Editor’s Say

The year 2009 marks the birth of IACT Student Council’s very own newsletter, INKsight. What you are reading right now is our first volume, first issue, and definitely first of many more volumes and issues to come.

INKsight will provide you with flashbacks, updates, and a sneak peak of the vibrant culture of IACT College.

More importantly, INKsight is a newsletter that represents the students’ voice, and we are sure that it’s a very loud voice.

Since this is the first issue, it could very well become a historical issue so keep this copy safely! Lock it, read it, or even frame it up! Just don’t lose it.

Kenneth Yee
Editor

The ink! team clockwise from the top left: Shwu Meei, Shar Mein, Felicia, Susanna, Nicole, Pamela, Abdullah, Kenneth, Mr. Tan Meng Yoe
The year 2008 was a busy year at Institute Advertising Communication Training (IACT). We organized various events and won some competitions. Here are some of the highlights!

2008 began with a three-day Exploration Workshop for the SPM/STPM/UEC school leavers who have an interest in the communications field. Notable industry leaders like Mr. Felix Tan, Producer Director of Dreamteam Studio, Ms. Liz Voon from The Hot Shoe Show, and IACT Alumni Mr. Collin Lai, Managing Director of R Talents Sdn. Bhd. came by to share experiences in their respective fields. Participants gained several insights to help them choose the right career path.

In the month of May, students of IACT were treated to a Café Latte Chat on “How to Excel in the Real World of Branding and Communication” by branding guru, Mr. Jon Tan, Head of Brand Consulting of Brandz Group. As the exclusive chat was an open session, it provided a unique platform for interested students to discuss and debate with the Mr. Jon Tan himself.

Also in May was the Artsy-Fartsy Exhibition. Final year Diploma in Advertising & Marketing (I AA) students organized a creative exhibition to showcase their artwork. The theme of their exhibition, “Be-Amazed” gave a vibrant display of visual art categories covering drawings, paintings, sculptures, and multimedia. The exhibition also featured student award winning artworks from the prestigious Kancil Awards.

In the same month, team OnePoint3 consisting of Winnie Tuang, Stephanie Loh and Louisa Tang, were awarded first runner up in the prestigious L’Oréal Brandstorm National Finals – A nationwide competition for students to take on the role of a brand manager and revamping an existing L’Oréal Brand. The team promoted VICHY, a Derma-cosmetic brand, with an innovative “Keep Your Cool” concept. The team also worked with world-renowned advertising agency, Euro RSCG Worldwide to create an advertising campaign.

Other winning feats for IACT include Advertising student Chou Yoke Theng emerging as first runner up in the Hugo Boss Design Competition. Mass Communications students Ryan Lee Bhaskaran and Teh U-Jinn bagged the RM10,000 grand prize for McDonald’s and Nuffnang’s “The Big Mac Chant Contest”. Another video they produced was also the winner of Star Publications’ Drive for Food Challenge.
It was a night of magic on August 22nd, 2008. The Student Council of IACT held the annual IACT Prom Night at The Royal Bintang Damansara with the theme, “Fiesta Mardi Gras: A Masquerade”. Mardi Gras is a festival that is commonly associated with elaborate costumes, loud music, and dances. True to the theme, the guests that night dressed to impress.

The night began with the opening act, “The Phantom of the Opera”. Based on a popular play in the UK of the same name, the dancers mesmerized the crowd with a salsa dance. Then, Albert Tang, the Organizing Chairperson, presented his opening speech, followed by IACT Executive Director, Mr. Lee Kok Leong, who was clearly pleased with the success of organizing the prom.

Food and performances ensued, and Siti Norhazian and Danny New kicked off the show with their rendition of “Love Song” and “Always Be My Baby”. Their performance set the standard for the night, and Clement Foo, who was next to take to the stage, kept spirits high with the island theme tune of “I’m Yours”. Danny ended the series of songs by singing “Wonderwall”.

Later in the night came the time to select the Prom King and Queen where Lim Ben Winn and Siti Norhazian were crowned Prom King and Queen as they emerged as the crowd’s favourite. The night was then energized as Jordan Yeoh, Chu Weijun, and Andrew Tay wore their 7 Sparkz persona, impressing the crowd with their perfectly coordinated dance moves.

The spell of Prom Night 2008 came to an end with the closing hip hop act. The dance floor was open and dancers ushered people from the audience for one last dance as the night left everyone with a little magic of Fiesta Mardi Gras: A Masquerade.

One of the emcees moments away from announcing the Prom Queen of IACT’s 2008 Prom Night

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- SONY BMG MUSIC ENTERTAINMENT (M)
If you’re one to yawn whenever you hear the word “ASSIGNMENT”, hold that action. Not all assignments are boring, especially in IACT. Here, we are different. Think staging plays, event management, exhibitions, producing music videos, films, designing magazines and many others. With such exciting and educational tasks, you might actually LOVE working on assignments!

Oh but don’t just take our word for it. See it for yourself:

**Media, Culture and Society Exhibition**
Recently, students of IAA69/70 examined the various colorful cultures in Malaysia and effectively communicated their findings to the public. Judging from the fantastic set-ups and materials displayed, all of them certainly deserved a big fat A+ and nothing less!

**Corporate Communication: Project Unmasked**
Corporate Communication classes have always seen students accomplishing various Corporate Social Responsibility goals with the events they organise. Past efforts include projects such as the massive 2007’s “Celebration of Arts” by the capable students of DMC01, 02 and 03; 2008’s “A Night in China White” by the class of IAA61/62 as well as the latest “Hari Explorasi KLCC” by the members of the IAA63/64 class.

Now, IAA65/66 students of “2-Aid Communications” bring you “Project UnMasked” which aims to reveal the cold, hard reality of HIV/AIDS. In its effort of giving an audible voice to the discriminated, 2-Aid Communications has several plans lined up in March/April 2009. Be sure to keep a lookout for those!

IAA 69/70 students toiling to ensure that every little detail in their exhibition is flawless