for oneself. One can see the world that one identifies with a certain cultural movement by adopting the key trends from that era: the current seventies craze (think bell-bottoms, fringes and florals) is closely associated with a hippie generation disillusioned with the government and ideas that launched the Vietnam War. Alternatively, one can emulate the styles of certain fashion icons: Twiggy for a mod, 60s pop look; Joan Jett if one wishes to channel an edgy, androgynous rock vibe.

Besides the diverse history and personal stories that are interwoven into each article of vintage clothing, there is also a timeless quality about it. Personalities such as Audrey Hepburn, Grace Kelly and Jane Birkin have come to epitomise class and elegance in the way women dress. After all, vintage clothing is often constructed through impeccable tailoring and reflect aesthetic standards that have stood the test of time.

Vehicles for Vintage

The appeal of vintage is clear, but the huge resurgence of interest cannot be understated, outside the context of social development. Like all else, the Internet has revolutionised the global marketplace for vintage, with sites like Etsy and Ebay helping to connect vintage buyers and sellers, and providing specialist traders with a platform to market their goods to an audience that just keeps growing.

Celebrities like Kate Moss and popular bloggers like Tari Givinson of Style Rookie have perfected the ‘modern grandmas’ look, sending fashionistas everywhere digging through their attic for apparel once deemed outdated.

Future of Vintage

This is no passing fad either – vintage looks set to stay. With increased awareness of the environmental damage from our consumerist habits, vintage is seen as a sustainable mode of dressing; opting for pre-worn clothes not only saves them from landfill, but avoids the need for making new virgin fibres and thereby reducing strain on scarce resources.

So if you wish to look fashion-forward, forget space suits and silver foil. What you want are thrift store treasures from a bygone era, not modern knock-offs. Bonus points if you can score tags with a lingering smell of mothballs, invariably a stamp of authenticity.

BY KIRSTIN SOW

BEING METRO: THE ART OF BEAUTY

It is often said that ‘beauty is in the eyes of its beholder.’ True to that, different individuals will have varied concepts of beauty. In today’s society, where youth and beauty are highly prized, one’s physical appearance has a pertinent role to play on social behaviour and future opportunities.

For instance, individuals who are deemed physically attractive are more likely to obtain higher grades (armed with the attractiveness effect), and stand a better chance of getting hired or have better wages. However, what used to be just applicable to females have now seemingly migrated to the male gender, and thus begins a new phase in the evolution of beauty.

NEW AGE SOCIETY

The countless celebrity endorsements in the media play an important role in shaping beauty standards. The portrayal of men being meticulous about their personal grooming and attaining flawless appearances have given rise to the metrosexual – a stylish individual who spends significant time and money on shopping to improve their looks.

Thanks to changing gender norms and a booming cosmetic industry, the standards for sophisticated male personal care have become mainstream too. To achieve such notions of beauty, certain beauty regimens etc. trimming or shaving has become necessary to reach the standard of societal norms.

BEARDS AND BUNS

Whether you love it or hate it, sporting the long-haired look with the man bun and topknot style is increasingly trendy these days. Coupled with popular facial hairstyles, from the designer stubble to the full beard, one would be sure to draw the attention of many onlookers.

The proliferation of hair styling products (just look at the types of gels and waxes available!) and high-end male barnets are a testament to the top-rising trend of male grooming. Some even go to lengths to achieve the masculine look with transplant and clip-in man buns!

PLASTIC SELVES

The boom in aesthetic surgery is evident with men’s desire to look good and stay competitive in the job market these days. Given how looking fitter, younger and more masculine is indicative of one’s success, most men resort to cosmetic surgery as a tool to aid them in climbing the social ladder.

Popular cosmetic procedures include jawline augmentation, liposuction coupled with pecoral implants, and buttock implants to showcase a sharper jawline, more muscular body, and a perkier butt. Overall, what is deemed as masculine seems to be geared towards a fit and well-defined body.

ALL ABOUT THAT HAIR

Male grooming habits have since become normalised, thanks to the metrosexual movement. It is not uncommon to see men trimming their body hair or even shaving or waxing them off completely. Part of hair management can be attributed to hygiene and aesthetic reasons, as trends in male appearances have been geared towards the sleek, clean and refined look. Moustrooping, the removal of one’s pubic hair by waxing, has also been on the rise. One step further is man-lacing, where men decorate their genitals with coloured dyes, small jewels and glitter tattoos.

MADE UP FOR SUCCESS

The market for male beauty products is booming; men of different age-ranges have long been the targets of cosmetic companies. With more masculine packaging and increasingly sophisticated products, the options for skincare are endless. Currently, men are more comfortable and able to shop for products that are marketed specifically to them from anti-aging lotions to face scrub and masks. Armed with a plethora of knowledge about cosmetic products, men are now more interested in looking younger and fresher than ever before.
### Cheat Sheet

# 36 Tips to be an Insta-Hipsta

Ever marvelled at how hipsters are able to post such artistic photos on Instagram? For those who are not in the know, these hipsters may seem like wizards who may be just born with the looks or skills to look perfect at every angle. Then again, with photography and photo editing magic these days, anything is possible, really. If you wish to learn their form of art, here are a few tips to help you post your photos like the hipster way.

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### GET IN TUNE WITH CURRENT PHOTO EDITING APPS

Dubsmash VSOC, Pages. There are always new applications that pop up everyday in a while which can work magic on those photos for your Instagram. Keep a look out for new and improved applications because that could spice up pictures and internets, your Instagram page. They are all for the good. Be patient when learning new ways of photo editing!

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### SNAP AN #OOTD (OUTFIT OF THE DAY)

Always take a picture of your outfit when you dress up. Sharp outfits make for good subject matters and they also show off your style. For added effect, pose against an empty wall or alley. You could also opt for a partial #KOOTD. Just snap a picture of your shoes or hand to add a first person perspective to your photos. There is no better way to show the others what it’s like to view the world through your eyes.

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### GAZE AT THE HORIZON

Portrait snapshots are overdone. If you want to be a little different, never look at the camera. You should rather try to look into the horizon. Better yet, add a cheeky smile to brighten the effect, it will make you seem more thoughtful and give your photos a cool vibe.

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### FILTER. FILTER. FILTER.

Filter is the essence of what Instagram is about. In fact, it is the answer to all problems on Instagram. Spot a blonde? Filter it out. Want to set a melancholic mood? Filter it in. The Instagram application itself provides many filters for use, but the best filters are often produced in subsidiary applications like VSOCO.

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### POST THOUGHT PROVOKING QUOTES

Give your photos more emotion by adding quotes that reflect your mood. Avoid overused quotes by Googling for deeper ones. You get a bit of wisdom on the way and even if the quotes do not relate to the photo, Instagrammers get a sneak peek at your personality.

---

### Whether you’re about to start your first day in a new school or are just about to graduate as a final year student, chances are that you’ll meet all kinds of people in this modern age. There’s bound to be someone you know that falls into one of these categories below:

#### The Overachievers

Overachievers, commonly known as nerds, are the ones motivated to be on top of their education. They do not only have the brains but also put in hard work for their grades. Their notion of style is more commonly a pair of jeans and a t-shirt, and can usually be seen in the libraries or study corners.

