Before the development of the electricity, everything was just like a puppet, cannot run by itselfs.

Then the electricity comes, bring us a new era. However, the engineering is not only about the electrical stuff, its products need to be expressed in a more intelligence, more creative and more artistic way.

And this is us, IEM. This is the new engineering evolution equation
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Asst Prof Khong Wai Hoong Andy share his opinions about IEM and IEM students
When did you join the IEM family? What were your first thoughts when you heard about this programme?

I joined the IEM family since I was with NTU in May 2008 and I would like to thank my senior colleagues and the School for this great opportunity to contribute to the IEM programme. I was indeed very excited when I heard about this programme and I guess this enthusiasm was quite natural especially since engineers often give, to some extent, a false impression of being reserved and boring at times. This programme provides an excellent platform to create a new dimension to electrical and electronic engineering.

Prof Khong Andy said...

“Understanding the concepts is much more important than getting the correct solution.”
We understand that you not only teach IM1002 Analog Electronics, but you also take charge of some of the groups in IM2079 Design and Innovation Project. How has it been for you working with us?

It’s always great working with IEM students for their DIP projects. I must also say DIP provides a very good opportunity for IEM students to incorporate both their engineering skills and artistic talents into their project work. I must confess that most often than not, I have learnt a great deal from students particularly on how to incorporate non-engineering elements into the project. I certainly hope that my students feel the same way too in terms of gaining technical know-hows through their DIP.

IEM’s tagline is “where technology meets art”. How do you think the curriculum has mounted to fit this tagline?

The IEM committee has certainly worked hard to develop a curriculum that fits within the scope of this tagline. Of course, this being an engineering degree programme, sufficient technical training has to be incorporated to the programme. It is important to recognize that this programme aims to nurture the next generation of engineers who are creative, not just from the artistic point of view, but also in terms of thinking laterally to solve a given problem.

As one of the key figures behind the IEM programme, what do you see in IEM students? Other than the additional media and art prospects, what differentiates IEM students from those in the mainstream engineering schools?

I see IEM students as the next generation of EEE graduates with new skills to meet the demands of the media industry. Apart from the additional media and art aspects, it is important not to generalize IEM students as I believe each one of us do play an important role when working as a team in any organization. In this regard, I feel that both our IEM and EEE students can play complementary roles when solving real-world engineering problems. This is quite evident from DIP projects where we have poly graduates who have undergone the so-called mainstream engineering diploma and the team relies on their technical expertise to complete a common goal. With the artistic aspect that was introduced to the project, it really makes a difference.

With the first batch of students graduating this year, do you think the curriculum has fully equipped our seniors with relevant skills in the infocomm industry?

As with all IEM members, students and faculty members alike, I am very excited about this pioneering batch of graduating students. A graduate should realise that a four-year engineering programme is
rather short and it is nearly impossible to cover all aspects of electrical and electronic engineering. That said, it is very important to recognize that NTU equips our students with the necessary technical know-how and life-long learning skills to assist our graduates throughout their career. If one wants to excel in their career, one cannot simply assume that he/she has learnt everything from a degree programme and stop learning after that. Always keep in mind that this is a very dynamic society and we should never stop learning.

Is there anything else you would like to say to our students?

My heartiest congratulations to our pioneering batch of IEM students! You should not only enjoy your achievements but also thank your loved ones who have sacrificed in one way or the other during the pursuit of your degree. Stay in touch with the IEM family and hopefully you can contribute back to our School even after graduating. As for our current IEM students, it is important to know that understanding the concepts is much more important than getting the correct solution. Student should also try to relate theories to everyday life. A good student should always ask how this theory is applied to solve an engineering problem.
We, Colorful Life

Halloween Party 2010
NTU Open House L.I.F.E @NTU
Exchange Study
Every student needs social events to complete their campus life. A grand IEM event, the Halloween Party, 2010, brought together all the IEMies under one roof on the 15th of October, at SAC.

The event began with the dialogue session, in which many IEM students discussed with Prof. Andy Khong Wai Hoong about their experiences in IEM.

Next came one of the highlights of the party ----The IEM Design Competition. It exhibited many T-shirts and caps designed exclusively by IEM freshmen for all the IEM students. Professors Koh Soo Ngee, Gwee Bah Hwee, Chang Chip Hong, Teh Kah Chan, Chua Hock Chuan and other IEM advisors also graced the event.

The performance was another highlight of the day. It was put up by our talented students that kept Halloween Party 2010
the audience highly entertained and set an enjoyable and relaxing mood for the party. Between the performances, the emcees Thomas, Wen Xin and Hafiz Halim brilliantly interacted with the audience by organizing many stage games. The best dressed competition was also held. Kai Wen and Jian Yun, the Pumpkin Head and the Scary Face, were chosen as the best dressed couple.

