

LET YOUR DREAMS SET SAIL



THE GRAND VOYAGE

EXHIBITION CATALOGUE

By APT3F2006

LET YOUR DREAMS SET SAIL

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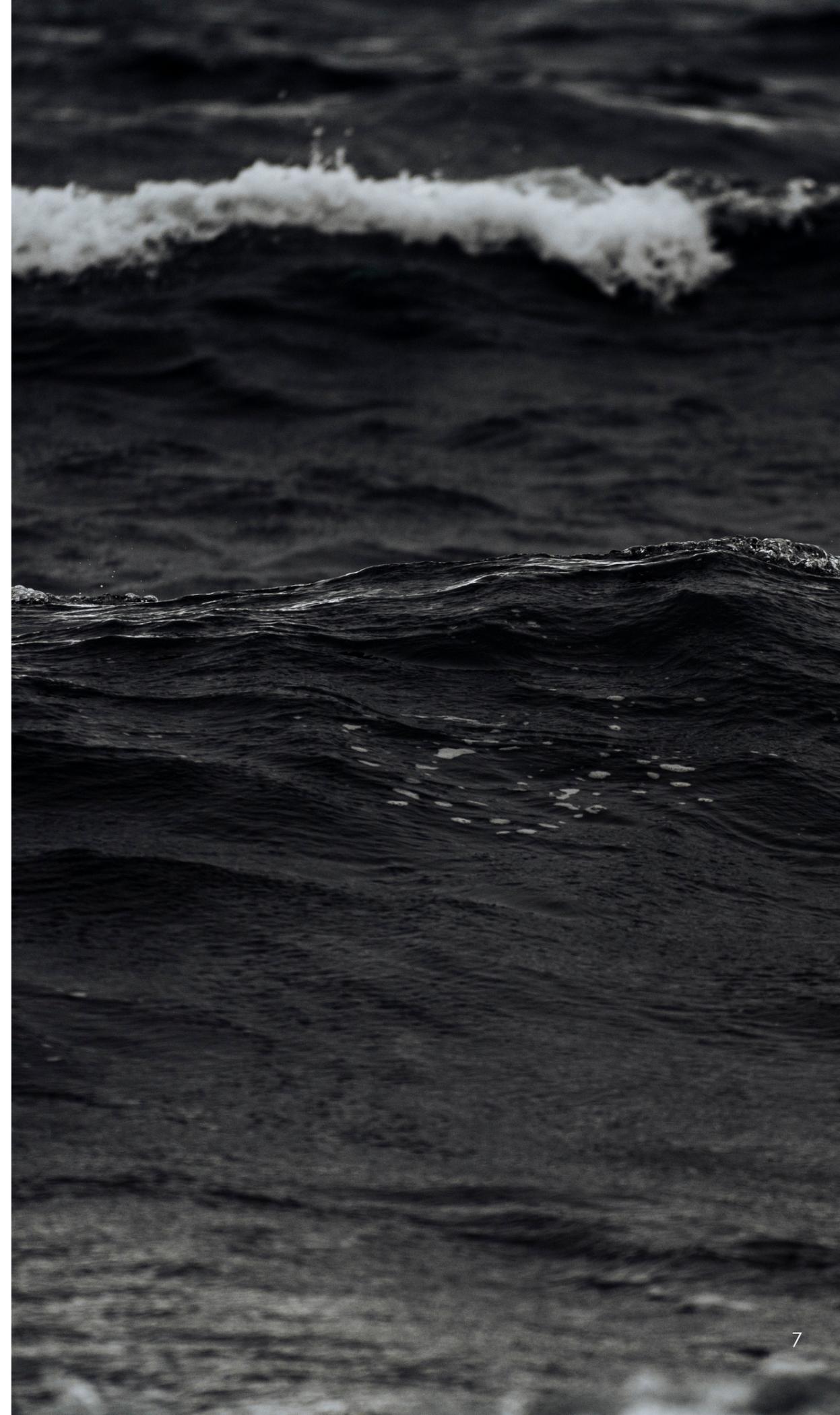


THE GRAND VOYAGE: Let your dreams set sail

Every ending is a new beginning. The Grand Voyage symbolises our journey as we transition from students to adulthood, ready to take our place in the real world. The exhibition showcasing an assembly of our final year students' accomplishments serves as a new dawn as we carry our hopes and dreams into the next phase of our voyage. It is a multi-sensory capsule combining all human senses to create an immersive and unforgettable experience. The Grand Voyage is a capsule that spreads positivity and encourages students to let their dreams set sail.

VISION

The Grand Voyage's vision is to celebrate students' university journey, dedication and achievements as they step into a new chapter of life. The exhibition's vision is also to create a space/platform where students can express themselves creatively and expand their professional network for potential career opportunities. Through this experience students will gain the opportunity to strengthen their interpersonal skills such as teamwork and communication.





Dr. HARI NARAYANAN
Vice Chancellor
Asia Pacific University

Dear Students,

You are nearing the end of your degree programmes. You had gone through significant challenges in your last mile given the pandemic. We are extremely pleased to note that you are at this final stage after overcoming the various challenges. Our purpose in APIIT is to transform students to become highly employable, competent and future proof professionals. We trust that your journey in APIIT not only enabled you to gain the knowledge and the earnings in you field of study but also gave you the opportunity to shape your behavior and character and to form friendship with fellow students from a diverse set of culture. And no doubt the challenges that you had faced during the last three years have added the resilience to the list of attributes that you have and that will place you in good stead in your careers.

As you go on to the last mile of your journey, you have an excellent opportunity to share your final year project work in this exhibition. We have students from 6 degree programmes who are participating in this exhibition, showcasing their work in Advertising and Brand Management, Animation, Designs (Product, Transport and Visual Effects) and Digital Film and 3D Animation. We are looking forward to viewing a diverse set of innovative and creative work.

The theme for this year's exhibition is "The Grand Voyage". You are nearing the end of the "APIIT Voyage" and you will soon set sail on another grand voyage. I wish you the very best in your future endeavors.



DEBBIE LIEW
Associate Head of School
School of Media, Arts and Design

Congratulations class of APT3F2006 on the launch of The Grand Voyage! It has been a wonderful delight to see each one you grow and mature in your own significant way over the past three years of your studies in APIIT. Your last year has no doubt been one of the more significant transformation with the unexpected change in wind in 2020. Yet you have all run a tight ship to calm this storm to meet this milestone event! Your next voyage in your career growth will truly indefinitely be exciting as the creative industry continues to evolve and adapt to the new way of life.

I hope for you will continue to maintain that creative spark you once started with and continue to pursue your passion in design. Just like the seas, there will be times where you will find blustery winds to pick up your sails to move you far ahead, and there will be moments of stillness that may make you doubt yourself that you may want to abandon the ship. Just remember to never stop learning regardless of how the waves may be – as long you keep rowing, you will get somewhere.

Keep a positive outlook in life and let good energies circle around you. Opportunities will always be there if you seek for it. I anticipate that in a few years, you will be the captain of your own ship and be able to contribute your valuable experiences back to the next generation of designers.

It has been a privilege to know you and thank you for being a part of the SoMAD family! I look forward to seeing more wonderful design creations from you soon!



LECTURERS



EDWIN PIO RUFUS SAMIRAJ
Academy Manager
Programme Leader,
Visual Effects & Concept Design,
Digital Film & 3D Animation Technology

My Hearty Congratulations to the most independent and inspiring bunch of students from DFA and VFX graduating class of APT3F2006. Graduation is one grand accomplishment in your lives. Its serves as an inspiration that you have the power to realize your dreams with determination and action. It's a symbol of success and beginning of a better future.

Having done your studies during this pandemic period and further more excelling in it is indeed a sign of your positive spirt and shows your willingness to stay ahead even during this testing times. You did not quit, but with perseverance and determination you have finished the race.

As you set sail in this next voyage of your life, remember that the real voyage of discovery consists not in seeking new landscapes but in having new eyes.

Embrace the journey you're on so you don't miss the unexpected and wonderful things that can happen along the way.

Congratulations once again and wishing you all the very best !!
Hooyah !!



JACK LAI YONG GEAT
Programme Leader,
Animation

Congratulations on completing your bachelor's degree. What you have experienced in your University life might not be the best experience of your life, but it serves as a stepping-stone for you to see the possibilities of the world out there.

In APIIT, we do not just train the best talent, we also groom the best person. Be proud with who you are today and strikes to be the better one tomorrow.



HARSHA RAO
**Programme Leader,
Advertising & Brand Management**

Dear Graduates of 2021,

Congratulations for getting to the very end of your bachelor's degree and now is where your journey begins.

Welcome to the beginning of your creative careers. I would like to wish all of you the best in the endeavours that you embark from this point onwards. I wish you all nothing but success and greatness in whatever you aim towards. All of us here at the including your lecturers and programme leaders are all very proud of the achievements you have made and we know how hard working you all have been as well as the difficulties you have endured throughout your life as a SOMAD student.

As each of you pursue your own professional goals it is also important that you strengthen your ties together. Teamwork and collaboration with one another has gotten you where you are today and it will take you further into your careers. The memories you have made with your classmates, friends and lecturers will be what matters the most in terms of what you learnt together as well as the obstacles you overcame together. Congratulations on graduating, your next journey begins today and be proud that you are part of the SOMAD graduating family.



CHRISTINE LIM PEI SHIN
**Programme Leader,
Product Design & Transport Design**

Warmest congratulations to our young sailor going into the Grand Voyage. You are about to sail the open seas. You have now all learned the necessary skills on how to sail. Now it's time to put them to the upcoming trials and tribulations of life. What you have learnt this far is merely a small portion of life, the world is evolving day by day, you will need to adapt to trends and needs of the day.

Remember to always be humble and never stop learning no matter how far you go and how good you are. There will be times where the sea is rough, just stay calm and let each wave of life inch you a little closer to the shore. You can't control the wind but you can control the sail. "Sometimes there is no time for the sea to calm down! If you have to reach your target, let your voyage start and let the storm be your path!"

Lastly, I want to wish all the young sailors to have an exciting adventure ahead.

EXHIBITION TEAM

Project Lead	Mr Jack Lai Yong Geat Mr Wong Chee Meng
Project Manager	Himavarthinii A/P Easwaran
Assistant Project Manager Secretary Treasurer	Lim Yi Ru Ho Jun Min Clarisse Chin Sze Kheng
Media	Muhammad Afiq bin Mohd Asri Tan Li Hsia Felicia Shareen Shim Siang Ling Gatya Pandawa Hamid Hosseini Muhammad Bakri Izzuddin bin Haji Raduan
Design & Web	Lai Cheek Hong Andreas Wijaya Muhammad Syafiq bin Zaidi
Marketing & Sponsorship	Tan Li Hsia Felicia Sonia Umutoni Steven Tang Wen Hao
Logistics & Decoration	Muhammad Bakri Izzuddin bin Haji Raduan Lai Shao Hui Loh Kah Fai Soo Lyeen Shuen Lee William Rachel Andrea Cardoza Ho Zhen Hong
Fundraising	Lee William Rachel Andrea Cardoza Ho Zhen Hong Muhammad Bakri Izzuddin bin Haji Raduan Lai Shao Hui Loh Kah Fai Soo Lyeen Shuen



STUDENT PROFILE



ADVERTISING & BRAND MANAGEMENT

Being able to effectively create, maintain and improve a brand image has never been more important in the current age of technology. The study of Advertising and Brand Management is set to mirror an agency environment where students are able to work with partners clients on actual projects, giving them hands-on experiences to create advertising campaigns and strategy and planning proposals. The course will place creative thinking and ideas at the center to advertise study via digital and traditional advertising platforms, explore social media, viral marketing and ambient advertising. Opportunities to pursue a career within the creative field of advertising, copywriting, account planning, brand management etc.



STEVEN TENG WEN HAO

Hello my name is Teng Wen Hao, a final year advertising and brand management student from Asia Pacific Institute of Information Technology.

I have a 3 years' experience as an Advertising and Brand Management student. I have learned and gained a lot of knowledge about advertisement and marketing strategy. I see myself as a positive person, every time I meet any problem, I will do my best to find out solutions to complete every task that I get.

Furthermore, I am a proactive person, I like to do hands-on activities, especially events. I have a 2 years' experience of doing events in university. The reason why I love doing events is because it feels great when the event works out perfectly and shows that the hand work pays off. The quote I love the most by Kelvin Durant, "hard work beats talent when talent fails to work hard". Talent can do a lot, but hard work takes all the credit.

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This is a proposed campaign aimed to promote recovery of Happy Meal sales. It aims to target parents with young children so that they can learn to interact with the new AR technology. Since partial sales will be donated to charity, it helps to promote social responsibilities to both parents and children.

