

Colour Theory

Assignment 1 : AN ANIMATED KALEIDOSCOPE



MOTIFS



COLOUR PROPORTION



COLOUR PROPORTION



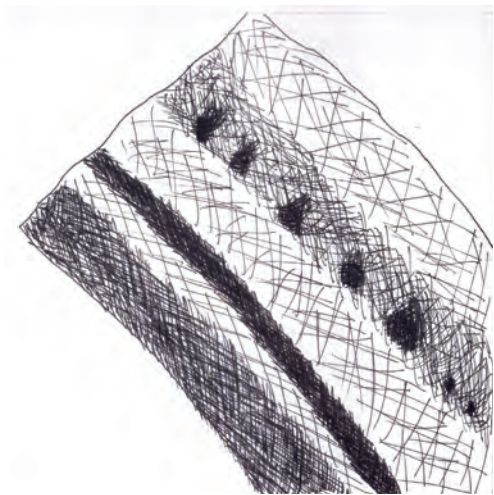
COLOUR PROPORTION





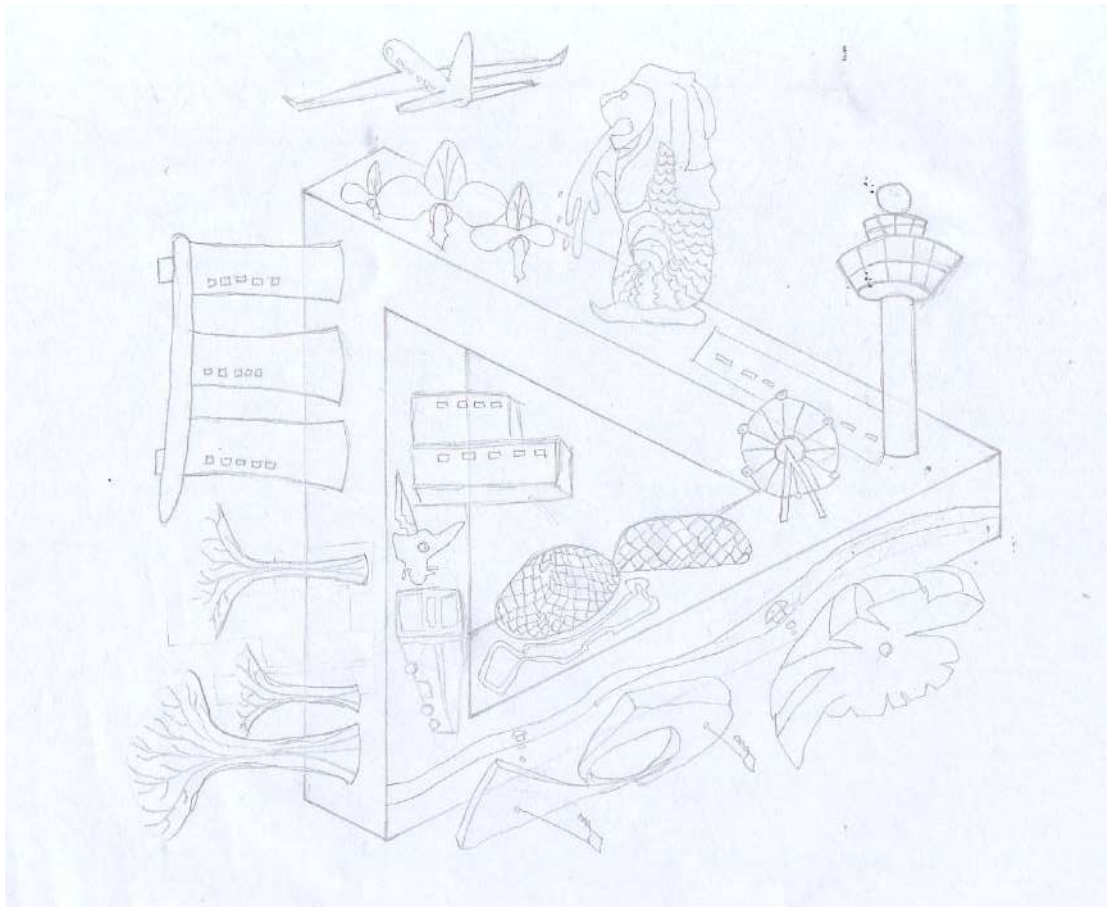
Design Fundamental

Assignment 1 : ABSOLUT VODKA WALLPAPER



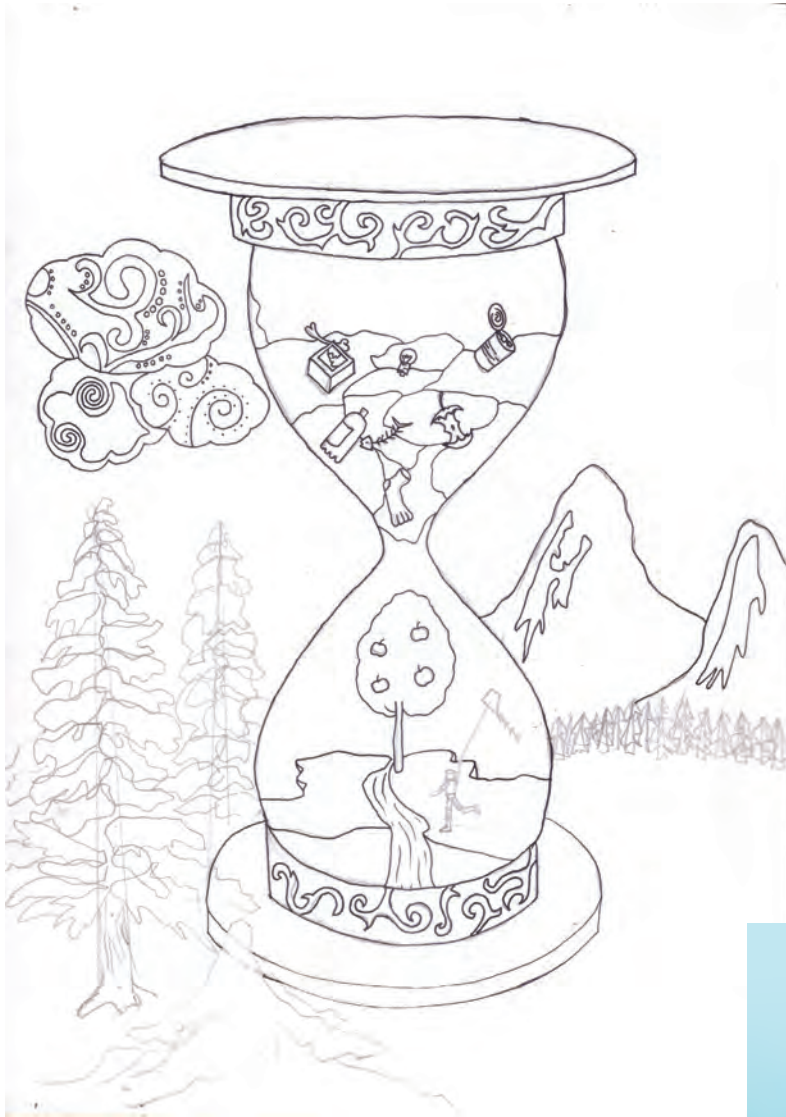
Drawing Illustration

