

ISSUE 36

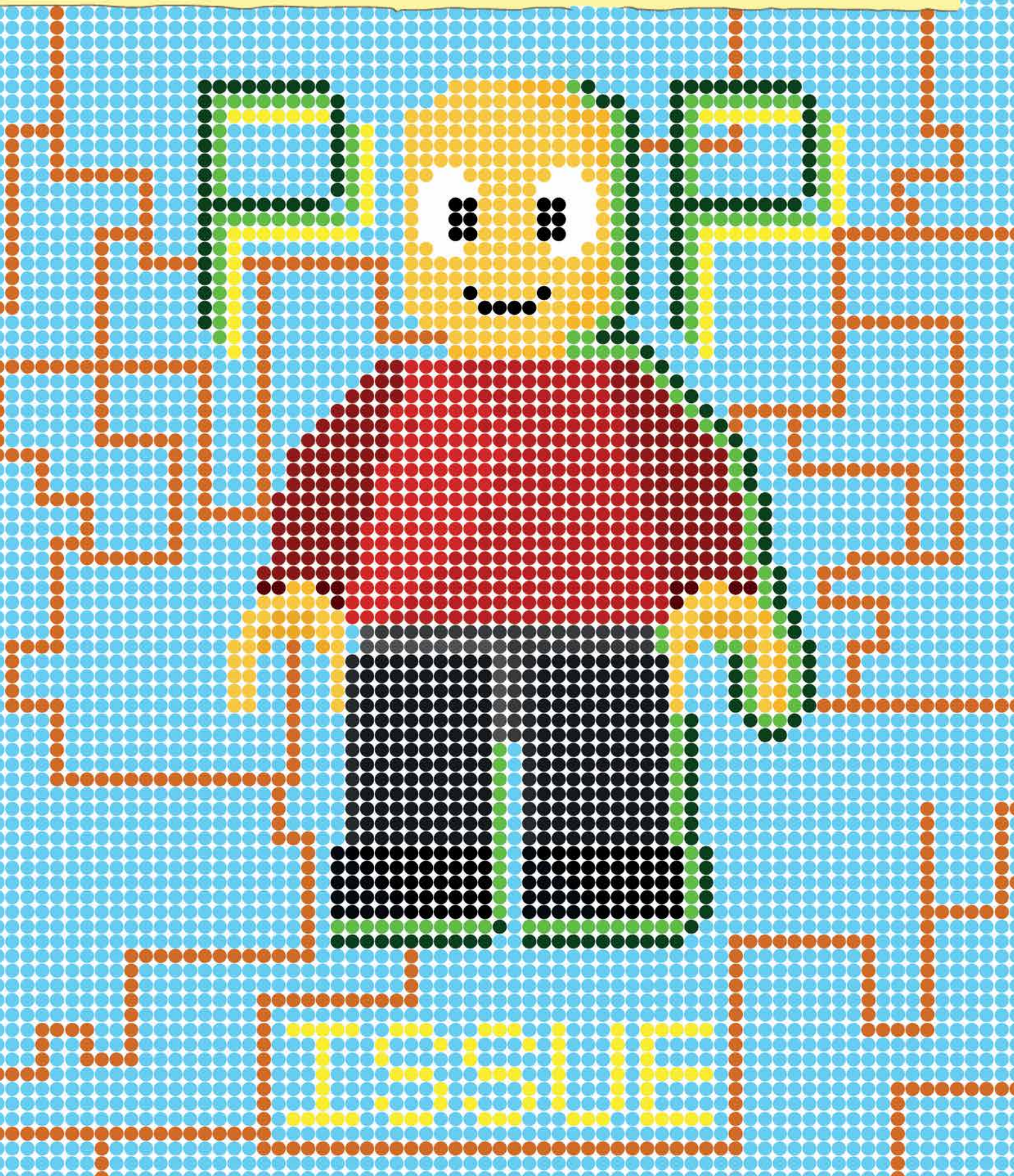


CAMPUS

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B U D D Y FOR Ah Boon

CREATE A FRIEND FOR AH BOON

Sketch a friend
& win prizes!

WIN
cool gradient pens
from Chameleon
worth over €100!

Eraser
by ZhangXun

Boon 2
by Ken Tan

More awe-
some prizes
to follow!

Make me a friend

Ah Bone
by Cheryl Ong

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



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Sponsor



Special Thanks



LARGE AND IN CHARGE

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Cover illustration by Shilpa Suresh

We need help to conquer the world

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 2 options for you:

Wordsmith (full-time job)

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

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 scared – we don't bite. Apply via email to: interns@campus.com.sg

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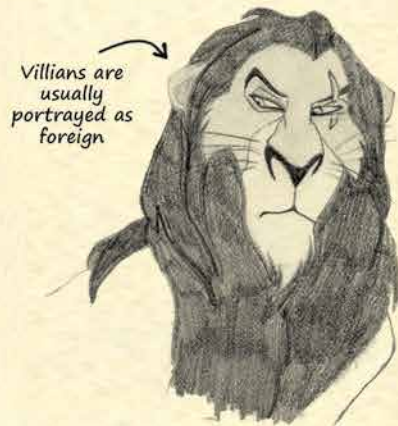
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Follow Jolyn & Shafina's journey

by Dieudonnée Soh

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 sell 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 sturdy, fleshy 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 likeable 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 intrinsically 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.

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Vintage in Vogue

Tracey Soh

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 Skirt' 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 show 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, fringe and florals) is closely associated with a hippie generation disillusioned with the government and ideals 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 clothes are often constructed through impeccable tailoring and reflect aesthetic standards that have stood the test of time.



Vehicles for Vintage

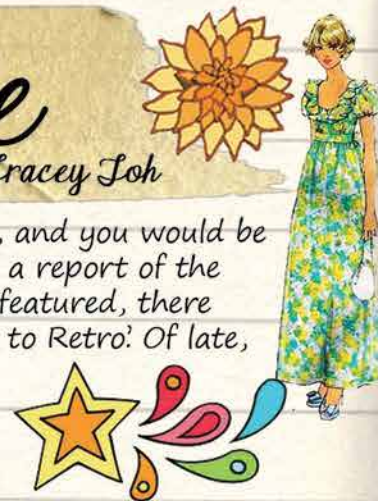
The appeal of vintage is clear, but the huge resurgence of interest cannot be understood outside the context of social developments. Like all else, the Internet has revolutionised the global marketplace for vintage, with sites like Etsy and Ebay helping to connect vintage buyers and sellers, and providing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

Celebrities like Kate Moss and popular bloggers like Tavi Gevinson of Style Rookie have perfected the 'modern grandma' look, sending fashionistas everywhere digging through their attic for apparel once deemed outmoded.

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 spacesuits and silver foil. What you want are thrift store treasures from a bygone era, not modern knock-offs. Bonus points if you can score togs 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 (termed '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 (ie. tweezing or scrubbing) have 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 barbers are a testament to the fast-rising trend of male grooming. Some even go to lengths to achieve the masculine look with facial hair transplants and clip-on man buns!