McDonald AR Treasure Hunt campaign is using interactive AR app is the core element for this campaign, where children will have to use the clues from the Happy Meals boxes to look and solve entertaining puzzles.

Introduction of the game

Step 1: Download the McDonald App to
Step 2: Click on the AR in McDonald
Step 3: Purchase, unfold and scan the QR code inside the happy meal box
Step 4: The test puzzle will be hidden inside the play area in Mc
Step 5: Collect all 9 missing puzzle to
Step 6: Special counter will be open during the campaign for children to

FAT GUARDIAN

OBESITY CAMPAIGN

KNOW WHERE YOU ARE BEFORE IS TOO LATE

LOOKBOOK

Introduction

Fat Guardian is an obesity campaign to help young adults to discover more about their body condition, understand the different between obesity and overweight

Objectives

- Letting people realize the difference between overweight and obesity
- Help people to prevent falling to obesity

Social Media Content

The Fat Guardian Fat Guardian aims to prevent people from falling to the overweight and obesity campaign. Also to make sure people can differentiate between overweight and obesity.

#tappingchallenge

Challenger require to:

- Reach and beat the highest score during the campaign.
- The score will be the puzzle to get the free ticket to join the seminar.
- 30 seconds for each player to tap.

Steps to play the game

Step 1: Press start to start the game
Step 2: Read the instruction
Step 3: Tap as fast as possible to score
Step 4: Hit the highest score to get the price

Step 1
Step 2
Step 3
Step 4

Instagram Mock Up

Facebook Mock Up

McDonald AR Treasure Hunt

This project is a 3 months campaign with the purpose to help McDonald's happy meal to recover their sales. Furthermore, this campaign also uses Phygital system, it uses AR (Augmented Reality) to children play and educate as well. The 3 months campaign will take out 15% of the money for charity to help people in need. The target audience for the campaign are children and young adults. The price for collecting all the puzzle is a toy from the counter of McDonald. accessing the game is by using the McDonald's apps. Buying a Happy Meal to access the game, after scanning the code from the box will allow the game to start. Player need to find 10 hidden symbols in the McDonald's restaurant Play Zone. After earning more than 100 points they will get a free happy meal and the money will go to the people who needs it.



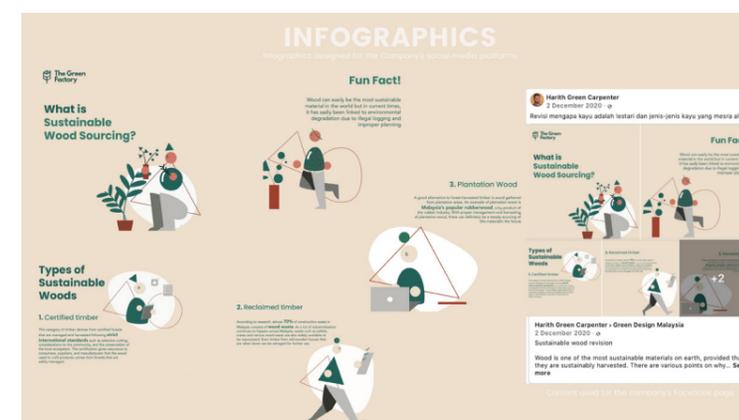
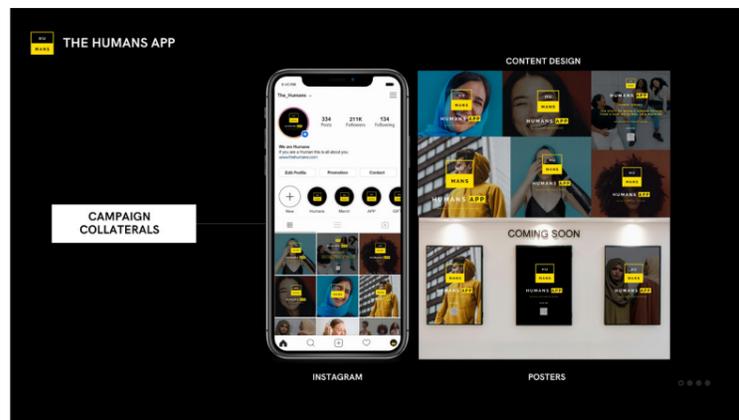
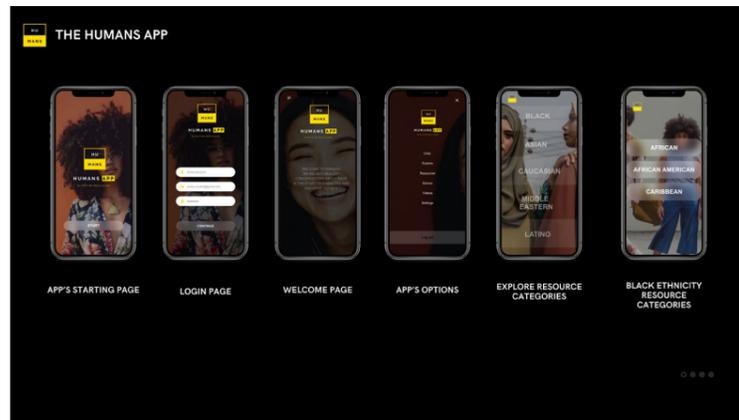
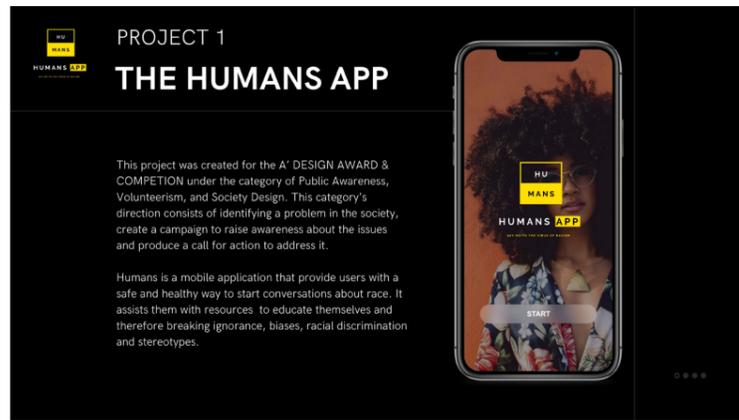
SONIA UMUTONI

Hello! I'm Sonia Umutoni; an energetic, enthusiastic, result driven final year student with creative thinking skills and with a passion for everything Advertising and Branding.

Part of the reason why I chose Advertising as a degree and eventually a career path, is because of its tremendous influence on our society's dynamic. I believe by working in this industry it would give me the opportunity to work on campaigns and projects that could somehow contribute to the greater good.

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The Humans app

"Humans" is a mobile application that provides users with a safe and reliable platform to start healthy and open conversations about race. It assists users with educational resources and therefore contributes to breaking stereotypes, prejudices, biases, racism, and ignorance.

The Humans app is a public awareness campaign designed with the belief that simple but open conversations about race could be an open door towards a better understanding of our differences while keeping in mind of what unites us, our humanity.

The Cybershield Campaign

THE CYBERSHIELD CAMPAIGN is a public awareness campaign aiming at raising awareness on Cyberbullying among teens and its consequences on their well-being. The campaign goal is to educate the audience on preventive methods and places to get help from.

The Green Factory

THE GREEN FACTORY is a client based project where a series of collaterals were designed for the company. The Green Factory is Kuala Lumpur's greenest wood factory, specialising in the holistic approach to sustainable manufacturing.



TRANSPORT DESIGN

Students work on transport and industrial design projects in a creative and friendly studio environment. They have access to excellent workshops and modelling facilities, use industry standard software, and are expected to present their work to a professional standard.

Core skills are developed through structured and practical design projects, involving idea generation, drawing and rendering, clay modelling and relevant software. The program works closely with visiting designers who are involved throughout. Teaching and learning techniques are varied and include individual and group design workshops, tutorials, seminars and presentations.

Students have important technical and CAD input throughout the programs from the Faculty of Arts and Creative Technologies, and complete a major design project in Year 3 in an area of personal interest. This flexibility gives the means to engage and indulge in truly original and innovative thinking.

Our aims are to equip students with a broad range of specialist and transferable skills. The program provides an opportunity to take part in work placements and to enter national design competitions. Students also exhibit their designs to the general public and potential employers at the end-of-year show.



MUHAMMAD AFIQ BIN MOHD ASRI

Hi, I'm Afiq and I am a passion-driven person, excited to build, create and design for a better, beautiful tomorrow.

Inspiration and motivation come in many places and mine are to build and to create. Seeing the world around me, sparks curiosity in how it works. I had always been the one eager to learn and to create, to explore beyond the confines of my understanding. Seeing design and technology, there is always room for improvement. There is no stop to innovation and human curiosity will always push innovation forward.

From a young age, I had always been intrigued by art and design. Having a designer's eye, contemplating and evaluating the world around me, and never stop thinking about how things can be made more beautiful. As a critic, there is always beauty that hides within its potentials. Passionate about improving the product we use. Design is not just a product or its functionality, but it is a form of modern art that we embrace. We tell a story through it. That is one of the reasons why we love a design because we want to tell a story.

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Peugeot X-tol

The future does not have to be boring. Electric does not have to be slow, The Peugeot X-tol is the proof.

The concept was designed to show confidence on the road. To claim its dominance, standing on its ground, roaring authority to its environment. Sometimes being loud is not the way to impress. It is in the little details that make it more impressive. 210 years of heritage could not just be unshown and thrown away rather celebrated in the design, from the long hood to the meticulous details. The car stands out in any situation, unique, fighting the conform norms of the industry.

The Peugeot concept vehicle boasts power and speed in an unprecedented package, pushing the limit of advancement. The concept drives with pure energy that powers the future. Electric is the key to ground-breaking sport performance. Unlocking the potential to news heights of what the future can hold. Electric is a new breed of ingenious and Ludacris performance that incorporates absolute strength and competence.

#UnboringtheFuture



LOH KAH FAI

Hi there! I am Kah Fai Loh.

I have always been interested in the world of art and design particularly in automotive. Having experienced a few years with car wrap designs, the passion with cars led me to pursue an education to specialise in car related design and art.

I believe design is part and parcel of innovation and technology wrapped to be useful and visually pleasing. Its what motivates me is to push my creative limit into creating something visually unique, new and beneficial to users.

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3D MODEL



DODGE HDV CONCEPT

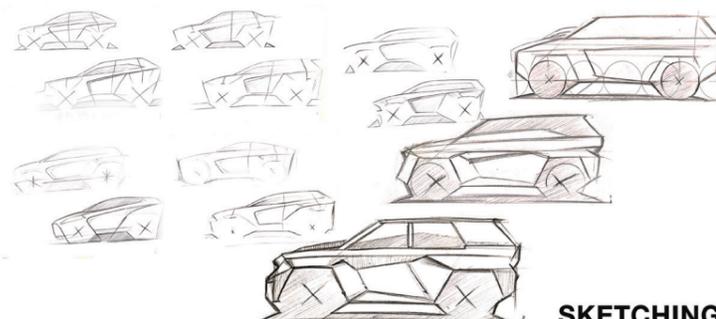
Dodge is an American brand owned by Fiat Chrysler Automobiles (FCA). The signature characteristics of the Dodge gives it that aggressiveness in high performance. Their iconic styling and elements gives them that "perfect muscle" look as they continue to define themselves through time and with each model.

Taking inspiration from their iconic Dodge Viper which led me to explore make ideation from the Viper snake. In this project, I explored new conceptualising ideas of vehicles based on in-depth research and observation to heighten the human senses of touch, sight and feel of automotive designs.

