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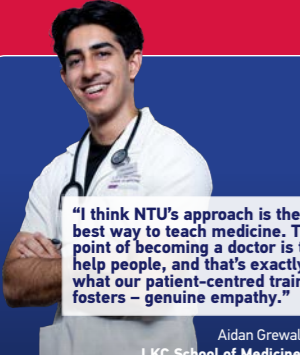
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UNIVERSITY RANKING
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VIBRANT CAMPUS LIFE
★★★★★
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★★★★★

Aidan Grewal
LKC School of Medicine



GLOBAL EXPOSURE
★★★★★
PROGRAMME REPUTATION
★★★★★
SCHOLARSHIP BENEFITS
★★★★★

"My research journey in NTU has been truly eye-opening. I can't wait for my overseas final-year project. Doing research abroad will be a whole different experience."
Kong Li Xuan
CNSP



SCHOLARSHIP BENEFITS
★★★★★
CAMPUS ACCOMMODATION
★★★★★
CAMPUS FACILITIES
★★★★★

Diong Wei Chong
NTU-USP

"USP's electives let me explore topics outside my major. The opportunities for interdisciplinary learning help me figure out what I'm interested in."



SMART CAMPUS, SMARTER THINKING
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- 5 IT HAD TO BE NTU
- 12 HOW TO GET A MILLION VIEWS ON TIKTOK
- 15 ONE FOR FUTURE BIZ TITANS
- 16 GAIA WINS UNESCO GRAND PRIZE
- 18 LET YOUR CURIOSITY FGO WILD
- 20 MEET NTU'S NEW PROVOST
- 22 FUELLED BY PASSION
- 24 TOMORROWLAND
- 26 MENTORS YOU CAN COUNT ON
- 50 FYI - IN AND AROUND NTU
- 52 HEY! IT'S OUR 60TH ISSUE
- 54 HALLMARKS OF NTU HALLS



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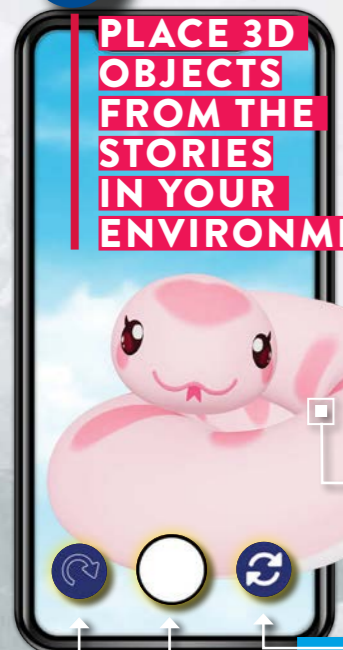
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Take a photo or hold to take a video

3

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Submit a contest entry

IT HAD TO BE NTU

Eight undergraduates share what they love about their NTU programmes and rate their university experience so far ▶▶▶



A PRESCRIPTION FOR SUCCESS

Just three days into medical school at NTU, Aidan Grewal knew he was in the right place.

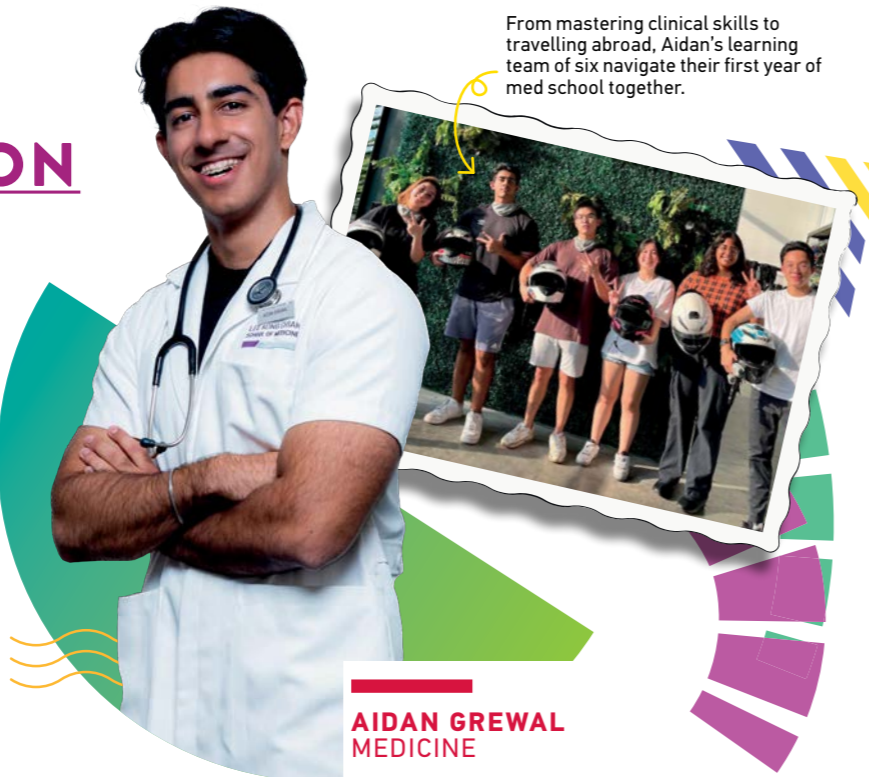
“Studying medicine can be cool,” Aidan says, “especially when you’re doing it at NTU.” Before enrolling, Aidan had heard a lot about NTU’s Lee Kong Chian School of Medicine’s patient-centred approach and team-based learning, but he was blown away by how deeply those values were integrated into everything they did.

Aidan’s favourite part of NTU’s medical school? The people-centred vibe. It’s about seeing the patient as a whole person, not just a case. “The patient comes first” isn’t just the school’s mantra; it’s an ethos he lives by. So much so that once, he found himself automatically chanting the phrase as he gave way to a woman at the entrance of a building.

For Aidan, studying medicine is not about prestige or pay checks. It’s about caring for patients in a meaningful way – something he’s wanted to do since secondary school.

One of the coolest things about his NTU programme? Team-based learning. From day one, six students form a team, and they stay together all year long. It’s an instant support network, and Aidan loves it. His team is diverse – three women and three men – reflecting the balance of genders in his cohort. They have bonded well as a team and have even travelled together.

Aidan is also a huge fan of NTU’s interactive teaching style. Instead of just listening to lectures, students watch a video on a topic, for example, the heart, before class. The lesson itself is more



From mastering clinical skills to travelling abroad, Aidan's learning team of six navigate their first year of med school together.

AIDAN GREWAL
MEDICINE

like a discussion facilitated by profs and clinicians, where everyone gets involved and shares ideas.

“I think NTU’s approach is the best way to teach medicine. The point of becoming a doctor is to help people, and that’s exactly what our patient-centred training fosters – genuine empathy.”

NTU trains students in bedside manner using simulated patients – people portraying patients with different symptoms. This helps Aidan and his classmates practise asking open-ended questions to make patients feel heard, and even delivering bad news with compassion.

Aidan’s impressed by how professional the “patients” are – they stay in character no matter how awkward or embarrassing the questions might get.

He also appreciates NTU’s more measured approach to training. Unlike other schools that rush students

into cadaver dissections in the first year, NTU waits until the third year, allowing students to first build a solid understanding of the human body.

One of the things that sets NTU apart? Only one graded exam per year. Aidan believes this is a smarter way to learn – there’s less pressure to cram and more emphasis on real-world learning. While exams are important, he says they may not define how well you’ll do as a doctor. The NTU method is all about preparing students for actual practice, not just memorising facts.

Despite his busy schedule shuttling between NTU’s main and Novena campuses for lessons, Aidan still makes time to hang out with his NTU pals.

Sure, the patient comes first, but even doctors need to unwind.

UNIVERSITY RANKING	★★★★★
CAMPUS ACCOMMODATION	★★★★★
MENTORSHIP	★★★★★

FROM BEAN TO DREAM

In Primary Three, Nuha Kung learnt to grow beansprouts with cotton wool and water, a science experiment conducted by generations of primary school students worldwide. That triggered her passion for biological sciences. Also around then, she started selling cute keychains and figurines to classmates for fun and to earn extra pocket money. That made her realise she had a knack for entrepreneurship.

These early experiences set the stage for Nuha to read a double major in Biomedical Sciences and BioBusiness at NTU. It is a unique combination only available at NTU, reinforcing the university’s innovative offerings in education.

Nuha is “truly enjoying a holistic education”, a hallmark of NTU. There is

study-life balance and now, in her second year, she is stretching herself as the Director of a college community project.

“That sounds like a grand title, but it is not such a big project. Our primary focus is on our studies, but we also want to give back to society. NTU has instilled in us a sense of leadership, encouraging us to take on responsibilities,” says Nuha.

The project embodies NTU’s culture of providing platforms for students to care for others. It offers free tuition to underprivileged pupils and organises tours for primary and secondary school students to visit NTU’s science facilities.

“Community work isn’t just about helping others. It also helps you to expand your social outreach. This is important for entrepreneurship if I decide to take that path,” she says.

BioBusiness, a relatively new discipline, explores the frontiers of drugs, medical devices, agriculture technology and healthcare. Nuha is fascinated by that and looks forward to her third-year internship, ideally with a company doing healthcare for the aged – an area aligned with her passion for community work.

Of mixed Malay-Chinese parentage, she speaks of having a “hybrid

vigour” to explore new things. Biomedical research, she says excitedly, is like an advanced stage of growing beansprouts in a sophisticated NTU lab. She adds: “There’s a good balance between guidance from professors and independent work, with your seniors helping you navigate complex research assignments.”

After her A-levels, Nuha did voluntary work for two years. “The guys do two years of National Service. I also did my part for society. I didn’t choose my double major on a whim, I had two years to think about it. Some friends asked about the supposedly ‘weird’ combination of Biomedical Sciences and BioBusiness. There are only 16 students in my cohort. It’s quite niche and I like it that way.”

“Studying at NTU broadens your perspective. You are encouraged to acquire as many life skills as possible because such skills may serve you well after you graduate.”

