

Powering today's economies

NEW ideas are the building blocks of creativity and innovation which play a progressively important role in powering today's economies.

Increasingly, fresh ideas from INTI's students, through employer projects, are contributing to the marketing success of INTI's industry partners.

These projects bring immense benefit to both parties, as while participating students are empowered with vital knowledge and know how from leading organisations, they in turn contribute new ideas, inspiration and produce creative outcomes that bring value to employers.

"We are so impressed by the work of INTI's art and design students that we have named them The INTIcredibles and have committed our agencies to continue our partnership with INTI in the years to come," said Omnicom MediaGroup (OMG) Malaysia chief executive officer Andreas Vogiatzakis.

Students of INTI Centre of Art and Design have had the privilege of working with OMG for two consecutive years, contributing talent and creativity in projects such as *Tomorrow Now*, a research book that identifies the changes that are shaping Malaysia's marketing landscape and consumer behaviour trends, recipe book *OMG Can Cook*, and *Future Forward*, a publication of thought-provoking articles.

"Not only did we receive top students to work on several real life projects, we have now identified a pool of talent we want to hire as soon as they graduate," added Vogiatzakis.

Through another employer project, INTI's art and design students were invited to corroborate on the efficiency of Epson's new line of fabric and direct-to-garment printers.

The Epson project required the students to design motifs or patterns that would be applied to an aesthetic collection of formal evening and casual wear.

"At the beginning of the project, Epson's representatives briefed our students on what to do and when they returned to appraise the students' work, they were very pleased with the outcome.

"Our students were invited to present their collection of garments in a runway show at the launch of Epson's F-Series printers.

"Five T-shirt designs by our graphic design students printed with Epson printers were also exhibited at the event," said INTI Centre of Art & Design dean Anis Laila Yap.

INTI's art and design students are engaged in employer projects

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— ANDREAS VOGIATZAKIS

as part of their coursework for two to 10 weeks.

Working in teams on real projects led by employers, they develop vital skills in problem solving, communication, critical thinking and teamwork.

A compulsory internship programme for diploma and degree level for art and design students provides additional opportunities for workplace learning and career networking.

Guided by a dedicated team of highly qualified and experienced design instructors, INTI's art and design students are groomed to be part of a new generation of trend setters and designers in the art and design industry.

The students' international exposure, innovative learning and individual development are enhanced through participation in competitions, industry projects, international study trips and practical training with established local and foreign organisations.

About INTI International University & Colleges

One of the most respected and trusted names in the Malaysian private higher education industry, INTI is part of the Laureate International Universities network that spans 29 across countries and online, with more than 75 accredited universities and 130 campuses, serving over 800,000 students globally.

Being part of the Laureate network means that on top of what it already offers, INTI International University & Colleges provides access to the global resources, best practices, teaching methods, international faculty and management tools that are world-class.

■ For more information on programmes offered by the INTI Centre of Art & Design, call 03-5623 2800 or visit www.newinti.edu.my.



Models parading evening wear designed by INTI's students at the launch of the Epson F-Series printers.