COMMON HASHTAGS: #ootd #ootn #fashion #designed #made

THEIR DEFINITION OF TRENDY: “Whatever fits - why should it matter when I can spend more time studying?”

#### The Hipsters

Hipsters are people who avoid mainstream trends, aiming for independence – whether it is their clothing, choice of music or their outlook on life. Their fashion has no limits and knows no bounds, and these hipsters can usually be seen around Tiong Bahru and Haji Lane, hanging out in cafés or shopping for styles at independent retailers.

COMMON HASHTAGS: #ootd #ootn #fashion #designed #made

THEIR DEFINITION OF TRENDY: “My style is who I am - my confidence in my being.”

#### The Athletes

The Athletes are never seen without either of these: their sports equipment or a shoe bag in hand. They’re the ones who usually possess the kind of body and discipline you’ve always dreamed of but were never able to attain. You can easily spot the athletes at the Sports and Recreation Centre after class, and they’re permanently in some kind of attire that they could very easily race off in. Most of the time, they can also be spotted wearing their marathon singlets and shorts, and nobody ever judges them.

COMMON HASHTAGS: #gym #athletes #fitness #athletic #healthy

THEIR DEFINITION OF TRENDY: “Keeping up with my training regime to look good and feel good”

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### by Winnie Neo

### Instagram Profiling: THE STEREOTYPES

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### THE OVERACHIEVERS

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MORE THAN MEETS THE EYE

BY HIDIRO KOH

Technology has advanced much throughout the ages, adapting to current trends and needs. While new inventions are constantly being produced to satisfy the fickle tastes of the public, something as fundamental as vision has also been revolutionised as well. Here are some examples of how innovation has changed the way we see things, literally:

VIRTUAL OMNI

From the virtual shot function of the Galaxy S6 to Samsung 3D glasses, virtual reality systems are coming into play and are in trend these days. For example, the Virtual Omni is a system that has reinvented the idea of screens everywhere. What was previously a passive act of taking in shapes and colours on a screen and merely viewing it in 3D format, is now turned into an interactive virtual world.

With the aid of Oculus Rift (virtual reality-simulating goggles which was recently acquired by Facebook) and Sixense STEM (a system that tracks body movement), people can now be fully submerged into a virtual world. Images being able to follow the wonderlust trend of touring the world in full panorama view— all without the need to suffer agonising crowds or long distance travel.

The system has also successfully broken into the gaming industry, giving a whole new meaning to first-person shooters. Gone are the days when you merely relied on your fingers to press the keys to move your character into action – you can now become your own character and play it like you’re physically in the game!

INSTAGRAM SUNGLASSES

With the rise of filter usage for photo sharing on social media, this new invention known as Instagram Sunglasses is basically a pair of shades that are marketed as providing real-life filters, like the Valencia effect, as seen on Instagram. Conventionally, the sunglasses work by using doll colours to shade the eyes from excessive light, which in turn builds on the warm rays of the sun to give the vision a dreamy effect. Though it has been criticised for being just a pair of boring tinted glasses, its popularity can be attributed by the fact that it’s about to reach 1,800% of its pre-planned crowdfunding funding!

NIGHT VISION CONTACT LENSES

Sporting a look no different than a normal pair of contact lenses, how these contact lenses work is via graphene – a type of carbon within the lens that reacts to photons of light. As such, dark images brighten up instantly, especially in low light areas. This makes the night vision contact lenses a perfect item for party-goers having a late night out (especially for those who find spectacles annoying). In addition, you can easily gauge the attractiveness of others in the clubs even under low light. The result? No more ugly hook-ups!

Information Systems

You’ll learn overall programming, as well as database and software engineering, along with the principles of e-business. These skills will make you a great fit for jobs like database administration, network engineering, being an IT project manager, a systems analyst or an all-powerful webmaster.

Creative Computing

Like the name suggests, you’ll focus on advanced graphics, animation, interactive multimedia design (including sound and motion), programming and software engineering. Not surprisingly, creative computing will prepare you for careers in 3D animation, film and TV production design and web development.

Information Technology

A background in information technology gives you the big picture on corporate networks, database design and implementation, information security and software process management. Making you an ideal candidate for roles like computer programming, IT design, network management, not to mention empowering you to become an IT entrepreneur.

Want to get hired? Think like an employer!

Even if you haven’t started your tertiary education yet, you need to consider: What companies are looking for? How do I make “me” in demand – and not just now, but in the future, too? What industries offer the most growth potential today – and not just how to maximise your earning potential, but how to make yourself most employable?

It shouldn’t surprise anyone that careers in IT are hot these days. From programming and software engineering to animation and multi-media, the emerging global knowledge economy runs on technology, meaning that anyone with the right IT skills has the keys to a very promising future.

SIM Global Education partners with the University of London, UK and University of Wollongong, Australia to offer you a range of Bachelor’s degrees in IT. Get the right skill set and qualifications. Be Global Ready.

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Singapore Institute of Management Pte Ltd | CPE Registration Number: 196607747H | Period of Registration: 20 May 2014 – 19 May 2018
Smartphones have moved beyond connecting people through phone calls or text messaging. With the advent of mobile apps, they have become so much more. Huge funds are being dumped into app development and critics worry that recent hyper-investment in the sector and over-valuations may soon lead up to a burst of the mobile apps bubble.

**Dating Apps**

**TINDER**
This popular dating app presents you with profiles of possible matches in your area and allows you to engage in a conversation with your matches. It received more than $50 million in funding.

**THE LEAGUE**
The dating app that caters to people in the tech industry, it received $36 million in funding.

**HINGE**
Hinge hooks you up with people who share your mutual friends on Facebook as potential matches. It received $12 million in funding.

**Hotel Booking Apps**

**TRIVAJO**
Available in 128 countries and over 25 languages, Trivago aims to find the lowest hotel rate. In 2016, the company raised over $276 million in funding.

**AIRBNB**
Airbnb lets you rent places from local homes worldwide. As of 2016, it raised over $800 million and received an investment of $300 million in 2014.

**Hotel Tonight**
Hotel Tonight hooks up last-minute renters with spontaneous travelers in just 10 seconds with 3 simple clicks. It raised $40 million.

**Messaging Apps**

**Uber**
Available in 51 countries and 300 cities worldwide, Uber's launch brought about a demand for mobile taxis in the US and globally. In 2014, it raised over $1 billion and is backed by Rocket Internet – one of the world's largest e-commerce companies.

**EASITAXI**
Easitaxi covers more than 400 cities in 50 countries. In 2016, the app raised over $71 million and is backed by Rocket Internet.

**GrabTaxi**
Malaysian-based GrabTaxi focuses mainly on the Southeast Asian market, and was the first all-driver team to succeed at a Harvard Business School (HBS) Business Plan Contest. In 2014, it raised over $300 million in funding.

**Snapchat**
Snapchat allows users to sell a time limit (1 to 10) to how long recipients can view their snaps, mailing sending inappropriate images that last less than 30 days. In 2014, it raised over $350 million in funding.