PLASTIC SELVES

The boom in aesthetic surgery is evident with men's desires 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 pectoral implants, and buttock implants to showcase a sharper jawline, more muscular body, and a perkier bottom. 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 normal, 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. Manscaping, the removal of one's pubic hair by waxing, has also been on the rise. One step further is manjazzing, where men decorate their genitals with colourful 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 scrubs and masks. Armed with a plethora of knowledge about cosmetic products, more men are now more interested in looking younger and fresher than ever before.



Cheat Sheet

By Hidir Koh

#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 the hipster way.

GET IN TUNE WITH CURRENT PHOTO EDITING APPS

Dubsmash, VSCO, Magisto. There are always new applications that pop up every once 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 inherently, your Instagram page. The trick to this though, is to be patient when learning new ways of photo editing!



Keep up with the apps

GAZE AT THE HORIZON

Portrait snapshots are overdone. If you want to be a little different, never look at the camera. You should instead try to look into the horizon. Better yet, add a cheeky smile to heighten the effect. It will make you seem more thoughtful and give your photos a candid flare.

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 blemish? 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 provided by subsidiary applications like VSCO.



Filters for every mood!

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 #OOTD. Just snap a picture of your shoes or torso 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.

share your OOTD



There is beauty in everything



TAKE A PHOTO OF THE SCENERY

Beauty can be found in every moment. It may be in the clouds above or even in the raindrops that fall. It could even be in the very food you eat. Hence, always have your camera ready to capture the landscapes and skylines that others may overlook at any point in time. Keep an open mind and who knows, you may find beauty and all that is divine.

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 gain a bit of wisdom on the way and even if the quotes do not relate to the photo, Instagramers get a sneak peek at your personality.

Wise words!

YOU MISS 100% OF THE SHOTS YOU NEVER TAKE.

WAYNE GRETZKY

BE STRONG. TRUST YOURSELF. LOVE YOURSELF. CONQUER YOUR FEARS. JUST GO AFTER WHAT YOU WANT AND ACT FAST. BECAUSE LIFE JUST ISN'T THAT LONG.

— HAKE READELY HALENT

by Winnie Neo

Instagram Profiling:

THE STEREOTYPES

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'd 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 Fashionistas

Fashionistas are ones who never fail to make heads turn. They are able to pull off wearing any clothing - from sequinned tops to floral print leggings which may otherwise look gaudy. For them, every school day is a new opportunity to express their personality through their fashion sense. It is almost impossible to find them wearing the same outfit twice, so much so that you wonder: Do they have a wardrobe the size of 2 bedrooms?!



COMMON HASHTAGS: #ootd #ootn #fashion #design #makeup

THEIR DEFINITION OF TRENDY: "To me, being trendy is, of course, knowing and wearing items that are current and in season. And oh, sharing that with everybody else and getting 'likes' - now that's being trendy!"

The Social Butterflies

Everyone in school knows them - and they know everyone too. Social butterflies tend to get involved in every school activity so that they can meet new people, and they somehow get along with everyone too. They usually don't seek trends and have their own sense of style. You can find them everywhere and anywhere, but they would always be with a group of friends.



COMMON HASHTAGS: They don't use specific hashtags, but can easily get hundreds of likes for their posts.

THEIR DEFINITION OF TRENDY: "Being comfortable is my main priority because I want to come across as friendly and sociable! I want people to like me for my character, not just my style of clothing."

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: #mugging #inthelibrary

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 cafes or shopping for styles at independent retailers.



COMMON HASHTAGS: #ootd #ootn #fashion #design #makeup

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: #gymlife #fitfam #fitness #cardio #healthylifestyle

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

MORE THAN MEETS THE EYE

BY
HIDIR
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:



INSTAGRAM
SUNGLASSES

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 dull 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 attested by the fact that it's about to reach 1,000% of its pre-planned crowdfunding!

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!



NIGHT
VISION
CONTACT
LENSES

VIRTUAL
OMNI



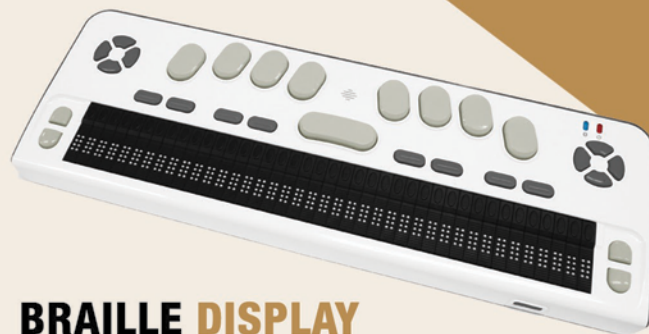
VIRTUAL OMNI

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 showing 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. Imagine being able to follow the wanderlust trend of touring the world in full panoramic 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!

BRILLE
DISPLAY



BRILLE DISPLAY

Apple products such as iPhones or MacBooks have always been gadgets that are highly sought after – people are willing to sell their organs to lay hands on one, or even queue for up to a week just to get the latest release. Based on the demands, more and more people are inventing supporting software to make these must-have items accessible to all – even if they're visually impaired. All they have to do is connect their Apple products, via Bluetooth, to a Refreshable Braille Display (RFB) and a software called VoiceOver, allowing Braille users to manipulate iPhones and iPads with ease.

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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, infocomm 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.



MULTIMEDIA & GAME DEVELOPMENT

Focus on both core programming skills and software engineering, alongside areas like animation, 3D modeling, game development, computing as well as multimedia. You will be ready for roles in gaming, film and TV industries or as a multimedia development specialist.



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App-solutely Funded

by Samantha Lee

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 Ivy League of the dating app arena, it decides if you're "cool" enough based on your LinkedIn profile. Currently, more than 75,000 people are waiting to be screened. It raised \$2.1 million earlier this year.

HINGE

Hinge hooks you up with people who share your mutual friends on Facebook as potential matches. It has secured \$12 million worth of funding.

Hectic lifestyles have made it difficult to find time out of work and meet new people, hence there is a resurgence of "fast food dating". An internet survey done in the U.S. suggested that over 50% of Americans think that online dating is a good way to meet people and more than one-third of married couples have met each other online.

Taxi Booking Apps

UBER

Available in 58 countries and 300 cities worldwide, Uber's launch brought about a demand for mobile taxi booking – or "Uberification". The latest updates show that it has acquired \$2.8 billion in funding.

EASYTAXI

EasyTaxi covers more than 400 cities in 30 countries. Created in Rio de Janeiro, the app raised over \$71 million, and is backed by Rocket Intern – one of the world's largest e-Commerce companies.

GRABTAXI

Malaysian brand GrabTaxi focuses mainly on the Southeast Asian market, and was the first all-Asian team to succeed at a Harvard Business School (HBS) Business Plan Contest. To date, it has received over \$340 million worth of funds.

With a high demand for taxi booking apps, issues of safety and trust have been brought to light in several scam reports. Investors are now choosing to put their money with bigger players, forming an oligopoly that keeps out smaller entrants.

Hotel Booking Apps

TRIVAGO

Available in 51 platforms and over 25 languages, Trivago aims to find the lowest hotel rate. Besides the \$1.14 billion funding, Expedia bought 61.6% of the company (approximately \$630 million) in 2012.

