DIPLOMA IN COMMUNICATION DESIGN (T59)

Course Overview

Designers with creative vision, originality and a determination to push boundaries are always welcomed in the design industry. So, if you know you have what it takes, then this is where you will get your head start.

This course is home to the curious and the critical, to those who thrive on demanding deadlines and live on a diet of fresh and exciting ideas. Through the work that you will do, from new digital platforms to old-school print, you will acquire a plethora of design skills to aid you in your quest to become the next rock star in the creative world!

Download the Design EAE Interview and Portfolio Guide

Entry Requirements

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Subject	Grade
English Language (EL1)*	1-6
Mathematics (E or A)	1-7
Any two other subjects, excluding CCA	1-6
2021 Planned Intake	**95**
Net ELR2B2 aggregate range (2021 JAE)	**6 - 16**

Applicants must also have sat for at least one of the following subjects: Additional Combined Science, Additional Science, Art / Art & Design, Biology, Biotechnology, Chemistry, Combined Science, Computer Studies, Creative 3-D Animation, Design & Technology, Engineering Science, Food & Nutrition, Fundamentals of Electronics, General Science, Higher Art, Human & Social Biology, Integrated Science, Media Studies (English), Media Studies (Chinese), Physics, Physical Science, Science (Chemistry, Biology), Science (Physics, Biology), Science (Physics, Chemistry), Science (Physics, Chemistry, Biology).

Note: *Applicants who have partial or complete colour appreciation deficiency should not apply for this course.*

See also the minimum entry requirements for:

- ITE Certificate Holders
- International Students

What You'll Learn

YEAR 1

Learn everything you need to know about the fundamentals of good graphic design – from the digital toolkits to photography, editorial work, typography and more. Hone your design sensitivity with the many briefs, projects and crits coming your way.

TP Fundamentals (TPFun) Subjects —

Subject Code	Subject	Credit Units
DCS1017	**Communication & Information Literacy** In this subject, you will learn how to conduct research for relevant information and validate information sources. You will also learn to recognise and avoid plagiarism, and follow standard citation and referencing guidelines when presenting information. In the course of learning, you will be required to plan, prepare and present information appropriately in written and oral form. You will also be taught to consider the **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) when writing and delivering oral presentations.	2
DCS1018	**Workplace Communication** In this subject, you will be taught how to conduct effective meetings while applying team communication strategies and the skills for documenting meeting notes. You will be required to write clear emails, using the appropriate format, language, tone and style for an audience. You will also be taught to communicate appropriately in and for an organisation when using various platforms. In all aspects, the principles of applying **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) will be covered.	2
DCS1019	**Persuasive Communication** In this subject, you will be taught how to use persuasive language in written documents. You will be required to use information to your advantage to verbally communicate and convince an audience about your idea, product or service. Skills such as persuasive vocabulary, language features, graphical illustrations, tone and style would also be covered. The **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) will also be applied when engaging in verbal and written communication.	2
GCC1001	**Current Issues & Critical Thinking** This subject presents you with a panoramic view of current local and global issues, which may have long term implications for Singapore. You will learn to apply critical thinking tools to examine current issues, support your views with relevant research and up-to-date data, articulate an informed opinion and mature as civic-minded individuals.	2
DIN1001	**Innovation & Entrepreneurship** The Innovation & Entrepreneurship subject is designed for learners from all disciplines to embrace innovation in either their specialised fields or beyond. You will first learn the Design Thinking framework, where you will develop problem statements and ideate solutions. Next, you will discover the tools for prototyping and innovation, such as 3D printing and laser cutting, at TP's Makerspace+ facility. Finally, you will acquire commercial awareness through the LEAN Startup framework of idea crystallisation, prototype building, customer testing and validation, refinement of business model canvas, and crowdfunding or crowdsourcing avenues.	2
LEA1011	**Leadership: Essential Attributes & Practice 1** LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.	1
LEA1012	**Leadership: Essential Attributes & Practice 2** LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.	1
LEA1013	**Leadership: Essential Attributes & Practice 3** LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.	1
LSW1002	**Sports & Wellness** This subject will help you develop both the physical and technical skills in your chosen sports or fitness activities. Through a structured \m that facilitates group participation, practice sessions and mini competitions, you will learn to build lifelong skills such as resilience leadership communication and teamwork Physical activity sessions will be supplemented by health-related topics to provide you with a holistic approach to healthy living.	2
MCR1001	**Career Readiness 1** This Career Readiness programme comprises three core subjects - Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.	1
MCR1002	**Career Readiness 2** This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.	1
MCR1003	**Career Readiness 3** This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.	1