**Bandless Fans**
In 2008, Dyson introduced his air filter, a stair-flooring circular tube mounted on a pedestal, with no blower in sight. In 2014, it sold a million units. Sales of air filter-related fans grew. Following its success, Dyson’s fans hit a total of 1.5 million units in 2014. Despite this, the company’s air filters are not yet available in all major cities. Parents with curious toddlers, who feel the need to touch everything they see, will be thanking these fans for their safety features. In 2015, the company raised $122 million in funding.

**Robotic Vacuum Cleaners**
The lack of time has been solved by a $600 robotic vacuum cleaner for under $500. However, since the launch of robotic vacuum cleaners, there is no longer an excuse. These cleaners are as basic as they are fancy. They remember the layout of your room, dump the dirt in a receptacle and make extra work non-existent. Vacuuming was never so easy. But now it is hard to imagine a world without these machines. Just look at the size of your MacBook, is it too big to look at your vacuum cleaner? It is 3 times as big as your MacBook. The problem is that the vacuum cleaner is not as effective as it is supposed to be. This Shredder Shredder can easily be connected to your phone’s music app. It also doubles up as a phone cover with noise induction technology when you receive a call. Who says you cannot get the best of both worlds?
In the Game: Gaming Professions

by Sharon Magdalene

Ever wondered how you score a job in the video game industry? If being a hardcore video gamer is your answer, you're half right. Most video game developers started out the way we did, by playing video games like Assassin's Creed, Portal, and World of Warcraft. What started out as a childhood console game set slowly manifested into a library collection of games and entertainment systems. So if you really love video games and you have the talent, here's what you need to know about video game developers.

To create a game, there are multiple phases and an immense amount of time and effort put into perfecting it. There are no short-cuts, and it is a collective effort from the team, with each member contributing their work to create the game.

Being a game maker sometimes requires you to take on multiple roles (Virtually! All those MMOs you've been playing are finally giving you real-life experiences). To name a few roles, there is the writer, the programmer who sometimes doubles up as mathematician, and there is the level and environment designer; an artist who does the artwork, modeling, and animation. And, regardless of what other roles you have, you might also end up as the tester.

Character and Concept Artist

Focusing on character portraiture, this artist needs to ensure that the character design and composition are aesthetically aligned with the game objectives. Meticulous drawing skills and great animation techniques are required for this position.

Writer and Story Designer

This designer is the person who creates the story, directs its plot twists, and controls the game flow. How do game protagonists, companions, NPCs, and enemies in games all have their own personalities? They are shaped in order to emotionally engage the player. This writer needs to have knowledge of the gameplay features and abilities of the characters, and this task can sometimes be a team effort. Fundamental skills such as framing, animation techniques, and character design are required.

Level and Environment Designer

In a video game context, the level designer and the environment designer are the same person. The composer of this virtual environment needs scripting knowledge. Each room is considered one at a time in relation to character's abilities, strength, and resources. The designer needs to make sure that the level of difficulty is suitable and maintains the player's interest. You will be tasked with laying out obstacles, routes, enemy placements, and secret locations. The skills required are computer science, 3D and 3D modeling.

Programmer and Mathematician

In simpler terms, this person deals mostly on the coding and leaves the complex equations to the mathematician. However, if you're working in a small team, chances are the programmer and mathematician will be the same person. For this role, you'll be looking at complex programming and calculations, which means coding, numbers, more coding and more numbers. Heck, you might even dream in codes and numbers!

FIFTY RANDOM FACTS ABOUT SINGAPORE
Unique FOOD

by Hidir Koh & Winnie Neo

From hawker stalls to high-class restaurants, Singapore houses a wide range of cuisines, both international and local. From one end to the other, you will definitely be able to find food that is to your liking. Yet, unbeknownst to many, Singapore food isn’t just chicken rice and nasi lemak – here are some unique foods (using local ingredients) you can find in Singapore that you might not have even heard of!

FRUIT JUICE MEE SIAM
Hong Lim Market and Food Centre ($3 - $5)
Instead of ‘assam water’ which is used in the traditional mee siam, a ‘secret formulated fruit juice’ is used for this instead, and it takes more than 2 hours to prepare! A healthier alternative, this version is less oily and more flavourful too. There is also a $6 portion which comes with poached crayfish meat!

PLASTER BLASTER
Springleaf Prata Place ($5)
The humble and traditional roti prata meets innovation in this creation, where plain prata is topped with 2 slices of ham, and Eggs Benedict with Indian Hollandaise sauce. It was inspired by the owner’s trip to Australia, and made its debut in 2014 at the Ultimate Hawker Fest.

BUAH KELUAK ICE CREAM
Candlenut @ Dorsett Residences ($14)
This ice cream is made with buah keluak paste and Valrhona chocolate, served on a bed of salted caramel, chocolate crumble and chilli specks and topped with warm milk chocolate sauce. Even more unique is the fact that it does not melt.

SALAD WITH GULA MELAKA AND LIME DRESSING
LePark Singapore ($9)
Combining leafy vegetables, cherry tomatoes, shiitake mushroom and fried potato for a mix of texture and crunch, the salad dressing makes use of the sweet and rich flavour of gula melaka to balance out the sourness of lime. The salad is on the sweet side, with a citrusy tang that is reminiscent of drinking lime juice.

CROCODILE PAW STEW
Old Airport Road Food Centre ($40)
This dish may sound intimidating but if you can overcome this mental barrier, you will be in for a tasty treat. The paw that may look tough is actually soft and tender, like stewed chicken. The layer under the skin is also full of collagen, plus the meat itself is high in omega-3 fatty acids and muscle-building protein.

When it comes to drinks, we are equally as spoilt for choice as we are with food. From cheap coffeeshop drinks at under a dollar to the pricier café options, there’s always something to fit our budgets and tastes. Here are some drinks that you may or may not have heard of, but are concocted here in Singapore.

SUPER POWER DURIAN CHENDOL
Tekka Market ($2.50)
Have you ever imagined that one of Singapore’s favourite fruits and well-loved dessert would come together to be served as a drink? A scoop of durian paste is added to regular chendol (with red beans, coconut milk and palm sugar) to create this drink, and while this might not be to die for, everyone should try it at least once.

SUPER COOLER
Simpang Bedok Coffee Shop ($3)
A mixture of wheatgrass with coconut juice served with fresh coconut strips, the name Super Cooler says it all – a cooling drink perfect for the humid Singapore weather. This drink might be considered expensive for kopitiam beverage, but the coconut is particularly refreshing during the warmer days and the wheatgrass adds to its health benefits.

ICE TEH-O LONGAN
Spize Restaurant ($3)
Iced Teh-O that is mixed with longan juice and served with pieces of longan fruit, this creation is a wonderful mix of flavours. Particularly enjoyable during the warm afternoons in Singapore, this refreshing drink is also a nice change from the ordinary Teh-O that most people are accustomed to drinking.

TONIC WATER + SALT
Coffeeshops ($1.20)
Considered to be a ‘cooling’ drink, this is well-known among the older generation as a drink for particularly hot days or when someone is under the weather (with a sore throat or fever). This classic drink can still be found in coffeeshops around Singapore, and is similar to drinks such as Oldenlandia Mineral Water and Three Legs Cooling Water.
Singapore is home to many successful local entrepreneurs. While most of us have heard of established local brands such as Tiger Balm, TWG and Creative Technology, there are others that are equally well-known and established in Singapore – and beyond. Here are some brands from various industries that have sprouted from our home ground.