AIRBNB

Airbnb lets you to rent places from local homes worldwide. As of 2011, it raised over \$119.8 million and received an investment of \$450 million in 2014.

HOTEL TONIGHT

Hotel Tonight hooks up last-minute rooms with spontaneous travellers in just 10 seconds with 3 simple clicks. It has raised \$80.7 million.

Most people travel light with just their tablets or smartphones as their primary internet devices. Unlike desktop bookings, users can be notified immediately when a good hotel deal comes up and instantaneously book with the apps. Almost 80% of mobile travel purchases are hotel bookings.

Messaging Apps

YO

Founder Or Abel coded the app in 8 hours after being tasked by his then-boss to create an app to summon his secretary. The app has evolved from just sending "Yo", to adding links and locations to their Yo's. This simple app raised \$1 million in funding.

WHATSAPP

This one needs no introduction. It has even become a generic term – "Could you whatsapp me the image?". The app received over \$57 million in funding and was bought over by Facebook in 2014 for approximately \$22 billion.

SNAPCHAT

Snapchat allows users to set a time limit (1 to 10 seconds) to how long recipients can view their snaps, making sending inappropriate images that much less of a threat. It raised over \$163 million in funding.

Research done by the University of Alabama shows that an average user spends the most time on social apps. However, users are not likely to stick to just one at a time, hence these apps have a shorter life cycle compared to booking apps, which could also account for the lower funding received by apps in this category.

ROBOTIC VACUUM CLEANERS

The lack of time has been a long-standing excuse for owners of untidy rooms. However, since the launch of robotic vacuum cleaners, time is no longer an excuse. These cleaners are as smart as they are pretty. They remember the layout of your room, dump the dirt in a receptacle and make their way back to the charging station when the battery runs low. It is hard to imagine this device, just about the size of your Macbook, is able to save you from embarrassment the next time someone pays you a surprise visit.



SPHERICAL HARDDRIVES

Trust the French when it comes to design. LaCie, a manufacturer of high quality digital hardware, teamed up with silversmithing company Christofle and the result is an elegant silver sphere hard drive. As useful as it is beautiful, this hard drive has a storage worth 1TB and features a high-speed USB3.0 that makes file transfers nearly three times faster than usual. Technical part aside, the hard drive makes for an excellent table piece and also doubles up as a mirror for checking yourself out from time to time.



WHEN TECH MEETS DESIGN

The 21st century has been dominated by simple and sleek-looking gadgets and gizmos. Long gone are the days of large handheld mobile phones and battery-operated Boomboxes. Consumer technology giant Apple has greatly influenced the future of electronic designs with its "design first" philosophy. You know, when they say "less is more"? Younger consumers now seek simpler and more intelligent devices with just the right number of useful functionalities. A recent survey estimated a \$610.8 billion gap between the technology that consumers had paid for and the features they actually used. There are only so many functions that we truly need from our devices. Gadgets are increasingly seen as an extension of who we are, and it is ever more important that we are able to convey our personalities through the design of products that we consume.

BLADELESS FANS

Living in the tropical region has made the fan a survival tool. In 2009, Dyson introduced the Air Multiplier, a sleek-looking circular tube mounted on a pedestal, with no blades in sight. It delivers a much more constant flow of air than regular fans. Besides its aesthetic appeal, it generates almost no noise. Parents with curious toddlers, who feel the need to touch everything they see, will be thankful for this twist on traditional fans.



MUSICJET

"Music is food for the soul." It is undeniable that we need music in our lives. The creators of MusicJet understand the daily struggle of trying to keep our phones dry while listening to music in the shower, hence, they came up with this brilliant device to put our dilemma to rest. This showerhead speaker employs Bluetooth technology to connect with your phone's music player. It also doubles up as a phone complete with noise reduction technology when you receive an incoming call! Who says you cannot get the best of both worlds?



Can you sketch awesome characters?



Being a game maker sometimes requires you to take on multiple roles (Perfect! All those MMORPGs you've been playing are finally giving you real life experience). 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.



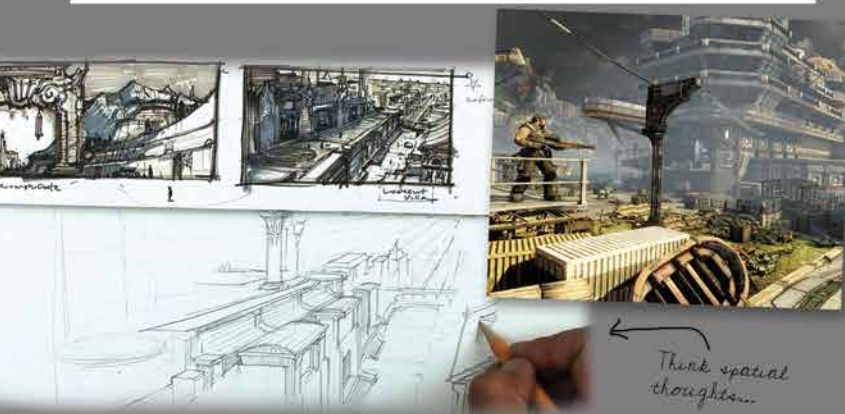
Write plots and character personalities

This designer is the person who creates the story, directs its plot twists, and controls the game flow. Notice how protagonists, companions, NPCs and enemies in games all have their own personalities? They are shaped in order to emotionally engage the player. The 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 drawing, animation techniques and character design are required.



Must have patience

In bigger companies, the programmer focuses only 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!



Think spatial thoughts...

In a small-scale company, the level designer and the environment designer are the same person, who usually has scripting knowledge. Each level is considered one at a time in relation to character's abilities, strength, and resources. The designer has to make sure that the level of difficulty is suitable, and maintain the player's interest. You will be tasked with laying out obstacles, routes, enemy placements, and secret locations. The skills required are computer science, 2D and 3D modelling.



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 - \$6)

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!



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.



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.



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.



Unique DRINKS

by Winnie Neo & Hidir Koh

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 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.



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.



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.



KAYA TOAST COCKTAIL

Bitters & Love Cafe (\$19)

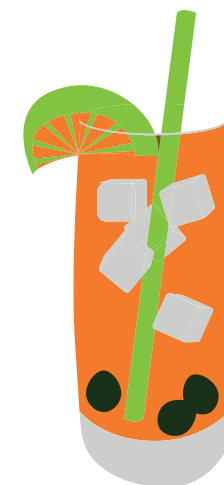
Dark Mount Gay rum and Earl Grey tea coupled with fresh lemon juice, a spot of honey, and a spoonful of kaya – what you get is a quirky yet mildly familiar drink for the sweet-toothed. And that's not all – this unique cocktail is garnished with a piece of kaya toast as well!



