



School of Design

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At the Temasek Polytechnic School of Design, students thrive and learn in an exciting environment which encourages creativity and versatility of expression. Here, they are exposed to the rapid changes in trends, thinking and concepts of the design world. As Singapore's only pure design school that offers the most comprehensive range of design disciplines, the cross-disciplinary and synergistic nature of design work is explored here to the fullest.

The School of Design is well-recognised in the local and international arena as an award-winning institution. Our students have won many prestigious international and local competitions. In addition, external examiners from reputable overseas institutions have consistently attested to the very high quality of our courses. Our graduates have been accorded advanced standing by the best design schools and universities for undergraduate and postgraduate studies worldwide.

Because the design industry is very much a project-based one, learning here is also very hands-on in nature. The School constantly engages industry through dialogues and workshops. You will also have opportunities to work on live projects with some of the best design firms in industry. Not only will you develop your creative and technical skills, you will also hone your own project and time management abilities, thus preparing you for a challenging career in an industry driven by briefs and deadlines.

It is not all studio and classroom work. Design is global in nature and your learning experiences here will reflect that. Overseas study trips, exchange programmes with other design institutions, competitions, community projects and an industry internship programme, locally or overseas will immerse you in different ideas and cultures that will better shape your thinking and sharpen your sensitivities as designers.

Selection Procedure

All applications meeting our minimum entry requirements are considered. Candidates with good O-Level results may apply via the Joint Admissions Exercise (JAE). Candidates with good portfolios and strong inclination for creativity and design may apply through the Early Admissions Exercise (EAE).

If shortlisted, you may be required to attend an interview to which you should bring samples/ portfolios of your work in art and design exercises or other media of expression that show evidence of creativity and imagination. You may also show certificates of completed courses and letters of recommendation from employers. Other qualities like commitment, motivation and passion for art and design are most favourably considered. The process seeks to ascertain your aptitude, attitude, knowledge and potential for the course.

Centres of Excellence

BeyonDesign Centre

Using a collaborative, multi-disciplinary strategy to design, the BeyonDesign Centre constantly seeks new opportunities that are presented by changes in technology, culture, society and the economy. These opportunities provide avenues for improving human lives. The Centre is guided by the conviction that collaboration with partners in industry, educational institutions and stakeholders in society is a key strategy to work on complex problems that affect today's world. Going beyond design to human-centred exploration allows for a targeted richer experience to exist in the solution space. The Centre facilitates, teaches and exposes Design students to the collaborative work of co-creating solutions for the wider world. It encourages them to go beyond the call of design, to do good and to do what is needed to improve and bring about a positive impact in the lives of people in the communities that we live in.

In addition, the School is well-equipped with other key facilities that support a world-class design education. These include:

Post-Production Studio

This high-end facility features the latest HD postproduction editing suites used in industry today. Using industry-standard equipment and editing software, the suites represent a complete workflow from filming to editing in HD format allowing students to film and edit on the go, cutting post-production time significantly.

Heavy Model Making Workshop

This is a comprehensive workshop for wood, metal, plastic and ceramics work. Here, students will explore 3D ideas and concepts and learn the basics of product semantics through making maquettes, highly-finished models and aesthetic prototypes.

Digital Photography Studio

Equipped with state-of-the-market technology and innovation, the digital photo studio caters to the emergence and convergence of electronic manipulation, traditional media and analogue imaging.

Interaction Lab

This unique lab allows students to experiment with digital imaging, projection and interactivity.

Model Simulation Studio

This studio is used for taking interior photographs of models to support studio-based projects and self-directed learning. It is equipped with a sophisticated model scope, digital camera, computer, and basic photographic accessories complete with lighting, product table and backdrops.

Apparel Design & Merchandising



The fashion industry is fun, fast-paced, exciting and glamorous. But behind the scene at every fashion show is a whole lot of hard work. If you think you can spot the right trends, if you thrive on the adrenalin-fuelled rush of putting a show together, if you roll your eyes at boring store windows and your pulse races each time you sketch out a new fashion inspiration, then we just might have the course for you.

With options to specialise in either Fashion Design & Merchandising, or Retail & Visual Merchandising, this course offers you the best immersion experience in a fashion school setting. Unlike conventional fashion courses, we expose you to different facets of the fashion industry enabling you to choose and specialise. Whether your calling is in fashion designing or in getting your ideas out there into storefronts and magazines, you can be sure that this is the place that will nurture your aspiration to be the next maverick in the fashion world.

The course offers a broad overview of the industry, as well as an introduction to design fundamentals. It is designed to be stimulating and inspirational for students to enjoy the learning process. When you are better-informed, you can then choose

to specialise in either Fashion Design & Merchandising or Retail & Visual Merchandising.

In Fashion Design & Merchandising, you will discover the challenging intricacies of the apparel design and merchandising workflow. As a new generation designer you will learn to express aesthetics by experimenting and exploring new trends and translating your bold visions in fashion and apparel into actual wearable pieces. Learning the key tools of drafting, draping and sewing will enable you to demonstrate expressive and experimental creativity to bring your ideas to life on the catwalk.

Retail & Visual Merchandising is for you if you enjoy the business end of fashion. You will learn about all the activities related to the business aspects of developing, promoting, marketing and managing apparel items from conception to purchase. Essentially, you will better understand the fashion customer and you will use this knowledge to its best advantage in your product line.



There are high exemplary students in the cohort, who have the full capabilities and skillset to become leaders and change makers in the fashion industry and society in general and this is testament to the high quality of pedagogy and delivery of teaching at Temasek Polytechnic.

Dr Timo Rissanen
Assistant Professor of
Fashion Design & Sustainability
School of Fashion
Parsons The New School for Design

Career Opportunities

Retail & Visual Merchandising graduates can land successful careers as fashion stylists, retail supervisors, fashion advisors, buyers, fashion editors, visual merchandisers, display artists and fashion show coordinators and event managers, while Fashion Design & Merchandising graduates make fashion waves as apparel and textiles designers, merchandisers with apparel manufacturers and product development department, assistant pattern-makers and sample-makers. Some of our graduates have even set up their own businesses.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 57 credit units
Elective Subjects	: min 36 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 126 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Minimum Entry Requirements

English Language (EL1) *	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 7
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, 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 Studies, 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).

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Ingggris).*

Note: Applicants with mild or severe colour vision deficiency or suffering from severe visual impairment should not apply for this course.

