



Raffles
College of Higher Education



Cert No. : EDU-2-2033
Validity : 16/01/2016 - 15/01/2020

Raffles College of Higher Education Pte. Ltd.
Raffles Education Square, 51 Merchant Road, Singapore 058283
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www.StudyatRaffles.com
Company Registration No: 201003698C

InterACT: Raffles Singapore December 2016 Graduation Ceremony, Exhibition, and Fashion Show

13th December 2016

On behalf of Raffles Singapore, would like to share with everyone on the new experiences the Singapore team has introduced during Dec 2016 graduation exhibition and fashion showcase.

THEME – InterACT

Conceptualized by Terrence CHONG (Assistant Programme Director, Visual Communication) with Raffles Graphic Designer, LAU Yi Jun and graduating students Aileen, Belinda, Christy and Kanya, this traditional art form with modern digital treatment sets the tone for this December 2016 graduation's theme, **InterACT**.



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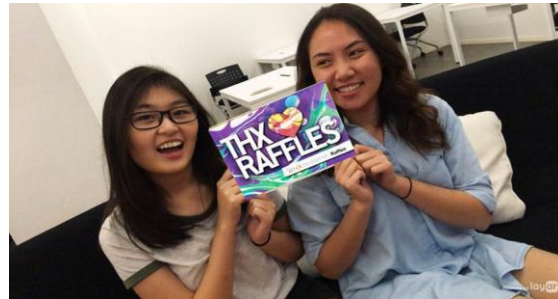
Raffles Singapore is like the water surface, where every student is like droplets of ink, interacting in this learning environment to produce one-of-its-kind painting that is unique for every graduate, department, student-teacher-industry partner interaction, and cohort, and signed off with a Raffles signature.

Let's **Act. React. InterACT!**

AUGMENTED REALITY (AR)

The designs on the graduation book covers (front and back) and respective programme dividers are embedded with AR markers. Upon activation of these markers,

- The front of book cover will launch the graduation trailer,
- The back of the book cover will display messages for students to express their gratitude to their loved ones, and



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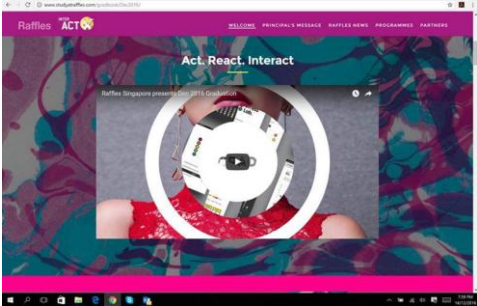
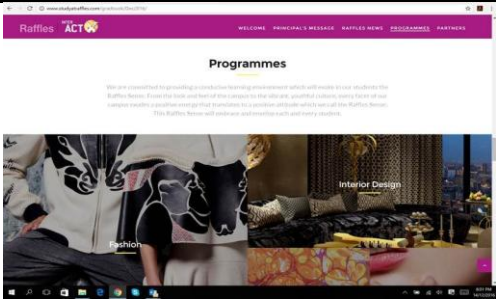
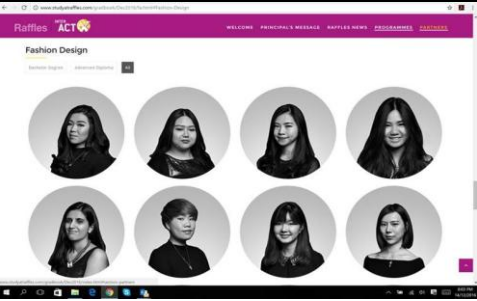
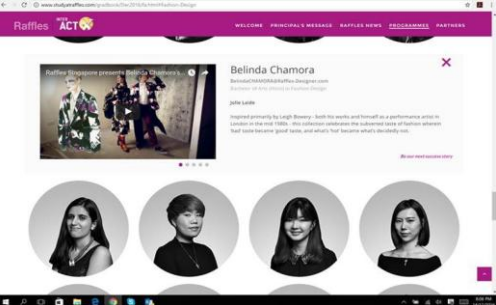
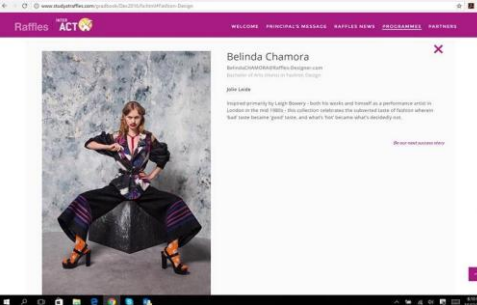
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- c. The respective programme dividers will direct the readers to the digital graduation book which allows the readers to access animated and interactive portfolios.

 <p>Landing page</p>	 <p>Introduction of Graduation Theme for RSG December 2016</p>
 <p>Programme page</p>	 <p>Graduates' profiles</p>
 <p>Graduates' interviews</p>	 <p>Students' digital portfolios, and direct course enquiry via "Be Our Next Success Story"</p>

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INDUSTRY COLLABORATIONS

Over the past 6 months, Raffles Singapore hosted close to 30-40 visiting delegates from the Coventry University and their external subject experts. Besides acknowledging the high quality in students' works, positive students' feedback on learning experience from RSG lecturers, the other common feedback is the strong industry links and Raffles' design business incubator initiative e.g. Raffles Privato.

One of the industry collaborations is "Lulu The Movie". We are pleased to have Ms Michelle CHONG, Singapore's top comedienne, and artiste, as well as the director, writer and main lead of the popular local movie showing in cinema now, Lulu The Movie, which crossed S1.4 mil in box office in only 11 days.

Michelle CHONG was dressed in our Principal, Giuseppe (Joe) SPINELLI collection in Dec 2015 graduation and she modelled in RSG's fashion show, which was featured in the movie.

This year, she returned to RSG to express her thanks and to motivate all graduating designers in their pursuit for success. Please see interviews and trailer from Michelle and "Lulu The Movie".



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SUPPORTING RAFFLES AWARD-WINNING DESIGNER – WILLIAM UTAMA

William UTAMA, together with Junn TAN and Wilsen WILLIM, represented Raffles in the regional finals of Harper’s BAZAAR Asia NewGen Fashion Designer Award 2016. William UTAMA was crowned the overall winner and Raffles Singapore is glad to have him to close the graduation event with his award-winning collection.



In conclusion, here is a summary of our graduation rate from our December 2016 Graduation Ceremony:

DEGREE CLASSIFICATION	NUMBER	PERCENTAGE
FIRST CLASS	19	17%
CLASS TWO, DIVISION ONE	30	28%
CLASS TWO, DIVISION TWO	42	39%
THIRD CLASS	18	17%
Total	109	100%

Our Raffles Graduation Ceremony is only made possible with the dedicated team of **International Creative Practitioners**, support from **RSG Non-academic Team** and the determination from the **REC Corporate Communication and Branding team** in defining Raffles’ branding and experiences!

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