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NEW EXPERIENCE.

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PART THREE

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Bachelor of Engineering

Information Engineering & Media

Today, technology and creativity are coming together in ways we never thought possible. Remarkable progress in the movie and game industries, for instance, has been made possible with the intersection of creativity and technology.

In Singapore, both the infocomm and media sectors are growing fast. The IT sector is projected to be worth US$4.4 billion by 2009. Moving forward, Singapore plans to also focus on interactive and digital media (IDM) because of its strong growth potential.

Meanwhile, recent rapid developments in infocomm technologies and the emergence of new media-rich services have led to the convergence of the infocomm and media sectors. This has created demand for a new breed of infocomm and media sectors. This has created demand for a new breed of infocomm engineers equipped with sound understanding of the artistic/creative process in media design and production.

The Bachelor of Engineering in Information Engineering and Media (IEM) answers this demand.

As a rule, engineers and artists think and view things differently. This new four-year multidisciplinary degree program changes this by cultivating in students the twin perspectives of Engineering and artist.

This direct honors program is hosted by the School of Electrical and Electronic Engineering, and jointly offered with the School of Art, Design and Media, School of Computer Engineering, and Wee Kim Wee School of Communication and Information.
Harnessing the strong engineering background of NTU and the synergies of the four schools, the program immerses the four schools, the program immerses students in a rigorous curriculum in information engineering while exposing them to the artistic and creative processes.

The program is mainly technical. Sixty percent of the curriculum covers computer hardware and software, communications and networking, digital audio / image / video processing, and programming. This rigorous grounding produces infocomm professionals equipped to work in the infocomm sector.

The program also exposes students to the artistic and creative aspects of the media industry. About 20% of the curriculum is devoted to courses such as digital art and design, animation and game design, and radio/TV/movie production. This part of the curriculum allows students to graduate with a working knowledge of media design and production.

In addition, students are ensured a holistic, rich learning experience with broadening courses in arts, humanities and social sciences, science and technology, and business and communication skills. These arm students with the capability to readily adapt to the demands of tomorrow.

Career prospects

With their technical skills, graduates can work in mainstream IT and communications industries. Further, with their exposure to the artistic and creative process, graduates are uniquely equipped to work with media designers in content creation, production and delivery as well as to act as catalysts for the creation and development of new and enhanced technologies.

Career for graduates

IT Services Engineer
Telecommunication and Network Service Engineer
Software Programmer/Analyst/Architect
Hardware Design and Manufacturing Engineer
Hardware/Software System Integrator
Embedded System Design Engineer
Digital Media Design and Production Engineer
Gaming, Animation and Interactive Entertainment Engineer
Consultancy and Solutions Professional
R&D Engineer
Sales and Marketing Professional
Financial and Banking Services Professional
The PIONEER BATCH

BENJAMIN LAM QUO WEI
Like to joke around; make new friends, anti social among unknown people
Interests: Watching TV, Playing Computer Games and Badminton
Favorite Year One Subject: Mathematics
“It’s a refreshing thing. I get to make new friend and it’s an honor being the pioneer batch of IEM.”

CHUA CHONG LONG
Easy going
Interests: Collect Information.
Favorite Year One Subject: Basic Media Writing
“IEM’s refreshing and unique.”

CHENG PANG BOON
Cool
Interests: Playing computer games, badminton, mahjong and sleeping
Favorite Year One Subject: Drawing as a Conceptual Tool
“It is a very special program, and I enjoy with it!”

CHENG WANGSHU
Love dreaming and realize the dream. Appreciate those who never give up achieving their goals.
Interests: Drawing, Writing, Dreaming
Favorite Year One Subject: Drawing as a Conceptual Tool
“I love this program, especially the part on art and media. I have learned much from my teachers and my classmates. There are still many things that I should improve to fit it. However, I am the happiest when I am into it.”

CHEW SIEW MOOI
Love Kinder’s new chocolate bars
Interests: Watching soccer and Korean drama serials, Reading novels with morbid plots, Channel surf, Doing absolutely nothing.
Favorite Year One Subject: Analog Electronic, Basic Media Writing.
“Occasional art/media lessons spice up otherwise technical syllabus. This course opened up lots of choices for me apart from conventional Engineering. Currently, I will be extremely happy if I can venture into the media field.”