Course Structure

TP CORE SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1013	Communicating Design Ideas	1	3	
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1	
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1	
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1	
DCS2014	Professional Communication for Design	2	3	
DSI2019	Student Internship Programme	2	12	
DCS3016	Communicating Design Arguments	3	3	

DIPLOMA SUBJECTS – CORE SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DAD1101	History of Costume	1	3	
DAD1102	Fashion Merchandising	1	3	
DAD1104	Introduction to Visual Merchandising	1	3	
DAD1140	Fashion Retail Management	1	3	
DAD1148	Textiles Fundamentals	1	3	
DAD1149	Textiles Manipulation & Design	1	3	
DAD1151	Apparel Production 1	1	3	
DAD1161	Basic Sewing Techniques	1	3	
DAD1162	Concept Research & Presentation Techniques	1	3	
DAD1163	Figure Drawing & Production Drawings	1	3	
DPS1020	Design Fundamentals	1	6	
DPS1021	Marketing in Design	1	3	
DVC1509	Digital Essentials	1	3	
DAD2113	Sourcing & Costing	2	3	
DAD2122	Apparel Manufacturing Process	2	3	
DMP3012	Major Project: ADM	3	9	

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Fashion Design & Merchandising Option</u>			
DAD1150	Fashion Illustration & Production Drawing	1	3
DAD1152	Basic Draping	1	3
DAD2116	Advanced CAD	1	3
DAD2138	Basic CAM	2	3
DAD2144	Pattern Grading	2	3
DAD2147	Apparel Design Projects	2	6
DAD2153	Apparel Production 2	2	3
DAD2154	Advanced Draping	2	3
DAD3127	Quality Assurance in Textiles & Apparel	3	3
DAD3157	Apparel Production 3	3	3
DAD3158	Tailoring	3	3
<u>Retail & Visual Merchandising Option</u>			
DIA1202	Media Techniques & Presentation	1	3
DIA1220	Space Planning	1	3
DIA1221	Colour & Light	1	3
DVC1542	Photography	1	3
DAD2116	Advanced CAD	2	3
DAD2142	Fashion Purchasing Management	2	3
DAD2155	Visual Merchandising Project 1	2	6
DAD2156	Visual Merchandising Project 2	2	6
DAD3160	Events Management	3	3
DIA3218	Retail Design	3	3

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Communication Design



Love playing with colours, words, images, photographs? Exhilarated by deadlines? Thrive on coffee-fuelled adrenaline rushes to push out design solutions? Think you're ahead of your time in your ideas and expressions? Don't keep it all inside.

Break convention and lead the pack in this bold new world where the borders between the traditional and the innovative blend, where the digital realm merges seamlessly with the analogue. This is where your ideas, words and images come alive through strong messages that resonate with the rest of the world.

The Communication Design diploma programme is an evolution of the Interactive Media Design and Visual Communication diploma programmes. Today the mainstream formats of print, broadcast and publishing still exist alongside newer digital media such as the Internet and mobile smart phone technology. Information is presented in multiple formats across a variety of platforms. Communication design is about the use and combination of words, images, colours, pictures, videos to effectively communicate ideas and messages.

Because design is a richly complex field of study that encompasses both idea and expression, the student who selects

design should be one who is bright, curious, creative, and ready to explore different ideas. While a background in art or design and technology would be helpful, design studies increasingly require strong analytical and research skills from a mind that is both intellectual and inquisitive.

The course offers the best of both worlds – a broad-based design education and the opportunity to specialise in a specific field. The first year cultivates a strong creative, visual and aesthetic sensitivity. From the second year onwards, you can select from one of the following options: Photography, Integrated, Branding or Illustration. Entirely project-based, there will be many opportunities for you to expand your range of conceptual, expressive and presentation skills through a rich variety of experiences such as interdisciplinary projects, industry projects, study trips, overseas internships and more. You will emerge as versatile and responsive designers who can offer fresh insights and solutions for your clients in an increasingly integrated design environment.



Compared to students at my home institution and the creative work I have seen in comparable courses in Canada, Germany and many other countries, the overall performance is at least equal to, if not better than, other institutions I have observed in my 30-plus years of teaching.

Hanno Ehses
Professor of Design
Director MDes
School of Graduate Studies
NSCAD University, Canada

Career Opportunities

This diploma course will groom a new breed of savvy designers with a flexible approach to using these varied tools across traditional and digital platforms to communicate key messages. This versatility is sought after in industry today. Graduates can find themselves in careers in the creative, media, communications, publishing, branding industry as creative directors, art directors, brand specialists, graphic designers, photojournalists and illustrators.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 27 credit units
Elective Subjects	: 66 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 122 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Minimum Entry Requirements

English Language (EL1) *	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 7
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, 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 Studies, 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).

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Ingggris).*

Note: Applicants with mild or severe colour vision deficiency or suffering from severe visual impairment should not apply for this course.

Course Structure

TP CORE SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1013	Communicating Design Ideas	1	3	
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1	
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1	
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1	
DCS2014	Professional Communication for Design	2	3	
DSI2019	Student Internship Programme	2	8	
DCS3016	Communicating Design Arguments	3	3	

DIPLOMA SUBJECTS – CORE SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DIM1345	Ideation	1	3	
DIM1366	Interactive Studio: Web	1	3	
DPS1020	Design Fundamentals	1	6	
DPS1021	Marketing in Design	1	3	
DVC1506	Typography	1	3	
DVC1509	Digital Essentials	1	3	
DVC1542	Photography	1	3	
DVC1550	History of Graphic Design	1	3	
DVC1564	Graphic Stylisation & Techniques	1	3	
DIM2367	Interactive Studio: Web 2	2	3	
DIM2368	Studio Project	2	6	
DVC2514	Advertising	2	3	
DVC2565	Typography 2	2	3	
DVC2566	Prepress & Applied Techniques	2	3	
DVC2567	Publication Design	2	3	
DIM3372	Studio Project 2	3	6	
DMP3022	Major Project: Communication Design	3	9	

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Photography Option</u>			
DVC1579	Narrative Photography	1	3
DVC2521	Product & Advertising Photography	2	3
DVC2553	Studio Lighting	2	3
DVC2561	Alternative Photographic Techniques	2	3
DVC2568	Digital Imaging Techniques	2	3
DVC3569	Landscape Photography	3	3
DVC3570	Fashion Photography	3	3
DVC3571	Conceptual Imaging	3	3
DVC3581	Digital Imaging Techniques 2	3	3
<u>Integrated Option</u>			
DIM2369	Interactive Studio: Media	2	3
DIM2370	Interactive Studio: Media 2	2	3
DIM2371	Interface Design	2	3
DVC2573	Kinetic Graphics	2	3
DVC2574	Advertising Communication	2	3
DIM3374	Interactive Studio: Mobile Devices	3	3
DIM3375	Advertising Media Strategy	3	3
DIM3376	Industry Studio Practice	3	6
<u>Branding Option</u>			
DPS2022	Brand Strategies	2	3
DVC2518	Information Design	2	3
DVC2572	Tactile Design	2	3
DVC2573	Kinetic Graphics	2	3
DVC2574	Advertising Communication	2	3
DVC3536	Corporate Identity	3	3
DVC3575	Beyond Print	3	3
DVC3576	Branding Design	3	3
DVC3580	Packaging Design	3	3

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Illustration Option</u>			
DVC2518	Information Design	2	3
DVC2552	Expressive Illustration	2	3
DVC2572	Tactile Design	2	3
DVC2573	Kinetic Graphics	2	3
DVC2574	Advertising Communication	2	3
DVC3556	Digital Illustration	3	3
DVC3575	Beyond Print	3	3
DVC3577	Narrative Illustration	3	3
DVC3578	Explorative Illustration	3	3

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Digital Film & Television



All your life you've marvelled at the larger-than-life stories that play out on the big screen. Maybe you've wondered if you'd one day see your name up there in the credits of a critically acclaimed film. You're a big fan of the goggle box and you're fascinated by the intricate production process that takes place behind the scenes of a television series. If you have a lifelong love affair with television production, good movies and documentaries, and an overwhelming passion to tell your stories on film, this is the place to start. Who knows, you might even be the next exciting discovery to take the film and media industry by storm!