Another motivation for choosing the double major is eligibility for the four-year NTU-Duke-NUS medicine pathway after graduation. “This postgraduate programme aims to train doctors with other skills. I don’t mind taking the longer route to my destination. After all, I took two gap years before joining NTU,” she says.

Nuha has yet to decide between becoming a doctor or a biomedical businesswoman, but her big heart and community outlook will serve her well whichever path she chooses.



NUHA KUNG
BIOMEDICAL SCIENCES & BIOBUSINESS

Beyond juggling her double major and helping the community, Nuha found time to earn a lifesaving certificate in NTU.

MENTORSHIP	★★★★★
CAMPUS FACILITIES	★★★★★
UNIVERSITY RANKING	★★★★★

THIS YANGSTER'S BIG ON RESEARCH

For many students, university is where they find their perfect match, and for Kong Li Xuan, the CN Yang Scholars Programme is the perfect launchpad to discover her true calling.

The opportunities the programme offers align perfectly with her passion for research, which was ignited in secondary school. This was a major factor in her decision to pick NTU.

And so far, the former Dunman High School student's time in NTU has exceeded her wildest expectations. Although she's only in the second year, she has already dipped her toes into the dynamic world of research.

As a freshman, she learnt how to read and write scientific papers – the bread and butter of research. A two-week trip to the Technical University of Denmark, where she visited cutting-edge research facilities and met leading scientists, opened her eyes to the vast possibilities of scientific discovery and global collaboration.

She recently spent a semester investigating meteotsunamis, a phenomenon that is gaining prominence in environmental science, under the mentorship of experts from NTU's Earth Observatory of Singapore.

"It was truly eye-opening," says Li Xuan. "We made some interesting findings about anomalies in tides, which makes me eager to continue exploring this. My mentors even encouraged me to write a paper on it."

However, she might have to put that



Li Xuan (right) led students in clearing marine debris from the mangroves along the Pasir Ris shoreline.

KONG LI XUAN
ENVIRONMENTAL EARTH SYSTEMS SCIENCE
CN YANG SCHOLARS PROGRAMME

"Before coming to NTU, I wasn't sure what I wanted to do in future. Now, after having a taste of life as a researcher, a career in academia is definitely in the equation."

task on hold for now as she starts her second research attachment this semester. Following that are more opportunities that will refine her research interests, expand her network and nurture her life skills. All her experiences will culminate in a final-year project, where she'll be attached to an overseas university for up to eight months.

"I can't wait for it. It's one of the reasons I was attracted to the programme. Doing research overseas will be a whole different experience," she says.

It's still early days, but Li Xuan can already see herself pursuing research in hazard forecasting after completing her degree in Environmental Earth Systems Science and second major in Data Analytics.

Fast forward 10 years, there's a

chance we'll see Li Xuan as one of the "chill, sociable and friendly profs" she describes learning from at the Asian School of the Environment.

Outside the classroom, the extroverted nature lover has found her tribe with friends from the CN Yang Scholars Club, school and hall.

"I've initiated mentorship sessions for less privileged children and a kayaking event where we paddled to mangroves to pick up marine debris," says Li Xuan, adding that such student-organised activities are a refreshing breather from academics.

As her journey continues to unfold, one thing is certain – it will continue to be a perfect blend of curiosity and adventure.

- GLOBAL EXPOSURE ★★★★★
- PROGRAMME REPUTATION ★★★★★
- VIBRANT CAMPUS LIFE ★★★★★

BLOWN AWAY BY MY PROFS

It was a no-brainer.

Leom Sheng Rui's A-level results gave him a number of options for further studies, but his top pick was never in doubt.

"NTU is renowned globally for its excellence in engineering, and this is exemplified by 'Technological' in its name," says Sheng Rui.

He was offered a computing programme by another local university, but his mind was always set on NTU's Renaissance Engineering Programme (REP).

"REP has always been my first choice. And it was an easy one," he says. "It allows me to get two degrees in just four and a half years – a Bachelor of Engineering Science from the College of Engineering and a Master of Science in Technology Management from Nanyang Business School."

Sheng Rui, you see, is keen on not just engineering research, but on the business aspects too. He has a startup idea in his mind, to use software to streamline company processes. But at the moment, he is just enjoying his studies and campus life.

After his A-levels, the Raffles Institution alumnus read up on REP and he was impressed with its well-known professors, ample facilities and resources. At the tea reception introducing the programme, he met some of the professors and he admitted to being a little star-struck. His decision was then cast in stone.

"Some people admire K-pop stars, while I look up to my profs whose research helps make the world a better place," he quips.

On his first day on campus, Sheng Rui visited the REP Makers' Lab, located just below his hall room. "I was excited, even ecstatic," he says. He was like a kid in a toy store as he explored the lab's facilities, and was itching to try out the 3D printing machine.

Sheng Rui loves the community life on campus and mixing with

students from other NTU schools, which is what the Interdisciplinary Core Curriculum (ICC) allows him to do. He enjoys all the courses in his first year – from electronic and information engineering to materials and manufacturing and fundamentals of management. He's likely to specialise in computing, but values the broad-based academic foundation that REP offers.

Sheng Rui swears that he's never been a teacher's pet and that he truly appreciates his REP professors, who are easy to talk to after classes and even during term breaks.

"The professors are approachable and easy to relate to. They are experts in their area, and they communicate clearly."

Sheng Rui looks forward to going overseas in his third year as part of the REP curriculum. His top choice is the University of California, Berkeley, in the US, famous for computing, though he's also open to the equally prestigious Imperial College London.

Having secured an internship with Home Team Science & Technology Agency in his first year at NTU, it sounds like everything is blue skies for Sheng Rui.

Any dark clouds? "Not that I can think of," he says confidently.

For him, the key is making the right decisions in life – and choosing REP is a decision that is already paying off for him.



Monday nights are jam time with his coursemates. Sheng Rui is the keyboardist in REP jam band *Beginners' Luck*.

LEOM SHENG RUI
RENAISSANCE ENGINEERING PROGRAMME

- PROGRAMME REPUTATION ★★★★★
- GLOBAL EXPOSURE ★★★★★
- MENTORSHIP ★★★★★



CHONG SU YING
DATA SCIENCE &
ARTIFICIAL INTELLIGENCE
TURING AI SCHOLARS
PROGRAMME

AI research and academic studies in Singapore, so the promises made in the Turing programme are, in AI terms, not confabulation.

After her A-levels, Su Ying spent six months as a full-time intern at AI Singapore, a national initiative that aims to anchor Singapore's AI capabilities. She loved every minute of her experience there and decided to enrol in DSAI. The fact that the Founding Executive Chairman of AI Singapore is NTU President Prof Ho Teck Hua was icing on the cake.

"NTU provides a stimulating intellectual environment for learning and academic collaboration," says Su Ying, who continues as a part-time intern in AI Singapore to add experience to classroom learning.

"Each time you walk into NTU, you feel like you are entering a true university, the real corridors of learning. And I like the profs. They may not be your assigned mentors but will still look after you and sponsor you for projects and competitions."

A standout feature of the Turing programme is the Masterclasses, in which AI experts from top global universities or companies give lectures. Su Ying's first Masterclass was conducted by Oxford professor Peter Millican, a chess grandmaster.

She thought he came straight out of

NO BETTER PLACE THAN NTU FOR AI

In 2022, as the advent of ChatGPT began changing the way we think and work, Chong Su Ying decided to pursue a career in artificial intelligence (AI). It was just the choice of which university – local or overseas. After weighing her options, she chose NTU's Data Science & Artificial Intelligence (DSAI) programme.

Two factors helped her make up her mind. First, the NTU Turing AI Scholars Programme offered with DSAI, with its enticing financial and non-financial perks. Second, the unique allure of the NTU campus, which made it the perfect environment for her academic and personal growth.

The Turing programme seeks to groom potential AI leaders through mentorship from world-class AI experts. Doing her research, Su Ying found out that NTU is a pioneer of



Su Ying winds down with a run at NTU's Sports & Recreation Centre at least once a week.

a Harry Potter movie – except that he did not speak in riddles but used words that simplify AI philosophy.

Su Ying also likes the vibe of the NTU campus, with its lush environs and award-winning architecture. So what if some give the campus the "Pulau NTU" moniker?

She sees it as a good thing. To Su Ying, a university campus should be like a second home, and living on "Pulau NTU", she lacks nothing.

If not in class, the library or the games room, Su Ying is often found with NTU friends at A Hot Hideout, the popular mala joint started in 2020 by NTU undergrads.

"A Hot Hideout is an NTU startup that is now popular all over Singapore," Su Ying beams.

Before the ChatGPT boom, Su Ying wanted to study finance. She can still follow this path because machine learning is revolutionising the finance industry. She aims to specialise in AI banking.

She looks forward to her third year in the Turing programme, where students spend a full year abroad, with one semester as an exchange student and another as an intern in a leading company. She hopes to be based in Silicon Valley, the hub of AI, and maybe do an MBA overseas in future.

Su Ying jokes that she will then venture forward and finally leave her beloved Pulau NTU.

SCHOLARSHIP BENEFITS
★★★★★
CAMPUS FACILITIES
★★★★★
CAMPUS ACCOMMODATION
★★★★★

MY PASSPORT TO POSSIBILITIES

As a child, Muhammad Izzuddin Bin Husein loved exploring and trying out new things, and dreamt of travelling the world. In primary school, his hobbies were studying the world map and tinkering with laptops. By secondary school, he knew his future lay in computing.

The CN Yang Scholars Programme offered Izzuddin the chance to fulfil two ambitions at the same time – studying computer science and exploring the world – and he grabbed it with both hands. "It's about exploring a brave new world in computing, with NTU at the vanguard."

Denmark, for a family holiday, is one of the furthest places the first-year undergraduate has planted his flag in. Now, he is looking forward to going overseas for conferences and learning trips, as well as attachments and research projects, under his programme, starting from the first year.

"NTU is forward-looking and outward-looking, being very well connected globally."

Izzuddin harbours ambitions of working abroad. "Going overseas isn't just about staying updated with the latest computing ideas. It's also great for networking, and I hope to make many foreign contacts." A final-year research project abroad, lasting five to eight months, has Izzuddin rubbing his hands in anticipation.

