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INTRODUCTION TO BACHELOR OF FINE ARTS IN MEDIA ART

After one semester of common foundation courses, students will select either the Design Art or Media Art Major. During the second semester they take introduction classes in this Major. From Year 2 onwards they embark upon specialised Core classes and Prescribed Electives.

Media Art is about telling stories using time and space, sound and images. The art of using media to create is fundamentally important to us as individuals, communities and cultures. It is how we communicate experience, remember the past, document the present, and imagine the future.

In Media Art, students are taught to be critical, creative and skilled content creators, and to develop innovative and exciting new visions within and across media.

At ADM there are three Media Art Pathways:

- Animation
- Filmmaking ➔ 72-81
- Photography

Character Animation, Effects Animation, Visual Effects, Technical Direction, Modelling, Layout, Storyboarding, Pre-Visualisation, Texturing, Rendering, Film Production, Editing, Visual Effects, Compositing, Cinematography, Direction, Producing, Screenwriting, New Media Storytelling, Fine Arts Photography, Digital Imaging, Commercial Photography, Photo Journalism, Photo Editing
Animation has long been an established presence in filmmaking, game design, visual effects and advertising. At the same time, it is at the forefront of new media such as motion comics, animated illustration, motion fine art painting and data visualization. The Digital Animation pathway combines the study of traditional narrative animation techniques together with state of the art digital approaches.

Core classes include:

- 3D Production
- Basic Principles of Motion
- Storyboarding & Production Design
- 3D Character Animation
- Digital Compositing
- Visual Effects 1-2
- Cinematography
- Stop Motion
- Acting for Animation

1. Three, 2015
   Animated Short Film
   (Kapie) Tran Nguyen Tuan Anh

2. You (i) 青有刺客, 2015
   3D Animated Short Film
   Ronald Fong, Candice Lee, Han Gangping, Su Xiangting

3. Love struck, 2016
   Stopmotion
   Grace Lau
4 Away, 2014
Animation
Chuang Yu Hsin

5 Coldsteam, 2015
Visual effects film
Chia Peng Yang Nicholas,
Goh Peng Fong,
Yang Si Shui, Yeo Shiyun

6 The Boorish Bionic Brute,
2014
Animation
Alanic Yeo, Chua ZhenHui,
Fabian Teo, Low Kay Shim

7 Honey, 2014
Animation
Le Thi Duan Trang
8  Princess, 2014
   Animation
   Vivien Tan, Andre Quek, Abdul Hadi

9  Lavender, 2017
   Animation
   Jennifer Soon Beysi

10 Jingle all the way, 2016
    Animation
    Nur Mazurah
What you are doing in your profession currently?
I’m currently a production coordinator at Industrial Light & Magic (ILM) Singapore. I’m part of a project management team that works with artists to provide CGI visual effects on Hollywood movies.

What were your most memorable ADM moments?
To me, the Freshman Orientation Camp was the highlight of every school year. The annual event provided a great foundation for students across different majors to start their ADM life with the same common experience. The fact that the cohorts were small and everyone knew each other from day one ensured that our comradery prevailed throughout 4 years in ADM.

How has ADM benefitted you after graduation?
Meeting professionals and guest lecturers was a strong motivation in keeping my passion going for the creative industry. It’s not every day that you get to meet veterans who are behind the works you’ve been inspired by. Hearing them speak about their creative thoughts and interacting with them afterwards brought a personal touch to my own learning journey.

Did you go for an overseas exchange program / internship?
I did a 5-week Global Summer Exchange with the Chinese University of Hong Kong, taking up a Cantonese and a Chinese medicine elective as they were uniquely offered at the institute. The programme provided an eye-opening opportunity to live and study in a different country, while being able to meet other students from around the world at the same time. More importantly, I was able to make my very first visit to Disneyland during my stay, which was a lifelong dream come true as classic Disney animated films first sparked my interest in animation.

Any projects that you are really proud of?
Avengers: Age of Ultron was my first major franchise movie at ILM, and it was exciting to work on a movie series that is widely known and hyped. Not many people know about this...
but some of the stunning visuals and heart-stopping action sequences you see on screen were actually made here in Singapore! That's something I feel is worth being proud of.