**AFTERSHOCK PC**
Based in Singapore, AFTERSHOCK PC was set up by two fraternal twin brothers, and offers customised gaming laptops for those looking for something unique. They are also Singapore’s only custom laptop builder, allowing not only customisation for the inner hardware, but also the exterior casing of the laptop itself.

**P.S. CAFÉ**
A popular chain of chic café-restaurants, P.S. Café started out as a part of a retail outlet called Project Shop. Founded in 1999 by Peter Teo, Philip Chin, and Richard Chamberlain, their PSGourmet group now has 6 outlets under the P.S. Café label. A popular place for brunches, it is also famous for its gigantic cakes.

**STRIP: MINISTRY OF WAXING**
While prude Singapore isn’t the first thing you’d associate with Brazilian waxing, this successful chain of body depilation specialists (which includes eyebrow-plucking brand Browhaus) started in Singapore before expanding across Asia, as well as to London and New York. The brand is founded by entrepreneur Cynthia Chua, who is also the founder of Skinny Pizza.

**PRINTS**
The pioneer of bespoke stationery in Singapore, Prints is known for its brightly-coloured paper products with contemporary designs. Founded in 2003 by local entrepreneur Neny Suparman and designer Lars Vikman, the brand has a firm following in Hong Kong, Japan and the UK. Singapore is home to 2 of its stores, as well as its global HQ.

**RAOUL**
Fashion brand Raul debuted internationally at the 2010 New York and Paris Fall/Winter shows. The brainchild of Douglas and Odile Benjamin in 2001, the brand’s fans include celebrities like Jennifer Lawrence. When Prince William and Duchess Kate visited Singapore in 2012, Kate donned a Raul piece which was sold out in under 24 hours.

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On Singapore’s 50th birthday, it is only right to look back on the many accomplishments of our people. And while a nation is more than a place and its physical infrastructure, Singapore’s architecture truly reflects the values the country prides itself on; being innovation and environmentally friendly. Below are 5 amazing pieces of Singapore architecture – designed by local architects – that any country would be proud to call their own.

**GENEXIS THEATRE**
Located inside Fusionopolis, one look at this experimental space tells you it’s anything but ordinary. Winning the President’s Design Award in 2009, it features 560 retractable seats allowing for almost any configuration – even folding flat into the floor. No detail in Genexis was overlooked, right down to the 400,000 timber beads that line the curved walls to prevent acoustic reverberation.

**PARK ROYAL AT PICKERING**
Exemplifying Singapore’s vision of becoming a city-in-a-garden, the now iconic PARKROYAL integrates little gardens throughout the building. With its balconies and terraces covered in lush foliage, the architects fit in more than double the original site’s area in greenery plus giving every guest a garden view from their window.

**NTU LEARNING HUB**
Dubbed the “film set basketball building”, NTU South Spine Learning Hub’s inverted cone-shape integrates different-sized classrooms stacked into unconventional-looking towers. Along with lots of natural foliage, the building also boasts green innovations like ventilation that doesn’t require fans or conventional air con, while harnessing natural energy for lights in classrooms, toilets and staircases.

**SINGAPORE SPORTS HUB**
Built on the site of the original National Stadium, the Singapore Sports Hub comprises the new National Stadium, an aquatics centre, shopping mall and arena which seats up to 55,000 people. Topped with the world’s largest dome, it takes just 48 hours to convert it from hosting athletics, football, rugby or cricket – making it unique worldwide for its versatility.

**PINNACLE@DUXTON**
Built on the historic site of one of the oldest HDB blocks in Singapore, the Pinnacle’s seven 50-storey towers were the brainchild of none other than Lee Kuan Yew himself. Fittingly, as the world’s tallest public housing it also features the world’s two longest sky gardens at 500 metres each – one of which is even accessible to non-residents.
It is time we acknowledge our beautiful green spaces, so here are five parks where you can enjoy a natural day out. Most parks in Singapore are connected with snaking park connectors in order to unify the parks, and allow the public to enjoy an uninterrupted breather from the business of city life.

JURONG CENTRAL PARK

Within walking distance from Boon Lay MRT station, Jurong Central Park is not your typical neighbourhood park. The life-sized Snakes and Ladders playground and Ludo Garden bring a sense of familiarity and nostalgia to visitors who used to play these “old-school” games, set amidst the park’s thriving green environment.

PUNGGOL WATERWAY PARK

Punggol Waterway Park makes Punggol a dreamy waterfront town. Made up of four different themes – Green Gallery (for nature lovers), Recreation Zone (for children), Heritage Zone (showcasing Punggol’s oldest trees) and Nature Cove (for all to enjoy the waterfront scenery) – popular activities here include cycling, walking, kite-flying and photography.

BEDOK RESERVOIR PARK

Nestled in the north of Bedok Town, Bedok Reservoir Park is well-known for water sports. Folks from all around the country come here for dragonboating, canoeing, wakeboarding, and also fishing. Besides all things water, the park has a 4.3km running track and is a sanctuary for bird-watchers.

PARKS NEIGHBOURHOOD

BISHAN PARK

Bishan Park offers a serene sanctuary right in the heart of Singapore with a 3.4km long winding river that runs through it. Beautiful banks of wildflowers and greenery create a beautiful backdrop where people can have picnics, or simply enjoy an evening jog. There’s also a large fenced area specially for dog runs.

HORTPARK

Hortpark serves as a knowledge centre for all gardening-related activities. There are more than 8 themed gardens, including the popular Butterfly Garden where visitors can experience the winged creatures up close. While visitors can choose explore the gardens or picnic in the Hortlawn, guided tours on gardening are also available.

If you’re looking for somewhere to go this weekend and you’ve already exhausted all the usual entertainment options, venture out to one of these lesser known but no less intriguing museums in Singapore. Whether you’re looking to discover more about local history or to satisfy somewhat esoteric tastes (antique Batman figurines, anyone?), you’ll be spoilt for choice.

MINT MUSEUM OF TOYS

The building itself has garnered numerous international architectural awards for its unique design, but it is the extensive collection of vintage toys (over 50,000 collectibles and memorabilia from more than 40 countries) which will entice you to visit. Make no mistake – these are not just toys, but historical artifacts, reflecting cultural trends over time and space, and we will leave you with a real case of nostalgia.

CIVIL DEFENCE HERITAGE GALLERY

Housed within the Central Fire Station, the Gallery traces the development in firefighting techniques and civil defence over the past century. The highlight of the displays is the range of antique fire-engines, which includes the first fully motorised fire-engine in Singapore. At any rate, a trip to the gallery is guaranteed to be more exciting than your last National Education lesson.