Assignment 1 : PERSPECTIVE ART



Drawing Illustration

Assignment 2 : BEING HUMAN

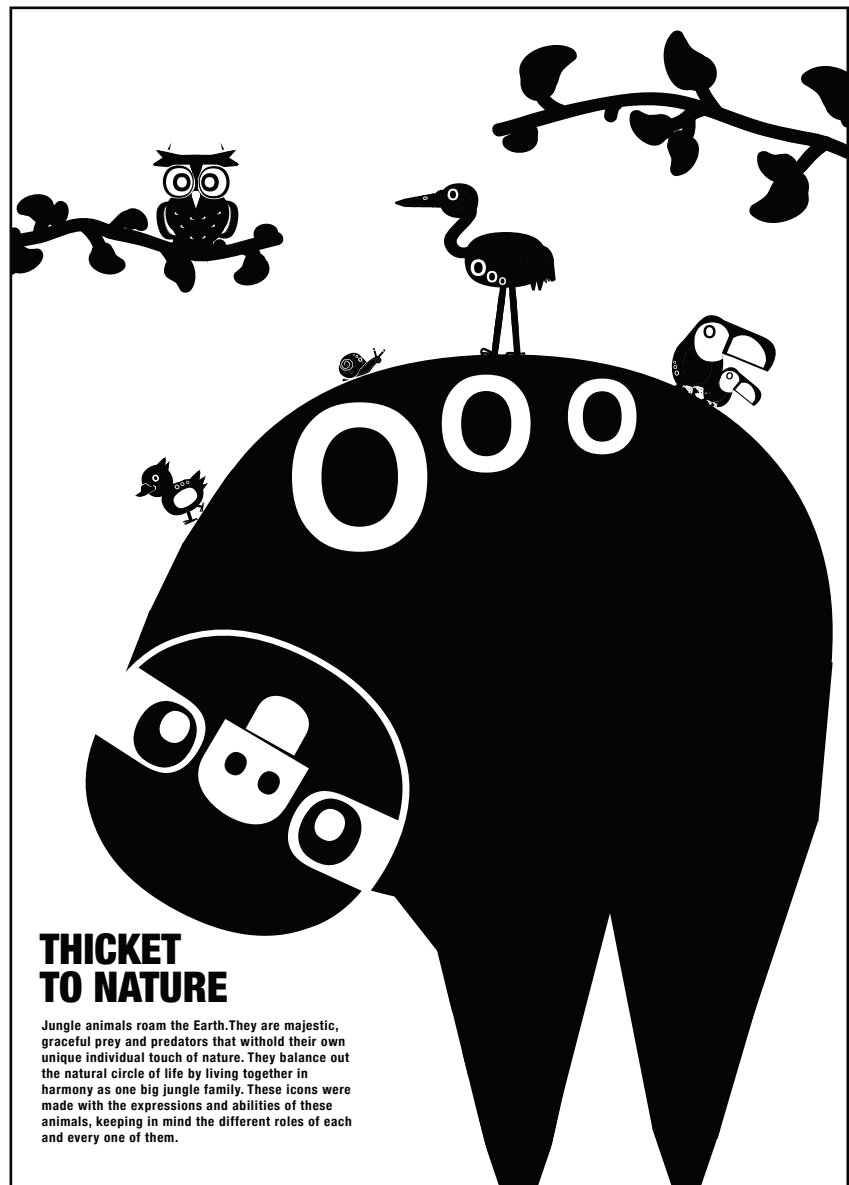
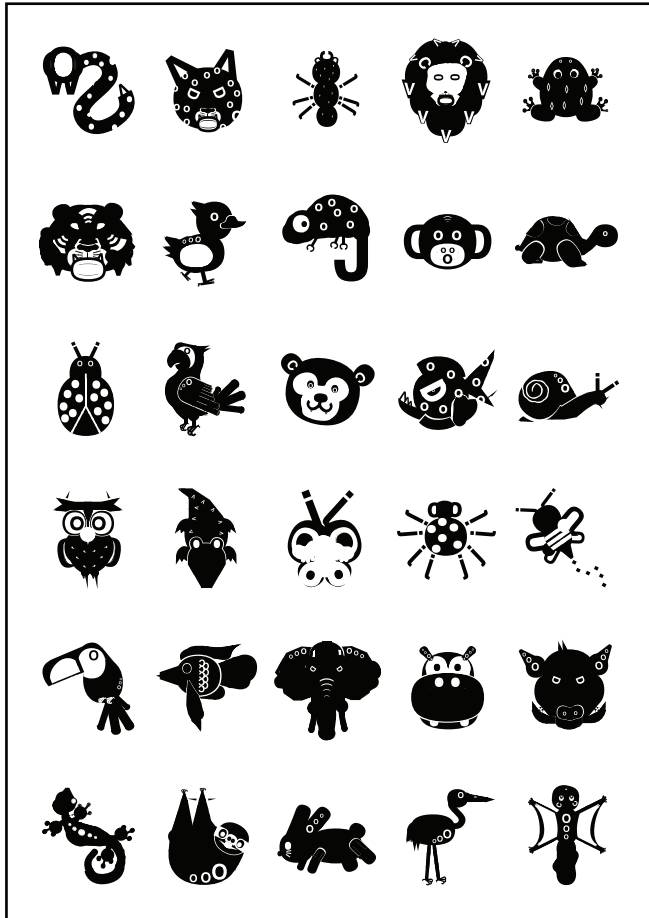


