



**KOLEJ IACT SDN BHD**

(Formerly known as Institute Advertising Communication Training)

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## **They came, they saw, they created awareness**

IACT College students take on social issues and put up an exhibition.

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It is always encouraging to see young minds taking a fresh perspective on some of the serious social issues we have today. Leading by example, IACT College students of Diploma in Advertising had been actively building such awareness around their campus in Jaya One.

Their exhibition, entitled “What We See With Our Eyes”, held on March 4, 2011 showcased examples of awareness campaigns put together to create a new focus on social issues like police corruption, pre-marital sex, social networking abuse, racism, unemployment, HIV&AIDS, street children and baby dumping.

Since late January, these third semester students had been preparing tasks on probing social issues in Malaysia to hone their skills in research and database management. On top of that, they also had to propose solutions to help minimise or change the negative impact of these issues.

As part of public relations (PR) strategies in creating an effective campaign, students learn and understand the nature of their targeted audience based on sociological research about the society and the culture they live in.

“This prepares them for the real working world of PR, especially in the areas of corporate social responsibility,” shared Suhana Ab. Kadir, lecturer of IACT. The lecturers were invited to evaluate the students who presented their findings as well as their suggested remedies to the problems they had observed.

The teams were given full liberty to the spacious Gallery of IACT College to put up their own booths. Even so, eight teams had to compete for attention.



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Having had this premonition from the start, Bryan Bay, 22, and his team-mates knew that their booth on street children had to be the biggest and most attractive corner. “We felt strongly that we must allow visitors to experience how these kids cope on the streets, by creating a street-like environment that looks unhygienic and inhabitable, for them to *really* understand their plight.”

In contrast, Bryan’s team had an adjacent set-up modelled after Nur Salam’s environment, a centre that serves as a safe place for street children, as their key recommendation to turn the lives of these children around, thus reducing their numbers out there on the streets.

Bryan also shared that he enjoyed the whole process and he is also glad to be making mistakes while studying than to allow any to happen throughout his future career in advertising. “When my work is displayed for the world to see, it must be flawless.”

Besides providing experiences that build character and equip them with work-ready skills, projects like this help IACT College students identify their own strengths and weaknesses.

As *the* specialist college in creative communication, IACT College is founded, endorsed and taught by the Association of Accredited Advertising Agents Malaysia (4As) and the Malaysian Advertisers Association (MAA). IACT College is also the *only* college in Malaysia to be accredited by the International Advertising Association (IAA), New York, the worldwide organisation that represents the common interests of advertisers, agencies and the media.

Other than Diploma in Advertising, IACT College also offers Foundation in Media Studies, Certificate in Communication Studies, and the following Diploma programmes: Mass Communication, Graphic Design, Creative Multimedia and Broadcasting. IACT College graduates may further their studies for one to two years overseas – with its affiliate universities in the UK, Australia, New Zealand and the US.



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IACET College's Campus Day will be held on March 26 to 27 and April 2, from 10am to 4pm. SPM graduates are advised to bring their original transcripts for admission assessment. IACET College is located at 2-G, Block K, Jaya One, Jalan Universiti, Petaling Jaya.



Giancarlo Hoo (*far right*) breaks the ice with the audience and introduced his guest speakers from the Pink Triangle Foundation (PTF), Adrian Barbosa (*seated from right*) and Nazarius Celsus Dorus. His team featured on the struggles and prejudices that people infected with HIV face in their daily lives.



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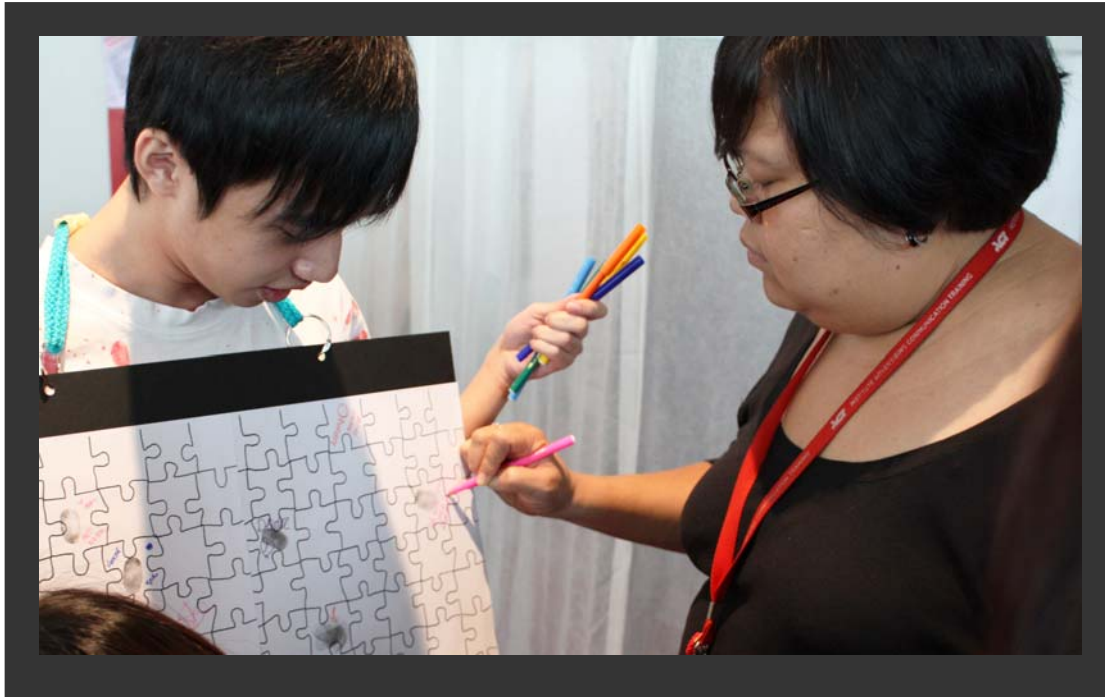
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Suhana Ab. Kadir, lecturer of IACT (*right*) signs a petition against racism. Students of Diploma in Advertising had been actively building such awareness around their campus in Jaya One.