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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[x] DES[ ] ENG[ ] HSS | **Current Year of Study:** | [ ] 1.1[ ] 1.2[x] 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) [x]  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)
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| **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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