

**Title of project:**

Vanishing Trades: The Last Years

**Authors:**

Team: CCC-2010-G301-0012

Name #1 (Full): Xu Yihua Natalie                      Student ID: 82415

Name #2 (Full): Goh Qing Hui                              Student ID: 82454

Name #3 (Full): Jojo Tan Wee Teng                      Student ID: 82951

Name #4 (Full): Lorinda Oh Wanting                      Student ID: 83524

Name #5 (Full): Teo Xing Zhi                              Student ID: 83895

Supervisor: Winnie Koh

These are students of Republic Polytechnic's Centre for Culture and  
Communication, Diploma in Communication and Information Design (DCID)

## **Executive Summary:**

This project was initiated by Republic Polytechnic's Centre for Culture and Communication (CCC) as a Final Year Project (FYP).

Called 'Vanishing Trades: The Last Years', the project's objective was to bring to light about the vanishing trades of Singapore in hopes of raising awareness about them.

Deliverables were to be five (5) personalities, each engaged in a vanishing trade. As DCID is after all a media course, the project also required the team to do a six (6) page newspaper spread in The Straits Times' house-style. No other specifications were made; as such, the team was allowed to analyze and select the specific section for the spread.

Through various discussions and scouting trips, the team decided to work on a series of trades all related to the theme of 'roadside'. Thus, the cobbler, masseur, key-maker, barber and kacang-puteh man were selected.

Regarding The Straits Times, the team chose to focus on the Saturday Special Report, a section that has occasionally been written by students of the Wee Kim Wee School of Communication and Information, the media school of Nanyang Technological University (NTU). The Saturday Special Report tended to focus on a particular person or group of people, which made it a viable place to publish a feature about personalities engaged in vanishing trades.

Analyzing the format and writing styles, the team replicated the Special Report's layout via InDesign. Articles and sidebars were then added in. To create a level of authenticity, the team had attempted to insert scanned copies of actual advertisements to place in the issue. However, the resolution of the scanned ads was terrible, and so the team had to abandon the idea.

While the team encountered the barriers a typical social journalist may have, alongside those a usual project team faces, the end result was considerably much more satisfactory than expected. These challenges and solutions will be further

elaborated upon in the latter parts of the report, along with background information, application of lessons and more.

### **What we've learnt (How we benefited)**

The team has benefited much from this project, namely the insights that the team had gained in the course of interview.

As the team started out unsure if trades like these are still sustainable, contemplating the idea that they might end up like some other trades that the team had come across such as the trishaw man, which needed preserving in order to survive.

The team has learnt that many of these trades were no longer a form of livelihood for their respective practitioners due to modernization. In fact they have evolved into niche trades where they are patronized by customers from the older generations. This helped the team to understand the lives of the practitioners, where most of them persist in their trades, being their first and last. This is unlike the society now where one can attain skills for multiple occupations and people job-hopping.

The team has learnt to appreciate such trades, beyond just for the sake of the project but through the interaction with the practitioners, to remind the team not to take the many things in life for granted.

Screenshot:

Cover page: (yellow space denotes place for advertisements)



Further Reference (Actual Final Deliverable):

Special Report.pdf

Note: Yellow space denotes places to put advertisements. And, the email addresses inside are fake, made so to replicate the Straits Times standard style.