

WELCOME TO CHROMELEONS MULTIMEDIA ART FESTIVAL 2014



Description and Concept

"Chromeleons" is a juxtaposition of the words "chroma" and "chameleon". Chroma in Greek means 'colour'. A chameleon is the only animal that has the ability to change its colour to adapt to its environment. Its adaptability represent a skill, which graduates have come to obtain through their training and studies in LUCT.

The logo itself was inspired by the "Replay" button as it is one of the main interactivity between audience and the content creator, which is the students. The exhibition theme will have more of the name element infused to it.







Forewords

It has always been the tradition for the Faculty of Multimedia Creativity (FMC) students of the Limkokwing University of Creative Technology, to show to the world what they do and what they do best. On this coming FMC graduate exhibition, a batch of young creative minds from 14 countries would showcase their final projects and portfolios. This graduate exhibition would indeed be the culmination of their perseverance and exhilarating experience through the colourful course of their learning ecosystem.

Chromeleons, the exhibition theme, symbolizes the students' diversely paved journey and their adaptation to the ever changing environment and its challenges. The exposition would show the wide array of the student's competency, talents and skills through their works. Their knack for creating fresh and awesome contents for new media and pushing it to the limits beyond the boundaries were remarkable.

On behalf of the Faculty of Multimedia Creativity, we would like to extend the warmest congratulations to the graduating batch of 2014 for their unbending determination to reach out for their dreams and live up to the expectations of the real world.



Marvy Sotto
Programme Leader
Bachelor of Arts (Hons) in Creative Multimedia



Jack Lai Yong Geat Programme Leader Bachelor of Arts (Hons) in Animation

Forewords

Hi Chrommies.

Here we are! Chromeleons Multimedia Art Festival is a place where all of final semester students from Faculty of Multimedia Creativity showcase our works to the public. Well equipped with technical skills and vast knowledge we are ready to step into the industry and further explore the multimedia world.

The main objective of this festival is to create awareness towards the public about what multimedia is. People are usually confused about what we do as multimedia designers, the mind-set perspective regarding this matter is quite narrow and people tend to generalize what we do, so with this festival as a platform, we hope to improve the common mindset of public. This festival also acts as a bridge between the college and industry life.

I would like to extend my utmost gratitude to all of my classmates and friends here at Limkokwing University of Creative Technology. It is a big privilege to have an opportunity to work with you guys. All the blood, sweat and tears, hard work and friendship, it all will be a great memories for me.

On behalf of the Chromeleons Multimedia Art Festival Committee, I would like to thank our sponsors and everyone who have participated and supported our exhibition, and also all of our lecturers that have been working days and nights to teach and guide us through out these 4 years.



Abdul Shakir President of

Bachelor of Arts (Hons) in Creative Multimedia

Forewords



Stefanie Ng
President of
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Animation

The Chromeleons Exhibition showcases the work of multi-talented graduating students from Limkokwing University of Creative Technology.

It highlights the artistic developments of the individual candidates who have developed and explored various aspects of design during the course of the degree programs which are portrayed through the respective final projects, ranging from Multimedia Design, Graphic Design, Illustration, 3D Modeling and Animation and many more. We have struggled and worked hard during days and nights, resolving problems, brain storming, experimenting, executing and presenting our creative minds all of our works. Through those obstacles, we are prepared to step out of our university and begin a new journey as young designers.

I am blessed and would like to extend my deepest gratitude to my friends and comrades who have tirelessly devoted their time, knowledge and expertise throughout the entire process building up to this exhibition and are truly the main instruments behind the magnificent outcome of this exhibition. On behalf of the Chromeleons team, I would also like to thank our sponsors and supporters for helping us make this exhibition possible.

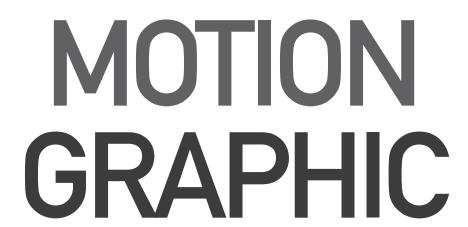
We welcome and thank our honored guest for your support during this exhibition and we sincerely hope that the design brought forward today have met your expectations.













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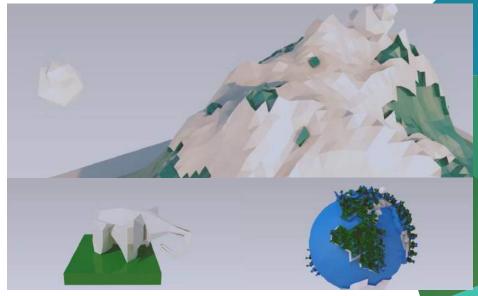


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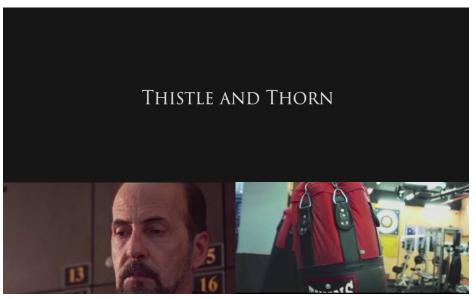