This is where we give you the tools and the inspiration to write screenplays, direct strong emotive dramas and documentaries and maybe one day even produce an award-winning film. Here, you not only learn the technicalities of making a good film, but all the other stuff you need to know to get your film up on the big screen. Learn to pitch and sell an idea, and decide whether it's good enough to hook an audience. Explore the possibility of creating content for multiple platforms. Grasp the elements of writing persuasive and lively proposals to attract investors to fund your potential blockbuster. Experience the magic of good screen-writing

and dive into producing, directing and editing to practise the art of emotional storytelling for the screen.

Your lecturers will not just teach you, they will also be your mentors. They will share their years of experience with you and show you what it takes to write/produce/direct award-winning stories in documentaries, films and television shows. With the support of well-established partners in technology working in tandem with us, you will receive a quality education that is on par with world-class institutions, a launch pad for a rewarding career in the challenging and creative media industry. Your journey as an award-winning filmmaker begins right here.



Mix talented students with an accomplished and dedicated faculty and you get a dynamic film school. The best student work at Temasek Polytechnic is comparable to the best in other film schools in Europe and America.

Professor Mark Jonathan Harris
Distinguished Professor
School of Cinematic Arts
University of Southern California
and three-time
Academy Award Winner

Career Opportunities

Your skills will enable you to have challenging and rewarding careers in the growing film and media industries, not only here in Singapore, but internationally. You might just be the next big name film or television producer/ director, digital post-production editor, or top-notch director of photography.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 24 credit units
Diploma Subjects	
Core Subjects	: 84 credit units
Elective Subjects	: 9 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 126 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Minimum Entry Requirements

English Language (EL1) *	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 7
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, 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 Studies, 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).

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Note: Applicants with mild or severe colour vision deficiency or suffering from severe visual impairment should not apply for this course.

Course Structure

TP CORE SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1013	Communicating Design Ideas	1	3	
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1	
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1	
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1	
DCS2014	Professional Communication for Design	2	3	
DSI2023	Student Internship Programme	2	12	
DCS3016	Communicating Design Arguments	3	3	

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DMV1601	Creative Storytelling	1	3
DMV1604	Camera & Lighting	1	3
DMV1656	Basic Video Project	1	6
DMV1657	Idea Incubation	1	3
DMV1659	Introduction to Directing	1	3
DMV1661	Location Sound	1	3
DPS1020	Design Fundamentals	1	3
DMV2611	Video Editing	2	3
DMV2644	Project Pitching	2	3
DMV2645	Production Planning & Management	2	3
DMV2647	Directing	2	3
DMV2657	Documentary Project	2	6
DMV2658	Short Film Project	2	6
DMV2660	Studio Production	2	3
DMV2662	Production Design in Film & Television	2	3
DMV2664	Overview of Non-Fiction	2	3
DMV2666	Film Genre	2	3
DMP3021	Major Project: DFT	3	9
DMV3626	Screen Writing	3	3
DMV3659	Advanced Video Project	3	6
DMV3660	Content Evolution	3	3

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
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Production & Technical Specialisation

DMV2667	Audio Post	2	3
DMV3664	Cinematography	3	3
DMV3665	Advanced Editing	3	3

Directing Specialisation

DMV2665	Writing for Non-Fiction Film & Television	2	3
DMV3661	Advanced Directing	3	3
DMV3662	Reflections on Global Perspectives	3	3

Producing Specialisation

DMV2663	Marketing & Distribution	2	3
DMV2665	Writing for Non-Fiction Film & Television	2	3
DMV3663	Creative Producing	3	3

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Environment Design



The quality of public spaces holds the key to how we live, play, work and move. Our mind-sets in the way we feel within our urban environment determines how liveable we see our daily lives to be. Do you want to see cities of the future as incubators for hatching creative ideas for human engagement, interaction and recreation? How should these be better and different from what we have today? If you have the passion and vision to create fresh and exciting public spaces that connect people and places, movement and urban form, nature and the built fabric, then this is the course for you.

Singapore and many other cities with urban communities face the same challenges of balancing sustainable development and liveability. We need designers who will understand the nuances of architecture, landscape architecture and urban design to create and design public spaces that are cohesive, relevant and liveable to ensure that the quality of life is not compromised. The only one of its kind in Singapore, the Diploma in Environment Design offers a unique interdisciplinary curriculum that will engage and challenge you to explore the seamless integration of architecture, landscape architecture and urban design. You will be trained to design and shape the character of places by combining urban landscapes like civic plazas and community

spaces with building design, and in the process, create public spaces that will add value to people's lives.

To do that, you will be immersed in a curriculum that reflects the industry's current practices and needs. Work in teams and collaborate on 'live' industry projects for real clients and firms, with software and processes that are current and industry-relevant. Go on study trips to key urban centres like Hong Kong or Tokyo because there's nothing like learning from experience. You will learn how to think critically, strategise creatively, and pitch and present ideas convincingly. You will investigate ideas across conventional boundaries in meeting the needs of people, nature and the man-made environment. By the time you graduate, you will be that new designer the architectural design community is looking for – one who is able to smoothly straddle the three core strands of architecture, landscape architecture and urban design.



The inclusion of new industry standards will certainly provide a forward push for students to achieve a higher level of competency and be able to keep up at the forefront of things.

Mr. Kong Yit San
Assistant Chief Executive Officer
National Parks Board

Career Opportunities

Designers who are versatile enough to understand and manage projects that address the confluence of architecture, landscape architecture and urban design are likely to be in demand in cities all over the world. Well aligned to the needs of the industry, the course prepares school-leavers to be graduates with a versatile skillset and a sensitive understanding of industry demands. As our graduate, you will readily find employment in landscape architecture and architecture practices as a landscape designer and architecture assistant. You will be well trained to work in park consultancies, project management firms, urban design consultancies, and multidisciplinary design practices.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Core Subjects	: 93 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 122 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Minimum Entry Requirements

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Any three other subjects, excluding CCA	Grades 1 - 6

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** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Note: Applicants with mild or severe colour vision deficiency or suffering from severe visual impairment should not apply for this course.

Course Structure

TP CORE SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1013	Communicating Design Ideas	1	3	
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1	
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1	
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1	
DCS2014	Professional Communication for Design	2	3	
DSI2019	Student Internship Programme	2	8	
DCS3016	Communicating Design Arguments	3	3	

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DED1817	Sustainable Materials	1	3
DED1818	Architectural & Landscape Drawing	1	3
DED1821	Form & Space Exploration	1	3
DED1822	Architecture Design Studies	1	3
DED1823	Sustainable Design 1	1	3
DED1824	Digital Visualisation 1	1	3
DED1825	Landscape Design Studies 1	1	3
DED1826	Building Technology 1	1	3
DED1827	Integrated Studio 1	1	6
DPS1020	Design Fundamentals	1	6
DPS1021	Marketing in Design	1	3
DED2826	Urban Design Studies	2	3
DED2829	Sustainable Design 2	2	3
DED2830	Digital Visualisation 2	2	3
DED2831	Landscape Design Studies 2	2	3
DED2832	Building Technology 2	2	3
DED2833	Integrated Studio 2	2	6
DED2834	Integrated Studio 3	2	6
DED3826	Digital Visualisation 3	3	3
DED3827	Building Technology 3	3	3
DED3828	Sustainable Design 3	3	3
DED3829	Integrated Studio 4	3	6
DED3710	Professional Practice	3	3
DMP3024	Major Project: EVD	3	9

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Interior Architecture & Design



You question your living spaces and always think about making them different and more meaningful. You love to explore, build, hone and enrich the interior experience in exciting ways that wow users. Be it the need for more breathing space in a tiny room, a more playful hangout place across the street or a unique shopping experience, you feel for the users' needs in a modern environment with its diverse space design challenges. Finding and fusing ideas across disciplines to always brainstorm, collaborate and spin new interior solutions thrill you. We've got a great course that will transform your aspirations into a profession.