INSPIRATION

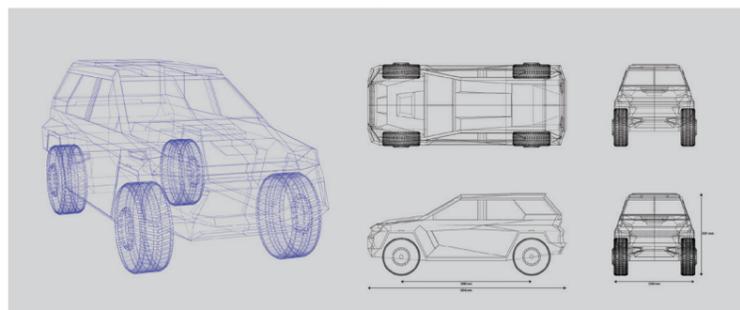


IDEATION



SKETCHING

PACKAGE DRAWING



TARMAC



OFF-ROAD



SNOW

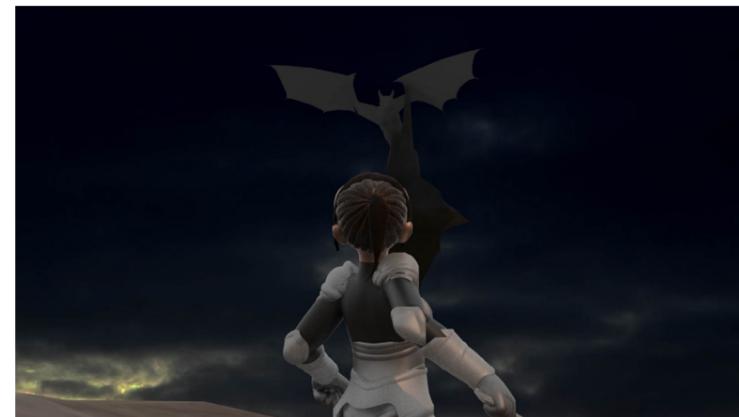


ANIMATION

Animation is one of the fastest-growing industries worldwide. It has been a huge technological development in the last decade, from traditional 2D hand-drawn to digital 3D animation. In today's digital world, the application of animation isn't simply restricted to films. It facilitates exciting career opportunities in various sectors like Advertising, Print media, TV production and Gaming.



Group Project



Alas, unfathomed battle

A contribution of the animation students. "Alas, unfathomed battle" is a story about a young cancer patient's mind. The battle is a fantasy-based story to have a sense of separation from the real world.

The story revolves around a young lady - Silver Knight, fighting a monster only known as The Mutated Black Knight. For this project, we aim to focus on the things we have learned throughout our degree. The theme that is used for this animation is "hope". Although the idea is intended to have a serious tone and overall not-to-flashy, the message that is intended to give the audience is that there is still hope for everyone. In the story, the main character is still holding on because she is hoping that it will end. However, to reflect this concept visually will be the main task of this idea.



MUHAMMAD SYAFIQ BIN ZAIDI

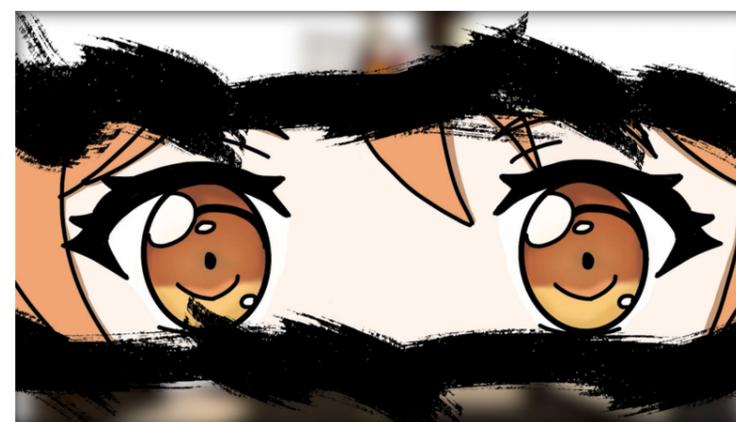
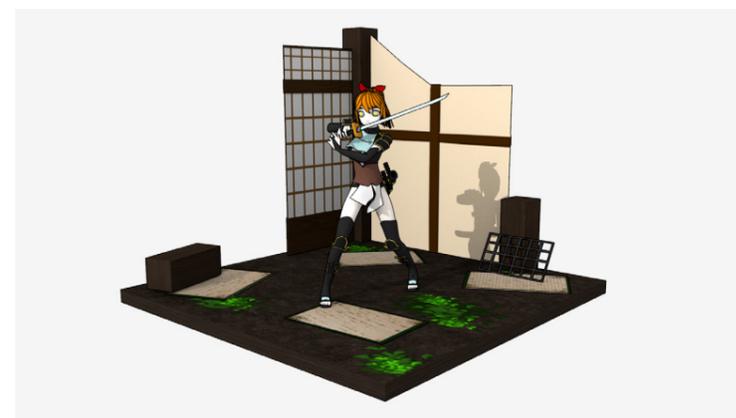
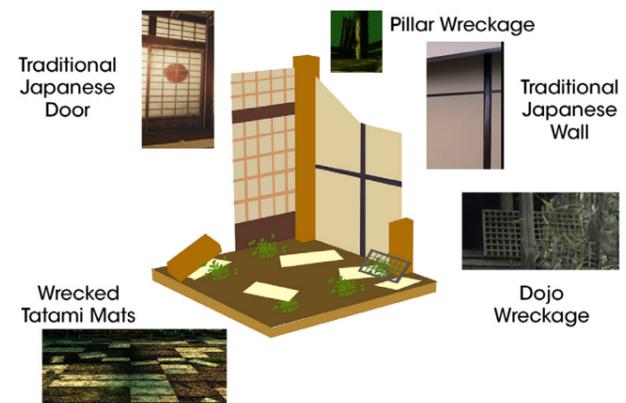
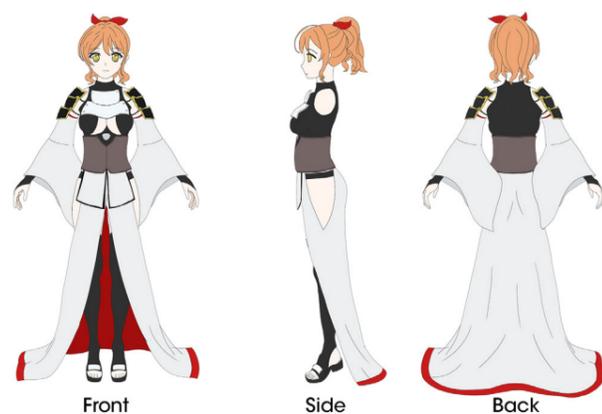
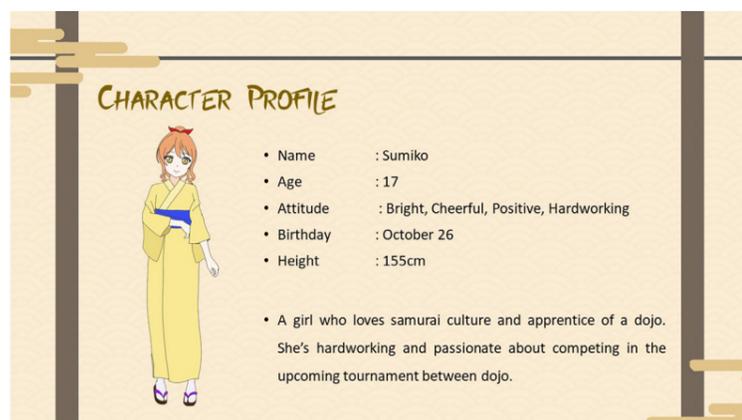
Hi there! I'm Syafiq, a final year animation student at Asia Pacific Institute of Information Technology.

I have a huge interest in Anime as well as Japanese Culture. For the past 3 years as an animation student, I would always add Japanese culture elements and anime style in my animation projects.

I grew up watching anime and it is also the main reason for me to take the path of becoming an animator. I also love to create character designs and then model them in 3D to produce an interesting 3D Animation.

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Sumiko: The Warrior Maiden

Sumiko: The Warrior Maiden, is a 3D Character Modelling Project. The project focuses on 3D Modelling, good topology, toon shading and short animation. The character I will be modelling is my original character name, Sumiko. A girl who loves samurai culture and apprentice of a dojo. She is hardworking and passionate about competing in the upcoming tournament between dojos.

The animation will show the character pulling out the katana and slash in the air, and then return the katana to the scabbard. The objective is to able to model a 3D character that is suitable to be implement in a game.

For this project, I also will be researching a lot regarding toon shader render to achieve the anime style I want.



HO ZHEN HONG

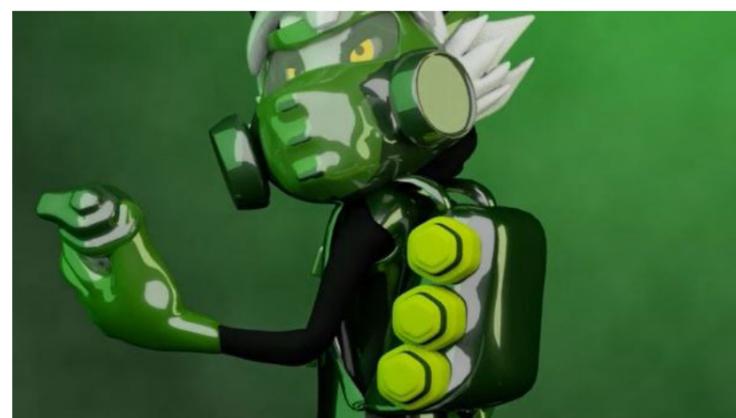
Hi, I am Zhen Hong and I am a final year animation student from Asia Pacific Institution of Information Technology.

I have a huge interest video games and movies animations for anthropomorphic characters which are animals that can walk like a humans. I love creating characters design and 3D modelling any animations.

The reason I chose to become an animator is because I have tons of creative ideas and stories after watching a Japanese animation or playing a video games and animation is a way to share those ideas. I enjoy sharing my fan art ideas as a way to keep track of my progress.

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Furgance

Furgance is a 3D character modelling projects. This projects focuses on anthropomorphic characters with 3D modeling, shading, topology and animations. For this project, comprehensive research was done to understand animation key. The final output will showcase the character's animated movement after he is selected in a gameplay.

The character I created for this project is Toxica, a skunk character who was fired from the government. Vowing revenge on those who wronged him, he uses his gas experiments to create powerful toxic gas for revenge.



SOO LYEEN SHUEN

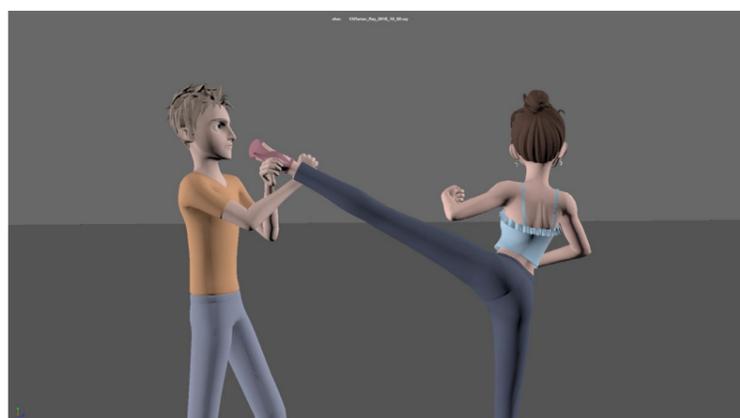
I'm Shuen, a curious and passionate final year animation student in Asia Pacific Institute of Information Technology. Throughout my 3 years of study, I had explore on animating field, especially skills in both 3D and 2D digital animation. I love to do the animation itself and also keeps on trying to explore more on the field.

Animation is about bring things to life, the thing that inspires me the most, is to see a deadly character come alive with my animation. It fuels my passion to check on every details to make the animation perfect.

As an animator, I believe that effort won't get wasted, and persistent would get rewarded.

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Fight-O-Fight

Fight-O-Fight, is a 3D digital animation project, that done using Autodesk Maya. The project focus on the intense action of character fighting scenes, and the climax would be they summon their weapons and fight again. The pure acting takes less in this project. Overall, about 80% of the animation is fighting.

The character of this project are Ray, courtesy of CGTarian Online School, and Neka Rig (Non-commercial Version). The reason of using these rigs are because of they are budget friendly, and these rigs have similar art styles to fit each others. The rigs are also have good controller for animating the characters.

As for this project, I majorly research on the character actions and placement and movement of camera to achieve the greatest result and gives audiences an intense fight that could attracts and make them enjoy.