BATTLE BOX AT FORT CANNING

Built to serve as the Strategic Headquarters for the British, it was a self-contained underground nerve-centre with rooms for specific functions, including a dedicated cipher room. In 1992, it was reopened to depict the last days of the Malayan Campaign and the Battle of Singapore, and despite its name as “The Battle Box”, the only battle that was fought here ironically culminated in the decision to surrender.
“There was a time, when people said that Singapore wouldn’t make it, but we did.” True to the lyrics from the song “We are Singapore”, we have surpassed all expectations. But this was only possible through the efforts of our forefathers. Here is a list of memorials you might like to visit which commemorates their contributions.

**ELEPHANT STATUE AT OLD PARLIAMENT HOUSE**
Found standing in front of the oldest government building in Singapore is a bronze elephant. Previously situated at the Victoria Theatre and Concert Hall, it was an appreciation token from Chulalongkorn King Rama, the former King of Siam and was gazetted as a national monument on 14th February 1992.

**KRANJI MEMORIAL**
The Kranji Memorial houses the memory of brave soldiers who gave their lives to protect Singapore during World War 2. The pillars of the main structure are covered by 240,000 names, and the main building is surrounded by large numbers of tombstones, both of which morbidly portray the cost of war.

**SUN YAT SEN NANYANG MEMORIAL HALL**
Towering in front of the memorial is the bronze statue of Sun Yat Sen in an armchair. Built around the structure of a colonial two-storey villa, this monument pays tribute to the work of Dr. Sun. Daily guided tours are provided for those who wish to have a more enriching visit.

**TAN KIM SENG FOUNTAIN & LIM BO SENG MEMORIAL**
People who route through Esplanade Park would have spied these next two memorials. Built with cast-iron, Tan Kim Seng Fountain was designed in Victorian style, and it memorialises Mr. Tan’s donations in setting up the waterworks of Singapore. A short distance away, stands the Lim Bo Seng Memorial, which has 4 bronze panels on its structure that convey Mr. Lim’s contributions in the four main languages of Singapore.

Singapore has come a long way to where we are today, especially since we’ve been represented by 3 different flags in the past. Without the aid of pioneers, who helped distinguish us from the rest of the world, we wouldn’t be where we are today. Whether they be young or old, alive or remembered in memory, here are some notable people in the history of Singapore.

**TAN MIN-LIANG**
Together with Robert Krakoff, Singaporean Tan Min-Liang started Razer from a small office. Since then, the company has developed into one of top brands in the gaming industry, employing over 500 staff across 3 continents. Tan Min-Liang spearheads the R&D department that constantly creates bold new products like VR headsets and Android consoles.

**CHIA ANN SIANG**
After toiling for years in different companies, Chia Ann Siang saved up and bought over the land known today as Ann Siang Hill. As the location for remittance houses, it was frequently visited by Chinese immigrants to send money back to China. Despite his fame though, the location of his grave was not known until 2012.

**SINNATHAMBY RAJARATNAM**
The Deputy Prime Minister from 1980 – 1985 and first foreign minister of Singapore, he was also the person who penned Singapore’s national pledge. A journalist in his younger days, he was also well known for the short stories that he wrote and published in British magazine *The Spectator* and even the Indian Section of BBC’s Eastern Service.

**MAJID ARIFF**
Mentor to ex-footballer Fandi Ahmad, this renowned midfielder is dubbed as the “most skillful player Singapore has ever produced”. Ariff started out playing football as a pastime with his Kampong buddies but later developed into a professional player who competed in the Asian All-Stars in 1966.

**DAVID MARSHALL**
David Marshall, Singapore’s first Chief Minister, was a brilliant lawyer who had the reputation of “Marshall never loses.” Additionally, he tapped into the humility he acquired during the 3.5 years he spent as a prisoner of war and spearheaded many activist organisations.
Breaking a world record is no easy feat – many attempts have been made to set new records and to break existing ones over the years. As it is, Singapore might be small, but it holds some of the world’s greatest records. In fact, it holds 46 most genius, brilliant, wacky and unthinkable records to date! Here’s a small compilation of our country’s unique achievements.

**WORLD’S LARGEST GAME OF MUSICAL CHAIRS**

Ever heard of a musical chairs game lasting three and a half hours? In 1989, 8,238 people participated in the world’s largest game of musical chairs at the Anglo-Chinese School. The gruelling and lengthy game ended when the then 15-year-old Xu Chong Wei emerged victorious as he sat on the final chair.

**WORLD’S LARGEST CHINESE ORCHESTRA PERFORMANCE**

Through a concert titled ‘Our People, Our Music: 2014’ held at the National Stadium, the Singapore Chinese Orchestra [SCO] garnered the record for the largest Chinese Orchestra ensemble ever, involving 4,557 members. The orchestra also set a record for the world’s largest Chinese drum ensemble during their performance of the song ‘Power Singapura’ at the same concert.

**WORLD’S LARGEST BALLOON SCULPTURE**

Using a total of 79,854 balloons and 42 hours, balloon artist Lily Tan and her team of 50 artists constructed a robot sculpture named ‘Sentinel’ that was displayed at Marina Square Shopping Mall in 2012. The sculpture measured 23.3m by 19m and 11.5m high, and was conferred a Guinness World record.

**WORLD’S LARGEST COLLECTION OF TORTOISES AND TURTLES**

Father and daughter team, Danny and Connie Tan, own 3,456 tortoises and turtles. The Live Turtle and Tortoise Museum at Chinese Garden is home to some of the world’s rarest golden turtles, the most dangerous turtle and the world’s third largest tortoise. Built up over 36 years, the collection also houses more than 5,000 reptile memorabilia.

**GLOBAL POWERLIFTING ALLIANCE WORLD RECORD**

On March 13, 2015, Chew Feng Yi broke 3 major Global Powerlifting Alliance [GPA] world records in the squat, benchpress and deadlift categories respectively, making her the first Singaporean female to have set new records for them. A total of 332.5kg were lifted by the female powerlifter, surpassing the previous record by a whopping 97.5kg.

Singapore prides itself as a global research and development hub, and ranks highly on global liveability lists. Even so, how many breakthrough achievements from our local scientists have you heard of? Here are some interesting results from international surveys and technological advancements in Singapore that you may not have known about.

**MOST SME-FRIENDLY**

Our Lion City has been rated as the most SME-friendly government by internationally-recognised bodies like the Association of Chartered Certified Accountants (ACCA) and Institute of Management Accountants (IMA). As many Singaporeans are employed under the SME sector, being the most SME-friendly country not only means more jobs, it also fuels economic growth.

**BIOLUMINESCENT FLOWER**

While you may have seen glowing CGI flowers in the movie Avatar, those flowers can actually be real! The first ever bioluminescent flower in the world was actually made by Professor Chia Tet Fatt in December 1999, when he transferred DNA containing genes from fireflies into orchid tissues using particle bombardment, resulting in glowing flowers.

**ELECTRIC TAXI**

Gas-powered vehicles today leave a huge carbon footprint on the environment. On top of that, fuel is extremely expensive. To solve this environmental issue, a team from TUM Create, a collaboration with TUM and NTU, have designed and built an electronic taxi (called EVA) that is capable of travelling 200kms before it needs to recharge, and recharging only takes 15 minutes!