Over three years, build and layer your knowledge and skills through five core clusters – Foundation, Tectonics & Technology, Contextual Place-making, Trends & Issues and Assembly & Materiality. Starting with design basics, you will learn to study and connect building materials to human emotions as well as understand how to adapt interiors to people's needs and location contexts. Keeping abreast of global trends such as climate change and the way we live, you will explore issues and constraints that affect sustainable space design considerations. Through these, you will seek to provide thoughtful, human-centric and holistic solutions to complex design problems.

You will be guided and mentored by tutors with many years of practice in the fields of architecture, interior design and exhibition design; many of whom are registered architects and interior designers with global experience. Shaping futures and building careers, the course offers a unique learning environment and integrated studios. Our programme continues to excel and excite with industry partnerships with DBS, People's Association and Jurong Healthcare. There are many opportunities to work on real 'live' industry projects and intern with reputable industry names such as Ong & Ong, SCDA, Aedas, FARM, DP Architects, DBS, Google Asia, M.Moser, HBA and many more.

As Singapore's first and most established Interior Architecture & Design polytechnic diploma course, our strength in graduate employability is a result of aligning the curriculum with the needs of the industry. Additionally, many of our alumni have gone on to become award-winning designers.

Learning takes place in bright and airy studios where new ideas and possibilities in spatial design are shared and explored. Overseas trips, student exchanges and opportunities to network with industry leaders provide the extra value in the learning experience offered in the course.

If you are someone who enjoys thinking out of the box and relishes conceptualising different approaches and uses of a stimulating and functional environment, this is the course for you.



DesignSingapore Council is encouraged by the course in the studio practice forming strong partnerships and collaborations with the industry for project based learning so that students are more industrially prepared.

Jeffrey Ho
Executive Director
DesignSingapore Council
Ministry of Communications and Information

Career Opportunities

Armed with professional skills to provide interior design services for corporate, exhibition, institutional and residential projects, graduates from our course can find careers as designers and consultants in interior design consultancies, design-related businesses or an architect's office. Or, you could easily land a job in event management, exhibition design, interior product design and in-house design for museums and galleries. Many graduates have also realised their dreams of starting their own design consultancies.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Core Subjects	: 93 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 122 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

Course Structure

TP CORE SUBJECTS			
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DCS1013	Communicating Design Ideas	1	3
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
DCS2014	Professional Communication for Design	2	3
DSI2019	Student Internship Programme	2	8
DCS3016	Communicating Design Arguments	3	3

Minimum Entry Requirements

English Language (EL1) *	Grades 1 - 7
Mathematics (E or A)	Grades 1 - 7
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, 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 Studies, 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).

* *Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Note: Applicants with mild or severe colour vision deficiency or suffering from severe visual impairment should not apply for this course.

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DIA1204	Digital Architectural Drafting	1	3
DIA1234	Design Studio 1	1	6
DIA1235	Media Techniques & Presentation	1	3
DPS1020	Design Fundamentals	1	6
DPS1021	Marketing in Design	1	3
DRH1701	Architectural Drawing	1	3
DRH1714	Fundamentals in Design	1	3
DIA2205	Architectural Design Theory	2	3
DIA2235	Design Studio 2	2	6
DIA2236	Design Studio 3	2	6
DIA2237	Portfolio Development	2	3
DRH2718	Interior Elements	2	3
DRH2719	Construction & Detailing	2	3
DRH2720	Building Systems	2	3
DIA3216	Interior Design Practice	3	3
DIA3232	Sustainable Environment	3	3
DIA3233	Design Studio 4	3	9
DIA3234	Design Studio 5	3	9
DIA3235	Design Research Methods	3	3
DRH3708	Digital Modelling	3	3
DMP3023	Major Project: IAD	3	9

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Product & Industrial Design



If you're an 'ideas' person, love to mull over issues and challenges, love to think differently from the rest of the crowd, then the world of product design awaits. This is a pathway for thinkers and problem-solvers who believe they have the vision and the skills to offer design solutions that work. Whether it is a lifestyle product, a communication device or a stylish piece of furniture, product designers are well-placed to create powerful design solutions and ideas that influence and improve our way of life.

In a world where the population is greying, where living spaces are shrinking, where lifestyles are changing, there is a need for strong and innovative product designers who can understand and design for the changing landscape we live in. We're looking for curious and creative thinkers and doers like you who can make a difference.

The sensitive balance between ideation and craft is a 21st century skill that is very much valued by industry. Through a mix of projects, the global exposure of study trips overseas, the edge of competitions, you will sharpen skills in critical thinking. There will be room to be creative and to think about the next big idea. From there, bring your ideas to life in our well-equipped workshop and labs.

A team of experienced lecturers and technical specialists, many of whom are alumni from the same course, will guide you in honing your design and craftsmanship skills.

The TP Product & Industrial Design graduate is highly sought-after by start-ups and established firms in space-making, consumer electronics, communication, fashion, technology and even in non-traditional sectors such as banks, government agencies and hospitals. So if you think your ideas can make a difference in the way we live and the things we use every day, then this is the right course for you.



The School has continued to stay relevant by producing creative thinkers, not just designers, and is cultivating a unique attitude towards design, not just skills and knowledge of design. Design thought leadership will be critical in the coming years for the graduates and the School.

Low Cheaw Hwei
Vice President
Global Head of Product & Service Design
Head of Design, Asia
Philips Design
Philips Electronics (S) Pte Ltd

Career Opportunities

Our graduates are simply needed everywhere. In diverse fields such as consumer electronics, medical products, furniture design, packaging design, transportation design, product merchandising, service design, object/ craft design, exhibition design, advertising and environmental design, including building interiors and signage. Many of our graduates have also started their own successful design or design-related studios and enterprises.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Core Subjects	: 93 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 122 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

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** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Note: Applicants with mild or severe colour vision deficiency, or suffering from uncontrolled epilepsy, profound hearing loss or severe visual impairment should not apply for this course.