STUDIO PROJECT



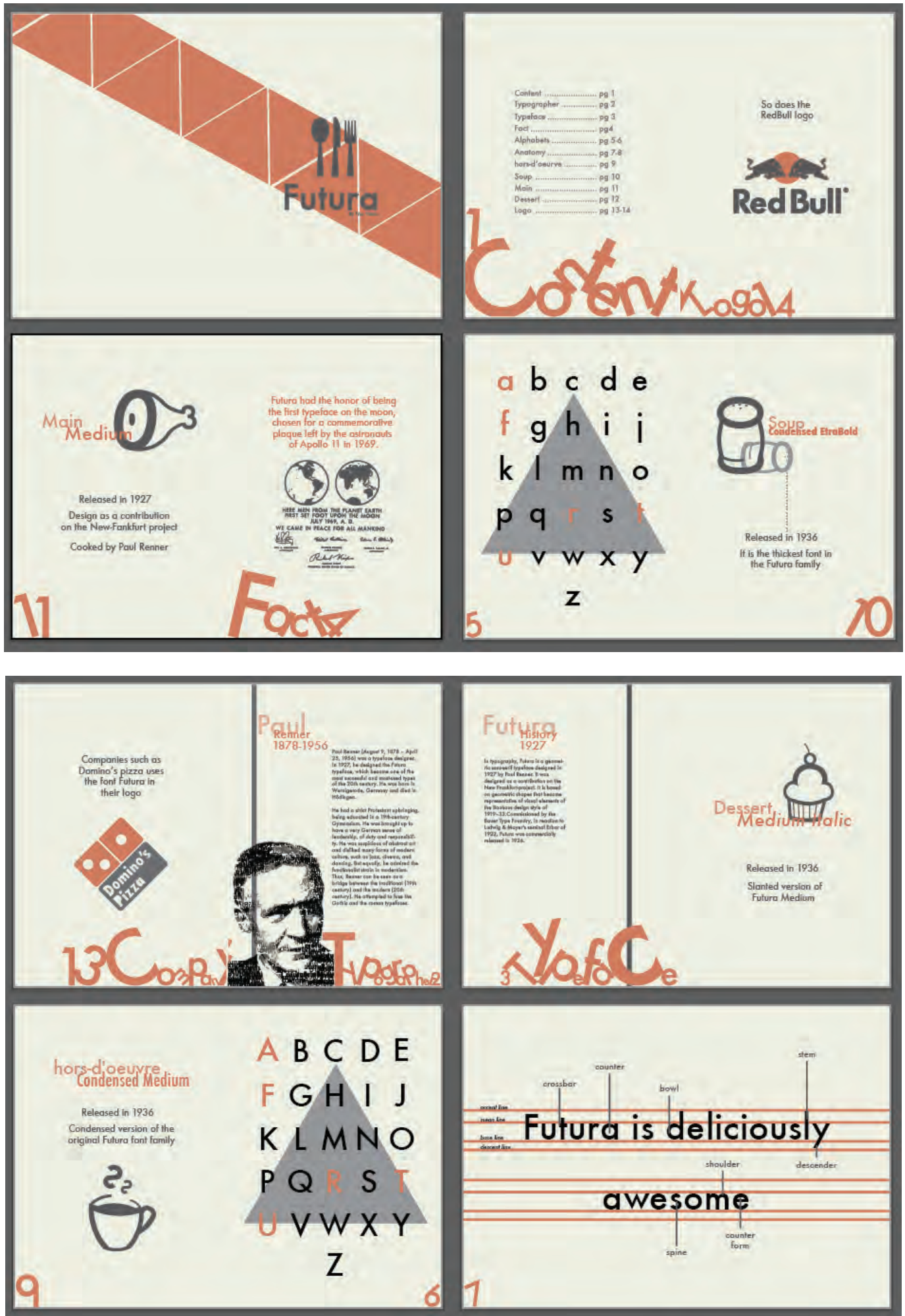
Typography

Assignment 1 : Helvetica Nation



Typography

Assignment 2 : Typography Book



Branding & Identity



Nur 'Idrus



Nur 'Idrus

Content

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Logo	04 - 06
Do not	07
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Introduction

Mission
Engages diners with a create-your-own pizza experience with a generous selection of unique and playful toppings.

Vision
Make it the place where the customers are being spoilt with choices and enables customers to select as many toppings as they like.

Values
Stepping away from tradition, but still carrying the emphasis on quality.

03

Logo

Logo Development
The triangles represents the pizza slices with different toppings. The reason why there is a variety pizza is because our brand provides tons of toppings,dough and other pizza customisation.