All in all, the students and guests had an awesome time. As an organiser, it was a headache organizing such a grand party. But it felt like all the trouble we went through, was worth the fun we had. It was indeed an unforgettable night where fond memories are made.
The event officially started at 9:30 a.m., but our staff and students came in much earlier to prepare. IEM shared a booth with the School of Electrical and Electronics Engineering at the Nanyang Auditorium, where our newly designed banner and brochures grabbed the attention of many visitors. Despite being a new program, only in its fourth year of running, IEM has gained increasing popularity among fresh
high school graduates. While a couple prospective students did not know much about IEM, there were many others who came prepared with their questions on the course curriculum and career prospects, clearly very keen on the program. This certainly was heartening for such a new course.

Lab tours to ICIS Practicum, where the IEM showcase was held at, were conducted from 10 a.m. onwards. Possibly the most artistic engineering lab in NTU, ICIS was decorated with beautiful artworks done by our own IEM students. Several outstanding Design and Innovation Projects and Final Year Projects done by our IEM students, with a focus on human-computer interaction, were also part of the showcase. The applications and interfaces of each project was aesthetically pleasing and appealing - a clear demonstration of the students' understanding of the design principles and the visual arts. This fusion of art and technology undoubtedly impressed the visitors, and evoked their interest. Our professors were also present to answer more queries about the IEM program and admission criteria.

Even though the Open House was supposed to end at 6.30pm, the visitor flow did not ebb until 6:00 p.m. Some of the staff and students stayed back to pack up the materials and of course, take group photos to commemorate the event and celebrate its success. The event was a wonderful bonding opportunity not only between the IEM students from the different batches, but also between the IEM students and the EEE students, as well as between the students and the staff team.
I first arrived in Toronto, Canada in late August. It is a happening and multicultural city which is the site of one of the oldest and most prestigious universities in Canada—University of Toronto. From here I started my fantastic four months journey in Canada.

To be an exchange student at University of Toronto is very worthy and definitely an enriching experience. I had plenty of opportunities to enjoy what this great school and beautiful country has to offer. While studying, I also travelled a lot during holidays. As a matter of fact, studying, living at Toronto and travelling have made for a tremendously wonderful experience.

—— Yu Fang
Study in Toronto

As the oldest university in Canada, Toronto enjoys its reputation for academics. Here in Toronto I had experienced very different teaching style from NTU. The professors in Toronto always put a lot more focus on students’ ideas and class participation. We had a lot of in-class discussion and had to actively participate in order to get good results.

In addition, the workload in Toronto was out of my expectation. Each course would have 2-3 quizzes and mid-term exams and several projects during the semester and they constituted a very significant part of the final assessment. The truth is I have to work on the projects from the first day to the end of the term to cope with the heavy workload. However, I seldom got tired of school work because studying at such a beautiful campus and working with such dynamic people were indeed enjoyable itself.
Living at Toronto

It was really nice meeting quite a number of exchange students in Toronto, especially at the events and parties set up by International Student Center. I made a lot of good friends and we are still in contact. Moreover, Canadians are really helpful and friendly people. I did also enjoy the time spending with local people by drinking a cup of coffee (instead of Starbucks, local brand Tim Hoitons is prevalent) and sharing different cultural experiences.

With regards to the food and other customs in Toronto, it still carries hints of the colonial influences of England. But undoubtedly, I was in love of the foods as we can get food from every part of the world. And throughout Canada, maple syrup and maple products are popular, reflecting the significance of the maple tree, whose leaf adorns the flag of Canada.
and maple trees made me believe I was in the wonderland. And during winter in Canada, it is also so much fun walking on the fluffy snow in the white world.

Although four months is not long, it is definitely an enriching experience and I had so much taken away from Canada. Thank you, Canada.

Travelling in Canada

It goes without saying that travelling is one of the most important things during exchange. Canada is a beautiful country and there are always great places to visit, for instance Niagara Falls, French speaking cities like Montreal, Quebec city, Ottawa like Vancouver. I still
"Where did you go for exchange?" "Mexico!" "Why Mexico?"

Because Mexico is incredible! Amazing natural sceneries, colorful and artistic colonial towns, interesting and mysterious indigenous culture, stunning pyramids deep inside the jungles, genuine tequila, delicious Mexican food, beautiful Spanish languages... all those are the reasons that you can't say no to Mexico. Despite of all those attractive factors, I think Mexico's charm is mainly from its people! -- Mexican people are always optimistic, enthusiastic, welcoming and friendly. I went there alone, but I never feel lonely! Five months in Mexico, I managed to experience a totally different kind of culture, mix up with a totally different group of people and speak a totally different language!

So.."Why Mexico?" "Why not!"

Mexico
What are the places you have traveled? Is there a special place to visit you want to recommend?