CHUAH REE GANN
Sporty and tall
Interests: Playing Basketball and Computer Games
Favorite Year One Subject: Engineering Physics, Computing
“IEM is cool. I enjoy learning most of the subjects but I will try to do my best for those subjects which are tough for me.”

DAI MIAO
Dream of being part of modern media industry
**Interests:** Reading novels, Watching movies
**Favorite Year One Subject:** Drawing as a Conceptual Tool
“I am an engineering student while drawing and designing are my favorites. IEM gives me a great opportunity let my hobbies be part of my major. IEM is a place where I can get closer to my dream.”

**FENG JIANXIANG**
Like indoor and outdoor activities
**Interests:** Games, Car Modeling
**Favorite Year One Subject:** Drawing as a Conceptual Tool
“IEM is a unique course that offers a diverse range of disciplines.”

**GUAN LUFAN**
Outgoing, optimistic
**Interests:** Badminton, Swimming, Traveling
**Favorite Year One Subject:** Drawing as a Conceptual Tool
“IEM is a special and wonderful experience for me. I believe that I can find my interests and advantages in this field.”

**HAN FEIMIN**
Like almost all kinds of music, films. Enjoy going out with my friends and meeting new people.
**Interests:** Music, Movie, Reading, Traveling
**Favorite Year One Subject:** Object Oriented Programming
“IEM is a great place to study, and make new friends. The course is similar to EEE but I think we learn more practical knowl-
edge. I really enjoy the life in this group. It’s not big but you can meet great friends.”

**JI XUAN**
**Interests:** Reading, Watching Movies, Comics
**Favorite Year One Subject:** Drawing as a Conceptual Tool
“IEM is a happy class and an interesting course.”

**JOANNE YONG SHEN YEAU**
Blurred vision
**Interests:** Playing piano, eating, sleeping
**Favorite Year One Subject:** Drawing as a Conceptual Tool
“Being a pioneer student is just fun and awesome. Get to know each other more also!”

**LEE FUND**
Dark, long hair, emotional, looks like a Malay but is a Chinese
**Interests:** Japanese Culture
**Favorite Year One Subject:** Drawing as a Conceptual Tool
“IEM is a very good course, an evolution from contemporary engineering course.”

**LEE SIN YI**
A happy girl
**Interests:** Date, K, Shop
**Favorite Year One Subject:** Mathematics
“IEM empowers me to bring out the art in technology.”

**LIU SHUANG**
Like thinking but not talking - a girl with few words; Ready to help when friends need

**Interests:** Music, Reading novels, Traveling, Sleeping

**Favorite Year One Subject:** N/A

“IEM is very interesting and exciting for me.”

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**LIU XUKUN**

Greathearted

**Interests:** Reading

**Favorite Year One Subject:** Analog Electronics

“IEM is a good program and it is worthy to work hard in this program.”

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**LUO MINGXU**

Easy life and easy other things

**Interests:** Tourism

**Favorite Year One Subject:** Mathematics, Computing

“I think it is unique and has its advantage, anyway I like it.”

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**MI QI**

A normal person who want to try her best in university

**Interests:** Reading and Sleeping

**Favorite Year One Subject:** Japanese

“This course provides me a chance to experience more about media and art.”

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**PHAM QUYNH ANH**

A girl into music, science, and mature after one year in Singapore

**Interests:** Drawing

**Favorite Year One Subject:** Digital Electronic

“It fit my desire, as it’s a mixture of art and science. I can fulfill my ability (math, physics) and learn about sociological subjects.”

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**QIU YIHUI**

Responsible, patient, sometimes too serious

**Interests:** Guitar, Singing, Drawing

**Favorite Year One Subject:** Drawing as a Conceptual Tool

“IEM gives me the chance to pursue my dream, something I really love.”

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**SERENA TIONG**

Active, quiet personality but friendly

**Interests:** Love playing sport

**Favorite Year One Subject:** Effective Communication, Mathematics

“IEM! Great! Diversity in learning and smaller class encourages better learning, more so when there are so many advisors and coordinators whom are always there to help us out.”

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**TAN FENG YI**

A rather shy but inquisitive person; Have a soft spot for animals, especially dogs.