Hitman: Agent 47 was the movie that marked my first exposure to a Hollywood location shoot. The film was shot along Robinson Road here in Singapore and I was able to observe the dynamics on set, understanding how a movie goes from shoot to post-production for visual effects.

→ Do you have any upcoming projects?

I've spent most of last year working on The Great Wall – it's a Chinese movie directed by Zhang Yimou, due for release in 2017.

→ Any tips for incoming students?

Always keep an open mind – the creative industry may be small, but there are many different ways to contribute to it. Take the time to explore your own strengths and motivation before going after what you think might be the norm or ideal job. Sometimes life surprises you with the most absurd chances that you never knew you could fall in love with.
Live-action film is a permanent part of our media world. In combining cinematography, performance and drama it captures our imagination in powerful, unforgettable ways. Students will learn the essentials of digital film production and create short films that range from fiction narratives and documentaries telling stories about people and places, to experimental works that challenge our perception of what a film can be.
4. Han, 2016  
Digital Film  
Jonathan Choo, Julia Heather Low, Rachel Low, Nurul Syafiqah Shammini Gunasegaran, Vivian Keh

5. Equal Equal, 2011  
Digital Film

6. Keep Mum (爸爸不说话)  
Digital Film  
Annette Lee An, Nur Farreha, Pek Hong Kun, Pamela Soh
   Digital Film
   Zhang Fan, Pamela Tan, Zhong Wei, Chuen Yee, Ge Ching

   Digital Film
   Cedric Lee, Shammini Gunasegaran, Jonathan Oso

9. *Back in our days*
   Digital Film
   Yeo Jing Xiang, Ashleigh Goh, Melissa Tan, Teo Shu Hui

10. *Sweet bloom of night time flowers*, 2016
    Digital Film
    Muhammad Rifyal, Teo Shu Hui, Valerie Chia, Ashleigh Goh, Dian Nadhirah, Julie Heather Liew
What you are doing in your profession currently?

I am a film/commercials director. I’ve worked on films for OCBC, POSB, Hotel Jen Tanglin and HP. After graduation I made two short films titled *Little Pigs* and *Happy Birthday*. *Little Pigs* was selected to screen in Singapore International Film Festival 2014 the Hong Kong International Film Festival 2015. I’ve also just finished *Rice Wine Chicken*, a commission by Mediacorp for the HomeTeam National Day series. It will be screened on CH5, CNA and Toggle.

What were your most memorable ADM moments?

Working in the darkroom to develop film was my favourite module. I remember spending overnight in the darkroom working on my photos.

How has ADM benefitted you after graduation?

My ADM peers have in a way set a standard for the class. During my year, most of them are very competitive and we learn from one another. I didn’t come from a film background, hence
the assurance and encouragement from my professors had helped me gain more confident in myself to produce better works. I don’t think I would be where I am today without my professors and peers.

Any projects that you are really proud of?

My debut short film *Broken Crayon* won the Best Short film award in the Singapore Short Film Festival 2013 which opened a lot of doors for me. Also, making it wasn't easy due to the sensitive subject matter. I was very lucky to have some capable classmates who believed in me.

I am also an Alumni of Busan Asian Film Academy (AFA) as a director. I’ve made a short film *<Black Mirror>* with other Asian filmmakers in Busan, Korea in 2014. It was a very meaningful experience despite the language barrier, we were all still able to come together to make a good film.

Do you have any upcoming projects?

My most recent project, *Rice Wine Chicken* was extremely memorable as well, as I managed to once again collaborate with a lot of the crew members that worked on my first short film. The project also coincided a difficult period of my life and was completed in a tight timeline of 3 weeks. The film was also related to my grandmother, someone very dear to me, who had a fall and became a different person after that. I think making this film helped me learn to accept what has happened and the changes my grandmother was going through.

My first feature film titled *Ah Girl* is in the making. It has been part of the Singapore International Film Lab 2016 and will be involved in SEAFIC 2018 later this year.