TONIC WATER + SALT

Coffeeshops (\$1.20)

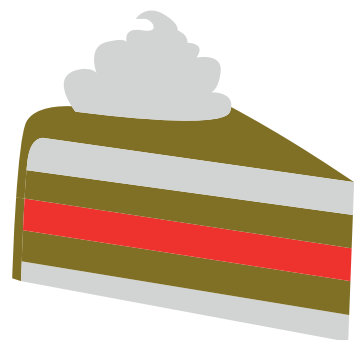
Considered to be a 'cooling' drink, this is well-known among the older generation as a drink for particularly hot days or when someone is under the weather (with a sore-throat or fever). This classic drink can still be found in coffeeshops around Singapore, and is similar to drinks such as Oldenlandia Mineral Water and Three Legs Cooling Water.



Home BRANDS

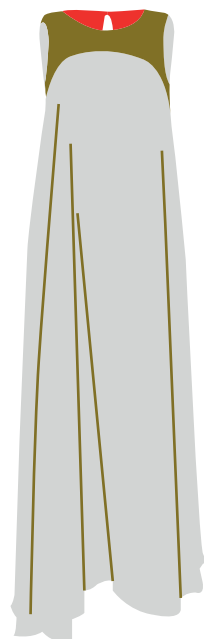
by Winnie Neo

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.



P.S. CAFÉ

A popular chain of chic cafe-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.



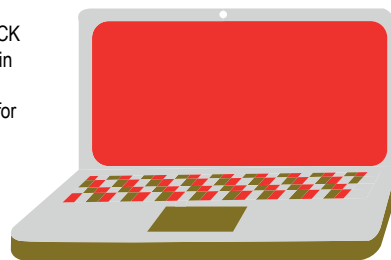
RAOUL

Fashion brand Raoul 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 Middleton visited Singapore in 2012, Kate donned a Raoul piece which was sold out in under 24 hours.



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.

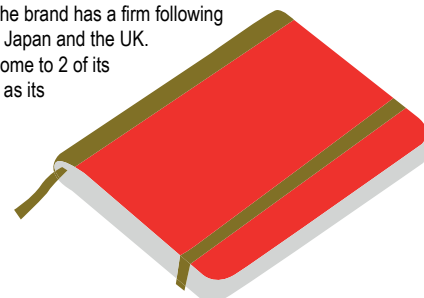


STRIP: MINISTRY OF WAXING

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

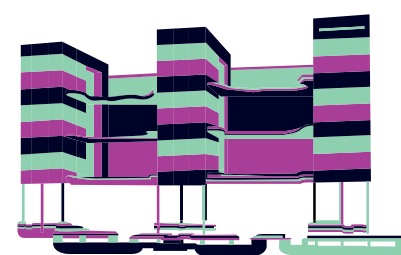
The pioneer of bespoke stationery in Singapore, Prints is known for its brightly-coloured paper products with contemporary designs. Founded in 2003 by local entrepreneur Neny Suparman and designer Lars Vikman, the brand has a firm following in Hong Kong, Japan and the UK. Singapore is home to 2 of its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



Modern ARCHITECTURE

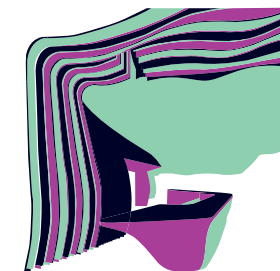
by Nadine Staes-Polet

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.



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.

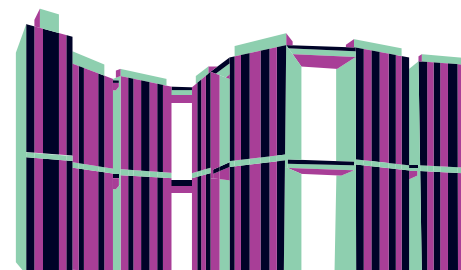
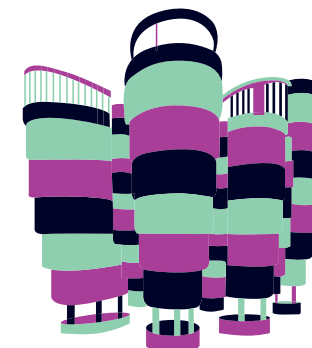


GENEXIS THEATRE

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.

NTU LEARNING HUB

Dubbed the "dim sum basket 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.

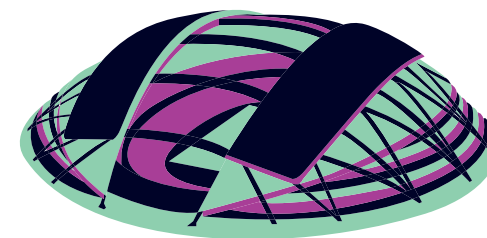


PINNACLE@DUXTON

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.

SINGAPORE SPORTS HUB

Built on the site of the original National Stadium, the Singapore Sports Hub comprises of 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.



Neighbourhood PARKS

by Joey Chan

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.

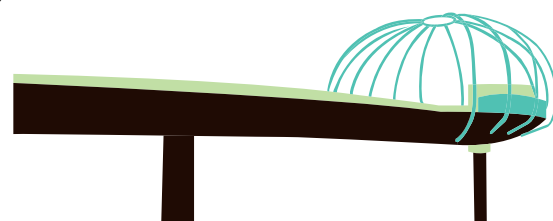
JURONG CENTRAL PARK

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.



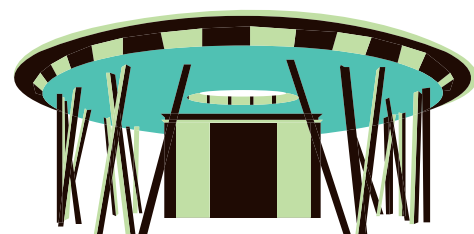
PUNGGOL WATERWAY PARK

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.



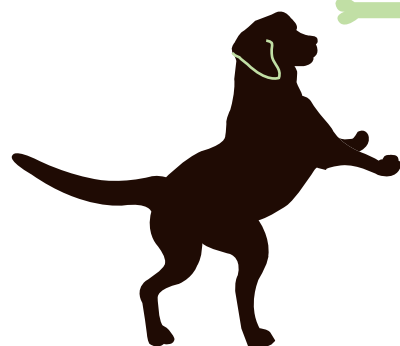
BEDOK RESERVOIR PARK

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 sanctum for bird-watchers.



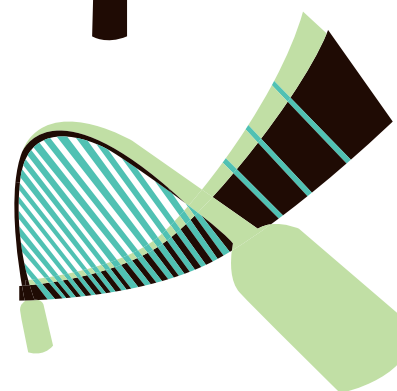
BISHAN PARK

Bishan Park offers a serene sanctuary right in the heart of Singapore with a 3-km 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 to explore the gardens or picnic in the Hortlawn, guided tours on gardening are also available.



Alternative MUSEUMS

by Tracey Soh

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 artefacts, reflecting cultural trends over time and space, and they will leave you with a real case of nostalgia.