Course Structure

TP CORE SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1013	Communicating Design Ideas	1	3	
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1	
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1	
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1	
DCS2014	Professional Communication for Design	2	3	
DSI2019	Student Internship Programme	2	8	
DCS3016	Communicating Design Arguments	3	3	

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DPS1020	Design Fundamentals	1	6
DPS1021	Marketing in Design	1	3
DPD1432	Prototyping Workshop	1	6
DPD1433	Evolution of Industrial Design	1	3
DPD1434	Concept Visualization	1	3
DPD1435	Form Aesthetics	1	3
DPD1436	Visual Presentation	1	3
DPD1437	Prototyping Lab	1	3
DPD2412	Product Engineering Principles	2	3
DPD2419	PID Project 1	2	6
DPD2420	PID Project 2	2	6
DPD2433	Design for Usability	2	3
DPD2434	Design for Experience	2	3
DPD2435	Form Aesthetics 2	3	3
DPD2436	Design for Eco-System	2	3
DPD2437	Visual Presentation 2	2	3
DPD2438	Prototyping Lab 2	2	3
DMP3011	Major Project: PID	3	9
DPD3421	PID Project 3	3	6
DPD3428	Innovation, Science & Technology	3	3
DPD3432	Professional Industry Studio	3	9
DPD3433	Prototyping Lab 3	3	3

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Subject Synopses

DAD1101 History of Costumes

This subject covers the evolution of costume history from the earliest historical context to present day, from the varying costumes in history to modern contemporary fashion and associating these historical elements in the context of designing today's contemporary fashion.

DAD1102 Fashion Merchandising

This subject covers the characteristics and systems of the apparel industry – the importance of the consumer's influence over trend and fashion prediction, the process from the design concept to the consumer, the apparel markets and business aspects, as well as careers in the apparel industry.

DAD1104 Introduction to Visual Merchandising

This subject covers the principles of window and floor display situations, and the techniques involved in catalogue and storyboard layout, with close references to colour, graphic principles and fashion retail trends.

DAD1140 Fashion Retail Management

This subject guides you in helps you understand the dynamics of the consumer marketplace and fundamental concepts and issues faced by retailers such as store ownership, merchandise mix, customer target, locality, promotions, etc. You will also be introduced to the several operational aspects of operation management such as store format and size, space allocation, personnel utilisation, store maintenance, inventory management and store security.

DAD1148 Textiles Fundamentals

This subject gives a basic understanding of fibres and yarn in the context of textiles formation. You will be taught the fundamentals of knits and weaves, and to identify fabrics by names through visual identification and their intrinsic characteristics. Your understanding of textiles will encompass production processes, practices and new developments in the industry.

DAD1149 Textiles Manipulation & Design

This subject will bring you to the next level of textiles and surface design. You will carry out your ideas through intermediate design work and find personal ways of designing on paper and fabric. The print shop will be heavily used in exploring the dynamics of pattern through painting, silkscreen printing and dyeing, exploring lines, spaces, shapes, textures, colours on paper and fabric. The use of mixed media together with all aspects of visual research will be demonstrated in sketchbooks, croquis, through to the making of the final product.

DAD1150 Fashion Illustration & Production Drawing

This subject provides you with the skills required to visually present your apparel design ideas to the apparel industry. Fashion illustration will allow the visual expression of fashion design ideas on paper, using idealised fashion figures.

DAD1151 Apparel Production 1

This subject introduces you to the fundamentals of flat pattern drafting as well as to the basic sewing processes.

DAD1152 Basic Draping

This subject covers basic draping knowledge and skills that include preparation of dress form to application of different draping techniques to achieve desired designs. It will also cover differences that affect the effects in the flow of garments.

DAD1161 Basic Sewing Techniques

This subject covers the fundamental knowledge and skills on how to operate and handle sewing machines such as industrial and home embroidery machines in the apparel industry. It also covers the fundamentals of construction and techniques in sewing components of a garment in accordance with the industrial standards.

DAD1162 Concept Research & Presentation Techniques

This subject introduces you to the essential stages of creative concept research and also provides you with the skills required to present visually and communicate your apparel design ideas effectively to the apparel industry. The skills acquired will be in the areas of concept research and presentation techniques.

DAD1163 Figure Drawing & Production Drawings

This subject provides you with the basic fundamental skills required to present visually the drawn figure as representation of the human form. It is conveyed in the mode of proportion acceptable to fashion designing standards. Production drawing focuses on the technical aspect of the apparel. Basic proportions and design details are translated and presented into neatly rendered technical drawing exercises to enable the pattern maker draft the required patterns for production.

DAD2113 Sourcing & Costing

This subject provides you with an introduction to understanding the global perspective of the textiles and apparel industry, as well as the costing structure of apparel. These are the essential tools for the designer or merchandiser to strategically source for materials and production in countries that have the comparative and competitive edge.

DAD2116 Advanced CAD

This subject offers a broader picture of some of the technological changes that have emerged in the world of apparel and textile. It provides you with a way of integrating this technology in the designing process. The importance of the development process, from concept to consumer, continues to surface in the subject as you explore the various designing software and programmes pertaining to apparel and textiles design, and visual merchandising.

DAD2122 Apparel Manufacturing Process

This subject covers the process of mass production in the apparel industry from the preproduction planning to the completion of the product. It relates to issues associated with the concepts of product performance and quality and the functional organisation of apparel manufacturing firms. It differentiates the involvement of various professionals in product development till manufacturing stage.

DAD2138 Basic CAM

This subject covers computerised manufacturing area by utilising software such as AccuMark pattern design. It includes digitising paper patterns into the system, modifying basic blocks to required pattern pieces, grading and marker layout. This subject also covers aspects of mass production in the apparel industry.

DAD2142 Fashion Purchasing Management

This subject focuses on the fundamentals of retail buying with principles of merchandising mathematics which the retail buyers frequently use. Topics include dealing with vendors, sales forecasting, process of developing profitable merchandise assortment and product branding. Buying mathematics relating to sales target such as open-to-buy, merchandise dollar plan and control, mark-ups/markdowns, retail pricing, stock-to-sales ratio, gross margin, stock turnover, skeletal profit and loss statement are highlighted as key buying performance measures and insight into the types of decisions buyers have to make.

DAD2144 Pattern Grading

This subject covers the relevant knowledge and skills required in manual pattern grading. These include comparison of different body size measurement, the understanding of size specification chart and grade rules to attain a set of graded patterns. It highlights the different basic pattern grading techniques such as pattern shifting, cut and spread and computer grading.

DAD2147 Apparel Design Projects

This subject provides you the opportunity to integrate the multiple interfaces of apparel design and production training in the development of different collections for the apparel industry. The process will include the conceptualising and production of two different lines of clothing.

DAD2153 Apparel Production 2

This subject covers a prior level of knowledge and techniques in flat pattern drafting of women's top and sewing of different finishing. It includes design developments involving details such as collar, neckline and sleeve that requires you to interpret the v design components into flat pattern drafting. This subject also covers sourcing of appropriate fabrics to enable you to produce the actual garments. Comprehension of fabric selection according to various designs will benefit you to produce actual garments from ideation.

DAD2154 Advanced Draping

This subject covers advanced level of knowledge and techniques of draping to achieve variety of creative design such as cowl, cascade, and decorative effects of twist and cross. Through creating different draped effects using various types of fabrics, e.g. delicate/soft drape from chiffon and silk, falling drape from jersey, it provides you with opportunities to enhance understanding of fabric characteristics and effect from different grain lines.

DAD2155 Visual Merchandising Project 1

Building on prior knowledge of visual merchandising, this subject covers application of progressive skills to create a visually unique store that will impact sales. It enhances a comprehension of the retail and visual merchandising industry that includes the conceptualisation and development of the store identity, design and installation of store windows and interior display. This includes topics on fixture selections, lighting system and choice of props to enhance merchandise.