MUHAMMAD BAKRI IZZUDDIN BIN HAJI RADUAN

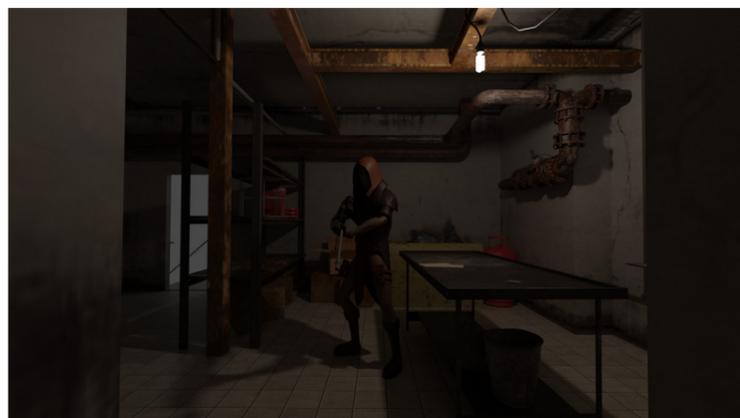
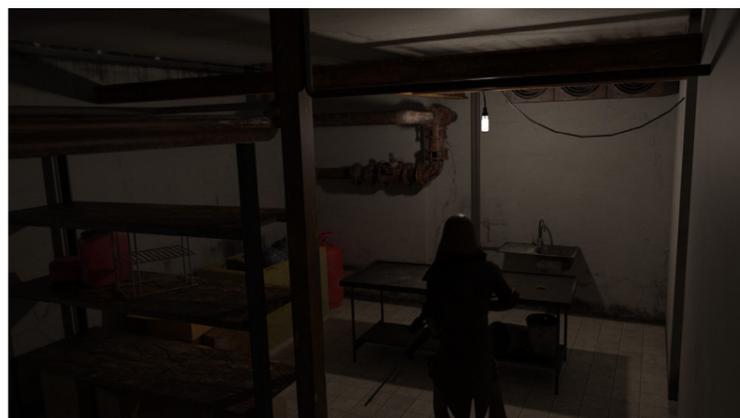
Hello there, my name is Bakri (Bucky). I always believed that no matter the context and visualization of a design, it all boils down the story.

Designs has always had a unique place in my life. It is something that one needs to explore and understand through failure. I will never be satisfied with the outcomes of the works I've done, but having an unsatisfied product is better than not having anything at all.

I have always been fascinated with storytelling, and a good way to accompany it is through concept designs. In every design I have done throughout my experience, I always envision how to give my designs life because in the end, that is the essence of the meaning of animation – to bring something to life.

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CROSSHAIR: BETA

This project is a showcase of a playable beta gameplay for Crosshair. For this project, the animation is applied to Unity rather than creating an entire animation. Crosshair is one of the characters from the "universe" and will going to be an introduction to the real world. The project's main focus is to showcase set off animation that can be interacted with real world.

For this project, although there was a lot of back and forth in terms of the designs, it was mainly due to the story-telling. The challenge was the Unity project in which there is a lot of advanced coding that I was not familiar with, however they were then easily understandable and managed properly.



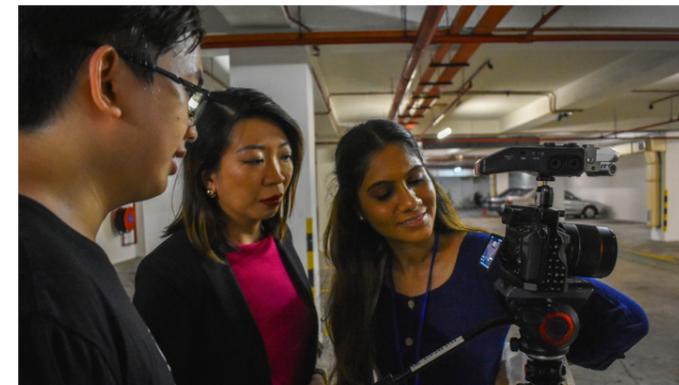
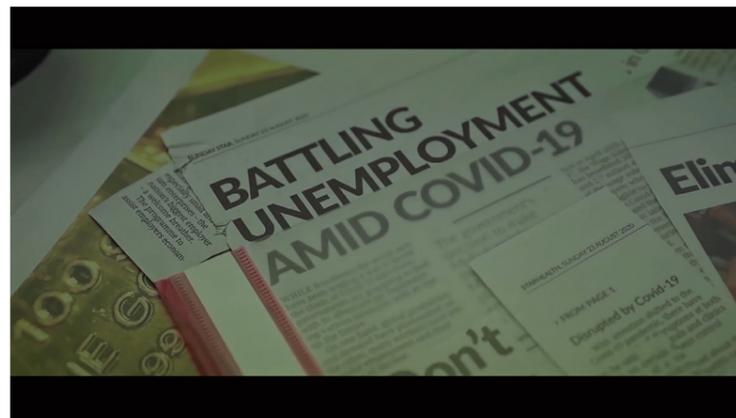
DIGITAL FILM & 3D ANIMATION TECHNOLOGY

The study of Digital Film and 3D Animation Technology equips the student with knowledge on the workflow in a film and animation production that begins from pre-production, production and finally post-production where the end results are produced. Students will gain an understanding of the importance and roles of each stages in order to merge into a team-based effort environment.

Students are introduced to industry standard software such as Autodesk Maya, ZBrush, Substance Painter, NUKE etc. where they will be given the opportunity to produce their own 3D artworks and short film. The course also offers a study in the more technical aspect such as Rigging and Python Scripting. The combination of skills is set to prepare students for a wide range of career choices in the film production and post-production fields.



Group Project



Test Subject 21

Test Subject 21 is a sci-fi drama centering around Meera, a passionate journalist fighting to keep her job at The News Daily amid the economy collapses due to the 2020 global pandemic. She convinces her boss, Mr Surren to reconsider retrenching her by offering him a headline worthy news within 48 hours. Following a tipoff surrounding speculations of illegal activities by one of the leading R&D company Genetec, Meera enlists her colleague, Rachel to help sneak into Genetec to look for evidence. She discovers the dark truth of Genetec and an unexpected truth which pushes her to question, is this story worth it? Are the secrets she uncovers more than she bargained for?

Directed by: Hima Easwaran

Director of Photography: Andreas Wijaya, Barath Kumaran Pillai*, Mishan Jay*

Production Manager: Felicia Tan

VFX Supervisor: Gatya Pandawa

Music by: Niraindera Shanmugam*

External support team



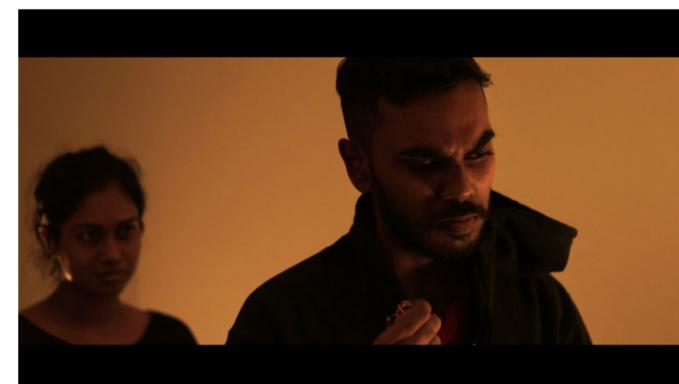
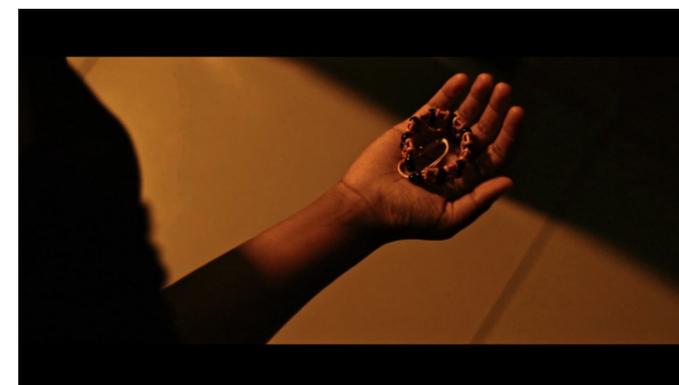
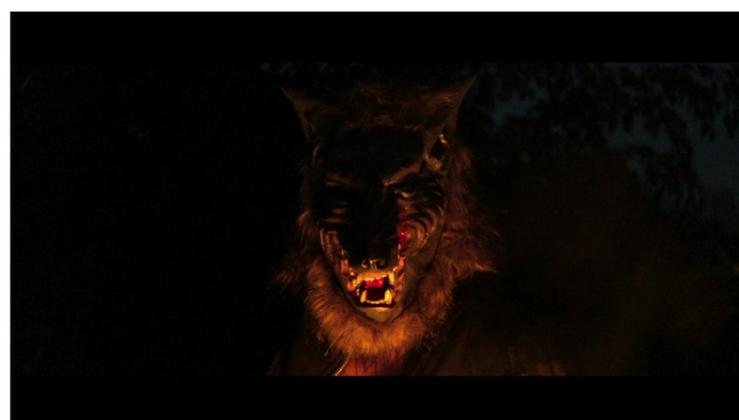
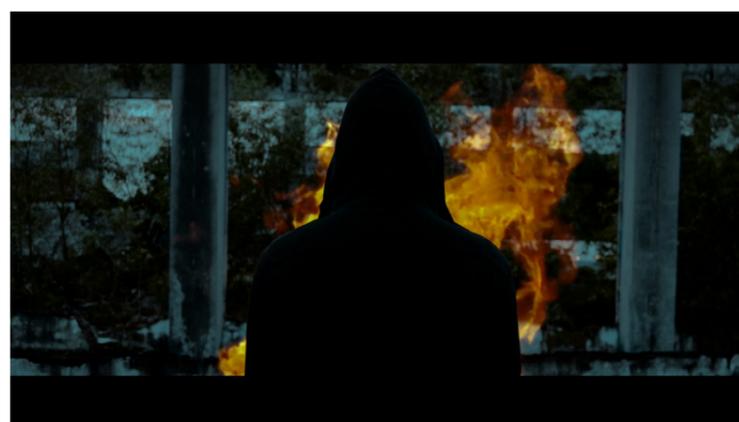
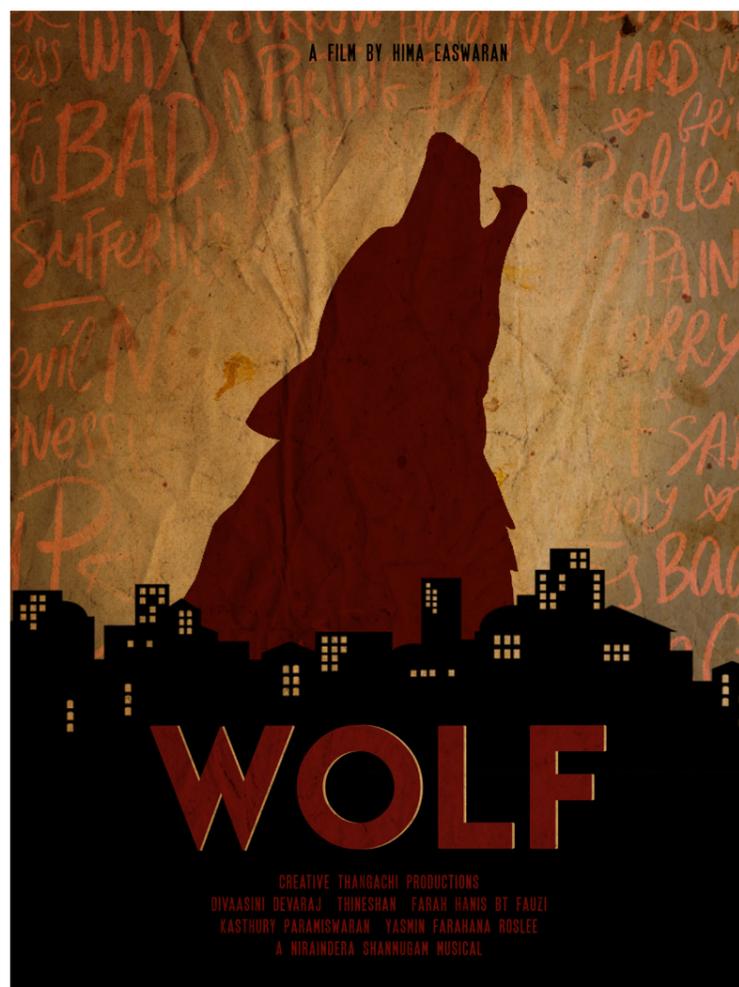
HIMAVARTHINIY A/P EASWARAN

Creative, fun, passionate and bold best describe Hima as a person. The pursuit of happiness meant switching over from engineering to pursue her artistic passion. Like a blank canvas, she immersed herself into photography as she believed would be the best way to understand composition and visual story telling. "I've always seen myself wanting to break away from stereotypes." This was the inspiration to her conceptual and empowering shoots. What started out as just a way to channel her inner creativity blossomed into a passion for filmmaking. With idols like Mani Rathnam and Denis Villeneuve, she hopes to write and direct inspiring films. She believes film has the power to change the mindset of society.

Being a big believer of filmmakers as social advocates, she hopes to bring light to sensitive topics such as awareness for mental health and gender equality that requires more attention in today's world. Having worked in several local and international productions under directors and assistant directors, she continues to develop all the power package required to help her climb towards her dream of being a film director. Besides pre-production, she is also interested in digital compositing as well as colour grading.