^	**DGS1002**	**Global Studies**	**3**	^
		This subject provides essential skills and knowledge to prepare you for an overseas experience. You will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, you will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment.		
^	**DGS1003**	**Managing Diversity at Work***	**3**	^
		This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender. A one week residential stay is mandatory for this subject.		
^	**DGS1004**	**Global Citizenship & Community Development***	**3**	^
		Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause.		
^	**DGS1005**	**Expressions of Culture***	**3**	^
		This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts.		
^	**TGL1001**	**Guided Learning**	**3**	^
		The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills.		

* Students must choose to take either one of these three subjects or TGL1001 Guided Learning.

Diploma Subjects - Core Subjects   —

	Subject Code	Subject	Credit Units	
^	**DIM1367**	**Ideation & Visual Literacy**	**3**	^
		This subject introduces you to basic idea generation, analysis and synthesis techniques within a problemsolving framework. Through these techniques, you will explore and develop fluidity of thought as well as an analytical mind. It also introduces visual literacy through which you develop your personal visual language to communicate a great variety of concepts. You will also develop and demonstrate your aesthetic awareness and design sensibility in order to communicate successfully in our increasingly image-saturated culture.		
^	**DPS1031**	**Design Fundamentals**	**3**	^
		The subject introduces you to art and design fundamentals, aesthetic awareness and cultural appreciation. It will develop an understanding for the art and design processes, and enable you to reflect and see the world from a designer's perspective. Through this subject, you will discover how to express yourself visually and with confidence in areas of art and design.		
^	**DPS1032**	**Collaborative Design**	**3**	^
		The subject will cover the necessary ability to research, analyse and organise information relating to societal issues in a collaborative manner. It will introduce the various collaborative strategies, design frameworks and integrate critical thinking. It will also cover innovative and conceptual approaches in the context of design.		
^	**DVC1506**	**Typography**	**3**	^
		This subject introduces the principles of type and using type as an expressive communication tool. It allows you to explore issues concerning type, such as form and meaning, hierarchy of information, legibility and readability, structure and composition, and the design of type. You will learn to exploit type with colour, creative integration of type and images, and typographic layout in print communication.		
^	**DVC1509**	**Digital Essentials**	**3**	^
		Computer software knowledge is integral to the creative process in the design industry. This subject teaches you the fundamental knowledge and skills to carry out almost all forms of design solutions on the computer. From manipulating photos, illustrating your own graphics, to designing your very first layout — you will learn the digital tools that are essential in creating your own designs.		
^	**DVC1542**	**Photography**	**3**	^
		This subject teaches the fundamentals of using the camera and the principles of photography. It provides you with the necessary theoretical knowledge and practical skills required for capturing and managing digital images using cameras with manual-mode capability. The topics covered will allow you to digitally capture images with purpose, control and creativity.		
^	**DVC1550**	**History of Graphic Design**	**3**	^
		This subject gives an insight into the evolution of graphic design and its impact on society. It traces the rich heritage of man's quest for ideas and forms in visual graphics by examining the developments in writing, printing, typography and design. It also follows the changes of graphic design from traditional to mechanical forms and finally examines its present state in the electronic age.		
^	**DVC1564**	**Graphic Stylisation & Techniques**	**3**	^
		This subject teaches you to create stylised visual representations that can be frequently found in many forms of graphic design. Through the investigation of art and design styles and movements, you will begin to see the different style techniques that can be used to convey concepts and messages, and are the beginnings of creating graphics for communication.		