DAD2156 Visual Merchandising Project 2

This subject covers the higher level of knowledge and skills of how to adapt design concepts and issues in the retail environment and will explore all aspects of the retail environment design from conceptualisation of store images. It will also include store layout with merchandise presentation, arrangement of fixtures and visual excitement projection in promoting customer's interest in the store.

DAD3127 Quality Assurance in Textiles & Apparel

This subject covers the principles of quality the various quality concepts such as Just In Time, Kaizen, Reengineering, Benchmarking and Total Quality Management and the tools used in quality control and assurance. You will have practical lessons on statistical sampling in which you will do a visual garment inspection, a complete inspection report, and conduct tests on textiles and apparel using AATCC and ASTM standards or adapted versions. You will engage in active research and discussion of some common quality issues faced by the industry such as fabric skewing, fabric pilling, colour fastness failure, snaps failure, and wet garment processing.

DAD3157 Apparel Production 3

This subject covers a variety of techniques in the drafting and production of men's wear. It includes the basic pattern drafting of men's block to the development of various designs of shirts and pants. Knowledge in the sourcing of appropriate fabrics to produce the shirts and pants will be included.

DAD3158 Tailoring

This subject covers the fundamental knowledge of drafting and sewing techniques to construct women's tailored jacket and pants. It also covers comprehension of optimal fabric for tailored jackets and pants, which is one of the most important aspects as the fall of tailored jacket and pants depends on choice of weight and feel of the fabric.

DAD3160 Events Management

This subject introduces you to project management skills, negotiation, and other challenges. More than just a how-to guide, it also offers insights on communicating your goals and visions effectively to the audience so that every project is in line with brand or company objectives.

DCS1013 Communicating Design Ideas

Effective communication is an engaging experience. This subject covers a range of multisensory, multimedia and language skills. It aims to develop critical reading, research, writing, small group communication and oral presentation skills that design students would require in generating, developing and presenting design ideas.

DCS2014 Professional Communication for Design

Communication that connects and engages plays a critical role in advancing a design professional's career. Beyond developing client and corporate communication skills, this subject enhances the students' personal branding and presence. You will be guided to review your curriculum vitae and portfolio on both online and offline platforms for the purpose of employment and securing of design contracts.

DCS3016 Communicating Design Arguments

The communication element of the design process is the discourse of client needs, design problems and solutions. You will learn argumentative skills and how to apply this in presenting and writing design proposals based on global design issues. This subject focuses on identifying the best way to research and craft a design pitch using effective platforms to showcase written and verbal communication.

DED1817 Sustainable Materials

This subject focuses on the study of materials commonly used in public spaces with emphases on both their functional and visual properties. It provides a platform for exploration of surface finishes as an essential component for achieving the intended spatial quality; which at the same time satisfy the current standard of sustainability.

DED1818 Architectural & Landscape Drawing

This subject introduces the basics and principles of visualisation techniques for architectural and landscape drawing. It equips students with the skills and knowledge to produce drawings, apply basic methods of hatching techniques, orthographic projections, perspective drawings and basic landscape graphics.

DED1821 Form & Space Exploration

This subject focuses on the sculpting and manipulation of the built form and its implication on the external space. It addresses concepts pertaining to spatial concepts and qualities, resolution of geometry and design principles. Students will have the opportunity to explore 3-dimensional forms and develop a set of design vocabulary.

DED1822 Architecture Design Studies

This subject gives an overview of the historic development of architectural periods from antiquity to the contemporary. It aims to equip students with the skills and knowledge to make observations and identify specific influences on the development of architecture and built-environment in Singapore.

DED1823 Sustainable Design 1

This subject introduces students to various environmental factors at an elemental level that are to be considered for sustainable, ecologically sound design responding to the environment to achieve optimal human comfort for users. It aims to equip students with the skills and knowledge to carry out a basic site analysis and to be more aware of environmentally conscious design proposals incorporating passive control principles and strategies.

DED1824 Digital Visualisation 1

This subject covers the fundamentals of the use of computer aided design (CAD) software that is relevant to specific application in the context of built environment studies (e.g. architecture, landscape, urban design, etc.). It aims is to equip students with the skills and knowledge to apply the main commands of the CAD software for producing digital drawings and as a design development tool for built environment projects.

DED1825 Landscape Design Studies 1

This subject introduces students to landscape design and principles with an overview of the historic development of landscape architectural periods from antiquity to the contemporary. It aims to equip students with the skills and knowledge to make observations and identify specific influences on the development of landscape architecture in Singapore.

DED1826 Building Technology 1

This subject introduces students to basic timber construction techniques and masonry structures that are relevant to specific applications in the context of built environments like architecture, landscape architecture, and urban design. It provides students with an understanding of the properties of timber and masonry structures and their use in construction. Students will also get a glimpse of current and future trends in the use of timber and masonry structures.

DED1827 Integrated Studio 1

This studio is exploratory in nature which introduces students to the design process and methodology, integrating built form and landscape. Students will develop design proposals responding to a brief that reinforces the fundamentals and relationship of space and form, structure, scale and proportion, environmental and landscape elements. They will have opportunities to present and articulate their ideas in the form of drawings, models and storyboards.

DED2826 Urban Design Studies

This subject equips students with the skills and knowledge in the reviewing of the important factors that contribute towards urban design. Students will be able to apply their knowledge of good urban design in their works, and identify the importance of urban design guidelines in the local context.

DED2829 Sustainable Design 2

This subject introduces students to the concept of sustainability in the context of design and urban developments. It aims to equip students with the skills and knowledge to carry out an in-depth site analysis and to propose strategies to address sustainability issues at the community level. Students should be able to relate their designs with the holistic understanding of any given site and its environmental issues.

DED2830 Digital Visualisation 2

This subject covers the fundamentals of the use of digital visualisation and presentation software and concepts that are relevant to specific application in the context of built environment studies (e.g. architecture, landscape, urban design, etc.). It aims to equip students with the skills and knowledge to apply the main commands of the visualisation software as a visual design development and presentation tool for producing digital rendered images for built environment projects.

DED2831 Landscape Design Studies 2

This subject aims to equip students with a foundational knowledge of tropical horticulture in landscape design coupled with an understanding of application of softscapes and hardscape design in urban environments. It seeks to provide students with the skills and knowledge to make observations and identify how architecture and landscape elements are integrated.

DED2832 Building Technology 2

This subject introduces students to basic steel construction techniques and composite structures that are relevant to specific applications in the context of built environments like architecture, landscape architecture, and urban design. It provides students with an understanding of the properties of steel and composite structures and their use in construction. Students will also get a glimpse of current and future trends in the use of steel and composite structures.

DED2833 Integrated Studio 2

This studio is site-driven and focuses on the advanced processes of performing site analyses and attempts to confront students with physical site conditions. This subject aims to equip students with the skills and knowledge to incorporate the processes of site analysis and the understanding of site contextual issues which include social and cultural factors and biodiversity to formulate and rationalize appropriate integrated design proposals and solutions. Students are encouraged to identify basic and real site issues critically.