The arrow on top is to show that you can pick your toppings and the other things that you want to customise

04

Logo



05

Logo

 PANTONE P 47-8 U C:28 M:36 Y:100 K:27.64	 PANTONE P 14-12 U C:0 M:19 Y:84 K:6	 PANTONE P 10-16 U C:0 M:27 Y:100 K:15
 PANTONE P 179-12 U C:0 M:51 K:95	 PANTONE P 179-4 U C:0 M:51 K:27	 PANTONE P 175-3 U C:28 M:18 Y:19 K:0

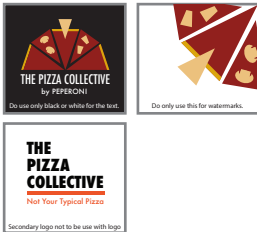
06

Do Not



07

Do



08

Spacing



09

Typeface

Futura
a sans serif typeface that has medium, medium italic, condensed medium and condensed extrabold

Aa
BCDEFGHIJ
KLMNOPQR
STUVWXYZ
1234567890

10

Touch Points

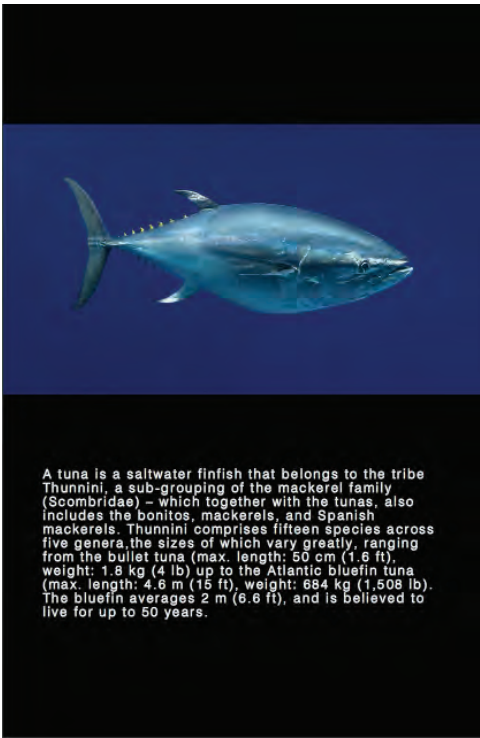
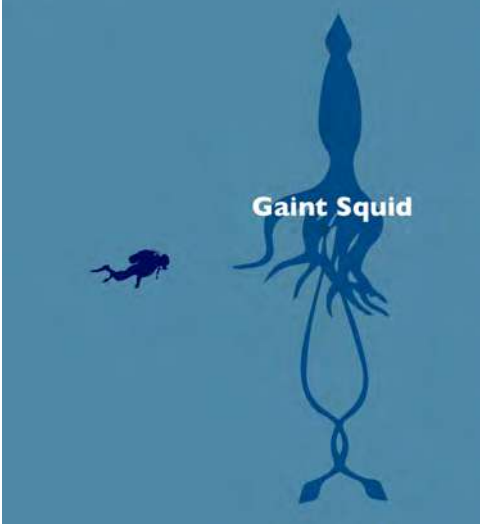
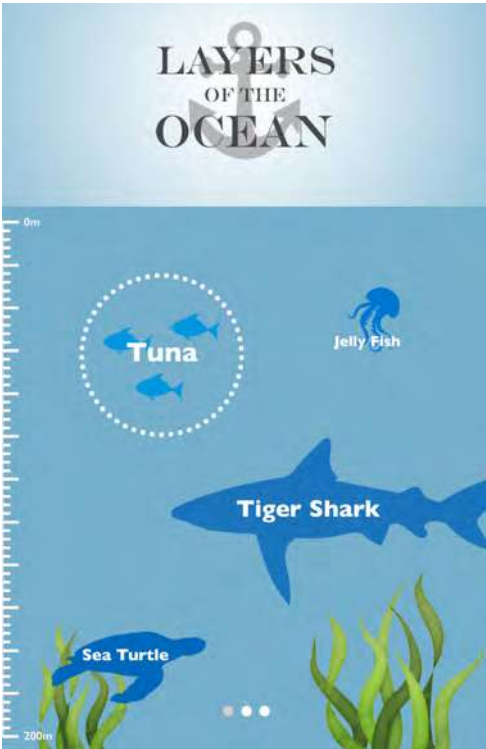
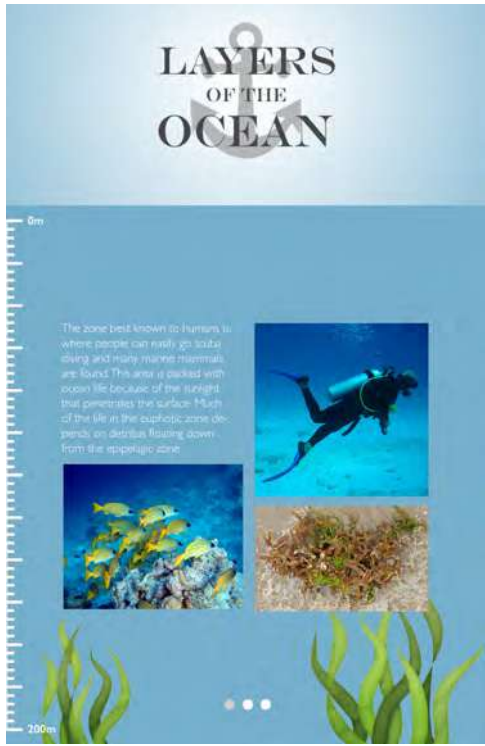
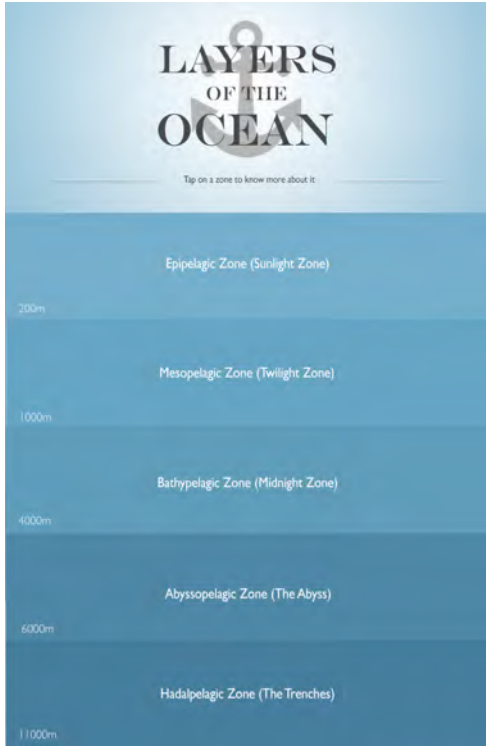