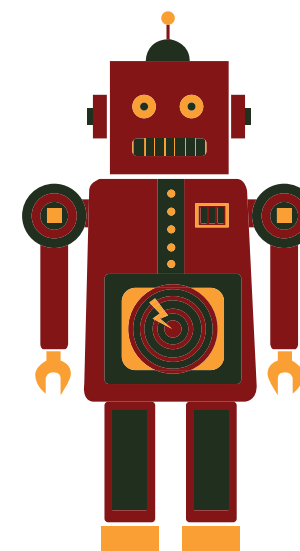
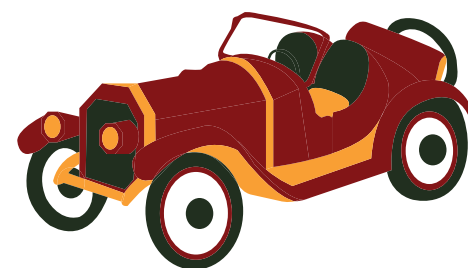


LION CITY KITTY: THE CAT MUSEUM, MUSES & MANSION

As a social enterprise, the museum seeks to teach locals more about felines through personal interaction with the cats. With a sprawling play area on the top floor equipped with toys for the nine resident cats, those who wish to learn more about the history of cats can head to the second floor, which features specially curated cat-related photographs, art works and commissioned pieces.

MEMORIES AT OLD FORD FACTORY

Once the site of the first Ford plant in Southeast Asia, it also bore witness to unconditional surrender to the Japanese and the beginning of the 3 darkest years of our history. Gazetted as a National Monument and now a repository of memories of life during the Japanese Occupation, it houses records and documents that serve as a reminder of the fundamental ingenuity and resilience of the human spirit.



CIVIL DEFENCE HERITAGE GALLERY

Housed within the Central Fire Station, the Gallery traces the development in fire-fighting 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

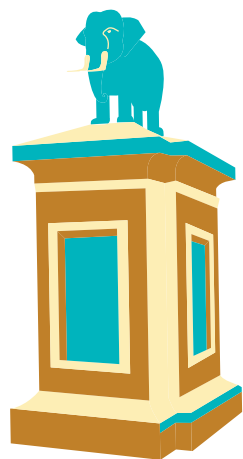
Built to serve as the Strategic Headquarters for the British, it was a self-contained underground nerve-centre with rooms for specific functions, including a dedicated cipher room. In 1992, it was reopened to depict the last days of the Malayan Campaign and the Battle of Singapore, and despite its name as "The Battle Box", the only battle that was fought here ironically culminated in the decision to surrender.



Landmark MEMORIALS

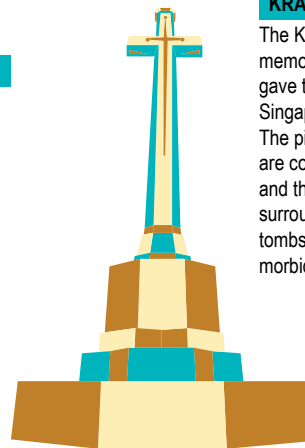
by Hidir Koh

"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.



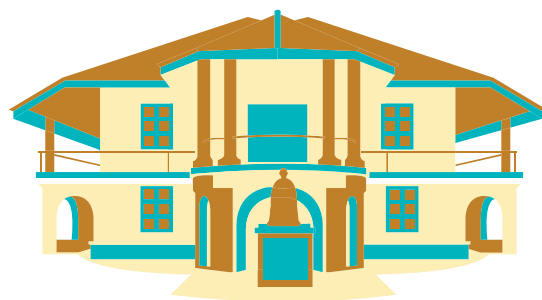
ELEPHANT STATUE AT OLD PARLIAMENT HOUSE

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.



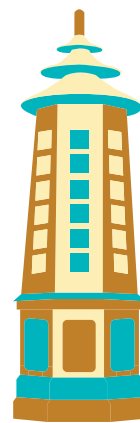
SUN YAT SEN NANYANG MEMORIAL HALL

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.

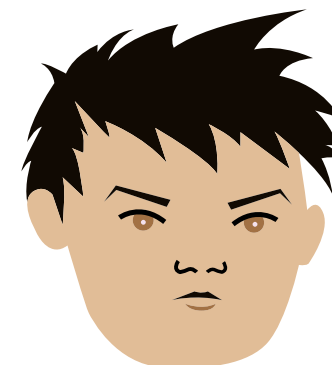
A short distance away, stands the Lim Bo Seng Memorial, which has 4 bronze panels on its structure that convey Mr. Lim's contributions in the four main languages of Singapore.



Notable PIONEERS

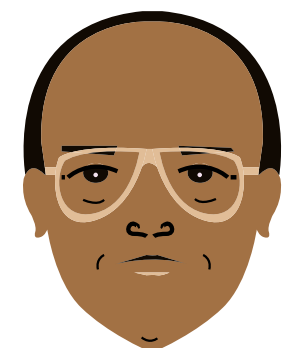
by Hidir Koh

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.



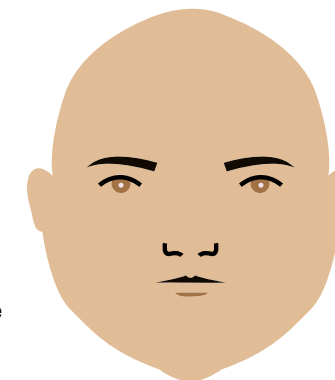
TAN MIN-LIANG

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.



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.



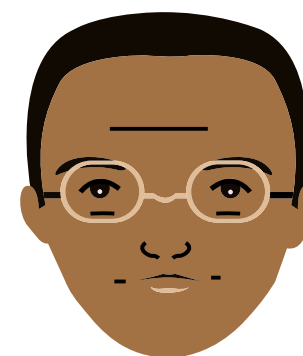
CHIA ANN SIANG

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.



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.



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.

Breaking RECORDS

by Kirstin Low and Dishy Gautam

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.

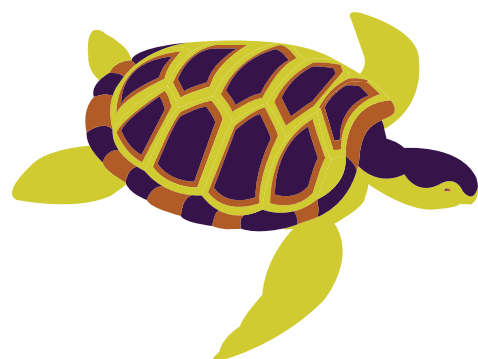


WORLD'S LARGEST GAME OF MUSICAL CHAIRS

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.

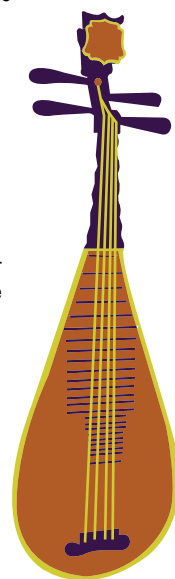
WORLD'S LARGEST COLLECTION OF TORTOISES AND TURTLES

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.