I've been to quite a number of places in Mexico. I highly recommend Yaxchilán and Guanajuato. Yaxchilán is an ancient Maya city located deep inside the jungle near the Mexico-Guatemala border. Visitors can only go there by 4 hours' bus and half an hours' boat. Due to the remote location and much less visitors, Yaxchilán is especially mysterious and charming compared to other Maya cities. Besides, monkeys' howling and echos made the visitors felt lost in time.

If Yaxchilán made me lost in time, Guanajuato made me lost in space. Guanajuato is a city of tunnels. People create underground space for transportation! When you take a taxi to go around, you will find yourself sometimes on the ground and sometimes under the ground. The famous Callejón del Beso (the Alley of the kiss) is also in Guanajuato. This is the narrowest of
the many narrow alleys that climb the hills from Guanajuato's main streets, where the balconies of the houses on either side practically touch. Callejón del Beso is famous due to a legend: a fine family once lived on this street, and their daughter fell in love with a common miner. They were forbidden to see each other, but the miner rented a room opposite, and the lovers exchanged furtive besos (kisses) from these balconies. But the romance was discovered and the couple met a tragic end. However, this beautiful story went on and touched many people. It is said that if couples come to Callejón del Beso and kiss each other, they will get good luck.
What are some difficulties you faced when you first arrived in Mexico? And how did you overcome them?

When I first arrived in Mexico, I faced serious language barrier. It seemed that my one semester's Spanish class was totally out of use. It was really frustrating that I couldn't order food, couldn't ask directions in a strange place and couldn't communicate with people! However, as time went by, I managed to speak fluent Spanish and chatted with Mexican people.

> How do you like the food in Mexico? Which is your favorite dish?

Mexicans eat a lot of meat, bean and chilly source. All of them are very nice. My favorite dish is tostada. It's prepared by putting chilly source, mashed bean, vegetable and chicken on top of deep-fried tortilla. Dinner is the most important meal of the day, it's also the time for family gathering. However, dinner time in Mexico is usually at 9pm, so girls need to be very careful...
The past three weeks in Munich was an amazing and unforgettable time. At first, I chose Technical University Munich only because of its good reputation. However, after arriving there and spent some time in Munich, I fell in love with this city. Clean and orderly, it is one of the safest cities in Europe.

The course contains three parts, German language, integrated workshops and culture activities. Unlike others summer schools; TUM fully arranges everyday including the weekends for us. We visited the most beautiful castle Neusweinstein, the world’s largest science museum Deutsches Museum, Alianze Arena for Bayern Munich, Salzburg in ——Xia Haina
Austria and went hiking in Alps. German Course was always in the morning. In the afternoon, all kinds of interesting workshops gave us brief introduction to German culture and latest technology. Beer gardens are the best places to go in the evening, in which, the best three of Munich are served, beer, white sausages and pork knuckle.

Three weeks are such a short time. I’m on my trip in Italy now. But I still cherish the memory of the days in Munich and miss my new friends from all over the world. Fortunately, Facebook can link us together. An American girl even promised to visit us in Singapore in two year time. This will always be a wonderful memory for me!
We,

Proud of Ourselves

Lee Kuan Yew Gold Medal Award winner, Mi Qi

I'm Proud of Myself!
We, Proud of Ourselves

Lee Kuan Yew Gold Medal Award winner, Mi Qi
I'm Proud of Myself!
Can you tell us briefly about yourself?
I like travelling a lot. Actually I think the most successful thing I did in university was not winning the gold medal but travelling over 20 countries and places. Besides, I also like reading detective novels and playing computer games (and that’s why I choose to work for a game company!!)

why you joined IEM
Prof Chua used ‘games and animation’ to attract us, which successfully hit my interests...

Are you towards Engineering or Media?
Engineering, but I also like ADM courses.

What are you currently busy with?
Training in company, and trying to play more and more games!

What are your plans for the future?
I’m looking forward to be sent to Japan for training next year.

What was your reaction and what did you do when you received news that you are the award winner?
Nothing...because the email said ‘subject to approval of university’, I did not realize this was the official email to inform you winning the medal...

What motivated you throughout your 4 years in IEM?
Interests and courage from friends

What were the modules that you loved and hated?
I love all the UEs I took in university... because these were really chosen based on interests. I don’t like courses which require you to write a lot, such as Basic Media Writing.

Anything you wished you had done/had done better in your Uni life?
Ennnnn......travelling more countries and doing more CCAs.