**Interests:** Swimming, Surfing the Internet, Watching television

**Favorite Year One Subject:** N/A

“I find IEM an interesting course that allows us to understand both the artistic and creative processes apart from providing us with an intensive information engineering curriculum. Despite the modules being quite challenging, I enjoyed the process of taking this course.”

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**TAN QIUMIN**

Outgoing
Interest: music, volleyball, reading
Favorite Year One Subject: Basic Media Writing
“IEM is special and fun.”

VU MINH KHUE
Friendly and curious
Interest: Reading, Taekwondo
Favorite Year One Subject: Object Oriented Programming
“I found many great friends in IEM. And I know I made the right choice.”

WANG BEI
Out-going, confident, independent
Interests: Traveling, Sport, Reading
Favorite Year One Subject: Mathematics
“IEM starts a journey that enriches my life.”

WANG CHENYU
Easy guy, sometimes blur
Interests: Journalism
Favorite Year One Subject: Basic Media Writing
“IEM provides great opportunities and excellent experiences.”

WANG MENGYING
An easy-going person, like to make new friends. Maxim: “Plato is dear to me, but dearer still is truth.”
Interests: Reading, Drawing, Handicraft
Favorite Year One Subject: Drawing as a Conceptual Tool
“IEM is just like a big family for me. We take Lectures and tutorials together. We have time to know each other, so our friendship is more intimate. IEM is also an amazing major. We not only learn engineering but also have media courses that are very interesting, such as media writing, photography and drawing. Be careful, those courses are not easy to get point.”

WU HAN
Easygoing, don’t like change
Interest: singing, photography, designing
Favorite Year One Subject: Drawing as a Conceptual Tool
“IEM is unique. We learn more than an ordinary engineering student. And we get familiar to each other in the small group.”

YOU RAN
Change all the time
Interests: Music, Movie, Taekwondo
Favorite Year One Subject: Drawing as a Conceptual Tool
“A special class for the most important four year in my life.”

YUKANGRAN
An easy-going person
Interest: Football, Traveling, Reading
Favorite Year One Subject: Drawing as a Conceptual Tool
“IEM is the challenge I want.”

ZHANG HAOZE
Every moment can become a life-changing one. Just learn to experience your life.
Interest: Music, Art, Drawings, Tennis, Working out, Hanging out with friends.
Favorite Year One Subject: Drawing as a Conceptual Tool
“The success of IEM needs all of us to
share our vision and work together to attain it.”

ZHANG YANG
Would like to try different life styles

Interest: Literature, Design, Reading
Favorite Year One Subject: Drawing as a Conceptual Tool
“As an IEM student, I am able to develop myself in different aspects.”
2 GLIMPSE
August 2, 2007 marked a very important date in the diaries of BEng (IEM) programme. The very first BEng (IEM) Freshmen Orientation was held. It aimed to welcome the new cohort of students to the IEM family and to introduce them the administration and academic matters about this programme. Students introduced themselves to the class in the sharing session for getting to know each other better.
Being part of the IEM family, all the students are strongly encouraged to participate in the IEM Logo Design Competition. Students can do it individually or they can form a group to submit their final opus. Students also got a chance to explain their ideas to the class and share their comprehension about the IEM slogan “An Engineering program with an artistic touch” and “where technology meets art”.
Moonlight Party
Sep 2007

Campus life will never be complete without parties.

To enrich the campus life of IEM students, games, BBQ were arranged in the Moonlight party.

There was also a section for students from Singapore, China, Malaysia and Vietnam to introduce the traditional ways to celebrate the mid-autumn festival in their own countries.
The Annual Kam Chan Hin Strength Challenge is a game designed to be filled with fun and aims to facilitate mass participation, encourage building of team spirit and promote interaction between EEE students and professors. We IEM students formed a team called “IEM 8” comprised of 4 female students, 3 male students and a professor. Although IEM8 didn’t win any prize, we still keep the team spirit and what’s more, free McDonalds’.
A Trip to the National Art Museum Jan 2008