"I wouldn't mind doing a whole year of research abroad even if it means delaying my graduation," he enthuses.

Izzuddin is thinking of doing his research stint in the UK, which has many colleges and companies noted for computing. Apart from posing in front of Big Ben, he will get a chance to watch matches at Old Trafford, home of Manchester United, the football club he adores.

His time in NTU has been a non-stop journey of discovery. In his first few days at NTU, he walked around the entire campus, checking out every nook and cranny. Stepping into the computing lab, he marvelled at the state-of-the-art technology, especially the 3D printing machine.

"I've only read about it in books," he says. Now, he will get to use it. "I'll probably design and print out a custom keycap for my keyboard when I get the chance," he adds.

In his spare time, he plays sepak takraw with his friends, making use of the ample green spaces in NTU, and he has also picked up 8-ball pool in his hall, which he describes as both a science and an art since it combines physics and geometry.

"Apart from the world of computer science and artificial intelligence, I may explore the South Pole too," says Izzuddin, noting that he wouldn't be the first NTU student to land in Antarctica.

"But there may not be Wi-Fi there. Ah, that I cannot live without," he laughs.

Spoken like a true tech junkie.

UNIVERSITY RANKING
★★★★★
CAMPUS FACILITIES
★★★★★
VIBRANT CAMPUS LIFE
★★★★★

MUHAMMAD IZZUDDIN BIN HUSEIN
COMPUTER SCIENCE
CN YANG SCHOLARS PROGRAMME



From global research stints to international study trips, NTU helps Izzuddin explore the world and realise his dream of working overseas.

WISE AND SHINE

Diong Wei Chong's experience in the NTU-University Scholars Programme (USP) is shaping him into an all-rounder with a broad set of skills to excel in any role. The programme's electives allow him to explore topics beyond his major and are often taught by faculty actively engaged in research. He appreciates the deeper, more current understanding of each subject.

One elective that had an unexpected impact on him was Ethics.

"We usually only think about whether something is right or wrong and don't go beyond that. But this course taught me how to examine issues, like public scandals or newly passed bills, through a logical lens," says Wei Chong, who now thinks more critically about such issues.

A six-day trip to study the preservation of traditional silver jewellery craftsmanship in Chiang Mai broadened his world view too. This overseas exposure programme allows first-year students to collaborate with friends from different majors to investigate multidisciplinary issues in another country.

Another course he's looking forward to is Astronomy, which includes a one-week trip abroad. The most recent USP batch visited Thailand, where they toured astronomy laboratories and facilities, including the observatory that houses the largest radio telescope in Southeast Asia.

Wei Chong's four-year programme in Economics & Data Science, which draws on expertise from NTU's School of Social Sciences, the College of Computing & Data Science, and the School of Physical & Mathematical Sciences, also prepares him for specialised roles, such as those that

deal with big data or positions that use data analysis to drive economic decision-making.

His resume includes a stint as a data science intern in a Japanese maritime company, which further reinforced his interest in pursuing a career in data science. However, it's still too early to say the ship has sailed on his career path. He intends to pursue internships in economics and in finance before deciding on the "tech route" or the "econs route", as he puts it.

"Gaining exposure in different fields will shape my career path," he says. "After these internships, I'll be able to make a clear decision."

"NTU-USP's electives let me explore topics outside my major. The opportunities for interdisciplinary learning help me figure out what I'm interested in."



Wei Chong and his groupmates told the story of traditional Thai silver jewellery through an exhibit at NTU's Lee Wee Nam Library after their trip to Chiang Mai.

DIONG WEI CHONG
ECONOMICS & DATA SCIENCE
NTU-UNIVERSITY SCHOLARS PROGRAMME

Another key piece of his career path puzzle is on the horizon. USP students spend a semester at one of seven well-known universities in Australia, Switzerland, the UK or the US.

Wei Chong, who is bound for the University of Pennsylvania, says: "Without this NTU programme, it would be very difficult to have the chance to study at such a prestigious institution."

SCHOLARSHIP BENEFITS
★★★★★

CAMPUS FACILITIES
★★★★★

CAMPUS ACCOMMODATION
★★★★★



FROM EXCEL TO EXCELLING

Muhammad Dzakhir believes in starting with the goal in mind.

"In my first year at Victoria Junior College, I started searching online for every university course applicable to me to motivate myself to study hard to reach my goal," he says.

Mathematics had been his favourite subject since primary school. His passion for numbers, coupled with his obsession with details and arranging everything in neat order, led Dzakhir to decide on studying Accountancy.

He soon set his heart on the double degree programme in Accountancy

and Business at Nanyang Business School (NBS). In addition to studying economics at junior college, he began reading up on business administration and business law.

"I spoke to friends and relatives who had studied at NTU and got positive feedback. One day, I made a trip from my home in Pasir Ris to Nanyang Avenue to check out the place."

"There was a rush of loud construction going on. The foundation of NTU's famous Gaia building housing NBS was just being laid," he recounts. Amid the noise and haste, Dzakhir saw his future.

During national service, he spent all his free time preparing for his NTU studies. "Honestly, I was also a bit bored, so I took up a course in programming. That led me to specialise in Business Analytics at NTU."

Dzakhir also discovered something new about himself after joining NTU – his penchant for community work and organising. "Before NTU, I hardly participated in extra-curricular activities. The teachers never picked me for leadership roles because I kept a low profile. I was always just that smiling, friendly and studious boy in the background," he laughs.

"At NTU, we're encouraged to try new things and show initiative. I started community service to earn points for staying in hall. Then I found that I really loved it. In my second year, they threw me into the deep end by making me head a freshman orientation programme. I surprised myself by pulling it off," Dzakhir muses. That was when the self-confessed planner saw the value of his methodical ways. He creates Excel sheets for everything – even at home. As the eldest child, he makes them to guide his two younger siblings.

Dzakhir co-founded a club that connects undergrads, potential students and alumni of NBS. He also volunteers in a project that helps the physically and intellectually challenged. "On a recent excursion, I pushed an elderly woman in a wheelchair around a roof garden at the airport to show her the sights. I suddenly had this on-top-of-the-world feeling that I was doing something truly meaningful," Dzakhir enthuses.

Dzakhir has not thought about using his networking skills for a future business venture, à la Steve Jobs. "I'm a planner, not a dreamer – at least not yet," he jests. "To me, just looking at the sky and dreaming isn't that cool."

In other words, starting a business empire isn't on his Excel sheet – yet.



MUHAMMAD DZAKIR
ACCOUNTANCY & BUSINESS

Honing his leadership skills at NTU, Dzakhir co-founded a networking club and led a freshman orientation camp.



PROGRAMME REPUTATION
★★★★★

VIBRANT CAMPUS LIFE
★★★★★

MENTORSHIP
★★★★★



HOW TO GET A MILLION VIEWS ON TIKTOK

NTU content creators spill the tea on going viral

Want to take your TikToks to the next level? Hear from fellow content creators who have mastered the art of attracting eyeballs and racking in millions of social media views.

The creators:

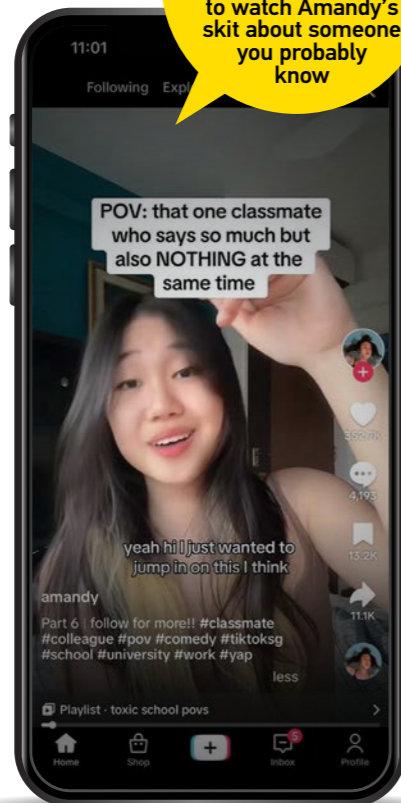
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Instagram: @hibylovez
TikTok: @hibye.lovez
90,400 followers on Instagram and over 116,300 followers on TikTok

Amanda Ang, aka Amandy to her followers, graduated from the Wee Kim Wee School of Communication & Information in 2023 as the class valedictorian.

The full-time content creator and freelance copywriter is most well known for her humorous skits on toxic work culture and personalities, where she transforms into the toxic boss or annoying classmate that you love to hate.

Her TikToks exploded in popularity after she started posting about her own experiences or stories from her friends while studying at NTU – although with a good amount of embellishment to catch people’s attention.



HEY!
AR
SCAN THIS VISUAL to watch Amandy's skit about someone you probably know

Alex Ho

Instagram: @alextheapollokid
TikTok: @alextheapollokid_
16,700 followers on Instagram and 40,500 followers on TikTok

The second-year communication undergrad’s content mostly revolves around dancing, lifestyle, food, fashion and beauty. These varied interests reflect his changing passions, but his core philosophy is to let his personality shine through.

As he draws inspiration from his everyday experiences, his posts often include his NTU life – from finding humour in dealing with difficult project groupmates to fun aspects of living in hall.

Jeremy Koh

Instagram and TikTok: @jercuzzi
4,970 followers on Instagram and 21,000 followers on TikTok

The recent Nanyang Business School graduate is currently a full-time creator who makes food and lifestyle content, but is best known for his playground videos, daily jokes and skits.

He started posting Instagram stories and TikToks of his original jokes as a way to relieve stress during his first year and roped in his NTU classmates, and even a professor, to feature in his content.

Some of his videos have garnered around a million views, and he has amassed over 1.1 million likes on TikTok.

Tip 1: Just do it

Amanda: Don't be afraid of posting just because it might feel "cringe" – the first step to getting views on TikTok is simply daring to post. You never know what will go viral and land on people's FYP (For You Page on TikTok), so don't stand in your own way.