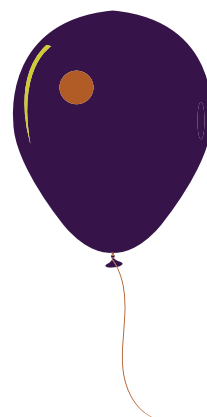
WORLD'S LARGEST CHINESE ORCHESTRA PERFORMANCE

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.



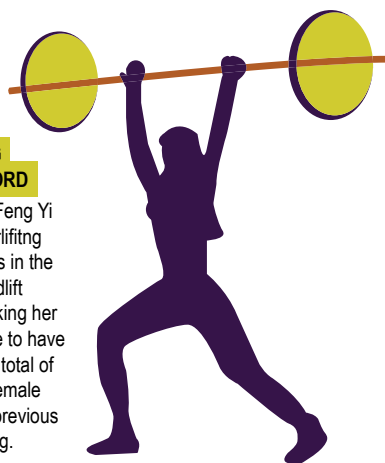
WORLD'S LARGEST BALLOON SCULPTURE

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.



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.



Records & RANKINGS

by Hidir Koh & Jerrold Law

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.



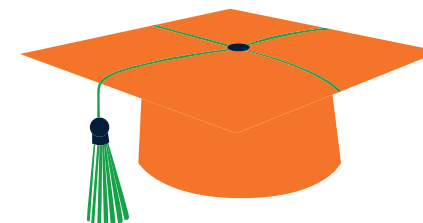
ELECTRIC TAXI

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!



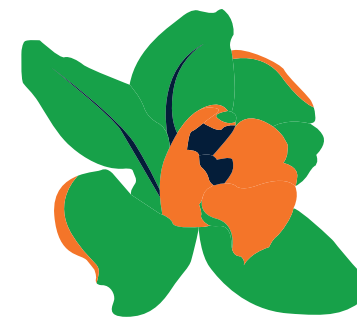
HIGHEST EDUCATION RANKING

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.



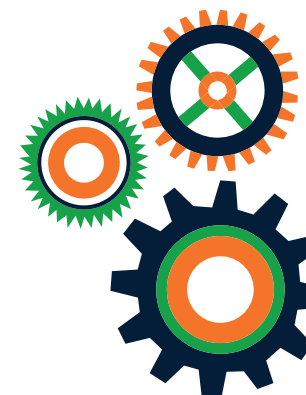
BIOLUMINESCENT FLOWER

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.



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!





by Chua Wei Ling

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?

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

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

Cashing in on Kitty

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 merchandises have reached US\$7 billion a year!



Where forth now?

As time progresses, one can only wonder 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 - putting a prestigious international degree within reach.

For many successful students at the University of London (UOL), 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.



YONG KUAN

For me, not getting into a local uni after A-levels was a blessing in disguise. And it became a source of motivation for me to do well in my degree.

At SAA-GE the low student-to-faculty ratio allowed lecturers to devote more attention to each student. And they were always willing to spend time outside of class which greatly contributed to my success.

The way the modules are structured also encouraged me to think out of the box when I encountered problems - something that's invaluable in my career now with Deloitte - where I get to work with a wide range of clients in construction, educational, investment, shipping, etc.

I was initially recommended to the University of London and SAA through my JC classmates, and looking back I would recommend it to anyone else. It's one of the most recognised degrees in the world, it's 100% exam based, and it will train you in the discipline and independence you need to succeed in the workforce.

Real-world application is the key to my success!



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 great fit, that it eventually lead 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 particular 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.

Today with my upgraded skills, I've landed an HR role in a leading aviation organisation. I am under a generalist scheme where I rotate roles every few years - and without my background at UOL, I don't think I'd be able to handle such a dynamic role now.



NICHOLAS GERARD

I was doing bio-med in poly, but didn't see myself working full-time in a lab. It was then that I was bitten by the business bug. I had been looking at Australian unis, 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 all 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 us 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, Peatix.



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These are just some of the many success stories UOL students have. If you're ready to start making your own opportunities, visit www.londoninternational.ac.uk/sg-world-class for more information.



UNIVERSITY
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OUT AND ABOUT

GIVEAWAYS

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3
GIVEAWAY

FOR YOUR CHANCE TO WIN TICKETS AND PREMIUMS, CHECK OUR SOCIALS!

f CAMPUS.SINGAPORE

📷 CAMPUSG

Golden Point Award 2015

Deadline: 30 June 2015, 5pm

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 misinterpreted video feeds of classic arcade games, what ensues is 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), Ludlow Lamonsoff (Josh Gad) to help stop PAC-MAN, Donkey Kong, 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.

BASED ON WORLDWIDE BEST-SELLING MANGA
改编自全球畅销漫画

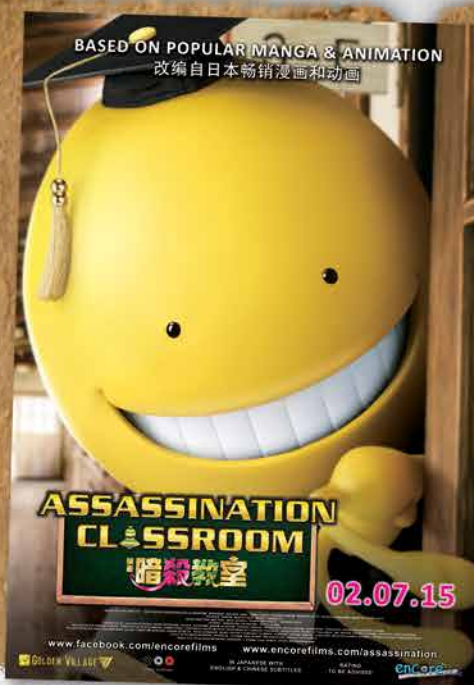


Attack on Titan (Part 1)

(August 13) - In Japanese

Cast: Haruma Miura, Hiroki Hasegawa, Kiko Mizuhara

Based on the mega hit manga series by Hajime Isayama, the story of Attack on Titan centres around Eren (Haruma Miura), who is considered as humanity's last hope. A hundred years ago, human-eating Titans suddenly appeared, forcing the human civilisation to near extinction. To keep the Titans out, humans built a giant wall to defend themselves, but now the giant wall is broken, and Eren's quest unfolds not only the origin of the Titans, but also political subterfuge as well.



Assassination Classroom (July 2)

Cast: Kazunari Ninomiya (voice), Yamada Ryosuke, Kang Ji-Young, Masaki Suda

Crossing the 2 billion yen mark in box office sales within 2 weeks, Assassination Classroom is based on the comic that has sold over 10 million copies. The plot revolves around students who attempt to "assassinate" a mysterious creature who is their homeroom teacher - an alien octopus with bizarre powers and super strength - because unless his students can destroy him first, he will destroy Earth. There is just one small problem: he is also the best teacher they've ever had!

GIGS



18 Jul | 7.30pm
*SCAPE, The Ground Theatre
Tickets: \$138

Koda Kumi
Asia Live 2015

Dubbed as the "Queen of Live" in Japan, Koda will first be stopping over in Taiwan before arriving on Singapore shores on July 18th for a one night only performance. With songs like "Cutie Honey" and "Ai no Uta (Love Song)" that showcase her versatility and powerful vocals, they are sure to ring a familiar bell among those who know her name.