DED2834 Integrated Studio 3

This studio is issue-driven and is contingent on in-depth site analysis at an urban scale. The studio focuses on the formulation of innovative and workable ideas to solve urban design issues such as high density living, conservation, image of the city and revitalisation. This subject aims to equip students with skills and knowledge of advanced processes of site analysis, site contextual issues, building typology, social and cultural factors. Students will be able to integrate these processes to formulate and rationalize their own design strategies and proposals.

DED3826 Digital Visualisation 3

This subject provides the fundamentals of the use of building information modelling (BIM) software that is relevant to specific application in the context of built environments like architecture, landscape architecture, and urban design. Students will also be introduced to the integration of different built environment services that the software is capable of.

DED3827 Building Technology 3

This subject introduces students to the basic construction techniques of concrete and other types of structures (e.g. tensile structures, etc.) that are relevant to specific application in the context of built environments like architecture, landscape architecture, and urban design. It provides students with an understanding of the properties of concrete and other structures and their use in construction. Students will also get a glimpse of current and future trends in the use of composite structures.

DED3828 Sustainable Design 3

This subject introduces students to man's broader relationship issues with the environment and the local/global strategies of dealing with them. It provides students with the knowledge of local policies and regulations addressing environmental, social and economical challenges at the national and global level. The aim of this subject is to equip students with the skills and knowledge to propose holistic design strategies to address sustainability issues.

DED3829 Integrated Studio 4

This studio is industry-driven and will equip students with skills and knowledge of working in small groups with the focus on practice-based scenarios. It will involve students with agents/clients in the industry and practice, and ultimately prepare them for their Student Internship Programme.

DED3710 Professional Practice

Students will learn about the professional practice of environmental design. They will be introduced to the relevant standards, codes, rules, regulations and by-laws which govern the practice of environmental design. The subject will help students understand proper procedures prevalent in the office or site environment and will expose them to the different roles and responsibilities of members of the project team. Students will be further equipped to contribute towards efficient and successful office, design and project management. They will be made aware of prevalent contractual agreements and contractual obligations which will be part and parcel of their responsibilities in the course of a design project.

DIA1202 Media Techniques & Presentation

This subject introduces basic visualisation and presentation techniques for interior architecture and design. It covers basic methods of constructing geometric drawings, orthographic projections, perspective drawings and presentation techniques to effectively represent architectural design ideas, concepts and details.

DIA1204 Digital Architectural Drafting

This subject aims to equip the students with the skills and knowledge of Computer-Aided Drafting to generate digital architectural drawings. Coverage will include the basic principles of project documentation using computer generated drawings software to document and manage a design project. Students will learn the principles of Computer Aided Drawing (CAD) and digital skills for efficiency in building information and documentation.

DIA1220 Space Planning

This subject focuses on understanding of space planning that sets the stage for effective interior environments. It addresses issues pertaining to anthropometry, ergonomics, behavioural science and design programming and provides a platform for exploring various techniques to creatively resolve challenges related to function and quality of human environments.

DIA1221 Colour & Light

This subject covers the theory and application of colour and light to the built environment to create specific responses. It will enable you to make considered judgments in the selection of colours, materials and texture moderated by effect of light, as an integral part of the design process.

DIA1234 Design Studio 1

This subject aims to equip the students with knowledge to create interior architectural spaces with the understanding of basic design elements and principles of space making. Students will learn basic spatial planning and focus on exploration and development of varying perspectives in design conceptualisation, visualisation and expression of design ideas.

DIA1235 Media Techniques & Presentation

This subject aims to equip the students with the knowledge and skills to enhance architectural drawings with advanced rendering techniques and digital means for design presentations. It also covers rendering techniques with the use of tone, shade, shadow and colour. Students will learn the methods of selecting appropriate media and visual presentation techniques to communicate design ideas.

DIA2205 Architectural Design Theory

This subject aims to equip the students with skills and knowledge to investigate design history and theory through critical observation and analysis. It covers the theories and movements associated to the development of modern and contemporary architecture. Students will be provided with a historical overview of the theories and developments of modern and contemporary architecture. The subject will also highlight the development of architecture and design style in South East Asia.

DIA2235 Design Studio 2

This subject aims to equip the students with the skills and knowledge to create meaningful and functional interior architectural spaces by exploring, experimenting and developing varying perspectives of design processes. Students will cover processes and approaches in space making, and studio practices to make design decisions at varying stages of design development. The subject also introduces functional spatial planning, basic tectonics and technology as an essential component of a spatial design proposal.

DIA2236 Design Studio 3

This subject aims to equip students with the knowledge and skills to contextualize a design within a given space based on the understanding of Sense of Place. Students will cover concept development as a seamless process of design from inception of a design idea to the resolution of the design process. The subject focuses on the physical developmental evidences of the design process as the key to externalising conceptual thinking and development in Interior Architecture and Design.

DIA2237 Portfolio Development

This subject aims to equip students with the knowledge and skills to develop a set of design portfolios for design presentation and interviews to broaden student's design profession. It covers the means and techniques of interior design presentations. Students will learn new presentation style through both manual and digital modes which will enhance the presentation of design works. This involves the development of the process and techniques required to articulate design proposals effectively. A compilation of effectively communicated design ideas and concepts would form an appropriate design portfolio for design presentations.

DIA3216 Interior Design Practice

The aim of this subject is to equip students with the fundamental knowledge and understanding of relevant codes, rules, regulations & by-laws including contractual and project management aspects of the interior architectural design profession. The subject provides exposure to the different roles and responsibilities of members of the project team. Students will be provided with knowledge to contribute towards efficient studio, design and project management from feasibility through post-construction stages of a project. Prevalent contractual agreements and obligations which form part and parcel of the responsibility of the interior designer will be covered. This subject will be conducted online.

DIA3218 Retail Design

This subject introduces the basic principles and approaches to the design of spatial and physical elements in a retail interior, from conceptualisation of retail themes and images to the practical detailing of lighting, displays and fixtures. It explores the critical issues of retail design as they relate to the successful integration of design, commerce and consumer behaviour through the development and deployment of the appropriate visual language for the retail environment.

DIA3231 Museum & Exhibition Studies

The subject intends to develop an understanding of the various approaches in developing concepts for permanent and temporary exhibitions in museum and event promotion. You will learn how to develop space, structure, identity and image of an exhibition in an effective communicative environment.

DIA3232 Sustainable Environment

The subject equips students with skills and knowledge to develop sustainable built environments. Students will gain an overview of the main paradigms of sustainability and its influence on the design of the built environment. At the same time the subject covers how knowledge of the different paradigms of sustainability can be used positively to affect the space, form and character of the built environment.

DIA3233 Design Studio 4

The subject equips students with specific skills and knowledge to design built environments that effectively responds to the needs of a specific prominent issues faced in society. Students will get an introduction to a framework with the focus on issue driven approach to the design of a built environment. The issue chosen would be a prominent issue faced in society such as sustainability, universal design, climate change, resource depletion and social concerns.

DIA3234 Design Studio 5

Design Studio 5 aims to provide a platform for the synthesis of skills and knowledge in a professional context. The subject takes students through an Interior Architectural Design process that challenges them to apply and practice their design skills and knowledge at a smaller but more detailed scale with the project brief scoped to enable students to synthesise their design thinking towards the professional landscape.