Also, have fun. When you let loose and get creative, people can feel that through the screen.

Jeremy: Needing every video to be "perfect" is why most people quit before they even begin. I'm still susceptible to procrastination and inaction too.

This is when balancing effort and results is important. The everyday viewer does not care about minute details in your content and I've seen the most random low-effort videos go viral.

Tip 2: Reel them in

Amanda: Be it an oddly intriguing visual or even a juicy piece of dialogue, you need to capture people's attention within two seconds. So think about what content would make not just you, but also someone you know, stop scrolling and watch.

Jeremy: Attention span is gold and you want to steal it as much as possible. Keep your viewers entertained with storytelling techniques, unusual content, suspense, quick cuts, "money shots" that capture the essence of your story, and subtitles. Personally, I rely on quick cuts and money shots – visually impactful or memorable scenes.

Tip 3: Make it relatable

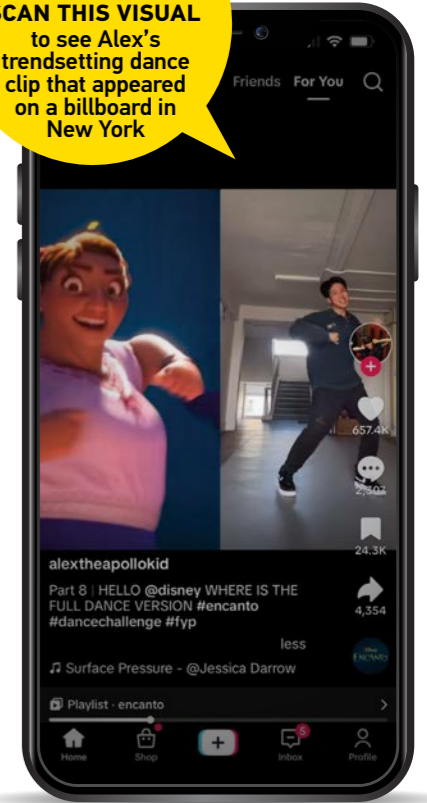
Alex: It's best if your content addresses something that people think about every day but don't usually voice. For example, my videos about people taking super long showers or why everyone travels to Korea touch on such topics.

Jeremy: The algorithm loves three things: interaction, shareability and retention.

For maximum interaction, you and your content must be likable, interesting or controversial – preferably all three for the highest chance of success.

To increase shareability, make vids that are relatable, useful or funny. Add a call-to-action like "Share with your friends!" to encourage engagement.

HEY!
AR
SCAN THIS VISUAL to see Alex's trendsetting dance clip that appeared on a billboard in New York



Which unexpectedly viral video caught you by surprise?

Amanda: My first-ever viral video back in 2021 remains my most-viewed TikTok to date, with 8.8 million views. Ironically, it wasn't a comedy skit I spent hours conceptualising, a heartfelt vlog where I got "real" with my followers, or – heaven forbid – a thirst trap.

It was a silly video jumping on an audio trend, showing people the unique way I paint my toenails (spoiler: I don't actually do that). I almost didn't make the video because it didn't feel like "my thing". At the time, I was mainly creating food and lifestyle TikToks.

Alex: My *Encanto* dance video blew up to 7 million views and ended up getting featured on *Good Morning America* and even on a billboard in Times Square, New York.

I think it took off because I was the first to cover the trending dance moves from the animated Disney film, *Encanto*. The movie choreographer talked about people covering his dances, and the show highlighted my video as an example. This sparked a wave of people recreating them.

Jeremy: I remember seeing a unique see-saw while walking home from NTU. I filmed myself playing on it, spliced the footage on my way home, and posted the clip within the hour. My notifications were flooded over the next three weeks. It was insane!



Tip 4: Hone the content Spidey-sense

Amanda: There have been times when an idea pops into my mind and I intuitively know it's going to do well – either because it makes me laugh out loud or because it's based on a real human insight that feels so undeniably true. I just know that people are going to relate and engage with it, even if it's a "hate watch".

As for honing that intuition, I think experience is pretty much the only way. It's about putting in the hours, and learning over time what works and what doesn't.

Jeremy: Put yourself in the viewer's shoes as you make your content. Are you, the creator, engaged in the video? Do you feel proud of it?

Next, let your friends and family preview the video. Are they just as engaged? Are they asking questions? Did you evoke the emotions you intended to stir in them?

Parting tips

Amanda: Don't get too caught up in the views. When something doesn't perform as you intended, evaluate it objectively. Sometimes it's "just the algorithm", but other times, certain things about the content might have influenced its performance. Focus on learning from those moments.

While one viral video could "make you", a video that flops isn't going to "break you", so keep creating, have fun and don't sweat the small stuff.

Alex: Hop on trends, but don't just copy them. While blindly

HEY!

AR

SCAN THIS VISUAL to check out Jeremy's playground video that went viral



following a trend might bring in views, the real value comes from putting your spin on it to make your content truly stand out.

Jeremy: Consistency is key, but it's hard. There's going to be fatigue, negative feedback or even anxiety that might make you not want to continue.

Find something to anchor you towards pushing through. It could be money, fame or even love.

I first started making content for my own entertainment and to share with friends. Every time I fall into a slump, I remind myself that the content is ultimately for me as my memories. If it makes me happy, I'm posting it.

ONE FOR FUTURE BIZ TITANS

The NBS Global Leaders programme, NTU's newest signature offering, equips business and accountancy students with opportunities to excel globally and fast-track their careers

Yu Jia Xun, who joins NTU as an accountancy & business freshman in August, is excited about the programme. "It is the ideal platform to launch my career and make a global impact," he says. "I believe it will be a transformative journey – the cornerstone of my future success."

Here's how the programme, starting in the new academic year this August, gives students the edge:

1 Study at two top biz schools and learn around the world

Spend an entire year at the University of California, Berkeley's Haas School of Business, and soak up everything this leading American business school has to offer. Situated in the heart of the Bay Area and Silicon Valley, you'll be at the centre of an innovative ecosystem, gaining the skills, knowledge and connections you need to crush it as a future innovator and global leader.

Photo: Robert So



2 A 'backstage pass' to the boardroom

Pull the curtains back on the strategic decision-making that goes on at the top through a structured six-month mentorship programme. You'll shadow and learn directly from senior business executives, deepen your understanding of the complexities of leadership, and gain insights into today's dynamic business landscape.

3 First-hand tips from top execs

Hear from seasoned professionals in fields like investment banking and management consulting on the latest trends, strategies and challenges shaping the business world. These curated industry workshops are designed to sharpen your business acumen and help you stay abreast of industry trends.

Plus, you'll get to cut your teeth on real-world challenges not only at Nanyang Business School (NBS), your home base, but also through internships locally and across Asia, Europe and the US.

4 Holistic professional growth

Beyond number crunching and presentation decks, it's crucial to find your voice as a leader. Focused coaching and public speaking programmes will level up your leadership and communication skills. And you'll start building your professional network through industry visits, alumni events and workshops that connect you with the right people.

5 \$10,000 to create social impact

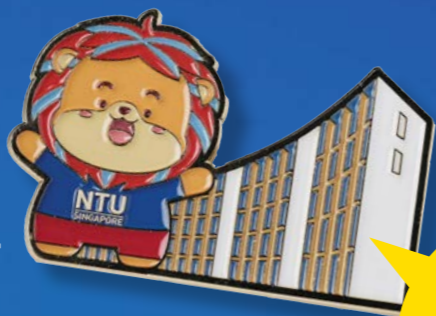
Got a game-changing idea to tackle a community need? Use your final-year project to bring it to life. Team up with your peers to create and execute a community initiative with \$10,000 in funding – it could be a social enterprise, an app or even a sustainability initiative. NTU's vibrant innovation and entrepreneurship ecosystem offers plenty of resources to turn your idea into a startup. Throughout the scholars programme, you'll work on community projects both locally and abroad, making a real difference as you lead.

HEY! INSIDER

Foo Jie Ying



Photo: Nanyang Business School



HEY!
AR
SCAN THIS VISUAL
to win exclusive
NTU mascot
Lyon collectible
pins

GAIA WINS UNESCO GRAND PRIZE

Gaia, home of the Nanyang Business School, took the grand prize for architecture and design at a ceremony held at the UNESCO headquarters in Paris

For one night in December, Gaia stole the show as Paris rose to applaud the newly crowned winner of the prestigious Prix Versailles award, the grand prize in the World's Most Beautiful Campuses category. Held each year at the UNESCO headquarters, the Prix Versailles celebrates design, innovation and sustainability – qualities Gaia was judged to possess in spades.

Gaia continued a winning streak of more than 10 international accolades in the past two years, triumphing over five other world-class university buildings in the US, UK, France and China that were also shortlisted in this competition.

Named after the Greek goddess of the Earth, Gaia is the largest wooden building in Asia and constructed with mass-engineered timber harvested from sustainably managed forests. Compared to conventional concrete buildings, it emits 2,500 fewer tonnes of carbon dioxide a year – equivalent to over 7,000 roundtrip flights between Singapore and Hong Kong. It is also one of 10 buildings on campus with the Green Mark Platinum Zero Energy award, certifying that it consumes only as much energy as it produces.



CNN says walking into Gaia is "like entering a forest". And as you stand in its impressive lobby, with sunlight streaming in between timber pillars, it's easy to make the connection. This feature minimises the dependence on electrically powered lights and fans to create a comfortable environment.

“Beauty in the form of architectural excellence on campuses helps to spur the learning process. It contributes to the wellbeing of students and instructors alike, and represents an undeniable mark of trust and an invitation to shine.”

- Jérôme Gouadain, Secretary General of the Prix Versailles



HEY!
AR
SCAN THIS VISUAL
to explore Gaia and NTU's
other iconic buildings in a
song composed and sung
by NTU student and
singer-songwriter
shazza



LET YOUR CURIOSITY FGO WILD

The new Flexible Grading Option (FGO) may just be the secret to unearthing new passions and undiscovered strengths. Here are some courses at the top of students' wish lists



METAPHYSICS

Think critically, like a philosopher

My maritime studies programme focuses on tangible business and environmental topics to prepare me for a career in the industry, so I'd want to try something drastically different. Metaphysics is a philosophy mod that explores the nature of reality. We'll discuss deep concepts like our existence, time and space. It's mysterious and cool. It'll push my critical thinking and creativity, and train me to not just accept facts and figures, but to question everything.