**HIGHEST EDUCATION RANKING**

In this year’s OECD global education ranking report, Singapore came in first, ahead of Hong Kong and South Korea. The rankings are heavily influenced by the country’s mathematics and science scores from students aged 15 years old. This simply shows that Singapore has a strong and solid foundation in education.

**SMALLEST GEAR**

Thought that the gears running in your watch are small? A team of Singapore scientists currently hold the Guinness World Record for developing the world’s smallest gears which are molecular in size – so small that they are not visible to the naked eye. These gears can open doors to further development in nanotechnology. Imagine a pinhole camera smaller than a 1 cent coin!
Hello, Kitty?

From her very first appearance on a purse 41 years ago, Hello Kitty has enamoured the masses in almost all corners of the globe. However, on her 40th anniversary, it was revealed that while commonly described as the “cat without a mouth”, Hello Kitty was actually a British girl! That set the internet buzzing for days, but also brought forth a question: Who or what exactly is Hello Kitty?

Kitty who?
Hello Kitty started out merely as a logo and not a character with a personality or backstory, as did all the other characters that came out of Sanrio (the Japanese company that Hello Kitty belongs to). Over time, as its popularity began to catch on, she was given a personality and character, and even family and friends (like her boyfriend Dear Daniel) with their own personalities. Said to be a British girl known as Kitty White, Hello Kitty even had her own animation series, which included other characters from Sanrio.

Kitty for Campaigns
In 2004, Hello Kitty was named as “UNICEF Special Friend of Children” in the US to help raise funds for girls’ education in her country of origin (Japan), she has been associated with blood donation groups and other fundraising activities.

Whether Hello Kitty is a successful campaigner for these causes is very much open for debate, but perhaps it is because she was given a human trait that people can relate to her.

Cashing in on Kitty
As the epitome of Japanese pop culture, Hello Kitty can be found almost on all sorts of merchandise, ranging from jewellery and fashion to electrical appliances. Then there are Kitty-themed running events and SBS buses.

However, contrary to charity events which capitalise on her humanitarian traits, companies bank on her popularity to raise sales. In Singapore alone, for 2015, there have already been 3 lines of Hello Kitty products, namely two sets of plushies (from Singpost and Singtel) as well as a range of EZ-link charms (which were all sold out in less than a week or so of their launch). Yet, one has to question – what has Hello Kitty got to do with all these products, really?

Take for instance, electrical fans. In terms of personality or her backstory, there is basically no connection. However, fans of Hello Kitty (pun not intended), are still willing to purchase anything related to her, and the sales of Kitty-related items have proven just how high a spending power these fans have – revenues from Hello Kitty merchandise have reached USD$1 billion a year!

Where forth now?
From a single purse right down to plushies representing American singer Lady Gaga and J-rock band X-Japan, Hello Kitty has come a long way from just being a “cat”. For 41 years, she has been an icon of Japanese pop culture, and has evolved from a simple logo to a full-fledged character.

As time progresses, one can only hope how long her popularity can be sustained before Hello Kitty, finally becomes “Goodbye Kitty” instead. But from the looks of things, it seems that she is here to stay.
GET AHEAD FAST

It’s tough to stand out these days. So many students are attending prestigious local universities, studying overseas, or getting graduate or even post-graduate qualifications. With that kind of competition for top spots, how do you get ahead?

YOU START BY NOT FALLING BEHIND IN THE FIRST PLACE.

There are many alternatives out there to traditional, rigid pathways, whether it’s part-time courses, distance degrees, or programmes that combine an affordable local programme with some strategic overseas exposure, giving a prestigious international degree within reach.

For many successful students at the University of London ILD, it’s opportunities like those that give them the knowledge they need to hit the ground running immediately upon graduation and create their own great career opportunities.

WONG BOON PIN

After polytechnic, I still felt I needed to increase my skill set and found SIM GE’s BSc in business from the University of London was such a good fit, that it eventually led me to an MSc in Management & Human Resources with London School of Economics in 2013.

What did I learn at UOL? To question everything! I particularly enjoyed “Elements of Social & Applied Psychology” – which really taught me to never take theories at face value.

I also had the opportunity to be a student ambassador at UOL speaking to other prospective students – something that gave me a better perspective on my own educational choices.

NICHOLAS GERARD

I was doing bio-med in poly, but didn’t see myself working full-time in it. It was then that I was bitten by the business bug. I had been looking at Australian universities, but someone told me about UOL’s management programmes, and after some research I was quite impressed by its alumni, history and notable programmes – and I didn’t even need to go at the way to the UK, since their programme here offered highly-regarded degrees and great ROI.

Most of SIM GE’s lecturers are working industry professionals, so they taught from experience – that gave me real-world perspective. UOL’s courses were definitely challenging and I was never spoon-fed. You can’t just give pre-prepared answers. It’s about learning how to apply what you studied.

It really teaches you to think for yourself and be independent, which is something I have to do every day in my career at technology start-up company, Pelivix.

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OUT AND ABOUT

GIVEAWAYS

BRAGU SILK EPI L7 DUAL EPILATOR

With 40 double-groove tweezers and integrated with Gillette Venus technology, the Silk-epl L7 provides the most thorough exfoliation and exfoliation in one step. The pivot head adapts to skin contours for maximum comfort and smoothness, as it removes short hairs of up to 0.2cm in length. The shaping and tweezing function, this fully water-proof epilator comes with a a zipper pouch for storage and a Nice Slip Gag pouch, allowing for easy storage in the shower.

GOLDEN POINT AWARD 2015

Deadline: 30 June 2015, 6pm

A writing competition for those into short stories and poetry in the nation’s four official languages: English, Chinese, Malay and Tamil, the results will be announced during Singapore Writers Festival 2015 in November.

ARE YOU THE NEXT LIT THING?

MOVIES

Pixel (August 13)
Cast: Adam Sandler, Kevin James, Michelle Monaghan, Peter Dinklage

When intergalactic aliens misinterpret video feeds of classic arcade games, their version of an attack on Earth using video game characters and models as avatars for their assault, it is then up to Sam Brenner (Adam Sandler), Will Cooper (Kevin James), and Mr. V (Peter Dinklage) to help stop PAC-MAN, Donkey Kong, and Galaga etc from destroying the world by doing what they did best when they were kids – fighting these characters the way they did in video arcades.

ATTACK ON TITAN (Part 1) (August 13) - In Japanese
Cast: Haruna Miura, Hiroki Masunaga, Kiko Mikurata

Based on the same hit manga series by Hajime Isayama, the story of Attack on Titan centres around Eren (Haruna Miura), who is considered as Humanity’s last hope. A hundred years ago, the human-racing Titans suddenly appeared, forcing the human civilization to near extinction. To keep the Titans out, humanity built a giant wall to defend themselves, but now the giant wall is broken, and Eren’s quest continues. Not only the origin of the Titans, but also political subterfuge as well.

ASSASSINATION CLASSROOM (July 2)
Cast: Kanaeru, Mikihiro, Marusaki, Takanashi

Crowning the 2 billion yen mark in box office sales within just 2 weeks, Assassination Classroom is based on the manga that has sold over 10 million copies. The plot revolves around students who attempt to ‘assesstinate’ a mysterious teacher who is their teacher’s teacher – an alien occupant with bizarre powers and super strength – because unless their teacher can destroy him first, he will destroy Earth. There is just one small problem: he is also the best teacher they’ve ever had!

