

Inti plans merger with Alif

HEEDING the Government's call for private colleges to merge, Inti College and Alif Creative Academy have signed a memorandum of understanding with a view to merge.

This is a historical milestone for both institutions; INTI because it has always envisaged incorporating a creative arm in its operations, and Alif because it can further expand its courses and provide better facilities and amenities for its students.

Signing the agreement on behalf of Inti College was Dr Chia Swee Ping, Vice President, Academic Affairs. Benjamin Davidson, the CEO of Alif Creative Academy signed on its behalf.

Alif, which is presently located in Petaling Jaya, was set up 3 years ago while Inti is well established with 11,000 students in 5 campuses: Nilai, Subang Jaya, Penang, Sabah and Sarawak.

A submission for a change of name to INTI-Alif Creative Academy has been made and it is now awaiting approval.



WINNING LOOK... the design created by the Alif team for Coca-Cola

With the merger, students can now look forward to a wider range of art courses and better access to facilities.

Meanwhile, Alif students recently had a taste of the real thing when they were commissioned to come up with a design for the festive pro-

motion for Coca-Cola. Invited by Coca-Cola Far East Limited (Malaysia), the students produced an intriguing and creative festive design which featured characteristics of two of Malaysia's main festivals: Aidil Fitri and Chinese New Year.

The team comprised Maria Chua Song Cheng, Loh Soon Seng, Kelvin Wong and Chang Shiau Ping (all pursuing their Diploma in Graphic Design).

Henry Wong, principal of the academy said, "We are grateful to Coca-Cola Far East Limited for giving the students exposure to come up with the design of such a renowned and established product such as Coca-Cola for the festive promotion campaign."

"It has given the students a foretaste of the real demands of the marketing world."

In appreciation, the drink company presented each member of the team with a collector's item: a limited edition genuine Coca-Cola contour bottle.