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Wolf

Wolf is a short film loosely inspired by the unsolved cases that have taken place in the northern region of Malaysia. Sara and Yasmin are housemates in an old apartment block that has seen better days. The residents pretty much keep to themselves and have little interaction with one another. One uneventful day Yasmin disappeared from their home and was found murdered a few days later. This has led the police with no leads to the case resulting in Sara becoming the only suspect. However, Sara, who is disdained by the whole episode, unexpectedly stumbles upon Yasmin's bracelet in the house next door. A neighbour she has no idea of now becomes the prime attention of Sara as she dwells deeper in hopes of finding Yasmin.

This project started with the humble intention of sharing my views on the traumas of child abuse to adults. Taking the approach of never judge a book by its cover, I have melded and weaved stories together in hopes of enriching the intention of the storytelling while remaining faithful to the theme I set out with. I have put together this project from the experiences gained through various modules especially in post-production to represent the outcome of my studies here in APIIT.



ANDREAS WIJAYA

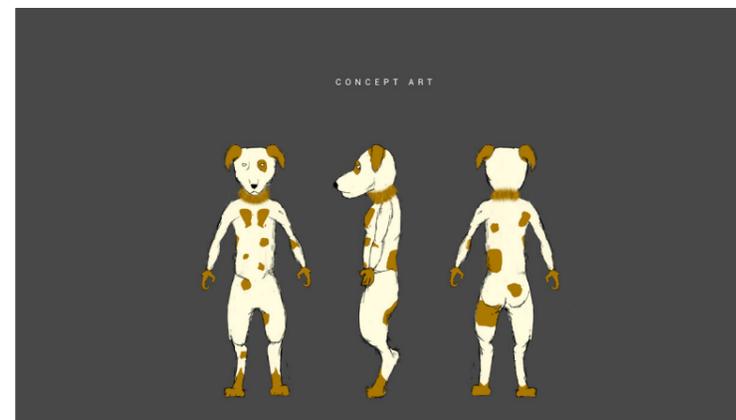
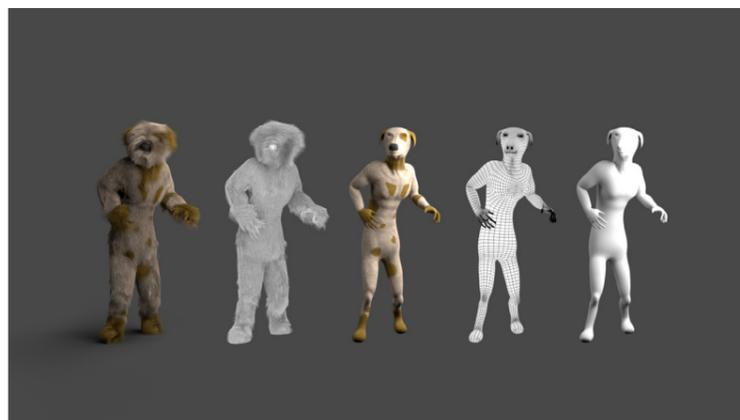
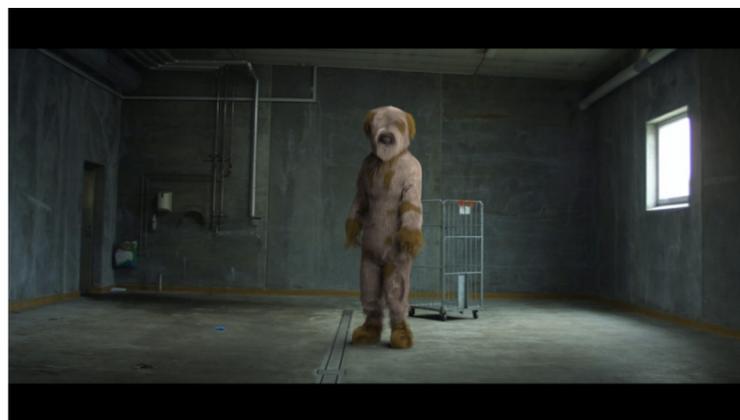
Hi! I am Andreas Wijaya, a passionate person who likes to inspire others with my works. I am inspired by movies like James Cameron's Avatar, Alita: Battle Angel and Detective Pikachu. I love seeing how designers bring these characters to life and fill them with lovable personalities plus I really like Pokémon.

This inspired me to choose the path of art, and design that relates around film and CGI because I would like to create something that would inspire the next generation like how it has inspired me.

This path has truly opened up my world to learn new things. I am always curious how Computer Graphics in film are created and I want to be in part of the community that creates it. In my 3 years of study, I have learned a lot about 3D, which helped me a lot to establish my career path in CG, especially in the field of character effects.

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Lupus, Dog from The Outer Sky

Lupus is a humanoid dog accidentally created by scientists in the year 2126. At first, It was like any other normal dog, until scientists discovered an asteroid that emitted strange radiation coming from the Andromeda Galaxy. In a search for an answer, the scientists sent out Lupus to the source of the peculiar radiation. Curiosity played the best of the scientist when that odd radiation transformed Lupus into a humanoid dog. Thus the story of the Dog from The Outer Sky began.

For this project, I aimed to bring Lupus into real life. This project focuses on how realistic Lupus will be when composited into a live footage. This project was sculpted in zBrush, Textured in Substance Painter, fur creation & fur simulation using xGen in Maya, and rendered using Arnold in Maya. This project is highly inspired by how "Detective Pikachu" movie bring Pokémon into life.



GATYA PANDAWA

Moving from Information Technology into Digital Film, I decided to pursue my passion on the creative side of things. Through this creative pursuit, I have acquired skills and abilities that has enabled me to pour out my ideas into creation through Computer-Graphic Imagery, CGI.

Intrigued by the idea to create worlds for people to become immersed into, artists such as Simon Fuchs and Andres Rodriguez has inspired me to direct my interest and focus onto 3D Environment.

Through this ability to build environment and create worlds, I want to express my creativity and help people immerse themselves in worlds which they may not be able to experience in their life.

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Medieval Village

The image of a peaceful village comes to mind when thinking about a fantasy medieval setting. This project aims to visualize that vision into reality and taking it into the game engine Unreal Engine. With the use of Autodesk Maya and Substance Painter, the assets for the environment has been created to be imported into Unreal Engine. The game engine will then be used to create the lighting as well as the final renders to showcase my skills in 3D modelling that is more focused for games.

Reference images were used to study the mood and environment of how medieval villages feel like, for me to be able to recreate it perfectly. As much care and attention as I give to the work for the it to be able to showcase my skills effectively.

This project is heavily inspired by the game "Skyrim", as it is one of the most prominent games of the 2010 decade. The medieval theme of Skyrim and games with similar themes has always intrigued me and I have always wanted to recreate them in my own way.



TAN LI HSIA FELICIA

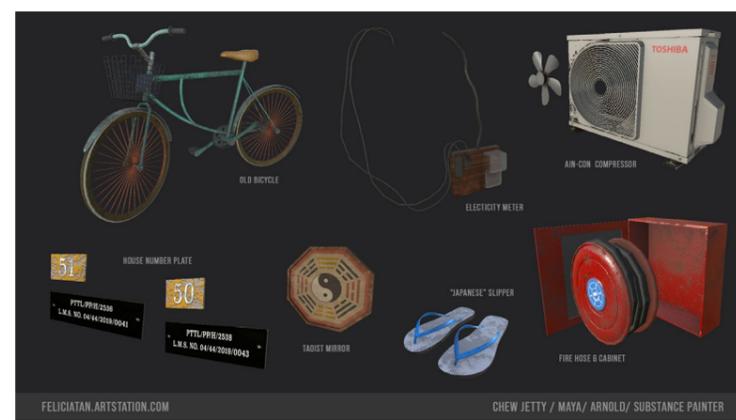
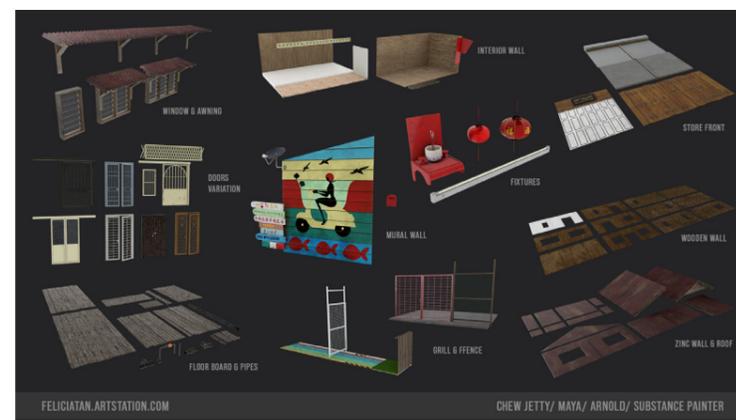
Coming back to study was never part of the plan, yet it was the bravest decision I have made for myself. Thus far the journey has been a continuous development of skills, abilities and qualities that has helped me grown tremendously both personally and professionally.

Saul Bass once said "Design is thinking made visual." These words were a reflection of my initial works of just trying to express myself and what I can do. Through my inquisitiveness, the discovery of Look Development, Light & Composition captured my interest. Often under-represented yet crucial for any production.

Look Development is more than just looking good, it is good design with a functional purpose that resonates very much with my personality as solution oriented. It is through this growth that I can my expression of art and design solutions as a holistic package.

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Chew Jetty of Penang

This project features a 3D Digital Replica of the Clan Jetties of George Town, Penang, Malaysia. It is the biggest amongst the clan jetties of George Town as well as part of the UNESCO World Heritage Site.

It consists of 75 houses nestled along crooked alleyway and narrow streets providing a glimpse of life once ago. Today it houses the atmosphere of tourist browsing the endless shops of souvenirs, food and knick-knacks.

Inspired by the romance of the past, this scene features a close to the end of a busy day basking in the evening skies. The primary goal of recreating a mood with the use of lighting, rendering and compositing takes precedence in this project. The final piece is achieved with Autodesk Maya, Arnold Render as well as Substance Painter in the production pipeline. The attempt is to look beyond the technical skills and focus on the storytelling through lighting.

Extensive research was conducted to study lighting during the evening time of the day as well as to the atmospheric cast it has on the environment. Much care is given to the intentions of the designs and details as would the technical skills to achieve it.

This piece of work has culminated the end of my degree and journey as a student as I transition to a digital artist with a keen interest in Look Development.



PRODUCT DESIGN

Industrial Design is the professional practice of designing products used by millions of people around the world every day. Every product you have and interact in your home is the result of a design process and thousands of decisions aimed at improving your life through design.

Industrial designers develop the concepts for manufactured products, furniture, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers consider the function, aesthetics, production costs, and usability of products when developing new product concept.



LAI SHAO HUI

Hello there, I am Shao Hui, an ambitious and passionate Product Design student.

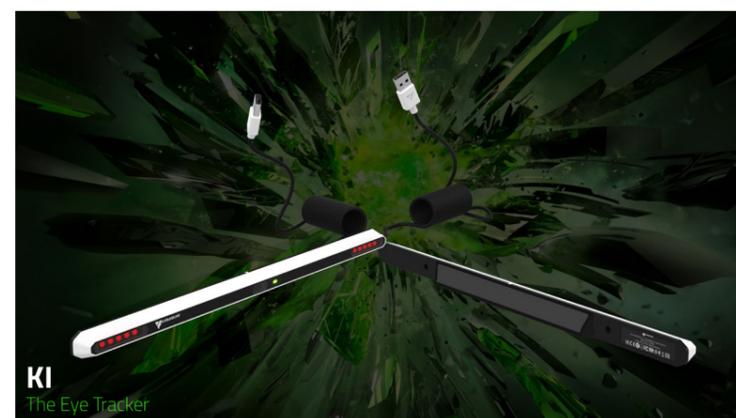
Since I was younger, I always had an interest in creating beautiful innovative creations. I aim to one day contribute my design through innovation and purposeful to improve the lives of people. Guiding my designs, I keep close these words "Innovative" and "Analytical" to constantly find ways to improve.

Even though I have been introduced to Product Design, I still constantly look for ways to upgrade myself with new knowledges and skills. I set high expectations on myself as a reminder to that I must constantly improve myself.

The process of design truly lights up my spirit as I believe design is the key to elevating the quality of life.

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KAMAKIRI

A "Game" is an activity for amusement or fun, and everyone should have the equal opportunity to enjoy it regardless of their disabilities. With the technological advancement to be more inclusive, more companies are including their game to be more disabled-friendly into the market.

We present to you, KAMAKIRI, a single-hand operated gaming kit designed to enable players to play Multiplayer Online Battle Arena (MOBA) style games such as the popular DOTA and League of Legends.

KAMAKIRI derives from the Japanese word of praying mantis. "KAMA" in KAMAKIRI representing a sickle, a curved reaper looking hook that is deadly in a single swipe. Reflecting the idealism of being a formidable player to defeat their opponents.