11

THE PIZZA COLLECTIVE Not Your Typical Pizza

Scripting & Interactivity

Assignment 1 : Layers of the oceac (app)





THEY HATE YOUR BOOTS



CAUSE THEY WISH THEY WERE IN THEM



THEY HATE THE WAY YOU WALK



#THEREWILLBEHATERS



THEY HATE THE WAY YOU TALK



Scripting & interactivity

Assignment 1 : flash banner

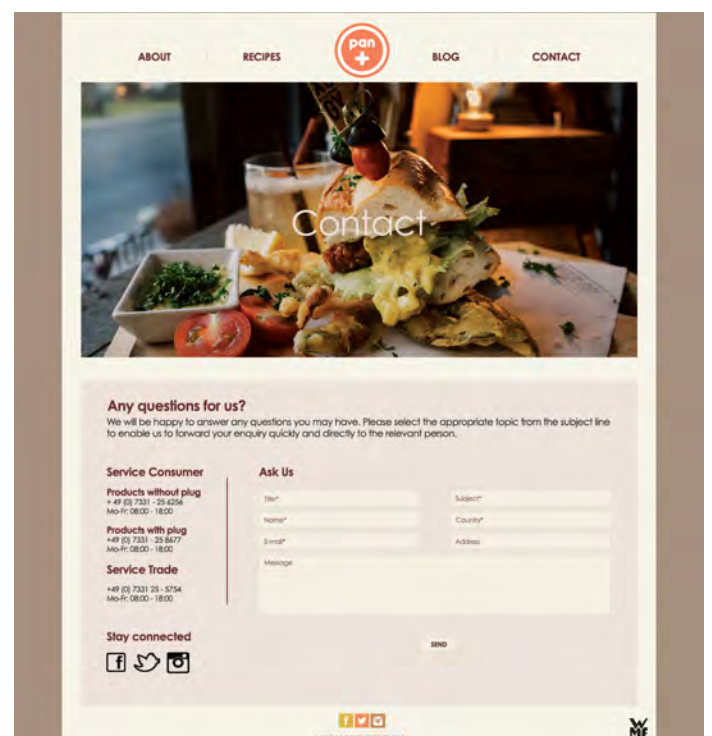
Web design

Assignment 1 : Website revamp



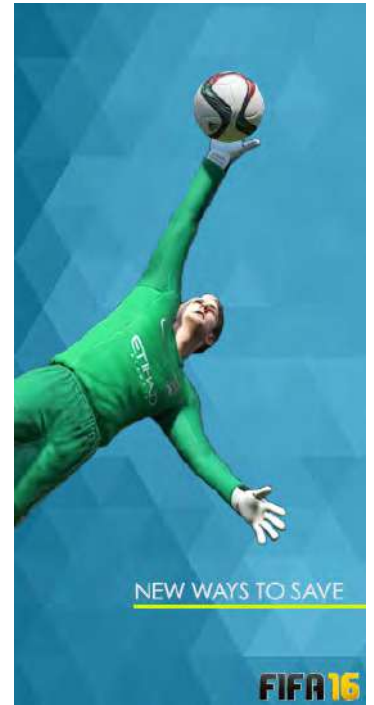
Studio Project 3

Micro site



Scripting & Interactivity

Fifa 16 web banner



Studio Project 4

Helsinki Web Dairy

Design is Creating RELATIONSHIPS

When designing, we design with empathy and solve problems. A good design means that it will be able to communicate with the user emotionally, mentally and physically. It also means that you have to create or share an experience with your users. This is what we are looking for in Helsinki, Finland.



ABOUT

We are here to showcase how the design in Helsinki, Finland can provide interaction and user experience for the people of the city, which was appointed as the World Design Capital in 2012.



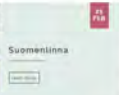
MISSION

It is to bring back our experience in Helsinki and to let people understand the interaction between the design and people of Helsinki by looking through our journal.



OUR JOURNAL

Here is a journal documentation of our wonderful 7 days in Helsinki, Finland.



KEEP IN TOUCH

Please feel to share your experience with us!



Name

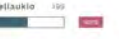
Email

Message

SEND

VOTE

Vote for a place that interest you the most!



DESIGN DISTRICT

A local initiative that began in 2005 with the idea of bringing together all the creative businesses in the neighbourhood.

After a hearty lunch of Thai cuisine, we took a stroll in the well-known design district which was located in the heart of Helsinki. Due to the opening timings, we only managed to visit 3 to 4 shops but that was enough to make us fall head over heels with the district. The shop that stood out most for us was Antikvariat - a Bibliophilic Antiquarian Bookshop. There were tons of books about architecture, design, music, philosophy, travel, typography, mystica, hunting and fishing, photography, cinema, gastronomy and stickers dated from 18 to 21 centuries available there. You name it, they have it. All in all, you could easily spend the whole day in this little urban area to get in touch with the different shops and get inspired!