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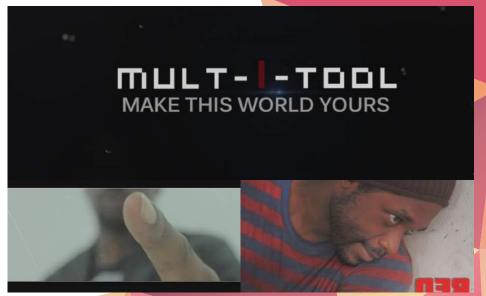


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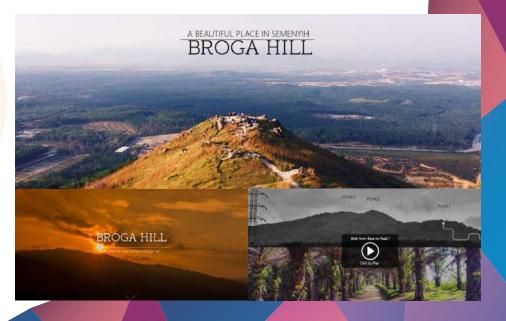


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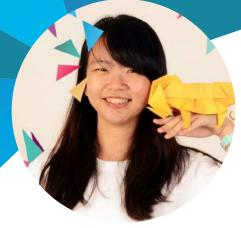
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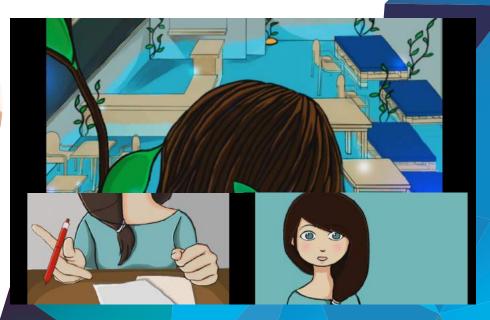


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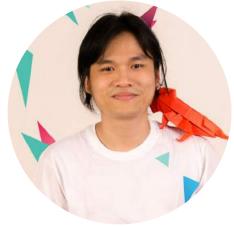
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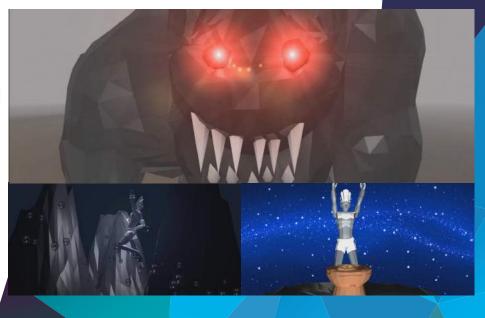


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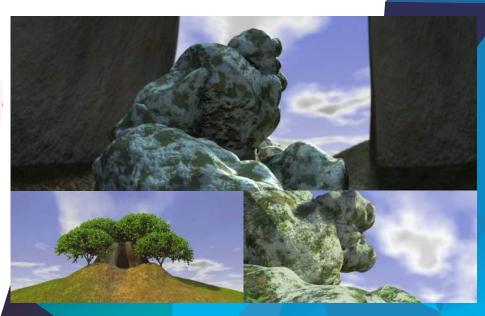


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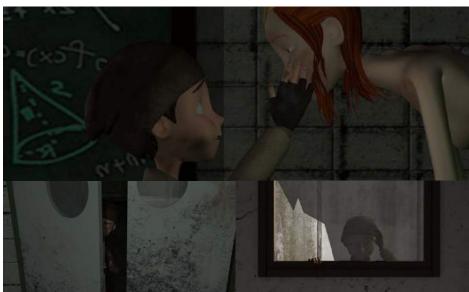


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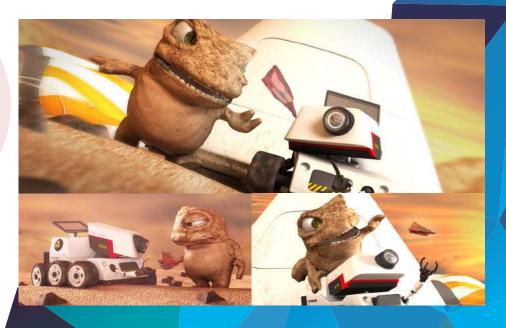


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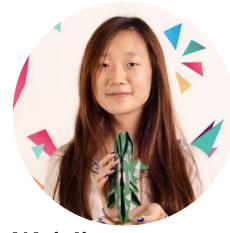
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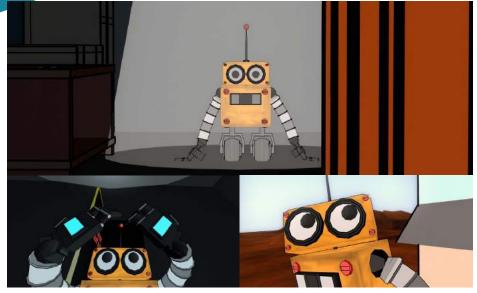


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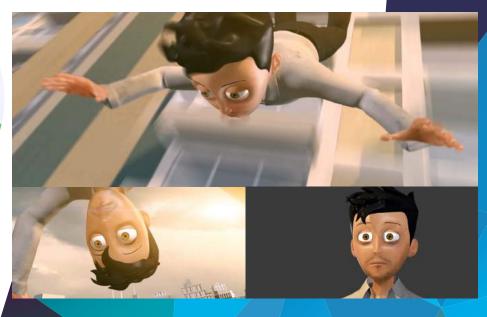


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