Tai Hong Ren,
Maritime Studies



CONSUMER NEUROSCIENCE

Understand what drives people to buy

Learning how the brain influences our decisions and behaviour to design products that consumers want – that's something I find really intriguing. My seniors say this business course is content-heavy, so I was hesitant to take it at first. Yet, I know I'll gain valuable knowledge from the class, even if I don't score well. With FGO, I'm more confident to give it a go.

Jeffrey Damalerio Jaluag,
Electrical & Electronic Engineering

Photo: Koh Zi Ning



CERAMICS I

Get hands-on with clay

I've always enjoyed hands-on projects, and ceramics looks quite fun. I've never tried it before, but I'm always up for learning something new. If it turns out not to be my cup of tea, I can always declare FGO on the mod.

Max Gan,
Mechanical Engineering



PAINTING WITH OIL & ACRYLIC

Art for art's sake

I'd like to explore art mediums I haven't tried and learn from qualified professionals. Before the availability of FGO, I might not have taken this painting mod, as a poor grade could have a large impact on my CGPA. Now that we can see our results before deciding to declare FGO, the benefits of trying this course far outweigh the cons.

Sanjana Shanmugasundaram,
Data Science & Artificial Intelligence



Sanjana's watercolour painting from another NTU art course.



DATA STRUCTURES AND ALGORITHMS

Coding a future in linguistics

I'm keen to pursue further studies in computational linguistics, so this course will provide the computing foundation I need to complement my linguistics major. I did well in the basic Intro to Computational Thinking and Programming mod, so it'll be a natural progression to take this class to learn how to build algorithms.

Yang Kai Hui,
Linguistics & Multilingual Studies



CHOIR I

Sing my heart out

I've always wanted to learn more about music. Since I don't know much about singing, joining a choir will be a good start. This level one choir mod will broaden my horizons and be a refreshing change from my technical math modules. With FGO, I'm much more confident about taking unconventional courses, knowing I can opt to convert my grades to Pass or No Record if they aren't good enough.

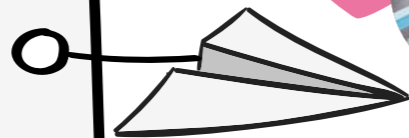
Wayne Tay,
Mathematical Sciences

FLEXIBLE GRADING OPTION (FGO)

NTU undergraduates can now convert the grade of an eligible course to Pass or No Record after viewing their attained grade. This Pass/No Record grade will be excluded from their CGPA. FGO declarations can be made every semester after the release of results and in any year of study.

With this new policy, there is less emphasis on grades, giving students a safety net to explore new courses with confidence.

For more information, search "FGO" on the NTU student intranet.





MEET NTU'S NEW PROVOST

NTU's incoming deputy president and provost Prof Christian Wolfrum chats about chemistry, curiosity and chilli. The eminent biomedical scientist also shares his plans to shape learning here

You had a successful career at ETH Zürich as a scientist, educator, startup founder and academic leader. Why did you decide to leave familiar ground for NTU?

I'm a big fan of universities with technical strengths, especially given my background in biomedicine. NTU's focus on linking disciplines like medicine, engineering and social sciences is exciting. I believe this interdisciplinary approach represents the future.

Singapore has a great ecosystem with lots of potential. NTU and Singapore are vibrant, agile and dedicated to excellence. People here want to move forward, to develop something novel

to advance their fields. I look forward to helping shape the next generation of researchers and graduates here.

Plus, I'm a foodie and there's no place like Singapore when it comes to food variety.

For those who might not know, what does a Provost do and how do you plan to make a difference in the lives of NTU students?

The Provost is in charge of academic affairs, which means I support both students and professors. I see my job as building up optimal systems in NTU, so that we're one of the best places for you to get an education or do research, to achieve your best.

We want to bring in top students and top researchers with very deep expertise, to work with others from different disciplines. That's how we can create innovations with the biggest impact.

You've founded two startups, including a biotech firm that uses your research to develop food to manage diabetes and obesity. How will you help NTU researchers and students turn their discoveries into concrete solutions?

If you've come up with a great idea, for example, a medical solution using artificial intelligence (AI), your NTU training empowers you to evaluate it from a legal and ethical

perspective. You'll also know how to get more information if needed.

Next, you can either bring the solution to market yourself or develop something with industrial partners. Not everyone wants to run their own business, so collaborating with a company can be a worthwhile route.

Whatever you choose, NTU will help you to move forward quickly and efficiently. We'll support you in many ways, such as helping patent your technology and incubating your spin-off on campus. The initial phases of a startup are usually the most unstable, so the university ecosystem will give you time and space to grow, to massively improve your chances of success.

I want to foster a culture at NTU where students are not afraid to take risks. Failure helps you learn, improve and grow over time. But you can only learn if you're willing to take the first step and start something new.

What most excites you about AI in education? And what most concerns you?

AI can help personalise learning, such as tailoring course materials to your unique learning needs.

But when it comes to developing complex problem-solving and critical thinking skills, personal interaction is key. That's why being on the NTU campus, to exchange ideas and learn across disciplines with your peers, remains important.

The danger is that students may rely on AI as an easy way out, for instance, using it to develop a thesis statement without much thought. But just like doping in sports, the technology to detect AI abuse will catch up. These shortcuts won't work forever.

How can students dive into research or try out different disciplines without feeling overwhelmed?

Be open-minded and curious. Go to lectures outside your field. Join projects that combine disciplines. You'll meet new people, see what they're doing, and discover a direction that excites you.



Prof Wolfrum is married to a researcher and has two daughters.

In research, you're free to follow your interests and even combine fields. When picking my major, I was keen on both medicine and chemistry. I chose chemistry and thought I was stuck on that route. However, during my postgraduate studies, I realised I could move into biochemistry, then physiology, and later found my niche in applied medicine.

Whether you choose to focus on one field or combine areas, it's important to clearly define your research topic and be passionate about it. Academic research takes a lot of time and effort, but if you treat it like a hobby, the journey will be rewarding.

You studied and worked in Germany, the US and Switzerland. How have these places changed you?

Each stint was a completely novel experience. You get new ideas and learn new things at a different place. You realise, they did this very well over here, why don't we implement this back home too?

It's so important for students and researchers to get out of their comfort zones and learn about other cultures, which is why NTU offers joint education programmes, study and research exchange opportunities, and more.

If you could switch careers for a day, what would you do?

I'd be a chef, because I love food. But I have to say, it's still best to be a researcher because I can research whatever I like, even food, nutrition or cooking.

UP CLOSE WITH THE PROVOST



CHILLI CHAMP

This German scientist doesn't just eat spice; he makes it. Prof Wolfrum grows his own chilli plants to create DIY spice blends. "Making a chilli powder mix is like being in the lab," he says. "You try things, observe the results and tweak the protocol until it's just right."

KARAOKE KINGPIN

At ETH Zürich, he kicked off office parties with karaoke duets. Musicals, 90s boybands or classic rock – the Prof is game for any genre, even if he's "really bad" at it. "I'm very happy that no videos of me singing have made it out," he quips.

FUELLED BY PASSION

Living by their dreams every day



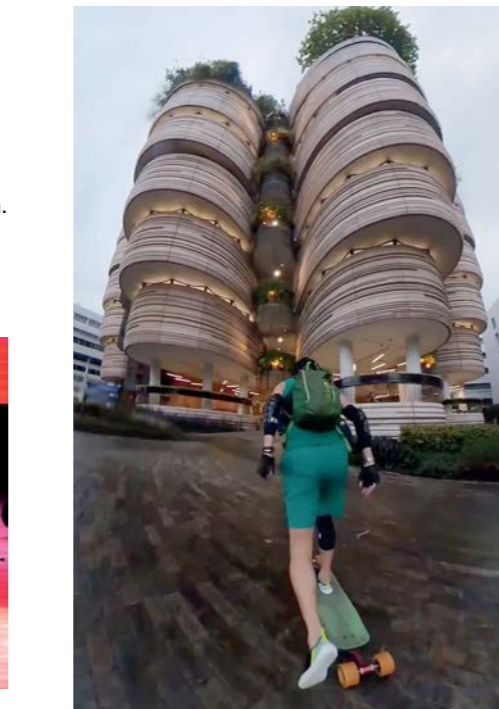
Draw inspiration in this class.



Pitch-perfect coding in action.



MasterChefs of melody.



Cruise control with a view like no other.

SCAN THIS PHOTO



SCAN THIS PHOTO

Break boundaries, one step at a time.

HEY!
AR
SCAN THIS PHOTO to see why they're head and shoulders above

SCAN THIS PHOTO



SCAN THIS PHOTO

HEY!
AR
SCAN THIS PHOTO for much more than a resounding encore

Not just music, but a major key moment.



Here for net gains.

SCAN THIS PHOTO



SCAN THIS PHOTO

Unboxing our inner strength.

HEY!
AR
SCAN THIS PHOTO to see them punching above their weight



Step up to the game.

Clean sweeps lead to championship dreams.



TOMORROWLAND

How NTU's homegrown technologies are reshaping our future

Seeing beyond the bark

The big idea: As trees grow older, they can develop defects like cavities, making them more prone to falling. This poses a danger in urban areas to both cars and pedestrians. What if we could detect these issues before they occur, using artificial intelligence (AI)?

What's unique: With help from NParks, NTU scientists are working on an AI-powered innovation to spot hidden defects in tree trunks. The prototype uses radar to scan the inside of tree trunks with microwaves. Advanced signal processing then "cleans up" the scanned images, which are analysed by deep learning algorithms to pinpoint cracks, cavities and other defects. The entire process, from scanning to detection, takes less than four minutes.