Thanks to Prof Joan Marie Kelly, lecturer of our course "ART190 Drawing as a conceptual tool" from the School of Art, Design and Media, we were given the opportunity to have an unusual learning experience at an unusual classroom – the National Art Museum. The purpose of this trip was to view the Greek sculptures from Louvre, know more about ancient Greek and practice drawing the sculptures. It was indeed an interesting experience. Some of us rarely visit the museum, and to actually sit there on the stools and sketch the sculptures in a museum is something we would never have imagined ourselves doing.
Training on DSLR Camera
Feb 2008

This is a three-hour training session conducted by an trainer from Olympus. The aim of this training session is to give IEM students some basic ideas about photography and how to operate the Olympus E510 DSLR Camera, especially to the students who is totally new to photography. This training session can help students with their COM206 Visual Literacy and Communication module.
PART THREE

3

OUR STORIES
CLUBS & SPORTS

Campus life is far more than study. Many IEM students participate in various types of clubs and sports activities during the past year.

Serena Tiong:

ISG (held in December 2007)
- Frisbee
- Netball
- Floorball

NTU Street Challenge 2007
- Floorball (1st)
- Netball (3rd)

IVP (2008)
- Floorball (played till semi-finals, 4th)

External participation
- Singapore Floorball League 2008 (women's 2nd)
- Pesta Sukan Floorball 2007 Sept (women's 1st)

Lee Fund:

Hall 6 assistant business manager
- gather funds for the hall for the events and goo
EEE Sports Carnival 2007 Champion (Basketball):
Guan Lufan, Wang Bei

EEE Club Publicity Main-com:
Zhang Yang

EEE Club Publication Main-com:
Cheng Wangshu

EEE Club Publicity Sub-com:
Dai Miao, Wang Chenyu, Wang Mengying

EEE Club Publication Sub-com:
Luo Mingxu, Qiu Yihui

EEE Club Business Sub-com:
Guan Lufan, Zhang Haoze

Photo-Videographic Society Publication Chair:
Wu Han
IEM POSTER

Three students from the IEM pioneer batch – Dai Miao, Wu Han and Zhang Yang – were tasked to design our first IEM poster in August, 2007. The working process was tough as the semester had started. The work became even harder when the first design was rejected by the team members themselves. Restarting from zero, the team worked out the second design. The design of the poster uses an abstract flower-filled diode connected via electrical circuit to represent the technological and artistic aspects of the IEM program.

IEM LOGO

The students were asked to design a logo in our first IEM Design Competition.

Many good designs came out which fit the slogan “…an Engineering program with an artistic touch”. The winning design by Dai Miao and Liu Shuang uses a butterfly, with binary numbers painted on one wing and color mixer on another, to project our multi-disciplinary programme.
IEM WEBSITE

A team of IEM students (Dai Miao, Wu Han, Zhang Yang, Chua Chong Long and Han Feimi) was formed in February 2008 to overhaul the IEM website.

The first draft was done in solferino background. After much discussion, we changed the background to black and added some new elements to the design, for instance, the watermarks of flowers and leaves.
Siew Mooi’s story:

So, I’ve decided to write about my life in NTU.

Okay. So, in my first year, I converted from a full-time Hall 9 Resident back to a full-time Toa Payoh Resident in the short span of… 7 months? Hall life apparently made me realize that home is the only place I want to be.

But had tons of after-hours wanderings around the campus with my roomie and neighbours while I was there. Had the fondest memories of the midnights spent over a bag of chips with my roomie on the ADM rooftop, while we chatted till wee hours of the morning.

But I admit, the bulk of my time is spent I think I didn’t regret IEM, cuz this is the only course which I can have a class size of 30, eerily reminding me of the fond NJ or Cedar* days, and I appreciate it. My course mates are friendly; we formed cliques and lunched or slacked in-between lessons. We are even planning a Malaysia get-away somewhere this semester.

And cheers to all, for more happy moments to come.

*NJ / Cedar’s my junior college and secondary school respectively. :)

Sin yi’s story:

The most memorable experience I have gotten in my first year was when I joined the Open House 2008 Committee as Chief Logistic officer. I was really fortu-
nate to be given the opportunity. Not only did I get to interact with more schoolmates, I have also learnt more about the school and how to handle unexpected problems. Even though there were many meetings until late at night and organizing people is not exactly easy, but we get to hold interviews, pack goodie bags, and even help to be tour guides for prospective students!