ECHO SMITH LIVE IN SINGAPORE

August 11th, 9pm

Los Angeles all-pop band, Echosmith, will be bringing their passionate brand of carefree pop to our shores. Their last Singapore show has been described as the best Singapore show. This time around they have added a special guest to their line-up. With their three albums and a series of hit singles, Echosmith has garnered over 1.2 billion views on their music videos. With chart topping hits such as ‘Making Miracles’ and ‘Sometime’, Echosmith is set to be a sensation in Singapore.

KODALE WITH SPECIAL GUESTS SHEPPARD

August 1st, 7.30pm

Kodalive is one of the most experienced and energetic performers in the industry, having performed at numerous international events and festivals. Sheppard is a DJ and producer from London, and has been praised for his unique sound and DJ style.

EVENTS

4 - 27 Jun | 10am to 9.30pm
Outside Bryce Ann City
Gundam Docks at Singapore

The 9,000,000 exhibition, which will include over 200 models of the Gundam series, will be one of the largest such exhibition outside of Japan.

ROMP 2015 | 16 Aug | 10am - 6pm

A sports extravaganza that focuses on engaging youth (14 - 21 years old) by surprising them through sports (Soccer, Football, Table Tennis and Pool) and promoting youth volunteering.

PRODUCTIONS

26 Jun - 12 Jul | 7.30pm
Drama Centre Theatre
Tickets: $40 - $78

Another Country

Produced by Ivan Hung and Makadya’s 20 Kursk, RED KID’s Another Country takes the audience on a trip through the two countries’ shared memories and divergent dreams with the most brutal of lives, humor and love, all in the best way.

SINGIN’ IN THE RAIN

Set in 1927, Singin’ in the Rain tells the story of Hollywood’s first musical, packed full of charm, romance and comedy with songs such as the classic Singin’ in the Rain and the movie’s iconic choreography. Raindrops are recaptured on stage, together with the help of up to 10,000 litres of water.

24 Jul - 16 Aug | 1:30pm, 6pm & 8.30pm
Star Performing Arts Centre
Tickets: $60 - $160

THE LKY MUSICAL

An original play based on the life of Lee Kuan Yew, the musical offers an insight into the emotional struggle faced by LKY and people around him during the tumultuous years of pre-independence. Singapore. Adrian Pang and Iwan Z puts together a strong team of writers and actors to tell the story of the little character and his wife, with local musician Tick Lee contributing to the score for the musical.

21 & 22 Aug | 8pm
Esplanade Theatre: Singapore Dance Theatre: Masterpiece in Motion

Tickets: $80 - $70

Happy for the 60th season, Masterpiece in Motion is a blend of the best performance which will include over 100 models of the greatest ballets and first ever creation for FFT – the world premieres of Midsummer's Night. The company, will also be presenting Team Etienne by August Bournonville as well as $28 by Edward Liang.
New Age Activism

As people of the 21st century, the current generation has the privilege of experiencing an era characterised by improvements in technology. With these advancements, people have the power to get their voices heard, and it is almost fashionable to exercise this power by riding on the waves of the internet to raise awareness and fight for the rights of the disenfranchised. But are these tactics useful?

HASHTAGGING #nepalquake

There are other ways that people today are getting their voices heard, such as harnessing the power of the hashtag phenomenon. Hashtags, when used for activism, have become a symbol for activists to rally behind.

For example, in the case of the recent Nepal earthquake, hashtags like #Nepalquake and #prayfornepal were used by activists to draw the world’s attention to the plight of the Nepalese whose lives have been turned upside down by the back-to-back earthquakes, with coverage on thousands of pictures on various social media sites. Unlike the ALS challenge, these hashtags were not a viral. However, by sharing the pitiful plight of the Nepalese families who have perished, the hashtag has created a ripple effect in sourcing for volunteers and donations.

GOING VIRAL!

The first viral campaign led by most activists in recent times was the ALS ice bucket challenge. One such significant example would be the ALS ice bucket challenge - a challenge whereby people either post a video of themselves doing a bucket of ice water on themselves, or to donate US$100 to the cause, while tagging 3 friends to take up the challenge as well.

The main idea behind this is to raise awareness and encourage donations for the study of amyotrophic lateral sclerosis (ALS). At its peak, this video challenge helped raise US$2.5 million in just a month, with assistance from powerhouses such as Steve Jobs and even celebrities like Lady Gaga and Ashton Kutcher. It almost became trendy to take up the challenge, but how much awareness did it really raise for the disease itself?

VIDEO SHARING

Another way for people to show support for a cause that is gaining momentum is through the sharing of videos. This is an approach that hinges on symbolism, portraying images or ideas that resonate with people.

Take actress Emma Watson, for instance. She was inaugurated as the face of HeForShe when she gave her “For She” speech at a United Nations meeting on 20th September 2014. Although her speech was impressive in itself, her success as a figure for HeForShe should not be attributed to social media, as videos and excerpts of her speech spread like wildfire within days. With the rise of social media, the impact of such speeches is no longer restricted to those who hear them in person.
Movies which were successful in theatres half a century ago are often remade, as people love to enjoy old movies played by current A-list celebrities, spiffed up with the latest SFX. There has been over a hundred movie remakes throughout the decades – while some are on par with (or even surpassing) the original, there are the inevitable few that horribly flop. Here are some of the best and worst movie remakes of all time (in our opinion).

## THE GOOD, THE BAD AND THE UGLY

### ROBOCOP

★★★★☆

Robocop is the inevitable reboot that Hollywood had to make using current CGI technology which the 1987 Robocop producer, Paul Verhoeven, wished he had. The action-packed remake was full of impressive SFX with countless explosions and gunfights, as well as an updated scenario (Robocop was made in China), but the film has garnered controversy over whether it surpasses the original.

### SCARFACE

★★★★☆

“Say hello to my little friend!” You have probably heard this quote from somewhere. Most who’ve watched the 1983 version did not even know it was a remake of a film with the same title from 1932. The main difference between the two films lies in the era which they were released: the 1932 version was focused on the illegal distribution of alcohol compared to the 1983 version which centred on drug trafficking. Both versions were excellent.

### DRACULA UNTOLD

★★★★☆

There are so many renditions and remakes of Dracula; you can see the evolution of the idea of vampires since the first Dracula movie, Nosferatu. Then came Horror of Dracula, starring a well-dressed Christopher Lee (not our local MediaCorp actor), with sleek combed hair and the famous black-and-red cape. Next up was Gary Oldman in Dracula (1992), looking dead pale with the whitest Dracula hairstyle in history. Finally, last year’s Dracula Untold showcased the modern Dracula as an emo killing machine.

### TEENAGE MUTANT NINJA TURTLES

★★★★☆

There have been 3 major remakes of the TMNT universe (if you count the 2007 CGI-animation version), with the 2014 instalment filled with fast-paced CGI turtles while the original (1990) had real people in Ninja Turtle suits performing real martial arts. What disappointed most fans was April O’Neil in the latest remake – many felt that Megan Fox, unlike Judith Hoag in the 1990 movie, did not really have much chemistry with the Ninja Turtles.