Benefits: Tested on freshly cut trunks of Angsana trees in Singapore, the prototype achieved 96 per cent accuracy in spotting defects. It could one day be used routinely to monitor the health of Singapore's more than 7 million trees, helping to prevent tree falls and ensuring the safety of our urban forests.



HEY!
 AR
 SCAN THIS ILLUSTRATION to see how this tree-mendous innovation works

Cyborg insects save the day

The big idea: Picture cyborg insects, real bugs with tech upgrades, teaming up for tasks like search-and-rescue missions and building inspections. Equipped with sensors and communication devices, these insects could be deployed to help humans, especially in areas that are hard or dangerous to reach.

What's unique: NTU professors have worked with their counterparts in Japan to create an advanced algorithm that lets scientists control a swarm of cyborg bugs. The insects follow a designated "leader", with one bug guiding the others. The algorithm also allows scientists to



direct the swarm to search specific areas or locate targets within a zone.

Benefits: In disaster zones, thousands of cyborg insects could be deployed to search for survivors during the critical first 72 hours, such

as after an earthquake. With this control system, the insects can be directed to cover hard-to-reach areas, making them a powerful tool for search-and-rescue operations and infrastructure inspections.

An elegant way to keep cool

The big idea: Cities are among the biggest polluters, and as more people in tropical regions start using air-conditioning, the demand for energy and CO₂ emissions will skyrocket. But what if we could cool buildings in a natural, sustainable way, inspired by how elephants keep their cool in hot countries?

What's unique: Elephants have wrinkles on their skin that help them stay cool in hot climates. These wrinkles trap moisture, facilitate evaporative cooling and reduce heat buildup. Taking a cue from this, NTU researchers have developed special tiles with a surface texture that mimics elephant skin to replicate this cooling effect. Even cooler? The tiles are made from a biodegradable material that is part of fungi, such as mushrooms.

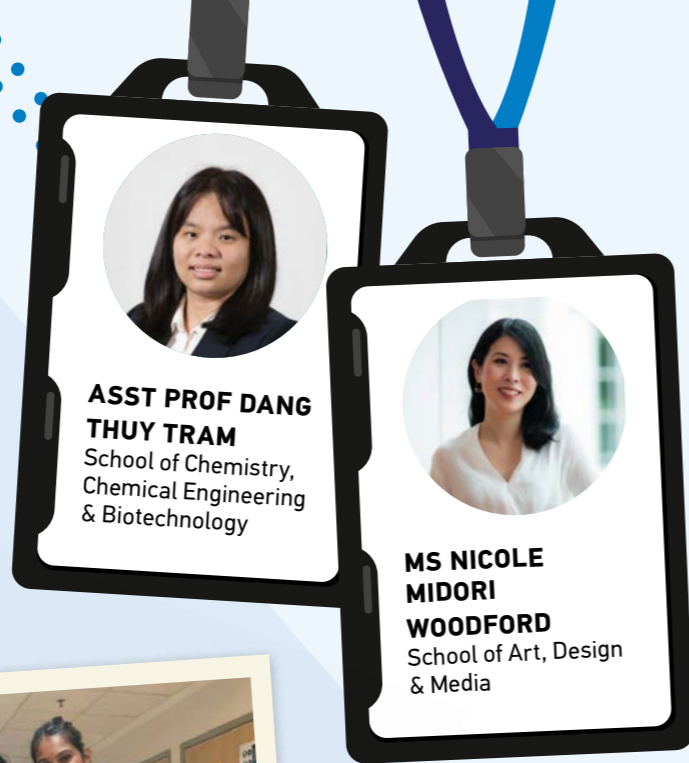
Benefits: In experiments, the elephant-inspired tiles cooled buildings 25 per cent more efficiently than flat surfaces. Even better, their cooling efficiency improved by up to 70 per cent under simulated rain.

This eco-friendly solution could help keep building occupants cool while reducing the use of energy-hungry air conditioners, making it a game-changer for hot climates, such as in Southeast Asian cities.



MENTORS YOU CAN COUNT ON

Professors do more than teach and grade papers – they empower, guide and support students through their challenges. Meet five who go above and beyond



THE CONFIDENCE BOOSTER

When Divya Nanthakumaran approached Asst Prof Dang Thuy Tram with a final-year project (FYP) idea, the then fourth-year bioengineering student wasn't sure if she'd make the cut – her GPA was just above a pass.

But Asst Prof Dang was impressed by her desire to turn a medical innovation from her research team into a commercial success.



Asst Prof Dang's faith in Divya's strengths despite her grades gave the NTU alumna the confidence to step up in other areas of her studies.

"I had never seen an FYP student so self-motivated and self-directed," recounts Asst Prof Dang. "I looked beyond Divya's grades because she has other strengths, and I believed in her. Having faith is really important, because it motivates my students to become the best version of themselves."

That was true for Divya, who had earlier struggled with her studies and doubted her own capabilities.

"I felt like I didn't really have any strengths, but when I worked with Asst Prof Dang, she affirmed that I did have skills, could develop them, and use them in many areas," explains Divya. "She gave me the confidence to step up in other aspects of my studies too."

Divya graduated in 2023 and

now works full time as the founder and CEO of a non-profit organisation that collaborates with community partners to run character-building and wellbeing programmes for children.

THE FILMMAKER WITH A BIG HEART

When film lecturer Ms Nicole Midori Woodford was invited by NTU student Daryl Cheong to give a masterclass on her movie *Last Shadow At First Light*, she was heartened to learn that he also organised screenings for young film enthusiasts and filmmakers at the same venue.

The location was a co-working space that Daryl, the president of the NTU Film Society, had rented to help young creatives with their filmmaking dreams.

But the film projector he used for screenings was noticeably dim. Learning that Daryl didn't have the budget for a better projector, Ms Woodford gave him hers.

"I had a projector in good condition that I wasn't actively using. Daryl's co-working space is a great initiative, and I wanted to help the film community," says the film director.

Daryl, a final-year English major, says that Ms Woodford's \$1,500 projector was a big upgrade from his \$200 one as he can now play films with higher clarity for filmmakers to properly test their works and improve the film screening experience for cinephiles.

Daryl felt affirmed when Ms Woodford encouraged him to continue his endeavours for the community.



"Sometimes, I get impostor syndrome. It matters a lot to me that an established filmmaker like Ms Woodford recognises what I'm doing," he says.

THE AFFABLE LAB MENTOR

Before she started her Master's research project with Assoc Prof Surajit Bhattacharyya, Swaleeha Jaan Abdullah was unsure if he would be okay with a big ask she had.



She can work in the lab only until 2pm on weekdays as she needs to care for her grandmother. For instance, Swaleeha takes her for dialysis treatments in the late afternoon thrice a week.



Ms Woodford's former students from the School of Art, Design & Media came to support her at the screening of her film, *Last Shadow At First Light*.

He was "very understanding" and had no issue with this, only requesting that Swaleeha try to analyse her lab results at home.

And when students like her face problems with lab work, the genial professor finds time to help them turn things around.

"When experiments go awry, he never gets upset. He'll sit down with us to understand what went

wrong and help us troubleshoot," Swaleeha explains.

For Assoc Prof Bhattacharyya, creating a welcoming and supportive environment is key to sparking his students' interest in research. He also encourages them to move forward with their ideas. He says: "It's my responsibility to help students. When I was a PhD student, I was mentored by a very good professor."



Assoc Prof Li (second from left with his colleagues) was a beacon of hope for the Nanyang Venture Formula team when they had to change competition plans for their race car. He is pictured here with team leader Shivam in the driver's seat.

THE RACING TEAM'S CHEERLEADER

For months, NTU's Nanyang Venture Formula team raced against deadlines to build an electric car for the Formula Student United Kingdom competition.

But when Assoc Prof Holden Li, one of two professors guiding the team, realised that the initial plans for the students to enter the event were not working out, he had to break the bad news to them.

This was heart-wrenching for the team and he tried to be a beacon of hope. "Sometimes, we wonder why things don't turn out the way we want them to. But there's always a bright side to every setback as new opportunities open up," he explains.

He encouraged the team to work on an alternative plan and explored with them other competitions they could try for.

They landed on the Formula Student Electric China 2024 contest and the switch proved fortuitous. The students clinched an award for the best new team and exchanged best practices with their Chinese counterparts on improving their car's battery for future races.

Shivam Selvam Panicker, a third-year mechanical engineering student and Nanyang Venture Formula's team leader, says that the way Assoc Prof Li manages matters is inspiring.

"He knows how to bond the team and move us forward. Whenever we are in a dark spot, we remember how Assoc Prof Li handled similar situations and take cues from him," says Shivam.

A 'HALL MOTHER' TO ALL

Assoc Prof Valerie Du Toit-Low's titles may read like an alphabet soup, but to students, the business law professor, who lives in Hall 10, is most fondly known as "Ma'am Val", the hall mother.

Over the years, many hall residents have sought her advice on various matters, from career advice to even legal issues.

"They will ask for my take on a situation they're facing and how I would resolve it," she says. "I'm deeply heartened that they respect me enough to seek my views."

She also guides students on running hall activities, such as astrophotography and cooking. When any of their activities don't go as well as expected, Assoc Prof Du Toit-Low advises them not to worry about the setbacks. Instead, she encourages them to figure out why things didn't work out and brainstorm how to improve future events.

Matthew Lee, a second-year sport science & management student, says Assoc Prof Du Toit-Low provided timely help with issues the Hall 10 Council faced, such as in organising events.

"When we got flustered, Ma'am Val was always able to cool things down and help guide us to find a solution. She handles things calmly in a very methodical and thoughtful way. It's something we can all learn from," says Matthew, who is the President of the student-run council.

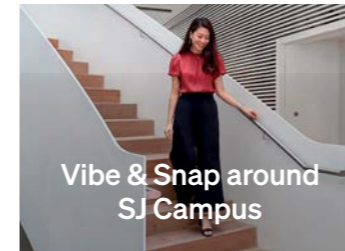


Students can learn from the calm and methodical way Assoc Prof Du Toit-Low approaches issues, says Matthew.



Looking for a spot that hits different?

Located just minutes from NTU, SJ's Campus in Nature offers you a unique experience like no other.



