

*NAFA Alumni Solo Spotlight Series*

# CREATING IAMACCB.SG

## HAVE YOU BEEN A GOOD CCB?

Short for “I am a community circuit breaker” and deliciously humorous in the best Singaporean way possible, IAMACCB.SG is your friendly one-stop channel on all things circuit-breaker related in Singapore.

NAFA graphic design alumna and art director Ong Hui Yu is currently on the team from Tribal Worldwide Singapore, who is part of the creative minds behind the viral site. Undoubtedly we’re glad to be able to find all the practical information in one place to tide over these uncertain times. Read on as we find out more from Hui Yu on the site creation!

The graphic features the text 'I AM A' in a white, sans-serif font at the top. Below it, the letters 'CCCB' are rendered in a large, bold, white font with a thick black outline and a slight 3D effect. At the bottom, the words 'COMMUNITY CIRCUIT BREAKER' are written in a smaller, white, sans-serif font. The entire graphic is set against a red background with a halftone dot pattern. Faint, repeating text 'IAMACCB.SG' is visible in the background.

I AM A  
**CCCB**  
COMMUNITY CIRCUIT BREAKER

# **“You need to grab hold of every opportunity that is out there for you.”**

## **ONG HUI YU**

Diploma in Advertising - 2014

BA (Hons) in Graphic Communication - 2015

Art Director, Tribal Worldwide Singapore

1. Please share with us on your involvement and experience while designing the IAMACCB.SG website with your team?

The experience was a fun and wild ride!

IAMACCB.SG was done within a two and a half days turnaround - from conceptualising, designing, and working with our company's tech team.

We were tasked to come up with the webpage design and content, as well as the Facebook group with the team.

My bosses and the team were very excited to create this platform and glad our team passed the challenge.



2. What was your key challenge while designing the web interface?

The key challenge was to create a design that will bring out the loudness of the attention-grabbing header “IAMACBB”, at the same time, still something that Singaporeans will appreciate.

Thus, we decided on a bold design with the initial striking orange colour and tiling different sections within the grid. We used simple icons for a practical user journey. We wanted to build a platform for Singaporeans to get information on the circuit-breaker all in one place.

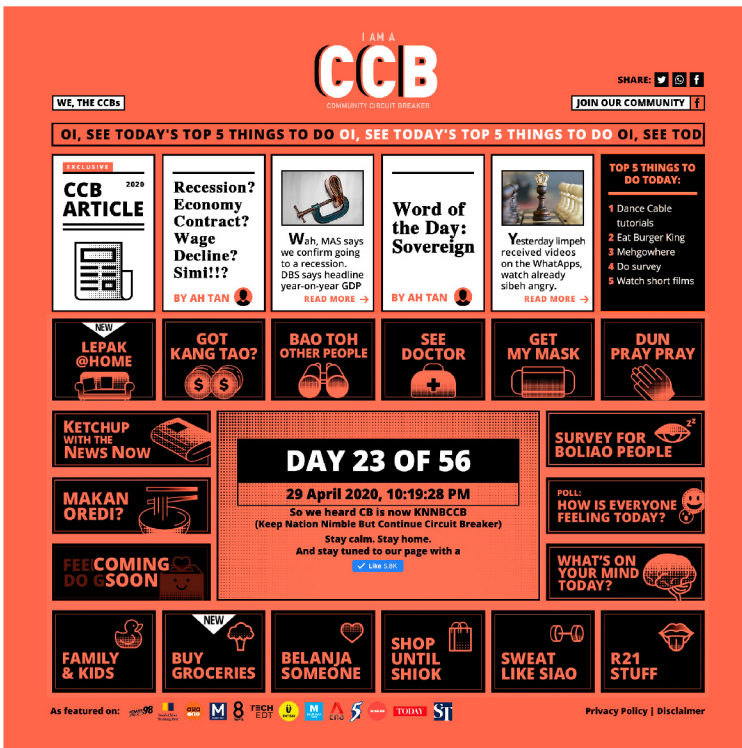


# “Be on the constant look-out for what matters to the community!”

## 3. What are some ways to keep design content relevant and localised to the community?

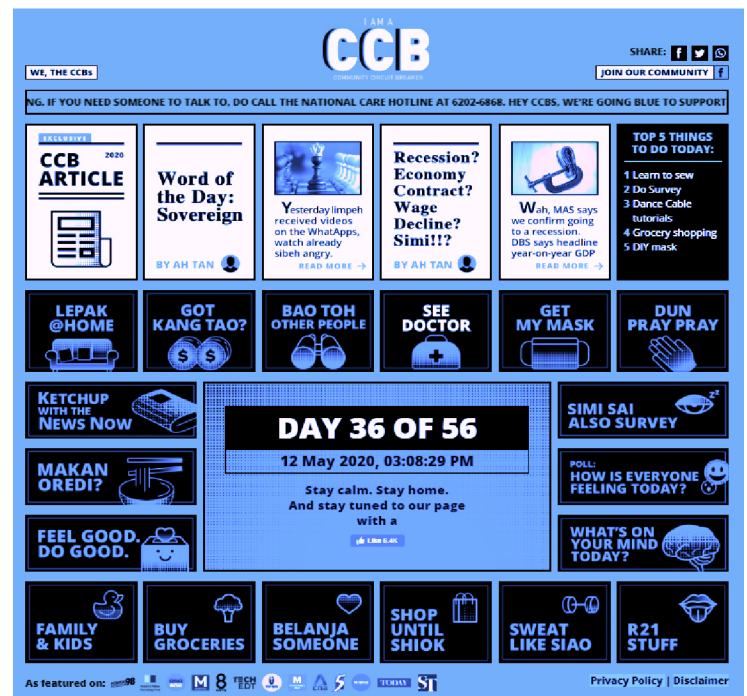
I think understanding the community on a personal level is the first step to getting inspired. You must be on the constant look-out for what Singaporeans might be or are interested in, be it from social media or from the news etc. Always talk to your friends and families to get inspired too.

Recently, we have also turned our site and profile picture blue to support the #SeeltBlue movement – a campaign to encourage all of us to recognise the importance of mental wellness and to watch out for one another in the community!



A striking orange design to match the < LOUD title

Image Credits to Hui Yu and Tribal Worldwide Singapore



The site IAMACCB.SG was changed to blue in May 2020 to support the #SeeltBlue movement which draws focus on mental wellness during COVID-19 >

# “Miss having the same goals, laughter and canteen food with classmates.”

## 4. Please share with us how did your NAFA studies prepare you for the industry?

Studying in NAFA really gave me a lot of freedom to explore the projects that I liked to do. I also learnt about time management while I was working part-time after school every day.

After graduating from NAFA, I find myself all inspired and ready to gain experience in the advertising industry. The start is never easy and there are a lot of trial and errors. You make mistakes and you learn from them. This is the only way you can gain experience and trust from your co-workers and mentors.

## 5. Which lecturers inspired you the most during your student days at NAFA?

NAFA lecturers who inspired my advertising career are Yix Quek (Guo Yi Xian) and Eric Tan. I remember the (scary) advertising stories that they've shared with us in class to get us ready for the tough industry. It really helped to get us mentally well-prepared for what's coming after graduation.

## 6. What is one thing that you miss most about your NAFA days?

I was working in the sales industry for 6 years before going to NAFA for 4 years to complete my studies. The one thing I miss the most are my classmates; it was a fun 4 years back-to-school having them around!

Going back to school always brings back memories where all of us shared the same goals, same canteen food and laughter!



## Advertising portfolio by Hui Yu