### OCEAN’S ELEVEN

★★★★☆

In case you didn’t know, the 2001 Ocean’s 11 is a remake of the 1960 film of the same title. Both movies were led by a fantastic cast with great acting and chemistry. The remake had the same story as the original, but fared better with a stronger plot and more depth in its story – and having plenty of eye candy probably boosted its popularity. Catch the 1960 version to see what robbing a casino was like in the pre-kilohertz past.

### AMERICAN PSYCHO: ALL AMERICAN GIRL

★★★★☆

Do not be fooled by the title. This movie isn’t actually a sequel to American Psycho, but is instead a bad teenage girl remake of it. It makes you wonder why Mila Kunis agreed to be a part of the film – the plot had holes everywhere and none of the characters did even make sense. This is not a movie we’d recommend watching, but the original “American Psycho” is definitely worth a watch.
ADVENTURES IN BELUM RAINFOREST

Jolyn and Shafina, our two winners for Campus Travelogue, spent 3 days in Belum Rainforest, courtesy of Belum Rainforest Resort. Follow their journey in the rainforest that’s way older than the Amazon Rainforest!

Surrounded by nature at every corner, the luxurious resort has a beautiful compound with amazing architecture and landscape.

BAMBOO RAFTING

Made up of long, dried bamboo lashed together with ropes, the rafts looked rather flimsy on first sight, but were surprisingly stable in the water. Drifting along the lake in the evening, it was a spiritually nourishing experience as we took a breather away from the bustling, hectic city life.

During our 3D2N getaway, we not only explored the oldest rainforest in the world, (yes, older than Amazon and the Congo!), but also had many adventures that are definitely bucket list-worthy. Some examples included:

NIGHT TREKKING

As the name suggests, we explored the rainforest in pitch black darkness with only a guide and some torch lights. It was a bit challenging, especially once we were amateur trekkers, but it blessed us to come forth and interact with nature in such a peaceful and intimate manner.

Our knowledgeable guide shared with us many insights during the trek, such as using natural resources to survive in the jungle. It was an insightful and fun trek, as we spotted plenty of insects such as beetles and even giant millipedes as well.

ORANG ASLI VILLAGE

Living a simple life in huts made out of bamboo, the only technology present on the island was a small television set operating on battery. Despite having limited resources and facilities, the children pride themselves on maximising what they have, from donated books to learning music from the long guitar that was being passed around the village.

The school itself is erected at the core of the village, where children from the village would come together and read storybooks to pass their time.

Later in the day, we also tried our hand at blowpipes for the first time – Shafina was a natural!

EXPLORING THE RAINFOREST

The relatively untouched Belum Rainforest is home to a dizzying array of flora and fauna, and this includes 1 of the world’s most threatened mammals. In order to witness the world’s most national art pieces, we set out on a mission to explore the rainforest by boat and on foot.

After trekking into the rainforest for about an hour or so, we finally reached this glorious waterfall, where we had a picnic lunch. Soaking our feet in the cooling waters, the long trek was peppered with mosquitos and bees, but it was definitely worth the effort.

We managed to spot a rare Rafflesia flower during our trek, and although it is the largest flower in the world, it unfortunately has a small lifecycle of only 5-7 days. The lone and only Rafflesia which we saw, the Rafflesia Kerrii species, was already half rotting away by then. In total, Belum Rainforest is home to 4 different species of the Rafflesia; these are Rafflesia Bachmanii, Rafflesia Kerrii and Rafflesia Cantleyi.

BANDING GALLERY

At the Banding Gallery, we learnt about the history of the rainforest, and how being located in the north of Malaysia near Thailand, it had been a strategic location for warfare during the 20th century.

There was also information plastered on the walls to educate the visitors on the evolution of military supplies and weapons which we found intriguing, as we had to imagine how the soldiers had to climb trees to swing a connection cable before they could have any radio reception.

Our guide, Desmond also helped us to understand how traffic was improved in the region by the commencement of highway plans where 7 bridges were built across Malaysia, resulting in a great impact on the transportation of goods.

For more information, check out: [Belum Rainforest Resort](http://www.belumrainforest.com).
What do ads for ice cream, burgers, a romcom, and a gym membership have in common? In one way or another, they all feature sexual innuendos, proving that the age-old technique of using sex to sell is still alive and well in Singapore.

Unless you live under a rock or in a bomb shelter, you’ve seen plenty of these ads at bus stops, on public transport and in magazines.

**Sexting Ads**
The ads for Carlucci Jr. are known for featuring sexy women with spaghetti buns, and snazzy-sounding taglines like “Everybody Loves Big Boobs”. Even Burger King got in on the bandwagon in 2009 with their “Big, Square, White Buns” featuring a blow-up doll and the tagline “f**k your desire for something long”.

The messages have a clear target audience—men. While BK’s tagline may seem more skewed for women, let’s face it: the appeal for “something long” has always been generally desired by men.

But what about ads for women?

These days, Magnum ice cream is harping on about it being a purveyor of “pleasure that stays with you longer”. In fact, the word “pleasure” has often been associated with women more than men.

In 2006, Innocent’s ad featuring Zac Efron left a bad taste among female fans, thanks to this line: “My secret to beautiful skin? I swallow.”

**Objectified**
Some may argue that in a multi-lingual country like Singapore, certain innuendos may go unnoticed, hence the need to go more plentiful.

Sexy posters have always been present to sell—in the case of GQ, magazine covers with scantily-clad women often sell better than those featuring men, even if they are men that other men want to read about.

SARS got a lot of flak recently about their ad campaigns that depicted a woman as a “healthy distraction” to male gymgoers, giving the audience a message that objectified women.

**Sexuality and Advertising**

*Nineteen Singapore recently launched 12 Cup Noodles because, a campaign accompanied by you guessed it! 12 Cup Noodles Girls. Even the Turf Club has resorted to objectifying women with their recent campaign Turf Babies using half-naked ladies.

When it comes to objectifying women, however, the ad for Abercrombie & Fitch—“You know, the huge billboard on Orchard Road that featured a topless mum—got into some hot water. Makes one wonder...

**Stress Relief**

When it comes to citing quotations, most of you would probably struggle to pin the quotes to their movies (e tu Brute?), however, we’re sure that most of you are avid moviegoers, so for your stress relief this issue, we’re giving you pin these famous quotes to the movies they were taken from. Bonus points if you can identify the character who said it!

**The Quotes**

“Don’t trust a man who can dance.”

“Please be a secret door... Please be a secret door...Yay!”

“Beautiful things don’t ask for attention.”

“You have met me at a very strange time in my life.”

“Nobody puts Baby in the corner.”

“I thought they smelled bad on the outside!”

“...I can tell you I don’t have money. But what I do have are a very particular set of skills.”

“ Always tell the truth, even when I lies.”

“Swish and flick.”

“And then they made me their chief!”

“A storm is coming...”

“I’m going to make him an offer he can’t refuse.”

“Odd doesn’t even cover it.”

“Wiggle your big toe.”

“Quit, don’t quit... Noodles, don’t noodles...”
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