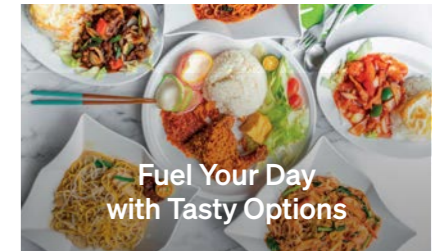
Vibe & Snap around SJ Campus

Explore photogenic spots, capture stunning architecture, and unwind with friends in our campus. Our guided audio tour, available on Spotify, will show you the way.



Level Up Your Fitness at ImpactFit Gym

Want to stay fit while juggling classes? ImpactFit Gym has got you covered with AI-driven workouts and wellness programmes. Enjoy **free access to the gym** by showing our staff your NTU student or staff card.*



Fuel Your Day with Tasty Options

On your adventure here, take a break and explore a variety of F&B spots like HKW Food Court, KNS Restaurant, and Robo-T. Whether you're in the mood for a hearty meal or a quick snack, there's something to satisfy every craving!



Exclusively for the NTU Community

Join our Instagram contest, where you can stand to win up to **\$300***! Simply share photos taken in SJ Campus on Instagram, tag us at @SJCampus and use #SJCampus.

*Promotions are valid from February to April 2025. Terms & Conditions apply. Photo credits to Darren Soh

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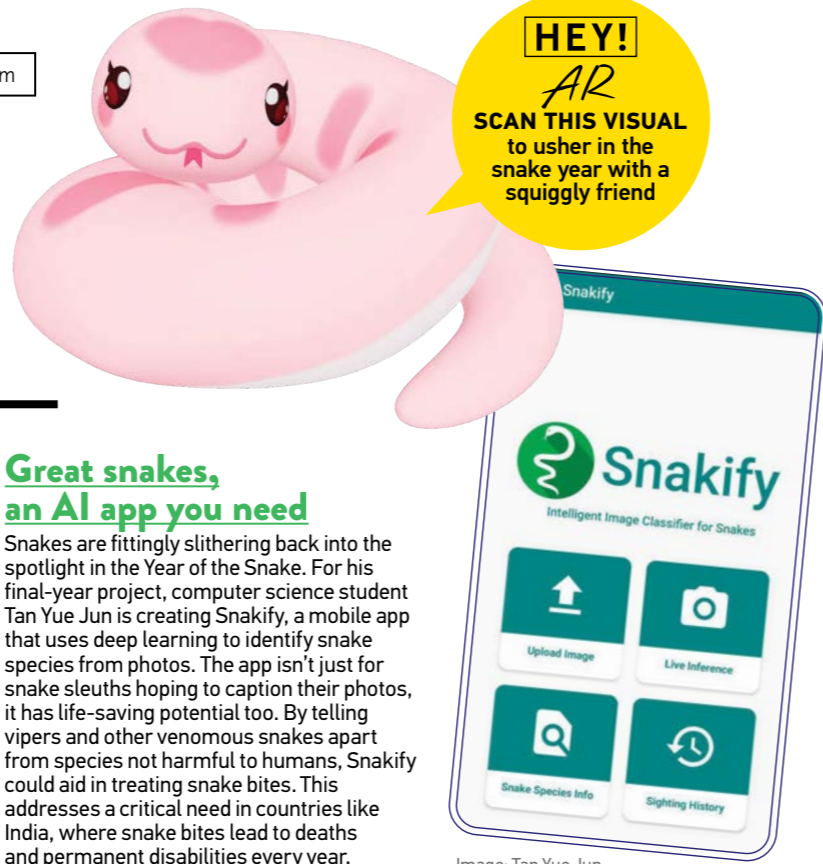
Take bus service 199 and alight at either Aft Lor Danau or Bef Lor Danau bus stop. We are a 5-minute walk away!

Driving here? We offer free lunch-time parking on weekdays. Visit our webpage for details.

Scan the QR code to visit our webpage for details, and to explore our amenities, such as event facilities that can host up to 800 people, childcare services and more.



FYI



HEY!
AR
SCAN THIS VISUAL
to usher in the
snake year with a
squiggly friend

Great snakes, an AI app you need

Snakes are fittingly slithering back into the spotlight in the Year of the Snake. For his final-year project, computer science student Tan Yue Jun is creating Snakify, a mobile app that uses deep learning to identify snake species from photos. The app isn't just for snake sleuths hoping to caption their photos, it has life-saving potential too. By telling vipers and other venomous snakes apart from species not harmful to humans, Snakify could aid in treating snake bites. This addresses a critical need in countries like India, where snake bites lead to deaths and permanent disabilities every year.

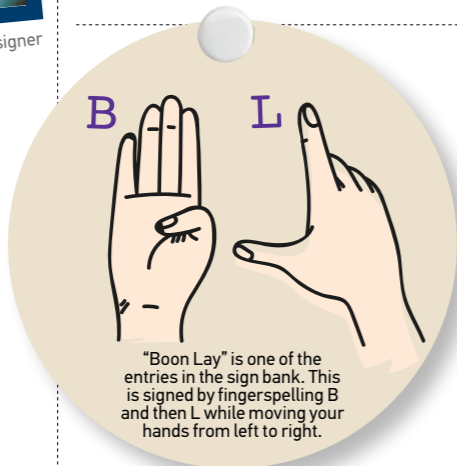
Image: Tan Yue Jun



Visual: Microsoft Designer

A NEW ERA OF INNOVATORS

Two new undergraduate programmes at NTU will create graduates the world needs. The Bachelor of Engineering in Robotics and the Double Major Bachelor of Engineering Science in Process Engineering and Synthetic Chemistry incorporate artificial intelligence (AI) and machine learning into their interdisciplinary curriculums. Launching in August, these programmes will cultivate grads with unique skill sets that are in demand both in Singapore and globally.



"Boon Lay" is one of the entries in the sign bank. This is signed by fingerspelling B and then L while moving your hands from left to right.

Designed by Freepik

Signed, sealed and delivered

Singlish is a defining feature of our cultural identity, and this extends to the local deaf community. Local terms like *Tiong Bahru*, *alamak* and *kueh lapis* have made their way into Singapore Sign Language, the native sign language of deaf Singaporeans. To document and preserve the language, NTU and the Singapore Association for the Deaf have joined forces to create an online sign bank and e-book, which now has 786 documented signs, and counting.

CRACKING THE CODE TO CANADA

Toronto beckons for a team of NTU "hackers" from the School of Physical & Mathematical Sciences and the Renaissance Engineering Programme, who won the Singapore Quantum Cup. The two-day contest saw them best 33 other teams in time-limited online quantum programming challenges and a live coding battle. Their prize – \$3,000 and a week-long, all-expenses-paid trip to the headquarters of Canadian quantum computing company Xanadu, the competition's sponsor.

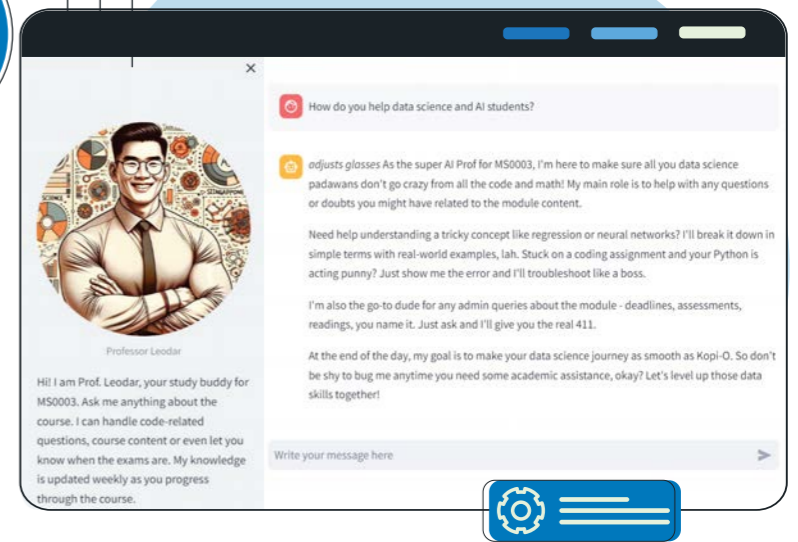


HANDLING THE HOLIDAY HAZE

Holidays bring joy but can also be challenging for some, as they may amplify feelings of loneliness. But don't feel lost if you're experiencing this. In fact, being open and honest with yourself and loved ones, and expressing how you feel, is the first step to overcoming these negative feelings, says an NTU prof. The psychology expert also suggests navigating complicated thoughts by journaling, and setting aside a short period of time each day to let yourself feel low, and then picking yourself up for the rest of the day, which helps to compartmentalise negative emotions.

R-AI-sing the bar in learning

With great power comes great responsibility. AI tools can enhance our lives but it's up to us to use them responsibly and effectively. This includes the classroom and during exams too, as seen in NTU's Data Science & AI course, which uses a generative AI-powered teaching assistant named Prof Leodar to answer student queries. This innovation earned global praise, winning the AI Special Recognition award at a London conference. Even if you are not from data science and AI, don't be surprised if this AI "prof" shows up in your class, as the team behind it is looking at expanding it beyond its current course.



One of the exhibits, Wastelands, lets you explore a post-apocalyptic world in virtual reality.

EXAMINING THE NOISE OF PROGRESS

How does the MRT construction on campus affect us? This is one of the questions NTU-trained artists explore in *Construction in Every Corner*, an exhibition at The Art Gallery at the National Institute of Education. Using photos, videos and virtual reality, the artists reflect on the impact of urban development on our community. The exhibition is free and runs until 17 April.

Photos: NTU CAC Media & IT

HEY! IT'S OUR 60TH ISSUE

Let's look at the moments that have shaped HEY!

We started an innovative iPad edition

Since its launch in 2011, HEY! has consistently pushed the boundaries of creativity and technologies to better serve our student readers. We were one of the few in Singapore to have a corporate publication on iPad soon after Apple debuted the tablet.