Equipped with KAMAKIRI, single-handed player will be able to experience the full gaming experience without limitations.



LIM YI RU

Hi, my name is Lim Yi Ru. I am passionate about improving the lives of others through design and constantly trying to learn new things everyday.

Since I was young, I am fortunate to be inspired and surrounded by motivated people who enjoy what they do. Looking back, I understand that passion is what defines us. It is the energy that encompasses you when doing what excites you.

I am always looking at ways and challenges and improve myself. Regularly remind myself that being humble and treat others with respect is key to be success. Staying true to these principals, I believe will help me understand others better in my design. Design will always be my passion. I look forward to meet you so that we can discuss more about how we can reach our goals together.

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kaia

femtech device



Kaia means pure.

A baby is as pure as an angel and as fresh as a blooming flower. Motherhood is amazing. And then it is everything in between.

Kaia is a female technology product which aims to bring convenience to women and to bring a sustainable solution to solve the environmental issues.

**Expect the best,
plan for the worst,
and prepare to be surprised.**



Kaia can work as a menstrual tracker.

It is a best tool for the women to track their menstrual and prepare for their pregnancy.

By just clicking the menstrual prediction, you will know which day will be your next menstrual.

Kaia includes a **pregnancy test stick** to allow the users bring it to the toilet and have a test.

Kaia has a **unique progress indicator** that counts down to the result and gives you confidence every step of the way until your result is digitally displayed in words.



Product portability is defined as a product's ability to be easily and safely carried and be used in a variety of situations without increasing the users effort and workload.

Kaia is a **portable femtech device** which the users can bring it around by just attaching with a strap given at the side of the product.

Being **plastic neutral** means that for every amount of plastic waste is recovered and removed from the environment through recycling/waste management efforts or plastic offset credits.

The Kaia pregnancy test stick is a **plastic neutral product** which is trying to facilitate the removal of a pound of plastic pollution.



Sustainability is important for a very simple reason: we cannot maintain our quality of life as human beings, the diversity of life on Earth, or Earth's ecosystems unless we embrace it.

kaia

Kaia means pure.

A baby is as pure as an angel and as fresh as a blooming flower.

Motherhood is amazing. And then it is everything in between.

Kaia is a female technology product which aims to bring convenience to women and also bringing a sustainable solution to solve the environmental issues. Expect the best, plan for the worst, and prepare to be surprised.

Kaia is mainly targeted for women who are preparing for pregnancy or even trying to avoid pregnancies. Kaia can be used as a digital pregnancy test, and also as a menstrual tracker device. Kaia leverages the power of technology to improve women's health as women not only play a prominent role in the healthcare industry, but they also have a higher purchasing power in the current market.

Dear women, welcome the purest and most wonderful ride in your life.



HO JUN MIN

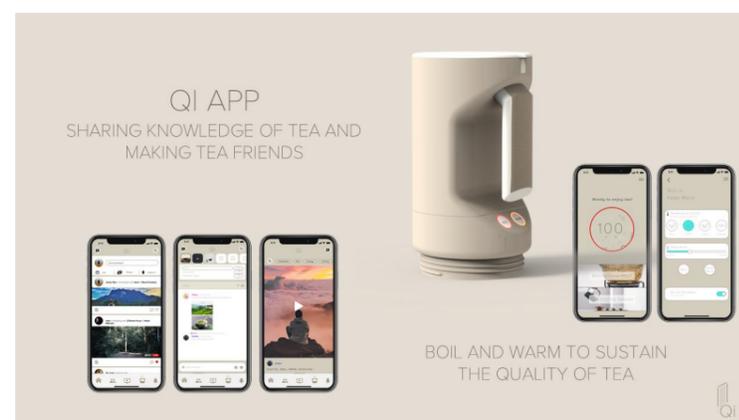
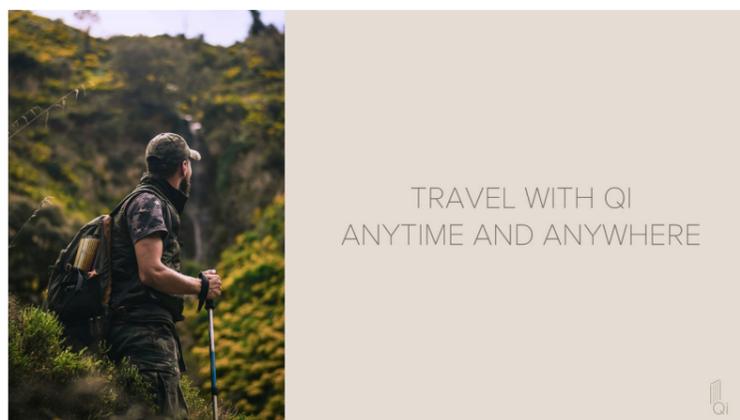
Hello! I am Jun Min, everyone calls me Jun. My fascination how things are built and created from designers has led me to pursue an education in Product Design.

Throughout my 3 years of experience as a student, in addition to acquiring technical skills such as design thinking, prototype making, and being familiar with industry level software such as Solidworks and SketchUp. I worked on soft skills are such as being able to confidently pitch ideas and working as a team through various universities events and activities that I have participated as part of my growth.

I believed that design continue to empower the innovation of the world timelessly. My motivation to become a better designer is my belief that every effort I made today will be the result of tomorrow and as the saying goes "The best way to predict the future than to create it today."

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QI

The history of Chinese tea '茶'(chá) is a historical thing that has existed until now with its own energy. 'QI' can be obtained differently by everyone. Tea enthusiasts love tasting tea to gain 'QI' thus gaining insights on how tea affects their body and mind. They always taste tea with their tea sets.

However, travelling with a full tea set is a hassle and compact tea set misses out the tea tasting experiences and procedures. Yet the process meant travelling with the hassle and worry of safeguarding the delicate tea set. Compact tea sets loses out of the tea drinking experience.

Introducing QI, where traditional meets modern without compromising on the quality of a tea drinking experience. QI is designed to meet modern demands of being hassle-free for frequent travellers with its traveller-friendly compact designs. With an innovative self-refillable water technology, water is collected from the air and converted to clean water into a smart mini kettle. Now tea enthusiasts are able to enjoy tea on-the-go and recharge their 'QI' anytime and anywhere.



LEE WILLIAM

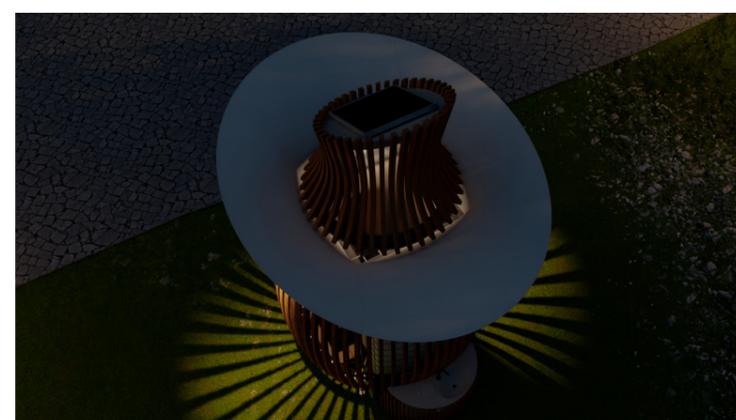
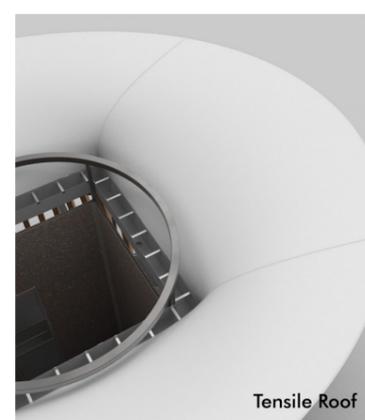
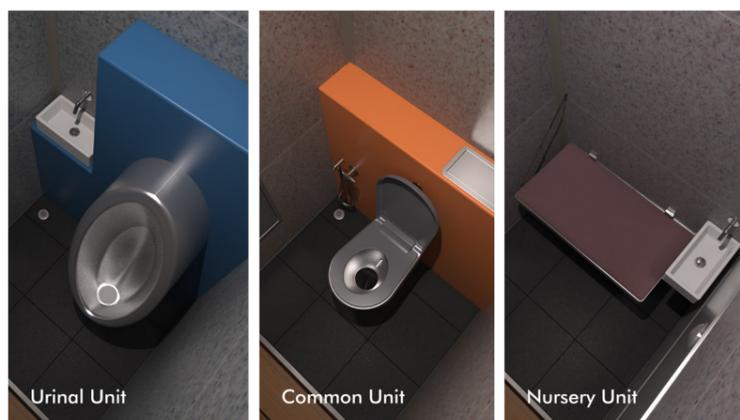
Hi there, I am Lee William. A final year Product Design Student.

I consider myself as a creative and passionate individual who had been fascinated by the world of Art & Design at a very young age. I always wanted to advance my career in designing for a simple reason, I like it. I believe doing what we enjoy so that we will have a sense of thrill and fulfillment.

As a designer, I strongly believe in "Details make Perfection". Throughout my studies, I constantly challenge myself to and improve in producing better work and striving to perfect them. I see my willingness to learn and take up challenges however daunting they are as my best asset. I see it as a great opportunity to learn and explore, because everything has its answer.

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Moule

Imagine enjoying an outdoor event when nature calls and the only available toilets are less than pleasant that sometimes you consider holding it in. With that in mind, access to a toilet is considered an essential of our daily lives, but why should compromise our hygiene while using one? Moule is the exact solution.

Moule is a self-sustainable toilet which aims to provide the best toilet experience in an outdoor environment. The implementation of green technologies and usage of sustainable materials helps to promote sustainability to the public.

To achieve self-sustainable capability, Moule is fully solar powered. It features a rainwater harvesting cistern which provides water supply for flushing and cleaning. Moule uses a compact composting toilet system which turns waste into organic fertilizers for agricultural purposes, which simultaneously helps reduce environmental pollution.



LAI CHEOK HONG

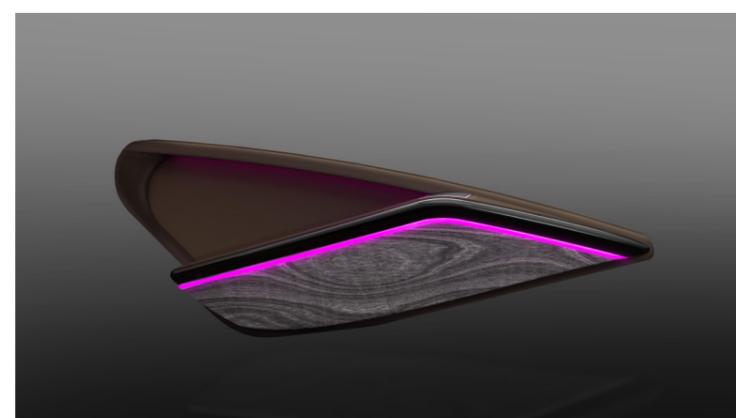
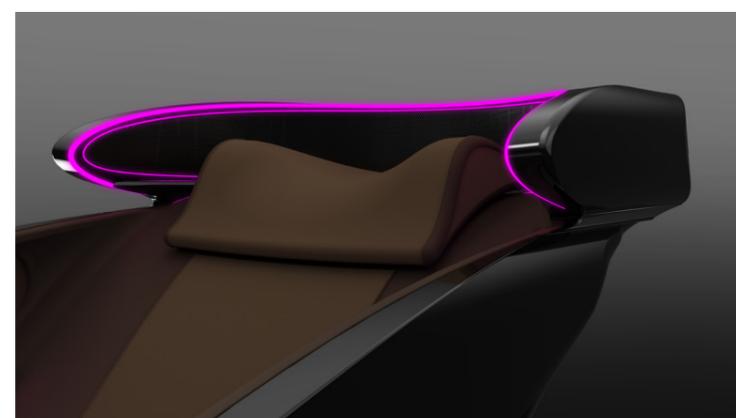
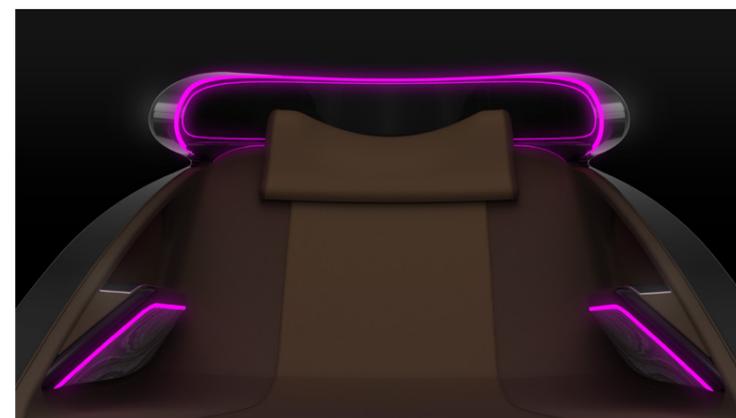
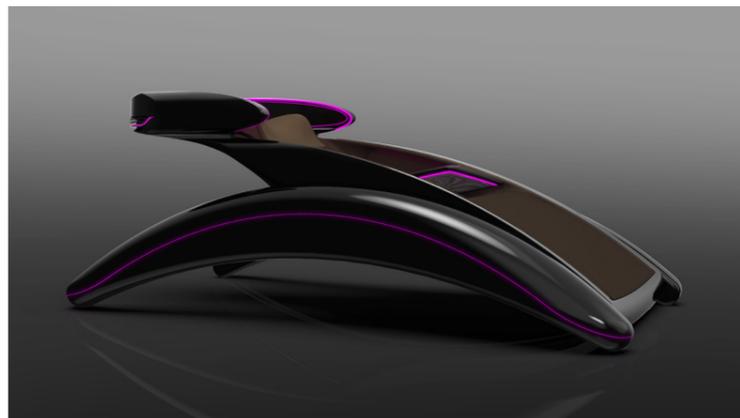
Hi, I'm **Cheok Hong**, a passionate explorer.