Start specialising! With advice from your tutors, you can choose to go deeper into areas like branding design, integrated communication or image design. Meanwhile, projects, sometimes 'live' briefs with industry and competitions will keep your creative juices flowing.

Diploma Subjects - Core Subjects

	Subject Code	Subject	Credit Units	
∧	DIM2368	**Studio Project** This subject serves as an exploratory platform for collaborative engagement among students with varied interests to produce a project that integrates learning from earlier subjects. You will experience design and production processes that align with professional studio practice, with the option of working collaboratively in small teams or independently. Opportunities will be given for you to investigate and explore a wide range of media, materials, techniques and processes. You will learn to think creatively and apply yourself to a range of design scenarios using a variety of approaches.	**6**	∧
∧	DIM2377	**Studio Project 2** The subject covers in-depth research and analysis of information in order to identify problems. Through ideation techniques and implementation of a creative process, solutions are then proposed to solve the identified problem. Technical and production skills in areas of specialisation taught in previous subjects are practiced in creating a well-integrated and aesthetic solution that is cross platform. It also provides the practical experience of managing a project such as time management, production and a presentation.	**6**	∧
∧	DIM2378	**Studio Project 3** This is an advanced module that offers you the opportunity to conduct further investigation into your preferred areas of expertise to produce a highly developed project. You may decide to focus your studies in an area of specialisation or experiment with alternative design processes and methodologies to expand on your design vocabulary and personal repertoire. You are expected to align your learning closely with professional studio practices while working collaboratively in small teams or independently. You will demonstrate the ability to think creatively and apply yourself to a range of design scenarios using a variety of approaches to produce a comprehensive outcome that demonstrates a high level of design sensitivity, maturity and sophistication.	**6**	∧
∧	DIM2382	**Design for Screen** This subject introduces you to the basics of designing interactive media for the Web. You will learn the basics of Web authoring and other interactive application software. You will also learn how to prepare media for the web, such as graphics, audio, video and other media formats. You will be able to apply these elements together with suitable authoring techniques to enhance the interactivity of Web projects.	**3**	∧
∧	DIM2383	**Design for Screen 2** This subject introduces the principles of graphic user interface (GUI) and user experience design. It focuses on the basic rules of visual information organisation and hierarchy, and explores the process of navigation on screen. It also examines the choice of appropriate styles and graphic treatment for the intended audience, and the use of conceptual models for creating appropriate user experience.	**3**	∧
∧	DVC2514	**Advertising** This subject anticipates the challenges and influences posed by the mass media on society, and to impart the thinking, methods, skills and processes. It also extends skills and new insights beyond the influence of the interactive electronic age. A firm foundation is provided upon which a more advanced and progressive knowledge and skills in advertising can be built. It covers the importance of target marketing to ensure effective advertising for a consumer product or a service industry. Through a series of assignments, you will explore and discuss the appropriateness and effectiveness of visual images and messages in the creation of persuasive advertisements.	**3**	∧
∧	DVC2572	**Tactile Design** You will explore beyond common reproduction techniques when crafting your final design solution. New techniques may include silk-screen printing, lino/woodblock printing, etc. The tactility of materials chosen for print will also be explored and experimented to allow for more innovative usage of materials in design.	**3**	∧
∧	DVC2573	**Kinetic Graphics** This subject emphasises on the relationship between design principles and animation fundamentals, as well as focusing on the systems, structure, and synthesis of text and image for time-based media.	**3**	∧
∧	DVC2575	**Design for Print** This subject focuses on advanced page layout and design techniques in publications and its production requirements. You will learn to produce more complex publications using advanced page layout software skills, as well as advanced design techniques.	**3**	∧

