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| **Student Initiated Project Proposal** |

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| **Name of Student:** | Ng Wan Ni | | | **Admin No.:** | 2102041G |
| **School:** | ASC  BUS  IIT  DES  ENG  HSS | **Current Year of Study:** | 1.1  1.2  2.1  2.2  3.1  3.2 | **Diploma:** | Communication Design |
| **Project Category:** | Professional Skills & Development (e.g. Competitions, certifications)  Entrepreneurship & Innovation  Sports & Arts Leadership  Sustainable Development  Language (writing novels/books/webtoon/learning foreign language/illustrated books)  Culture-related (including Art, music, drama/movies, fashion)  Social issues (mental health issues/diversity/inclusion/PWD/Special Needs/Disadvantage in society/poverty)  Technology & Science (e.g. Allergies, App creation, neuroscience)  Others | | | **If you have chosen others, please specify:** | NA |
| **Project Title:** | Understanding Chinese Typography and Arts | | | | |
| **Target beneficiary/ beneficiaries (if applicable):** | NA | | | | |
| **My Learning Goals** | Learning Goal: *E.g. to work on my marketing skills.* | | | | |
| Please state at least 1 learning goal. Refer to Sample Proposal in LMS. 2 or 3 goals will suffice. | | | | |
| To work on my design skills and understand how the Chinese did their typography and designs. | | | | |
| **What is my project about?** | What am I going to do? (50 words) | | | | |
| I will research some contemporary and history typography and poster designs and understand the difference in English designs. | | | | |
| How am I going to do it? (100 words) | | | | |
| * First, to identify the types of typography * Understand anatomy of Chinese typography * Find some examples of interesting typography posters or brochures from the internet or Pinterest * Compare Chinese vs English typography examples * Play with some kerning and leading * Recreate some Chinese typographic posters in Illustrator. (Both simplified n traditional Chinese) | | | | |
| **What will I show as evidence of my learning in my project portfolio?** | *E.g. Report, prototype, checklist, glossary of terms, reflection, draft designs, surveys, survey analyses, interview transcripts, etc. (50-100 words).* | | | | |
| * Collate some typography examples in a journal and write down reflections * Do an anatomy document. * Consolidated the examples of some interesting typography posters or brochures as references and some reflections * Designs of some kerning and leading * Designs of Chinese typographic posters * A reference list | | | | |
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| **What else would I like to say about my project?** | Share how this project is important or meaningful to you personally.  *E.g. I have never done marketing before. Now I have a product which I would like to market. I really hope to pick up some useful skills and ideas on how to market my product and get opportunity to meet some industry expert to mentor me.* | | | | |
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| I am very interested in Chinese Culture and Language, now I’m in Communication Design. I want to pick up some Chinese culture art style into some of my designs knowledge and learn from Chinese language posters and explore with Chinese typography. | | | | |
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