11 Aug | 8pm
The Coliseum
Tickets: \$78

Echosmith
Live in Singapore

Los Angeles alt-pop band, Echosmith, will be bringing their colourful blend of carefree pop to our sunny shores for their inaugural visit. The Sierota siblings have ascended from baby band to breakout band of 2015 with the worldwide success of "Cool Kids". Fans can expect an evening of youthful energy and professional showmanship from Echosmith, with lots of engaging, infectious tunes.



13 Aug | 7.30pm
*SCAPE Playspace
Tickets: \$108 - \$118

KODALINE
with special guests
SHEPPARD

Irish band of the moment, Kodaline, will be performing with special guests, Australian Indie-pop band Sheppard. Kodaline released their debut album, In A Perfect World, in October 2013 which produced the hit single, "All I Want" that was featured in The Fault In Our Stars soundtrack, as well as the TV series Grey's Anatomy.

EVENTS

4 - 28 Jun | 10am to 9.30pm

Outside Ngee Ann City
Gundam Docks
at Singapore

The 4,000sqm exhibition, which will include over 200 models of the Gundam series, will be one of the largest of such exhibition outside of Japan.



ROMP 2015 | 15 Aug | 10am - 6pm

A sports extravaganza that focuses on engaging youths (14 - 21 years old) by inspiring them through sports (Soccer, Basketball, Tchoukball and Pool) and promoting youth volunteerism.

PRODUCTIONS

25 Jun - 11 Jul | 3pm & 8pm

Drama Centre Theatre
Tickets: \$40 - \$75

Another Country

ANOTHER COUNTRY
Singapore and Malaysia Tour 2015



Directed by Ivan Heng and Malaysia's Jo Kukathas, WILD RICE's Another Country takes the audience on a trip through the two countries' shared memories and divergent dreams with the most provocative, humorous and unlikely texts, curated by Singaporean playwright Alfian Sa'at and Malaysian playwright Leow Puay Tin.

9 - 26 Jul
1pm, 2pm, 6.30pm, 8pm
MasterCard Theatres
Tickets: \$65 - \$1958

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 flawlessly being recreated on stage, together with the help of up to 12,000 litres of water.



24 Jul - 16 Aug | 1.30pm, 3pm, 6pm & 7.30pm
MasterCard Theatres
Tickets: \$58 - \$150

The LKY Musical

An original play based on the late Lee Kuan Yew, the musical offers new insights such as the emotional struggles faced by LKY and people around him during the tumultuous times of pre-independence Singapore. Adrian Pang and Sharon Au take centre stage as the title character and his wife, with local musician Dick Lee contributing to the score for the musical.

21 & 22 Aug | 8pm | Esplanade Theatres
Tickets: \$30 - \$70

Singapore Dance Theatre:
Masterpiece in Motion

Happening for the sixth season, Masterpiece in Motion is a triple-bill performance which will include François Klaus' first ever creation for SDT - the world premiere of Midnight Waltzes. The company will also be premiering Bournoville Divertissement by August Bournoville as well as Opus 25 by Edwaard Liang.



1
PAIR
TIX

New Age Activism

by Hidir Koh Teck Seng

As people of the 21st century, the current generation have the pleasure 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?

#prayfornepal



HASHTAGGING #nepalquake

There are other ways that people today are getting their voices heard, such as borrowing 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 #fundraiser, were used by activists to make known the plight of the Nepalese whose lives have been turned upside-down by the back-to-back earthquakes, with coverage in terms of pictorials on various social media sites. Unlike the ALS challenge, these hashtags were not as viral. However, by sharing the pitiful plights of the Nepalese families who have perished, the hashtag has created a ripple effect in sourcing for volunteers and donations.



GOING VIRAL

The first method employed by most activists in present times, is that of viral challenges. One such rampant example would be the ALS ice bucket challenge - a challenge whereby people either post a video of themselves dunking 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 aim behind this was to raise awareness and encourage donations for the study of amyotrophic lateral sclerosis (ALS). At its peak, this viral challenge helped raised US\$7.2 million in a one month period, with assistance from powerhouses such as Steve Jobs and even celebrities like Lady Gaga and Justin Bieber. 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 feminism when she gave her "he for she" speech at a United Nations meeting on 20th September 2014. Although her speech was impactful in itself, her success as a figure for feminism should partly be attributed to social media, as videos and excerpts of her speech spread like wildfire within days. With the aid of social media, the impact of such speeches is no longer restricted to those who hear them in-person.

SOCIAL MEDIA AS A TOOL

All in all, social media has become a tool, especially in the case for activism. Its efficacy, however, is very much dependant on its users. Sharing helps widen the audience scope, but true progress is technically only made when messages reach people of influence, prestige, power or wealth. For that to happen, armchair activists do have a role to play in passing the message along, it's all for naught if nothing concrete occurs.

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by Jerrold Law

THE LIST

WONG FEI-HUNG



ZAITOICHI

ZAITOICHI



ZAITOICHI

JAMES BOND



FRIDAY THE 13TH

STAR TREK

FRIDAY THE 13TH

Considered one of the first true slasher movies ever made, this film franchise has become a cult classic over the years with a total of 12 films throughout the decades.

BATMAN

The superhero with a permanent sore throat, played by Michael Keaton, George Clooney, Christian Bale, and soon by Ben Affleck. Currently with 10 films in the franchise, its best reviews come from the ones played by Christian Bale. Will Ben Affleck change this?

HARRY POTTER

"Expecto Patronum!" You actually get to watch the cast grow up by watching the 8 films over the years as they try to defeat Lord Voldemort.

STAR WARS

The Dark and Light sides of the force have been battling it out over the past 38 years across 7 films, including Episode VII coming out this December.

When a film is successful, how do moviemakers capitalise on it to make more money? By making sequels - the more the merrier! Here are some of the most popular movie franchises to date (we've left out horror flicks like Nightmare on Elm Street and Saw to give this list more variety).

WONG FEI-HUNG

You probably would have watched Wong Fei-hung ever since you laid eyes on a TV. A childhood hero for many, he was based on a Chinese folk hero. This franchise takes the lead by a mile with a whopping total of 89 movies.

GODZILLA

Your favourite legendary, menacing, giant king of monsters. It first appeared in 1954 and has appeared in 34 films to date, and has been considered a worldwide pop culture icon ever since.

ZAITOICHI

The blind bladesmaster who protects the innocent from the yakuza. Zatoichi is one of Japan's most famous characters and has collected a total of 27 films in the franchise.

JAMES BOND

Probably the greatest espionage movie franchise, it's been played by six different actors throughout its 53 years. The franchise has a total of 24 movies including the latest addition, Spectre due out later this year.

STAR TREK

Follow the crew of the USS Enterprise as they protect the Federation from various villains across the galaxy. There are 12 Star Trek movies to date, with more to come.



HARRY POTTER



STAR WARS



MOVIE REMAKES

BY
JERROLD
LAW

THE GOOD, THE BAD AND THE UGLY



VS



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 generated controversial debate over whether it surpasses the original.