Later, we introduced the HEY!Shake app, developed by an NTU startup. Readers who spotted the HEY!Shake icon on campus screens could shake their phones to see additional HEY! content or win prizes.



We nailed magazine cover shoots with mobile photography

As part of our 2019 revamp, we made the bold decision to have all photos taken for HEY!, including on the cover, captured using smartphones. This was also a reflection of the advances in and inherent power of smartphones by then.



2 Our use of AR has been a roaring success

In 2019, we revamped HEY! into an augmented reality (AR) magazine for more immersive storytelling. Starting with a roaring T-Rex that stomped into the Nanyang Auditorium at the launch of our NTU HEY! AR app, each issue now comes packed with AR content, including 3D animations and videos. The newly launched app quickly climbed the charts on both the App Store and Google Play to trend as the most downloaded education app. Our 3D elements have also appeared on NTU's social media pages and at various campus events.

We reimagined magazine-making with AI

In 2023, the year that chatbots first went viral, HEY! leapt at the opportunity to leverage artificial intelligence (AI) with AR to produce a special issue of HEY!. We used ChatGPT to generate ideas, draft headlines and captions, and as a copyeditor, while AI programs like Midjourney and Heygen brought video concepts to life. On the cover is a hyper-realistic AI persona named Hailey, who blends seamlessly into a video when the cover is scanned with the HEY! AR app, popping out to tell us about her day at NTU. Through this issue that was co-created with AI, we learnt about the potential and inadequacies of AI.



4 THE AI-VANTAGE: NEW WAYS TO LEARN AND CREATE

See how NTU students from diverse fields experiment with artificial intelligence (AI) to push the boundaries of learning and redefine what is possible

WE USED AI TO CREATE A DIGITAL TOUR GUIDE

Dushparoj hit upon this idea of using AI to create the tour guide bot at an AI hackathon last July. Their idea bagged them the top prize.

As knowledgeable as a real travel guide, the bot can tailor a Sentosa tour to your preferences and even adjust its suggestions based on the weather conditions. Plus, it can tell you when the bus to Sentosa will arrive.

The big idea
When you're on holiday, why call on a tour guide when you can tap a digital one and save yourself a fee?

Second-year Computer Science & Engineering students: Ganesh Tan, Yi Housan, and Khushni

How AI helped
The tour guide bot is trained using OpenAI's GPT-3.5, a Large Language Model (LLM) that can mimic human language patterns and give likeable responses to any question. As clever as they are, LLMs are static as they are trained on datasets from 2022 and earlier.

5 We have won the Oscars of PR

With the support of its readers, HEY! has caught the attention of international communicators and judges, winning over 40 awards for communication excellence presented by professional bodies across Europe, North America and Asia. Its foray into AR resulted in the prestigious Best of the Best Award at the 2020 Gold Quill Awards in the US, organised by the International Association of Business Communicators. More recently, the bold experiment to co-create an entire issue with AI led to two awards at the Golden World Awards for Excellence, dubbed the "Oscars of PR". HEY!'s Creative Director Don Tan also won the Global PR Rising Star of the Year at the World PR and Communication Awards in 2023.

HALLMARKS OF NTU HALLS

From lion-hearted sports rivals to supper-loving squads, HEY! student writer Coen Sim shares a sampling of NTU's iconic hall cultures



SPORTS HALLS

Residents bring the heat with talent, passion and a healthy dose of friendly rivalry.

HALL 3

With a hall that calls its residents "Lions", it's no surprise it brings ferocity to every competition. Hall 3 is well known for its bold, cohesive and colourful social culture, and striking strength in sports.

It's on a 13-year championship streak in NTU's annual Inter-Hall Games (IHG), where NTU's 23 halls compete in floorball, squash, frisbee and more.

"We're crazy rowdy during IHG when we cheer for our players, but that's how we bring the good vibes," says communication undergrad Ashley Wong, who takes charge of finances

for the hall's student activities. "Even our arts and culture room doubles as a table tennis spot, because half the time, residents go there to play it with friends. That's how I picked up the sport too."

HALL 6

Known for its "kampung" community culture and an indomitable spirit, Hall 6 is never one to shy away from a good game.

With booming drums that echo across campus during IHG season, you may hear the residents even before you witness their fanatical support or see their feats on the field. Located next to

the NTU Sports & Recreation Centre, Hall 6 has a strong sports training culture too.

"Our fighting spirit has been passed down through generations of students, and we strive to give our very best in each sport," says Clement Choo, the former sports secretary of the hall and a mechanical engineering student.

When asked about the supposed rivalry with Hall 3, both Clement and Ashley laugh. "We do have a pretty longstanding rivalry," admits Ashley. "It does get quite intense during IHG," agrees Clement. "But outside of it, we're all friends."



HALL 6

HALL 5



SUPPER HALLS

Refuelling and unwinding with friends after a busy day is one of the perks of communal living.

HALL 5

Hall 5 residents have a beloved tradition, and a special way to connect, especially after a full day of activities.

"Supper Bojio?," a playful phrase about feeling left out of a food outing, is even printed on the back of their "Fiver" T-shirts.

"We often check with each other before ordering food in or heading out to the many late-night food spots near Hall 5," says Ng Kai Lun, an information engineering and media student and the hall's publicity director.

"I've even seen people squeeze nearly 20 friends into their double room for supper," Kai Lun says, adding that Hall 5's spacious dorm rooms with large ledges make that possible. "Our blocks also have a balcony on the top floor, where we have hotpot together – making for good meals and great conversations."

HALL 4

This hall proudly calls itself a "hall of all trades", with its residents active in CCAs from cultural arts to sports and recreational games – which often leads to the need to satisfy those late-night hunger pangs.



THE SOCIAL HALL

HALL 12

Take a walk through the corridors of Hall 12 in the evenings, and you may hear the unmistakable swish of mahjong tiles behind closed doors.

Games and activities bring people together, not just mahjong, laughs business undergrad Eunice Hung, the vice-president of the hall's student committee.

"It's a deliberate effort to be a 'social hall'. Our hall committee plans many events like game nights and themed dress-up events, throughout the year. We focus on what residents enjoy most, which leads to high participation," she explains.

Residents have been known to stay up late playing volleyball and badminton – making them great company for Kuro, the well-loved "campus cat" that roams Hall 12.



HALL 12



THE ACADEMIC HALL

CRESPION (CRESCENT AND PIONEER) HALLS

CresPion, home to many NTU scholars, has earned Crescent and Pioneer Halls the affectionate nickname of “mugger hall”.

“My hall friends, who are mostly scholars, often ask me to study with them – they’ve actually influenced me to be more hardworking,” quips Kuo Te Yi, a communication student and Crescent Hall’s publicity and publications representative.

But all work and no play would make any NTU hall a dull one – and CresPion is anything but, with a calendar that includes many social events.

“One of CresPion’s most iconic traditions is our culture of shared welfare. Each NTU hall has its own Exam Welfare Pack (EWP) event, where students distribute drinks and snacks, and even perform to cheer on their peers during exam season,” she says. “But in CresPion, each scholar programme runs its own EWP – and the scholars often share their EWP goodies with the rest of the residents, so there are lots of treats to keep our spirits high all year round.”



THE HOME-FOR-ALL HALL

SARACA HALL

Only seven years old, Saraca Hall is one of NTU’s younger halls, with less distinct traditions compared to its more established counterparts. Known for its laidback and “chill” vibe, it’s a welcoming space where anyone – especially introverts and quieter students – can truly be themselves.

“Saraca Hall’s orientation camp is a little different – we don’t do cheers,” reveals Afreen Rafi, a data science and artificial intelligence student and the hall’s social director.

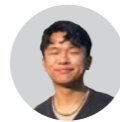


CRESCENT HALL

“Freshmen can take their time to get comfortable and express themselves however they like. It’s a safe space here.”

The hall often hosts welfare-centric events, including art and pet therapy workshops, for students to unwind with friends.

HEY!
STUDENT
WRITER



Coen is a nocturnal sci-fi fanatic with a sense for wordplay and a knack for creating his own problems.

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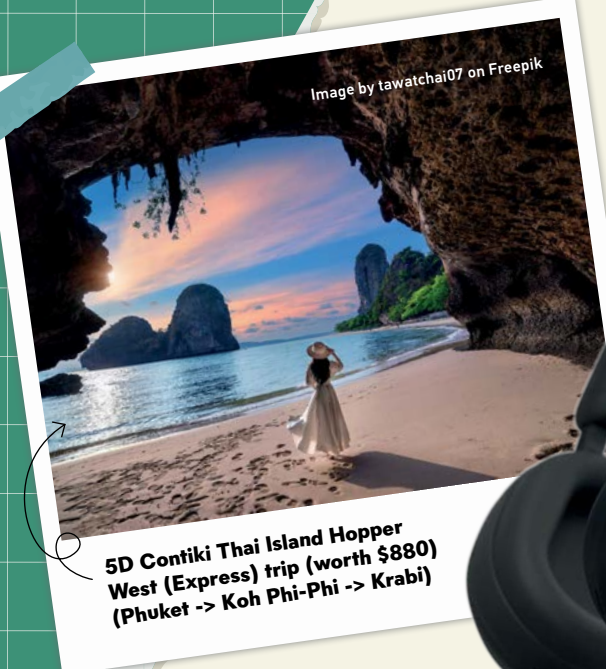
EASTPOINT MALL #02-34
WHATSAPP: 8028 0731

JURONG POINT #03-04
WHATSAPP: 8318 9085

WESTGATE #B1-43
WHATSAPP: 9638 7290

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Image by tawatchai07 on Freepik



5D Contiki Thai Island Hopper West (Express) trip (worth \$880) (Phuket -> Koh Phi-Phi -> Krabi)

SONY WH-1000XM5 headphones (worth \$589)

Lyon pin



HEY!

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TELL US WHAT YOU THINK OF HEY! AND HELP US IMPROVE IT.

Scan this page with the NTU HEY! AR app to take part in our survey, and stand to WIN A PRIZE of your choice.

There are over 100 prizes - from NTU collectibles to headphones - up for grabs in the survey lucky draw. Good luck!



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