I believe a keen sense of sight is the key to create art crafts and design works and it allows me to observe the world from very unique perspective. I enjoy **design** and also **pure art**. Even though the latter is more of a hobby, it plays an important role in polishing my design skills and constantly provide me inspiration and optimism in my daily life.

I love learning and exploring everything related to arts and design as it gives me a **sense of purpose** and encouragements to **constantly improve myself**, and I always look for opportunities to incorporate what I've learned into what I'm doing.

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Pantofolaio

"Pantofolaio" is the pathway to experience nature while sleeping through technological advancements. By applying both psychological and biological aspects of solutions, this lounge chair offers a brief escape from everyday life.

Combining visual appearance with high artistic merit and scientifically proven methods, "Pantofolaio" will ensure the day ends with a good night sleep. The lounge chair spots a strong presence of character lines pairing with a slim parabolic structure. The nature embodiment balances with technological advancements to implement nature elements and atmosphere into the "Pantofolaio".

Subtle features support the minimalistic and contemporary outlook. By stimulating the senses, a pathway to excellent sleep quality is ensured, leading to a bright future everyday.



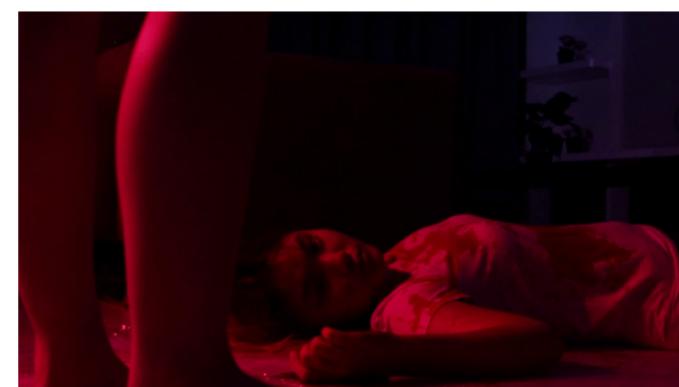
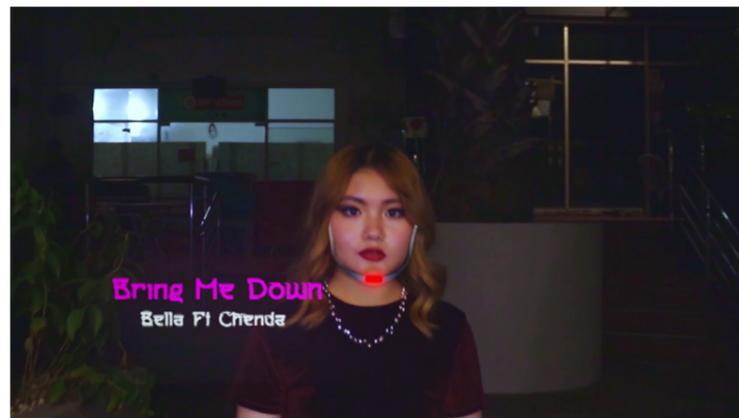
VISUAL EFFECTS & CONCEPT DESIGN

Visual effects (Visual FX or VFX) can be added to live-action, captured through techniques such as matte painting; rear and front screen projection; miniature or forced perspective sets; computer graphic objects, characters, and environments; and compositing of images recorded in any number of ways. A high demand of CGI has made visual effects more accessible and hence its presence is felt all around us.

More than ever, the film and games industries need tangible, exciting plots/scenarios with characters, environments and props to match them. Students develop ideas sometimes as 2D artwork concepts, complemented by accurate 3D digital modelling, coupled with green screen/compositing techniques. Design methodology, concept origination, speculative design, visualisation skills, life drawing, physical sketch and facsimile modelling provide traditional design skills.



Group Project



Bring Me Down by B3LLA and Chenda

The music video Bring Me Down by B3LLA and Chenda is a project conspired together by VFX students under Cyber Vision studios. The genre of this music video is romance and thriller. The theme navigates around the dangers that can come out from future anonymous dating using surrogate AI robots and portrays how sometimes the persona we fake and seem to thrive better than the real us can soon overcome/envelops our real us.

A brief detail about the music video is that it takes place in a universe where covid-19 related disease is a norm and how dating using an AI representing the best versions of themselves is available for many to try.



LOO LUI ZER

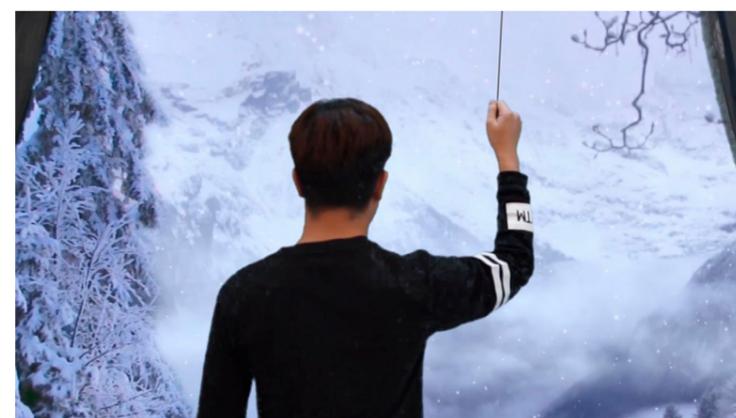
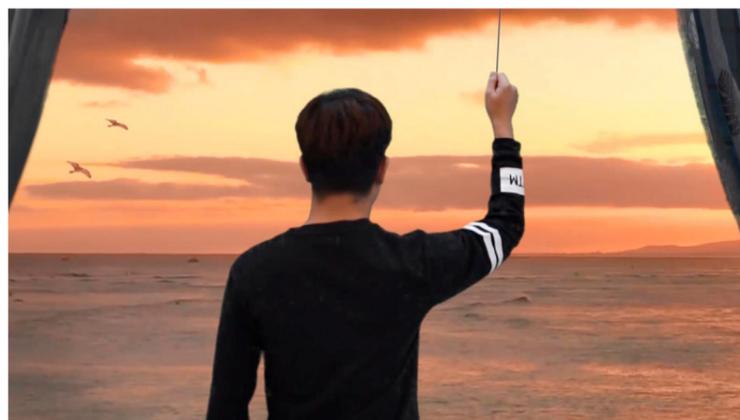
Hello there, I am Loo Lui Zer, I am a visual effect and concept art student at Asia Pacific Institute of Information Technology.

I am a guy who is very interested in filmmaking, and I aspire to become a director of photography someday. I am good at filming, editing, and storytelling. I enjoy presenting my thoughts through the videos I make.

After going through the internship and freelance period, I can confidently describe myself both as a logical and quick thinker. Skills that were a tremendous help during production. In my free time I enjoy watching movies, reading books, and playing games, that way I can collect more ideas for the stories I want to create and share with the world.

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Utopia

Utopia is the title of my project, it is a one-minute compositing short video, where the audience is brought into a fantasy world from the first seconds of the video. The style of the video is a relaxing lifestyle type.

The video combines different compositing techniques and a few 3D objects; it shows the audience an overview of the lifestyle we would have if the world was to be full of magic. The tools used for the video include Maya, Adobe After Effect, Adobe Premiere Pro, and Nuke.



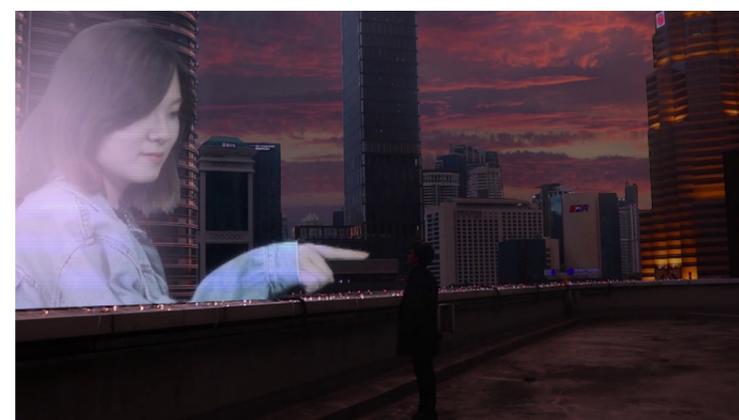
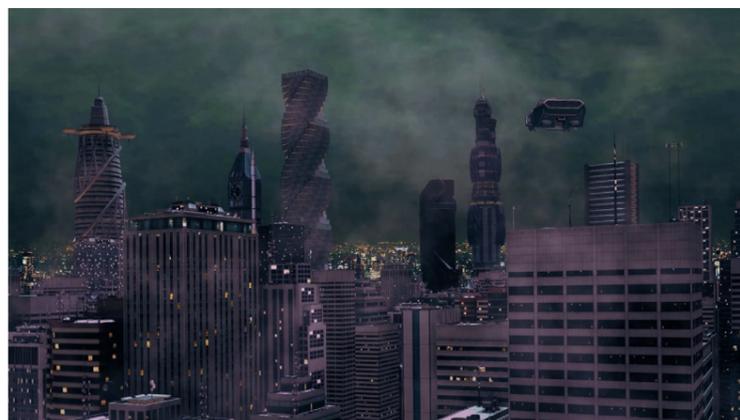
HAMID HOSSEINI

Hi, my name is Hamid Hosseini. I am a passionate artist who likes to showcase his vision and perspective about life through photography. Visual effects, filmmaking and music. As long as I can remember sci-fi cinema has always fascinated me, hence, I often try to visualize ideas and concepts within this genre.

In the past 3 years of being a Visual Effects and concept design student, I learned and understood important factors and techniques about the world of visual effects which helped me to develop as an artist. My intention as a young filmmaker is to try to produce a piece of art that will inspire others and promote humanity, love and hope. In my opinion, cinema and photography are two universal languages that we can express ourselves through, regardless of the race or background we come from.

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Cyberpunk Street

Cyberpunk Street is a 3D Environment design project. This project is essentially a Cyberpunk street at late evening time in near future. The idea of this project came to me from the landscape and architecture photos that I capture. The intention was to create a 3D film set design inspired by the streets of Asia, especially Hong Kong and Kuala Lumpur. Blade runner films also influenced the overall theme and mood of this project. I tried to execute this project in a way that Audience can feel the vibes of the scene through the textures, Neon lighting of the shops, Asian signs and the building details. I always like to pay attention to perspectives and details in environments around me which in return I used to create this project. It was a challenging experience; but I managed to finish it with persistence and learned many things along the way.