Diploma Option Subjects

Image Design Option (Year 2)   —

Subject Code	Subject	Credit Units
DIM2379	**Visual Narratives** The subject is about creating visuals with a persuasive story and a point of view. It also covers techniques and knowledge required to create images suitable for narrative formats such as storyboards, campaigns, editorial content, manuals and picture books. Techniques of conceptualisation, ideation and graphic composition through the various image-making process will also be the mainstay for the subject.	3
DIM2380	**Image Making Techniques** The subject covers different techniques in image creation. It also covers multiple image-making mediums and techniques, including different media and styles in illustration and photography. The emphasis is to create an original and spontaneous composition, to adopt an exploratory approach to form and expression.	3

Branding Option (Year 2)   —

Subject Code	Subject	Credit Units
DPS2022	**Branding Strategies** This subject introduces you to the understanding of a brand and the role it plays within a business and its influence on consumers. You will learn definitions and terminology to grasp meanings of a brand which then lead on to form a strategic platform to begin the visual expression and visual identity. This subject forms the deeper theoretical knowledge to enhance the designing of brand touch points.	3

Integrated Option (Year 2)   —

Subject Code	Subject	Credit Units
DIM2381	**Designing for Digital Ecosystem** This subject aims to develop critical and practical skills appropriate for expanding the understanding of the creative possibilities of advanced design and authoring for interactive websites for desktop or mobile devices with consideration to visual design, usability, audio and video integration, on-going site management, and web accessibility. The subject will cover rich media integration at an advanced level, and the development of rich Internet applications using appropriate development tools for different platforms. The aim of this subject is to explore and push the limits of digital interactivity in design.	3
DVC2576	**Integrated Campaign** This subject covers historical aspects of the advertising and graphic design fields, as well as addressing communication strategies including the effective use of metaphors, iconography, idioms, allegories, clichés and methodologies. Problem-solving and conceptual thinking are emphasised. The subject also provides an introduction to the craft of advertising copywriting and gives you a basic understanding of the copywriting process as it applies to advertising. Assignments given are to reinforce/ teach the importance of presenting information clearly, provocatively and memorably.	3

YEAR 3

Go out into the big, wide world of design studios, brand consultancies, advertising agencies and communication firms through 16 weeks of local or overseas internship. Your major project will also be the opportunity to put in all the skills, knowledge and experience gained over this learning journey.

◀ **Click here to view the course video**

TP Fundamentals (TPFun) Subjects   —

Subject Code	Subject	Credit Units
DSI3033	**Student Internship Programme** This structured programme is designed to link your learning with the real work environment. You will be placed in organisation(s) with opportunities to apply the concepts and skills acquired in the course of your study. Besides reinforcing technical concepts and mastering of skills in areas that you have been trained, the practical training will enable you to build important skills such as problem-solving, communication, teamwork, and to cultivate good attitude and a strong work ethic.	12

Diploma Subjects - Core Subjects   —

	Subject Code	Subject	Credit Units	
∧	**DIM3377**	**Trends & Research**	**3**	∧
		The subject connects current societal trends with strategy and innovation. Through in-depth research of current topics and the trends specific to design and its related fields, projects briefs are crafted. Once the brief is crafted, ideas and solutions are proposed with the aim to solve problems that are highlighted.		
∧	**DIM3378**	**Industry Studio Project**	**6**	∧
		This subject is industry-driven and will equip you with skills and knowledge of working in small groups with the focus on collaborative practice-based scenarios. You will be exposed to 'live' industry projects in partnership with industry players and partners. While emphasis is placed on the acquisition of sound technical skills in the broadly-defined areas of creative communication. This comprehensive module will also arm you with strategic thinking and analytical skills to thrive in the communication design industry.		
∧	**DMP3022**	**Major Project: CMD**	**9**	∧
		This subject begins with a self-initiated design project that focuses on a design discipline that is of personal interest or of academic capability. The subject will end with the production of a set of design solutions that is reflective of creative independence, critical conceptual thinking and industry-ready design execution skills. Time management skills, independent responses to critique, pursuit of high-level design competency will be expectations of this subject.		

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	36 credit units
Diploma Subjects - Core subjects	78 credit units
Diploma Subjects - Option Subjects	9 credit units
Cross-Disciplinary Subjects	min 9 credit units
Total Credit Units Completed	123 credit units