I believe this is something I will never have experienced in class or if I were to join other activities.

Ree Gann’s story:

Hi, my name is Ree Gann. I have been an NTU Chinese Society member for 1 year. I joined choir which was a sub group of the society last year. I was one of the logistics in my group. Every Friday night, we had activities at Nanyang House. Usually my partner and I did the preparation behind the stage. We set up everything and made sure everything goes smooth during the activities. During the activities, we played games sang and shared our singing experience.

Once, we had a big event in the school, it was a live show performance contributed by a few students to find talented student to participate of Fei Yue Shi Kong creation competition. We rend pick-up to carry our bulky stuff such as speakers, mixer, amplifier, tables and chairs and so on to set up the stage around canteen B. It was a good experience. We got to know more people and made more friends.

Serena’s story:

WOW! Here I am, studying in University? That reminds me of how time flies and again, I’m done with year one. It was a big change, from Junior College to University. Days of independence started almost from the first day of school. Hours to days, to weeks, to months, everything happens so fast that it might be tough to even take a breath. I have been learning to be more disciplined in my studies. It is certainly much better to be on my toes rather than last minute rushing through the modules for the semester. Nonetheless, life’s been as good as it gets. With the people around, it is not that tough. After all I know I am not alone.

Tan Feng Yi’s story:

I enjoyed the “Drawing as a Conceptual Tool module” during Semester 2. We were given the opportunity to use line and tone to develop an understanding of proportion, structure and anatomy of a figure. In addition, practicing drawing in class is a different, more enriching experience compared to listening to monotonous engineering lectures. Hence, I think that apart from technical skills that I have gained from the rigorous curriculum in Information Engineering, I have also developed a sense of practical understanding from this art module.

Xu Kun’s story:

To say about IM1002 - Analog Electronics, it is a nightmare in year one. Some of us even haven’t heard of Kirchhoff’s laws, so it was very difficult in the first few weeks. Even after the recess week, sometimes I still could not understand what the lecturer was talking about. “Perseverance combined with energy is necessary to succeed in life.” It is true to get
good marks for Analog Electronics. Only reading the textbook and practicing tutorials diligently will help.

**Minh Khue’s story:**

Looking back the first year that’s just gone, what make me remember the most are not hours of cramming for exams or the cheerfulness of learning interesting things. It is the happiness of finding good friends by my side.

Recall the first day of school; looking for a lecture theater, I walked down from North Spine to South Spine, alone. I found myself small in such a big campus with numerous unknown people around. It is quite different compared to my little high school. “It is Ok” I told myself “I prepared for it. University life must be like that and I face it to grow up”. But I felt it very hard to overcome indeed.

The first lecture, someone smiled with me, someone talked to me. And I know we are from the same class…

Yes, one thing I love is that we, IEM people, closely related. We study together, and know more about each other. We share the same worries. 32 engineering students struggled with Basic Media Writing or Drawing…

Thank you my friends for helping me get rid of the lonely feeling I had when I first come here. We together can make IEM a family for all of us.

**Jixuan’s story:**

Drawing is one of my favorite courses in year one. To make the lesson more interesting, our teacher brought us to the National Museum at the weekend to visit the exhibition-Great Masterpieces from the Louvre. The exhibition presented a fine selection of 130 sculptures, figurines, relieves, vases, jewelry and implements from the ancient Greek, which gives the visitors an overview of Greek civilization in the so-called Classical period. The exquisite displays were really eye openers for us. After appreciating these art works, we sit down on the floor and started to sketch the elegant sculptures. I felt a bit excited as it was a new experience for me. As we drew, some visitors also stopped beside us to look at our drawings. Sketching in a museum was quite different from classroom lessons as we were immersed in an artistic atmosphere and able to closely examine those great art works, which made us feel a greater sense of satisfaction when we completed our drawings. It was really a great experience for us.

**Wangpei’s story:**

I was very excited and curious on my first day in NTU. University life is quite different from what we had in high school. Sometimes I have to run all the way from South Spine to North Spine. I no longer have the same classmates sitting in a fixed room. And I felt sad because I could not understand what the professor was talking about. In LWN library, the scene of long queue for printers surprised me a lot. But anyway, I felt motivated and ambitious to have my university life in NTU.