Any tips for fellow IEM juniors who aspire to win next years’ medal?
I’m not a good model for juniors and I believe there are many students from IEM next batch who did much better than me. Personally, I think the most important thing in university should not be winning the gold medal but having a meaningful life and enjoying yourself!
I'm Proud of Myself!
IEM is the conjunction where dreams coming true

——Li Weini

In this multitasking world, we dream about different things. Since young, my dreams vary from being an artist, a photographer, an advertiser to a super engineer... But I never dreamed of putting them all together until I met IEM. No one is a pure mugger in this course, but full of creative thoughts and practical intelligence. It's amazing to find ourselves doing such different things in a course and struggling out to make some history. There's a saying that people have two choices when they wake up from dreams, whether go back to sleep or stand making dreams come true. IEM is where the journey got started.

"It's really a wonderful combination of all the fields I like, especially communication and art."
We, Confident with Our Future
We, confident with our future
the Graduating Pioneer Batch
**HAN FEIMIN**  
*Business Analyst – Operations, Oracle*

*Why did you choose IEM at the first place?*
I chose IEM because of my interest in the media aspect of the course. I think an electrical engineering with an exposure of arts can be more interesting than simply an engineering programme. That’s the reason why I chose IEM.

*As the first batch of IEM, did you ever have any doubt about your career after graduation? What do you think about it now?*
I have. But I think it is very common for graduates to have doubt on their career. It is not just for IEM, but students from all the other majors. Now when I come to think of it, I regard it as a phase that all of us have to go through. Before securing the first job, we all have doubts in ourselves. But that would go away when we gain more experience and become more confident.

*Personally, what are some most valuable things/skills you have earned from this program?*
I think the most valuable things I earned in this programme are the way of thinking and the ability to learn. In my opinion, the knowledge itself is not the utmost important thing about college education. It is highly unlikely that you can apply what you learned in college in the future job. But you can benefit from the learning ability for a lifetime.

*Can you tell us something about Oracle?*
Oracle is an American computer technology corporation that specializes in hardware and software systems, particularly database management system, for enterprises. It is best known for its flagship product, Oracle Database.

*What is the position you are offered?*
The title of the position is Business Analyst – Operations. The specialization is consulting. I haven’t started working yet, so I’m not exactly sure about the detailed job scope.

*How do you find yourself as an IEM student competitive among others applying for this position?*
Generally speaking, I don’t think there is too much difference in terms of the competitiveness between IEM, EEE, or even CE/CS students. The competency largely depends on the individual (his ability and experience) rather than his major.

*What is your plan for your career in the future?*
I would like to work for a few years first, and do a master degree in EECS or business administration and rejoin the work force afterwards.

*What do you have to say to your IEM juniors?*
I think it is best to set a very clear goal first and work towards the goal. I think it would be of great help if you can make full use of the holiday and do some extra internship besides IO or IA.
Why did you choose IEM at the first place?
IEM bridges technology and media. While having strength in mathematical and sciences courses, I am also fascinated by liberal arts subjects including movies, paintings and photography, etc. It could be envisioned how excited I was to find IEM as a perfect combination of my strength and my interests.

Upon graduation, what do you think about IEM program?
IEM does serve as a great platform for students like me to discover and develop our potential. I was able to be exposed to vast resources not only in technological knowledge but also in the aesthetics of digital arts. IEM proves to be a rigorous, challenging yet immensely rewarding and mind-stimulating undergraduate program.

Personally, what are some most valuable things/skills you have earned from this program?
Creativity and teamwork with fellow classmates

Why do you decide to continue pursuing a higher degree?
I’d like to develop my other sides and push the limits. What’s more, in order to secure a professional career in the future, I have to be able to speak both languages of engineering and business. That’s why I choose to pursue a master degree of Engineering Management.

Why do you choose Duke? And how did you apply for it?
Actually USC School of Cinematic Arts attracts me more, but I declined its admission as last for various reasons. The application process is very typical. Send them your GRE and TOEFL scores, 3 letters of recommendation, transcripts, personal statements, and other materials they require.

What is your plan for your career in the future?
Marketing and advertising

What do you have to say to your IEM juniors?
It’s never too late. However, plans are always indispensable.
Why did you choose IEM at the first place?
IEM courses are interesting, especially those from ADM.

Upon graduation, what do you think about IEM program?
It’s a program full of challenging.

Personally, what are some most valuable things/skills you have earned from this program?
Critical thinking as an engineer + Creative thinking as an artist

Can you tell us something about TECMO KOEI?
It’s a Japanese video game developer, best known for its historical simulation games.

Why do you choose Game Programmer as the position to start your career?
Actually I prefer to be a Game Designer, but the company only recruited programmer on graduate level.

How do you find yourself as an IEM student competitive among others applying for this position?
Except the programming, we are also familiar with other parts of the digital media industry.

What is your plan for your career in the future?
Hope I can learn more about the game industry during the one year training in Japan.

What do you have to say to your IEM juniors?
Use your holidays to do more internships. That will really help during your job hunting process.
import ntu.eee.Iem;
public class IEM{
    public static void main(String[] args){
        System.out.println("Hello, World");
    }
}