MORE

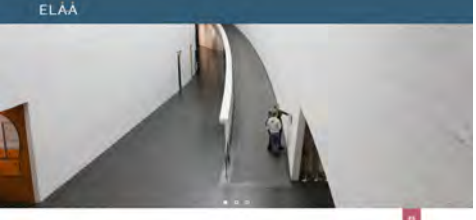


KALLAN & CO

Kallan & Co comprises of a group of professional designers who mainly specialise in digital product and brand design.

As you can tell from the title, we visited Kallan & Co - a creative design studio based in Helsinki and Christchurch, New Zealand. At Kallan & Co, we were shown some of the projects that they had done, including clients like Samsung and Supercell. They shared with us how they would brainstorm ideas and how they carry out their projects, either individually or as a group. We were also told how they went about thinking of the user experience so that they will be able to design a good UI and provide a good experience for the target audience they are targeting. For example, for the Kids, Mode OS that they have designed for Samsung, it is both safe and educational for the parents and the kids to use. They also mentioned that while they don't go for a certain kind of design for their works, they admitted that their designs are more clean and Scandinavian looking, which is not surprising since we're in Finland. Their works definitely reaches out to users by having both the clean and Scandinavian design and also the user experience.

MORE



MUSEUMS

Ateneum Museum contains a vast collection of approximately 20,000 works of Finnish art and modern art from abroad from 1740 to 1980. Kiasma is a contemporary art museum located in Mannerheimintie in Helsinki, Finland.

On the third day, we visited the Ateneum Museum. It was the first museum that we visited in Helsinki and we were quite surprised to see such a huge collection of artworks since as we don't have that many big museums to explore back in Singapore. At the time of our visit, the exhibition that was ongoing was Japonomania in the Nordic countries 1875 to 1915. It showcased many artists that was inspired by the Japanese culture. Finland is not known as the Japan of Europe for nothing. Claude Monet was among the list of artists that we knew from our art lessons in secondary school. Every piece of artwork was absolutely stunning and we couldn't keep our eyes off them. Different mediums were used, and most of them were created by using woodcutting and oil paint, with the former used more frequently by Japanese artists. As we looked at the artworks, we found ourselves trying to figure out why each painting was painted a certain way, it definitely got us thinking.

