

Innova Junior College, Singapore

A hub for teaching and learning using New Media, Innova Junior College uses Adobe® technology to nurture young talents in New Media Arts.

**Innova Junior College,
Singapore**
www.innovajc.moe.edu.sg



Industry

Education, K-12

Challenges

- Stimulate new learning opportunities.
- Enable students to explore new facets of digital media.
- Prepare students to thrive with 21st Century new media literacy.

Solution

- Integration of technology and curriculum in all school subjects.

Results

- Established new levels of digital interactivity and literacy among students.
- Created a technology driven teaching and learning environment.
- Access to professional creative and design tools.
- Students are able to explore avant-garde creative expressions in video and new media installations.

Systems at a glance

- Adobe® Creative Suite® 4 Design Premium
- Adobe® Creative Suite® 4 Production Premium

Enabling Expressions in Meaningful Communication

Powered by a multi-agency collaboration including Media Development Authority (MDA), Ministry of Education (MOE), Infocomm Development Authority (IDA), Economic Development Board (EDB) and Ministry of Information Communication and the Arts (MICA), Singapore Media Fusion aims to develop Singapore into a global Interactive Digital Media capital. Complementing the thrust, schools like Innova Junior College, are establishing themselves as a peak of excellence in the digital and multimedia scene.

Innova Junior College (Innova) is a government co-educational 'A'-level preparatory junior college. Established in 2005, Innova has 1300 students to date, and is the only educational institution to be endorsed by the Ministry of Education as a Centre of Excellence (CoE) for New Media.

New Media Arts started as a Co-curricular activity in 2005 by a pioneer batch of students but has developed to take centre stage at the school. In 2006, Innova positioned itself as the national flagship center for New Media with a global vision in encouraging creative pedagogical practices. In 2007, Innova was endorsed as a Centre of Excellence.

Students of new media arts specialize in areas of their interest, ranging from digital photography and design to digital filmmaking and 3D animation. Learning specific, highly-relevant new media-related skills, students are engaged in an increasingly media-saturated environment, and aiding them in both their academic and career.

Innova stresses project experiential-based learning. This means that students graduate from the college with rich hands-on-experience as well as an exciting portfolio. An exceptional example is the Finland Exchange Program where learning journeys to United Nations Educational, Scientific and Cultural Organization (UNESCO) sites are documented real-time and posted on the World Wide Web. It is this very ethos that lead Innova to establish a space for its students to explore their creativity.

La Vita Nuova @ Innova — A Space For Exploration Of Creativity

Dante Alighieri's epitaph – "La vita nuova – l'esperienza de questa dolce vita," (The new life — The experience of this sweet life) is the underlying principle behind the New Media Arts Space at Innova. Inspired by contemporary arts museums around the world, such as the Tate Modern (London) and Centre Pompidou (Paris), La Vita Nuova serves as a showroom space that provides a three-dimensional canvas for educators and students alike to express themselves using new media arts. It also serves to engage students in new media installation and video art.



REPRODUCTION OF TIME –
by Abdul Sadeer Bin Abd Salam



AFTER EIGHT – by Evannia Huang, Tan Mei Hao, Kwah Weiting,
Ang Kai Ting, Tan Yong Kang and Liu Ziyue

“The Adobe Creative Suite software is so intuitive and accessible that students find it extremely easy to pick up skills on their own.

They will save time because they can use the context-sensitive tools and menus available across all the newest versions of Adobe software,”

Mr Lee Peck Ping,
Head,
Centre of Excellence for New Media,
Innova Junior College

Currently, there are six student exhibits on display at La Vita Nuova. Four projects are highlighted below:

- **Reproduction of Time**

Using Adobe Photoshop®, Abdul Sadeer Bin Abd Salam created a video installation entitled Time in Black and White. The installation explores various different definitions of time, derived from human interactions.

In this piece, the student experiments with light and shadows in expressing the relationship between the impermanent and the permanent. Time is expressed in various different formats — from being seen as something tangible, to being seen as a fluid entity hinting of man’s self-illusion in wanting to grasp time itself.