Softwares: Maya (Rendered with Arnold), Substance painter, Quixel Mixer, Photoshop



CLARISSE CHIN SZE KHENG

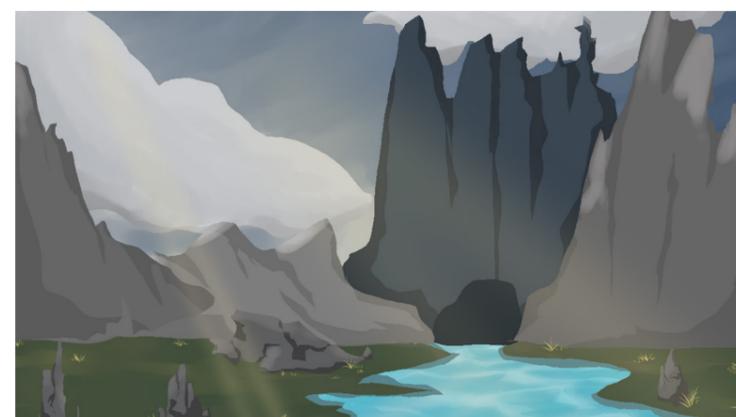
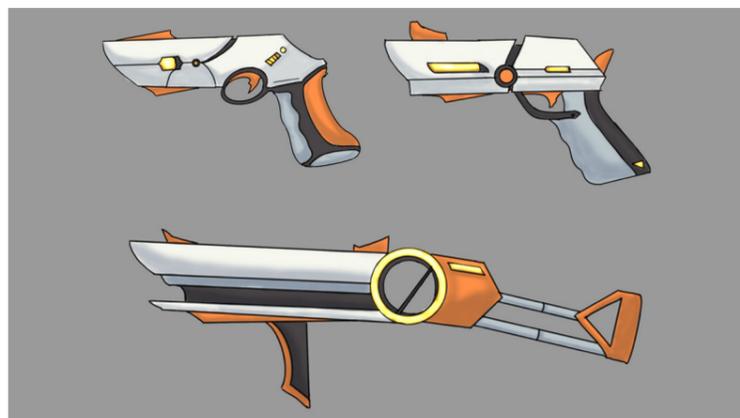
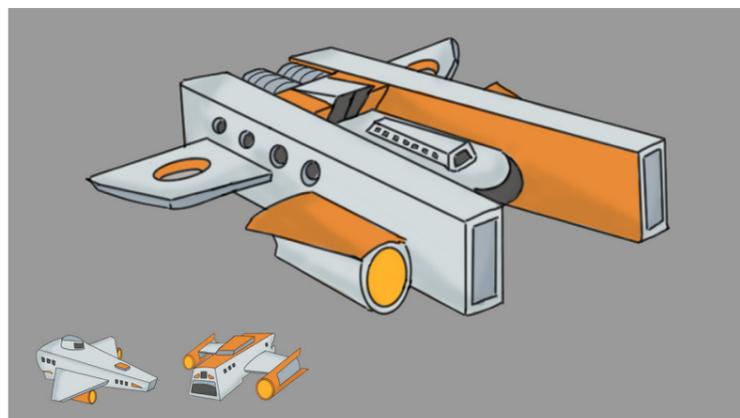
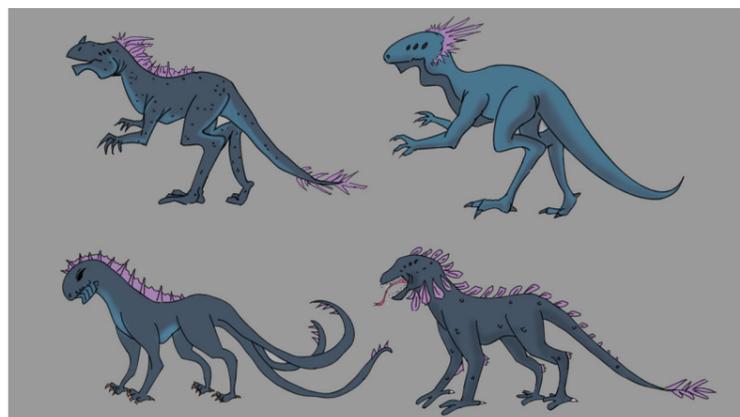
Hey there! I'm Clarisse, a big dreamer.

I love trying to bring ideas and dreams to life through the art media. Designs and artistic medias are amazing source, they bring life to simple concepts from a single line or even a Maya cube block. Sharing my ideas and skills to artistry is a dream to me, hence why I took APIIT' BA (Hons) Visual effects and concept design.

Dreams should never stay a dream, with the right attitude, mindset and opportunity, it can grow to become a reality. Just like the amazing CGI effects we see in movies.

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THE UNDULATING ORE CAVE

The word "undulate" means to move or to go up-and-down in a smooth motion. This word is perfect to describe this alien cave that has an abundant special magnetic ore in the cave. In this cave, lays one of the strongest magnetic ore which is able to bring the stranded astronaut spaceship running back to life again. The cave is inhabited by few organic alien plants that somehow also emits light inside the cave.

In this project, I aim to create a believable mysterious alien cave environment inhabited by few living organisms, especially the unique light emitting plants. This project is modelled using Maya, textured in substance painter and rendered with the Redshift render engine.



RACHEL ANDREA CARDOZA

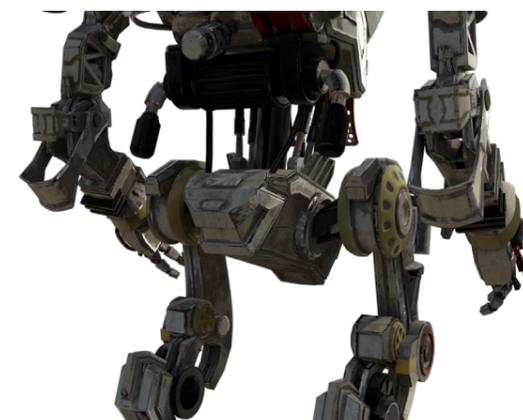
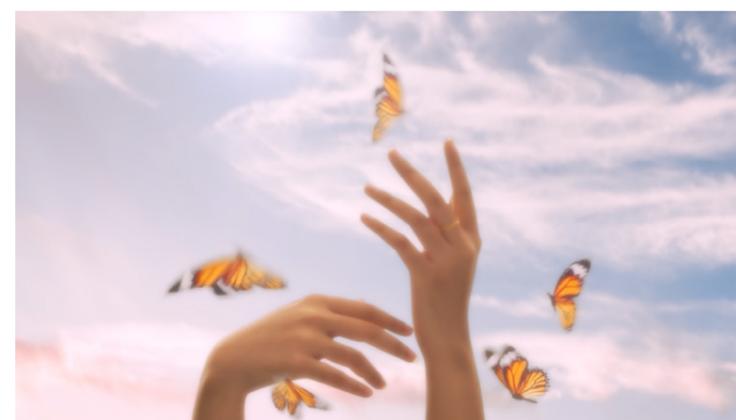
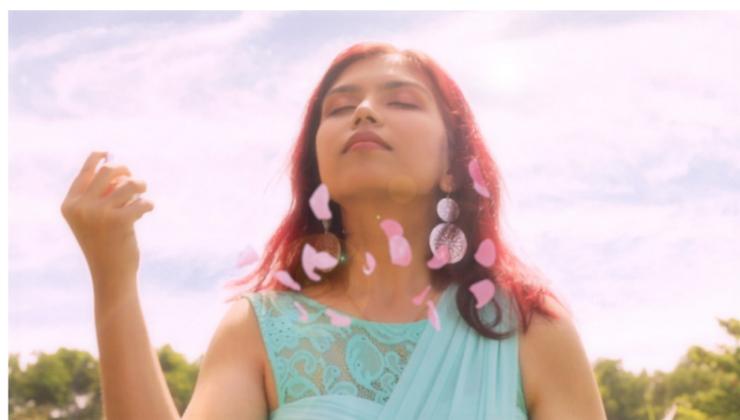
Bonjour! I'm Rachel, a passionate young mind with an eye for detail and a burning soul for adventure. I am not afraid to try new things as I believe one should never have limits, plus I am quite nimble when it comes to learning new things.

I specialise in compositing and 3D modelling. What I love about these is that I can express thoughts and imagination into images for the whole world to share my ideas with. I also love creating artworks that bring joy and meaning which expresses emotions and creates a whole new world to be explored.

My favourite subject is Mathematics as I love solving problems and puzzles. I believe that every problem has a solution, and one should be dedicated and curious enough to solve that mystery. I too am determined and hold firm what I believe it.

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Le Moiré's Florale Fantasy

This commercial is for Le Moiré's Florale Fantasy. Guided by a project brief that outlines women empowerment, modern femininity, and sweet floral, the commercial is focus on bringing out the sophistication of today's modern world and a tinge of romanticism in vintage.

In this project, multiple VFX techniques were used to achieve the final result of transforming an everyday scene to a playful romantic vintage theme. Rotoscoping, color grading, sky replacements, 3D elements, simulation and many more were favored to achieve the result of immersive integration of the thematic commercial. This project experience has shaped a much more cohesive understanding and application of skills as a finale to my journey in university.

Stryder from Titanfall 2

This model is a 3D character from the popular multiplayer sci-fi shooter game 'Titanfall' which is of one of the large robotic weapons known as 'Titans'. It is known as the Stryder. The Stryder's torso and leg armor plates, waist area, arms, fingers and more all move in various different ways boasting over 100 points of articulation. It also has a cockpit which is not modeled for this project. For this project, I intend to showcase my modelling skills by creating a medium to high polygonal model with prominent detailing. This robot is a exact copy modeled in Maya, textured in Substance Painter, and rendered using Arnold.



SHAREEN SHIM SIANG LING

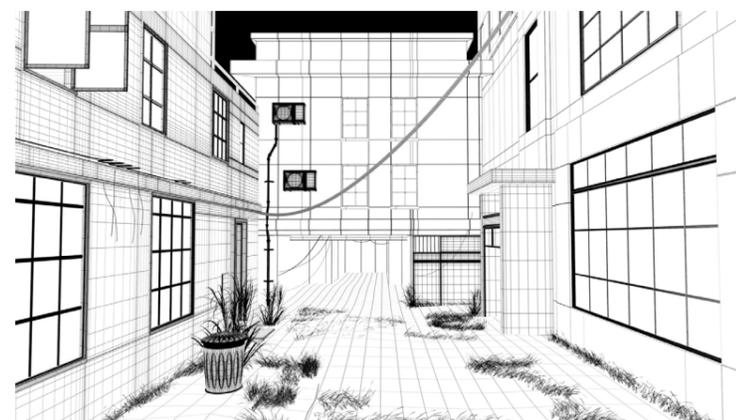
Hey, my name is Shareen, a student from a hospitality background until I find myself passionate and excited in exploring VFX. I therefore began my journey into the design world as a VFX student.

I'm an optimistic introverted designer with high interest in 3D modelling, video editing, rotoscoping, lighting and composing. I'm always up to exploring something new in the fields I have interest in. I always refer to breakdown videos and tutorials to improve my skills and knowledge whenever I am free.

My hobby is playing games, which also help me develop more design ideas. Hence, I interned as a Game Artist intern for the duration of three months at Spacepup Entertainment; a game design company. The art industry allows me to explore more excellent things from different perspectives; an experience I never had before, and I believe it will lead me to explore the beauty of the world.

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The Alley

Alley represent a narrow lane, path, or passageway, often reserved for pedestrians, which usually runs between, behind or within buildings in the older parts of towns and cities. This project was inspired by an anime scene from "My Hero Academia: Family Honor", it is located at Musutafu, Japan in the anime.

The aimed of this project is to achieve the photo-realism version of the scene under a similar lighting and bring out the story behind represent from the scene to the audiences. As camera view slowly amplify into the set, amount of dust and grasses will be increases around in the environment to show the time has passed.

FAREWELL

It is with bittersweet emotions that we close a chapter of our lives, one that shaped us, challenged us and pushed us to become better individuals and professionals. Now that we are equipped with a wealth of knowledge and skills for our respective industries, we look back with gratitude to everyone who contributed to the journey.

To our university (APIIT), thank you for facilitating such a positive learning environment and for the support provided throughout our academic years.

To our lecturers and mentors, thank you for your continuous guidance, time and dedication to our success.

Like the famous Japanese proverb states "A single arrow is easily broken, but not ten in a bundle". Teamwork has indeed been on the forefront of our academic journey, pushing us to move out of our comfort zone and embracing each other's differences.

After so much hard work, it is now time to say goodbye to the familiar and hello to the unknown.

The image shows two white laptops on a dark, textured wooden surface. The laptops are positioned diagonally, with the top one slightly higher and further to the right than the bottom one. The lighting is soft, highlighting the edges of the laptops against the dark background.

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LIMELIGHT MEDIA LABS

Limelight Media Labs is a creative marketing agency by The Exclamation Group. At Limelight Media Labs, understand that business is a jungle and only the strongest survive. That is why we are not just about traffic. It does not matter how many people visit your website or social media pages if none of them turn into cold cash in the bank. You are just throwing away all your hard-earned money.

We dedicate the time to really figure out your business and your customers. We examine it from every angle and gather information from the people on the frontlines of your business to understand exactly what your customers want. Then, we work with you to build a powerful marketing strategy that will have hungry customers flocking to your business with their wallets out. But that is not all. We will also make sure you are set up with a system that delivers a reliable, consistent flow of leads and sales each month so you can spend less time working in the business and focus working on the business.

In other words, less guessing, less worrying and more time generating revenue for your business.

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