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 weirdest Dracula hairstyle in history. Finally, last year's Dracula Untold showcased the modern Dracula: an emo killing machine.



VS



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-high-tech past!



VS



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).



VS



SCARFACE

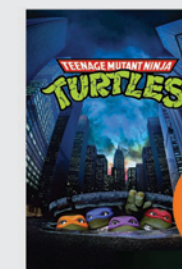
★★★★★

"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 that 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.

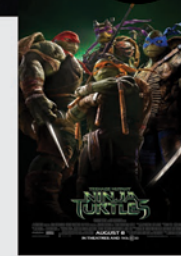
TEENAGE MUTANT NINJA TURTLES

★★★★☆

There have been 3 major remakes of the TMNT universe (if you count the 2007 CG-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.



VS



AMERICAN PSYCHO 2: 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 countless holes and most of the murders did not even make sense. This is not a movie we'd recommend watching, but the original "American Psycho" is definitely worth a watch.



VS



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!

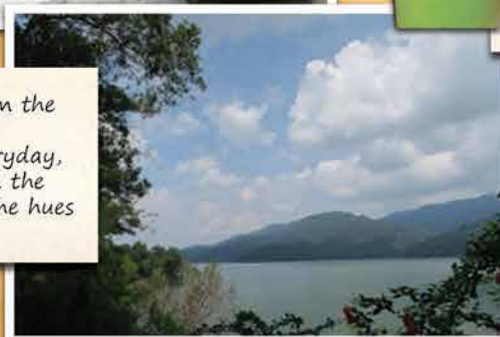


Surrounded by nature at every corner, the luxurious resort has a beautiful compound with amazing architecture and landscape.

'Rides' were also provided for guests who prefer to zoom down the field from the lobby.



The view from the restaurant is different everyday, depending on the timing and the hues of the sun.



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 since we were amateur trekkers, but it beckoned us to come forth and interact with nature in such a peaceful and intimate manner.

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 lone 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.



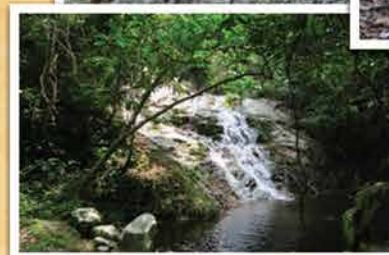
Though there were only two restaurants in the resort, there was a wide assortment of food available, ranging from authentic Malay cuisine to delectable Western food. There were even fresh fruits and juices at every single meal.



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:



Our knowledgeable guide shared with us many insights during the trek, such as using natural resource 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.



BAMBOO RAFTING

Made up of long, dried bamboos fastened 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 boisterous, hectic city life.



All in all, three days whizzed past in a flash. The activities we have partaken in all seem too cool to be true as we cultivated our appreciation for nature and its beauty. Whilst we were saddened to leave this pristine palace of lush nature, we felt spiritually rejuvenated and made a pact to come back again for another bout of relaxation.



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 14 of world's most threatened mammals. In order to witness the world's most natural 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 mosquitoes 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 Kerii species, was already half rotting away by then. In total, Belum Rainforest is home to 3 different species of the Rafflesia: these are Rafflesia Azlanii, Rafflesia Kerii 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, Dasmond 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.


Check out the video of their trip to Belum Rainforest here:
<http://bit.ly/campusbelum>
For more information, check out:
www.belumresort.com



Selling Innuendos

by
Nina Gan

EVERYBODY LOVES BIG BREASTS



ADVERTISING'S OLDEST TRICK

SEXTING ADS

The ads for Carl's Jr. are known for featuring sexy women with sloppy burgers, and snigger-worthy taglines like "Everybody Loves Big Breasts". Even Burger King hopped on the bandwagon in 2009 with their "BK Super Seven Incher" featuring a blow-up doll and the tagline, "fill 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, Imdeen's ad featuring Zoe Tay left a bad taste among her fans, thanks to this line: "My secret to beautiful skin? I swallow."

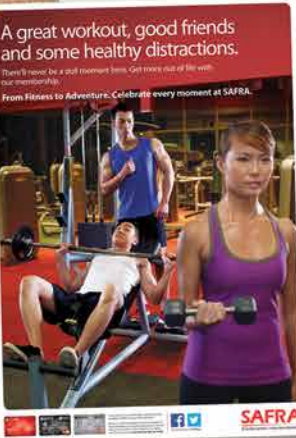


OBJECTIFIED

Some may argue that in a multi-lingual country like Singapore, certain innuendos may go unappreciated, hence the need to go more pictorial.

Sexy photos have always been proven 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.

SAFRA got a lot of flak recently about their ad campaign that depicted a woman as a 'healthy distraction' to male gymgoers, giving the audience a message that objectified women.



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'd have seen plenty of these ads at bus stops, on public transport and in magazines.

And for what purpose?
is the car for?

Scantily-clad women have always been used to promote geek-worthy items, from cars to IT. The last The Cars@Expo event prominently featured a 'Car Ambassador', while the recent IT Show gave a huge billing to their 'Booth Babes' contest.



Nissin Singapore recently launched 12 Cup Noodles flavours, 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 Belles' using half-naked ladies.

When it comes to objectifying men, however, the ad for Abercrombie & Fitch – you know, the huge billboard on Orchard Road that featured a topless man? – got into some hot water. Makes one wonder:



OTHER SEXY STUFF

It's not just 'sexed up' products that sell well. Let's be honest, there's no way a romantic chick flick can rake in box office results the way Fifty Shades of Grey did. This romance story between a naive college girl and a 27-year old billionaire with 'singular tastes' broke Singapore's record in sales for a R21-rated title in an opening weekend, and throughout its run made more money than Oscar-nominated flick Grand Budapest Hotel. To date, it's made over US\$500 million, whipping big budget flicks like Kingsmen and Divergent in takings.

Even musicians need sex appeal to stay in business as well. Pop icons Lady Gaga and Miley Cyrus are using their bodies (in scant clothing) as a selling tool – they are, after all, successful businesswomen.

WHAT HAVE WE LEARNED?

While it's debatable if sex-skewed ads sell, it's commonly believed that they do (everyone ogles secretly). It's a topic that will be debated for a long time to come, and there will continue to be an abundance of over-sexualised commercials in the meantime.

The flip side? It's no longer 100% skewed towards the male audience – with women's rise in their socio-economic position, audiences can expect ads objectifying the opposite sex.



STRESS RELIEF

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

Match quotes
to movies

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,..."

"I always tell the truth, even when I lie."

"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..."

THE MOVIES

The Godfather

Harry Potter and the Sorcerer's Stone

The Dark Knight Rises

Fight Club

Kill Bill

Star Wars: Return of the Jedi

Kung Fu Panda

Scarface

50 Shades of Grey

Pirates of the Caribbean

The Secret Life of Walter Mitty

Dirty Dancing

The Avengers 2: Age of Ultron

Taken

PS: There are 15 quotes and only 14 movies – can you guess which movie was quoted twice?

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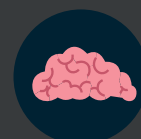
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