- **After Eight**

A group of six students — Evannia Huang, Tan Mei Hao, Kwah Weiting, Ang Kai Ting, Tan Yong Kang, and Liu Ziyue — uses Adobe Premiere® Pro to create a stunning video installation exploring the myriad facets of Singaporean life in the housing estates after eight in the evening. Viewers focus on this particular pocket of time after a hard day of work in the fast-paced Singaporean society. The artwork looks into six different scenarios encompassing voyeurism, anxiety, loneliness, lack of social awareness, gambling and frustration.

- **D’PICK**

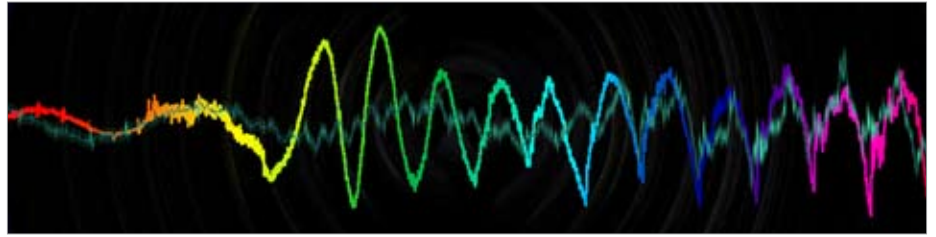
Four students — Josh Tan, Ho Wee Jie, Eng Shou Jun, Ho Huixin — sought to quantify the values of Innova. Their installation, entitled D’PICK, representing the values of Diversity, Passion, Integrity, Compassion and Knowledge, turned something abstract into something material. Using Adobe Soundbooth®, they captured sound waves and then using Adobe Photoshop, turned them into digital paintings.

- **Abandoned**

Many societies today are facing ageing populations. Six students — Nur Alisa B Zanal, Vivien Choo, Valerie Chang, Cheng Anqi, Daniel Tan, and Villanueva Maria Elisha F — explored this very issue using Adobe Premiere Pro. Using non-traditional means — a video installation — these students explored the increasing neglect of the aged, whose emotional needs are being sadly overlooked by a society more intent on material needs.



ABANDONED –
by Nur Alisa B Zanal, Vivien Choo, Valerie Chang,
Cheng Anqi, Daniel Tan and Villanueva Maria Elisha F



D'PICK – by Josh Tan, Ho Wee Jie,
Eng Shou Jun and Ho Huixin

“Adobe is committed to educating the next generation of designers, and it shows in the new product features, reasonable prices, and exceptional support,”

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A Fully Accessible and User-Friendly Multimedia Toolset

The integration among the various different Adobe applications in Creative Suite and their accessible features, plus similarity in user interfaces and commands help teachers at Innova bring students up to speed quickly. “The Adobe Creative Suite software is so intuitive and accessible that students find it extremely easy to pick up skills on their own,” said Mr Lee Peck Ping, Head, Centre of Excellence for New Media, Innova Junior College.

Mr Lee has also noticed the advantage of teaching his students Adobe Creative Suite software for graphic design — grasping the rudiments of Adobe software and then move on to mastering them — all within the context of a highly integrated environment. Students can take native Photoshop or Illustrator® files and bring them together with ease into an Adobe InDesign® layout or a presentation delivered in Adobe Portable Document Format (PDF).

The cross functionality associated with the Creative Suite collection is highly useful and students can create graphics and images using Adobe Illustrator and Photoshop Extended software and bring them into Adobe After Effects® and Adobe Premiere Pro for compositing and editing. Students can even sweeten sound using Adobe Soundbooth.

“With Adobe Creative Suite 4, students will save time because they can use the context-sensitive tools and menus available across all the newest versions of Adobe software,” said Mr Lee.

For More Information

www.adobe.com/ap/education

An Important Key To Success

“Adobe is committed to educating the next generation of designers, and it shows in the new product features, reasonable prices, and exceptional support,” said Mr Lee.

“In ensuring our students have the right skills for the 21st century, Adobe and its range of user-friendly software such as the Creative Suite 4 Production Premium and Design Premium goes a long way in developing students’ communication skills through new media,” continued Mr Lee.



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