



TEMBUSU

WELCOME WEEK

2020

# Objectives

1. Create an environment for bonds to be created that will last beyond Sem One.
2. Facilitate an e-Orientation Programme that will allow the freshmen to interact within their Welcome Groups, with key College personnel and the Programme at large.
3. Provide avenues for the Seniors to engage the freshmen, and to promote channels that will allow for prolonged interaction and experiences.
4. TWW should embrace what is possible with social distancing but also give a idea of what student life is at maximum potential
5. Allow the Year 1s to feel like they belong in Tembusu, and that they can be themselves in a diverse and accepting college community.
6. Facilitate interaction and bonding among the Year 1s and seniors in the college to create meaningful relationships and friendships in a safe and conducive environment
7. Familiarise the Year 1s to the different facilities, venues and amenities in Tembusu, Utown and NUS.
8. Create an awareness of the extensive community support and diverse resources available to every Tembusian to tap on, easing into College Life by seeing and understanding both as a learning and living community.
9. Show the Year 1s that Tembusu is a home of possibilities
10. Express a meaningful shared purpose and belonging to the college

# Design Philosophy

The overarching theme for Tembusu Welcome Week (TWW) 2020 is Launchpad: New Beginnings.

The designs are characterised by the themes of exploration and new beginnings. The bold and bright colours of the retro-futuristic warm colour palette convey a sense of youthful excitement in exploring the new, unknown world full of opportunities and elements beyond imagination. A recurring space motif was chosen to represent the uncharted yet refreshing world that our freshmen will be stepping into as they begin their journey of exploration, and is a modern reminder that their potential is limitless.



## Logo Story

The book-holding astronaut is inspired by the original Tembusu Logo. Placed strategically on a planet with a space capsule (referencing the New Beginnings Artwork by Nge Zhen Yang) and the Tembusu Tree the planet fades into birds. Icons of freedom – birds and balloons – synergise the directive that every day begins with new possibilities, unfettered.

# Design Story



LAUNCHPAD  
TEMBUSU WELCOME WEEK '20

The astronaut on the path leading into the valley is a visual representation that there is no frontier and no border to our freshmen's journey. The space capsule and tower reference this narrative, as the host of futuristic buildings mapped in the skyline aptly represents the new environment and host of opportunities within the College.

The Tembusu identity is represented by the white silhouette of the Tembusu Tree. A statue of a scholar that is left centre aligned embodies the College's knowledge-driven ethos, also a fitting reference to the reader in the Tembusu Logo.

The space motif takes the form of numerous spaceships dispersed throughout the design, specifically beside the white globe, above the left landing platform of the tower, and a rocket taking off to signify the launch of a journey.

As seamless as night and day, a rising sun was used to represent the journey of a new dawn while the night sky typifies the boundless opportunities awaiting. Against the backdrop of the night sky, the words 'TWW 20' are branded by the constellations.

Previous TWW logos have also been incorporated in this design. The TWW 2018 logo (Drop Pin) can be found top right aligned of the tower, while the TWW 2019 logo (Firefly) can be found bottom right on the space capsule.

# Meet your wgl's



MASKEDMELLows



GHE12HAVFUN



CONTACT TRACERS!



TAI-GERS

PEWPEW!



ZHOU WAI  
LIKE-A-G6



eASTcOaSTplaN



PEWPEW!



SCOOBY duWU



SCRIBBLENAUTS



ZOOM ZOOM

CATMOUNTAINQING



UTOWN GREEN



2nd Aug  
sunday

Check-In and Introductions

1500

1800

Residential Life Briefing

2000

Welcome Group  
Meet & Greet

2130

2200

2300

Meet the Fellows

Dinner

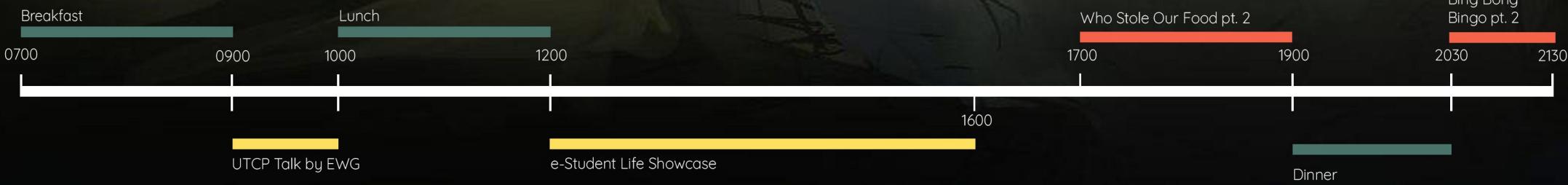
Opening & Safety Briefing

*3rd Aug*  
*Monday*





4th Aug  
wednesday



5th Aug  
Thursday



# Afterword

Greg understood that this situation would make Michael terribly uncomfortable. Michael simply had no idea what was about to come and even though Greg could prevent it from happening, he opted to let it happen. It was quite ironic, really. It was something Greg had said he would never wish upon anyone a million times, yet here he was knowingly letting it happen to one of his best friends. He rationalized that it would ultimately make Michael a better person and that no matter how uncomfortable, everyone should experience racism at least once in their lifetime.

It was easy to spot her. All you needed to do was look at her socks. They were never a matching pair. One would be green while the other would be blue. One would reach her knee while the other barely touched her ankle. Every other part of her was perfect, but never the socks. They were her micro act of rebellion.

He ordered his regular breakfast. Two eggs sunnyside up, hash browns, and two strips of bacon. He continued to look at the menu wondering if this would be the day he added something new. This was also part of the routine. A few seconds of hesitation to see if something else would be added to the order before demurring and saying that would be all. It was the same exact meal that he had ordered every day for the past two years.

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