The second museum that we visited was Kiasma museum. It is a museum of contemporary art that aims to educate the public on the global issues that people are facing through art. I believe that they have done a good job in achieving them. As we toured the entire museum and looking at art pieces, it got me to thinking about many things, especially the social issues that we are facing. The artists did a great job in interpreting what they wanted to bring up in their own unique way and I was in a whirlwind of emotions.

MORE



TEMPPELIAUKIO CHURCH

The rough, virtually unworked rock surfaces is the reason why Temppeliaukio Church has excellent acoustics.

Well! Today, we visited the Temppeliaukio Church which is known for its excellent acoustics. Surprisingly, the reason why it has excellent acoustics is due to the fact that the rock walls of the church has been left untouched - natural and rough. As we sat down in the church, peaceful hymns were being played and all of us felt relaxed at once. The hymns were heard every throughout the entire church. Just imagine if this was a real performance - it would sound heavenly, literally. We also felt startled when we first saw the walls of the church from inside. The rough and uneven rock walls looked so beautiful as compared to the normal (smoothed walls we see in the usual churches). It definitely is top quality visual and audio all in one place. We felt connected to the church spiritually - thanks to the natural, rough rock walls of the church.

MORE



SUOMENLINNA

It is one of the most popular attractions in Finland and the fortress has been listed as a world heritage site by UNESCO, attracting many visitors.

The masonry fortress is only accessible by ferry, so make sure to check when the ferry will arrive before making your way down. Upon arriving there, you'll be awed by the breath-taking landscape and serenity of the island. The architecture of the buildings on the island are heavily influenced by the Russian history and are kept that way, and hence traditional construction methods are preferred to ensure the preservation of the properties. By preserving the properties that are designed in the past, it reminds people that this place used to be a fortress, instantly connecting people with the history of this island.

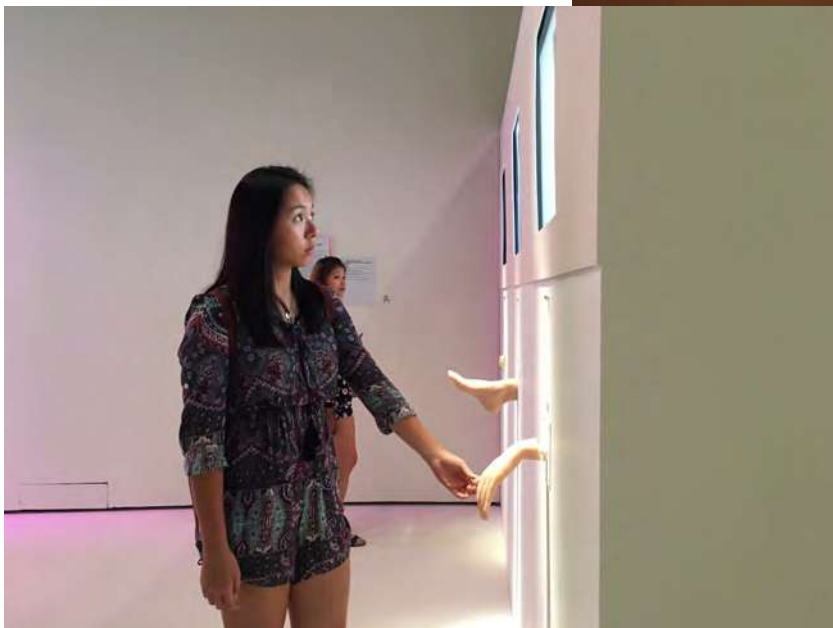
MORE





Other Projects

Background : Me and a few of my classmates worked on an interactive installation that was displayed at the Art Science Museum Human + Exhibit.



Description

The user will interact with the body parts and the person on the screen would react. He could laugh, be angry or just give a little smile.

Other Projects

Title : 2643km Apart

Description : An interactive installation made during my exchange programme that requires the user to really focus and concentrate to every small details.



Other Projects

Title : Interactive Shadow Wall

Description : A interactive background which allows visitors to move around to reveal the hidden zines on the wall.



Website Portfolio

<https://coachfelie.com>

<https://wmi.edu.sg>

<https://assetbase.com.sg/>

<https://houseonthemoon.com.sg/>

<https://weave.asia/>

<https://remoteaccesssolutions.himaapac.com/>

<https://smartsafetymanagement.himaapac.com/>

<https://bazireading.wayfengshui.com/>

<https://chinesenaming.wayfengshui.com/>

<https://homefengshui.wayfengshui.com/>

<https://cny2023.wayfengshui.com/>

<https://cny2024.wayfengshui.com/>

<https://conquest-ex.com/>