Interview conducted in 2018.
Photography directly expresses ideas and captures moments of reality that are unique to the medium. With the explosion of digital imaging and post-production techniques, the world of photography has opened up even further. Photography and Digital Imaging allows students to explore the core principles of the medium and the latest technological developments that include traditional styles of photography and new experimental forms.

Core classes include:

→ Digital Photography
→ Principles of Lighting
→ Photographic Images & Contexts
→ Lighting for Studio & Location
→ Documentary Photography
→ Large Format Photography
→ Fine Art Digital Printing
→ Moving Images

1. *Is Never What I Wish to See*, 2010
   Abednego Trianto Kurniawan
   2010 Kwek Leng Joo Prize of Excellence in Still Photography Winner

2. *New House, 2014*
   Photography
   Lim Wei Y Welled

3. *Intersections, 2015*
   Photography
   Genevieve Leong
4. The Convertible Women, 2017
   Photography
   Lu Shijia

5. Fuse, 2014
   Photography
   Phyllicia Wang

6. Lest I Forget, 2017
   Photography
   Phua Wei Xiang Vinson

7. The Hidden Dimension, 2013
   Multi-media installation
   Sarah Choo
8 Stateland, 2015
Photography
Marvin Tang

9 To live and let live, 2016
Photography
Kevin Few Kah Jun
Any projects that you are really proud of?

*Beyond The Crowd* series. That was my graduating piece of work under the supervision of Paul Kohl. It seemed like I was pretty naïve back then when I decided to allow the school grading system to decide my future. If I were to get graded anything below an ‘A’ for my final year project, I will discontinue my practice as a photographer or an artist. The result of this final year project has however, motivated me further into the professional practice. (I don’t encourage students to adopt this dangerous mentality because we should not be succumbed to the system, especially our art. The school is just a conducive environment to nurture your art with its team of professionals and state of the art facilities. Ultimately, it has to be ourselves who decide our own path, not the school. I was just too naïve back then.)

→ Any tips for incoming students?

Studying is important. Everything else should be equally important. It is important to pass your papers and graduate from the school so you don’t waste time and parent’s money. It is also very important to do everything else besides studying such as playing and hanging out with friends. The two important keywords I wished I have took them with a serious intent were ‘Play’ and ‘Friends’. Sometimes in the midst of my hustling to complete assignments, I lose sight of these 2 important keywords. At the end of your 4 years in school, you will leave school with a piece of paper, good friends and happy times that you will reminisced much in future. These beautiful memories are what propel you further into whatever you are doing. Do not miss the opportunity to create these precious moments now.

Interview conducted in 2018.

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1. *Flurry Scurry* — *Jasper’s Travelogue Series*  
Photography

2. *Oxygen for Sale* — *Beyond the Crowd Series*  
Photography

3. *Malaysia Tatler Homes*  
*Cover Oct–Nov*  
Editorial Photography
What you are doing in your profession currently?

Upon graduation from ADM in 2012, I have landed myself in Singapore Press Holdings Magazine as an editorial photographer. Until recently, I am back at my alma mater with a research scholarship to pursue Master of Arts degree. On top of my research works, I continue to practice and polish my editorial and commercial photography skills.

What were your most memorable ADM moments?

Exactly 1 week before submitting our final year project, I was in the laboratory with my classmates discussing what would happen to us upon graduation? Where will we be in the next 5 years? The future was unknown and inexplicably exciting! Only a handful of them now are full time professional photographers, some are teachers while the rest have changed their jobs entirely to a different profession.

How has ADM benefitted you after graduation?

ADM has introduced many wonderful people to my life, the professors and my beloved classmates. I believed that school is never about the graduating piece of paper but the friends you have made there. These friends eventually became my trusted circle where we continue to discuss our professional works and practices with each other even after graduation. I would like to give special thanks to Prof Paul Kohl and Dr Oh Soon Hwa for the patience and light they have provided me in my painful transition from an engineering student to an artist.

Did you go for an overseas exchange program / internship?

I did an internship at Milk photographie, a commercial photography studio. It was an excellent opportunity to get exposure in the commercial photography industry. I got first hand experiences on a commercial set, working on real shoots and got exposed to what happens behind a commercial scene, before, during and after. Eventually my internship ended with one impromptu shoot for an editorial.