DIA3235 Design Research Methods

The aim of this subject is to introduce the skills and knowledge that will enable students to apply in conducting research on a given design issue. This subject provides the framework for the introduction and application of design research methods on a self-initiated interior design project brief. The scope includes the inception and exploration of design ideas and concepts within a specific context, through conducting a series of documented systematic investigative studies, analysis of field experiments and data mining. The subject is intended to generate research content that are pertinent to the design issues that the student is pursuing in their Major Project.

DIM1345 Ideation

This subject introduces you to some idea generation, analysis and synthesis techniques within a problem-solving 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.

DIM1366 Interactive Studio: Web

This subject introduces you to the basics of designing interactive media for the Web. You will learn the basics of Web authoring using HTML editors 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. A foundation will be given for the understanding of basic programming and scripting techniques that can enhance the interactivity of Web projects.

DIM2367 Interactive Studio: Web 2

This subject builds upon Interactive Studio: Web. You will apply the basics of designing interactive media for the Web. You will learn the advanced techniques of Web authoring using HTML editors and other interactive application software. You will also be able to prepare rich media for multimedia projects, such as video, audio, interactive menus and moving visuals. You will be able to apply these elements together with advanced authoring techniques to enhance the interactivity of Web projects.

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.

DIM2369 Interactive Studio: Media

This subject will focus particularly on the development and integration of multimedia content in the area of web infotainment. The subject will cover rich media integration at an advanced level, and the development of rich Internet applications using appropriate development tools. The aim of this subject is to explore and push the limits of digital interactivity, with a focus on the online infotainment experience.

DIM2370 Interactive Studio: Media 2

This subject aims to develop critical and practical skills appropriate for expanding the understanding of the creative possibilities of advanced design and authoring to maintain large-scale, interactive web sites with consideration to visual design, usability, audio and video integration, on-going site management, and web accessibility.

DIM2371 Interface Design

This subject introduces the basic 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.

DIM3372 Studio Project 2

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.

DIM3374 Interactive Studio: Mobile Devices

This subject introduces the design of applications and interfaces for mobile devices. You will apply design principles to small-screen interfaces and develop application prototypes for mobile devices. You will be encouraged to analyse and anticipate trends in mobile devices and applications.

DIM3375 Advertising Media Strategy

This subject prepares you for the ever-changing advertising landscape. You will explore the emergence of new technology used to engage consumers in a more interactive way. The impact of sociological and economic factors on advertising that cause shifts in consumer behaviour will also be investigated. This knowledge prepares you to strategically communicate a company's product and service to a more discerning consumer.

DIM3376 Industry Studio Practice

This module enables you to work on a diverse range of media and processes, both traditional and contemporary, 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 advertising and design industry.

DMP3011 Major Project: Product & Industrial Design

This subject introduces you to a self-initiated project that includes a written thesis on the rationale, design research approach and personal design viewpoints. The design and development process will be systematically recorded in a journal which will evolve into a detailed thesis. It covers a wide spectrum of design issues from anthropological, social, cultural, market behaviour, human factors and technology in the upstream processes to the downstream production processes of CAD simulation, prototyping, product testing and user feedback.

DMP3012 Major Project: Apparel Design & Merchandising

This project provides you with the opportunity to integrate the multiple aspects of the discipline of your choice i.e., Apparel Design & Merchandising or Retail & Visual Merchandising in a self-initiated project. You are to initiate, research, plan and execute an individual body of work showcasing conceptual thinking and proficiency in areas of their choice in greater depth. Through this project, you will gain an up-to-date working knowledge of professional practice and at the same time produce a well-articulated, original and industry-ready portfolio which is reflective of your professional aptitude.

DMP3021 Major Project: Digital Film & Television

This subject takes the form of a final project. It allows you to propose one that showcases the abilities you have developed throughout the course, reflecting your specialisation. You will utilise ideation techniques to arrive at a project idea, develop your own scripts, storyboards, sound and time plans to support your project idea within presentations. You will be given freedom to develop your projects within a supervisory relationship with your lecturers. In addition to developing your project, you will document and reflect upon your project outcomes.

DMP3022 Major Project: Communication Design

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.

DMP3023 Major Project: Interior Architecture & Design

The aim of this subject is to provide the skills and knowledge to enable students to synthesise the collective skills and knowledge acquired in past semesters' learning, in preparation for the industry. It provides the framework for the organisation, management and coordination of a design project based on a self-initiated and comprehensive interior design project brief. This subject includes the inception and exploration of design ideas and concepts within a specific context, the investigative study, analysis and research into pertinent design issues and the resolution of the design problem leading to an appropriate interior design outcome.

DMP3024 Major Project: Environment Design

This subject provides students with the framework to experience a self-initiated and comprehensive project that focuses on the development of an innovative design solution that addresses and resolves environment design issues related to the field of architecture, landscape architecture, and urban design as an integrated design proposal.

DMV1601 Creative Storytelling

This subject looks at how to express an idea through a story that an audience will find engaging. You will be introduced to elements such as story structure, character(s) and conflict to build your story from. You will also be exposed to the various tools of story development as well as the different ways stories can be told.

DMV1604 Camera & Lighting

This is a basic subject in electronic cinematography foundation techniques. You will be taught the operational basics of camera and lighting equipment, exposure and lighting techniques, and visual composition. You will also learn the essential job descriptions and division of labour that an efficient film crew requires.

DMV1656 Basic Video Project

This module takes the form of a production project that allows you to apply and consolidate your academic and vocational knowledge to date, culminating in a video clip, based on a given script. You will practice your visual narration techniques, pre-production, production and postproduction techniques and teamwork.

DMV1657 Idea Incubation

This subject explores techniques that help you with the conceptualisation of story ideas for the film and television mediums. Topics covered include brainstorming of ideas from life experience, environment and encounters to the identification of a good idea and development of an idea into a simple storyline.

DMV1659 Introduction to Directing

In this subject, you will learn the basic responsibilities of a Director in a film production. Topics covered include the fundamentals of directing techniques and theories such as blocking, working with technical crew and basics of working with casts. These basic directing techniques are crucial even for simple videos such as TV commercials and online content.

DMV1661 Location Sound

This subject introduces you to basic audio recording techniques, studio equipment setup, recording process and microphone techniques. Through these learning processes, you will acquire the vocabulary, basic location recording skills, producing and mixing techniques.

DMV2611 Video Editing

This subject introduces you to non-linear video editing with the principles and grammar of editing to be introduced and further developed. You will also practice and develop the skills-sets of an editor.

DMV2644 Project Pitching

You will learn how to “pitch”, or how to sell or market, your projects. You will learn how to prepare the basic budget and schedule documents, and creative documents such as a story outline and treatment, visual references and trailers.

DMV2645 Production Planning & Management

This subject aims to teach you the skills that are required in pre-production planning. They include budgeting, scheduling, location scouting and casting. You will also learn how to manage a production efficiently and timely, as well as put together the necessary documents after you have finished post-production.

DMV2647 Directing

This subject introduces you to the complex craft of directing a drama production. You will learn how to interpret the dramatic possibilities of a screenplay and translate it into a cinematic story, and work with actors.

DMV2657 Documentary Project

This subject takes the form of a project to encourage your application of the various skills set such as scriptwriting and project management to the production of a video with non-fiction content. It aims to develop your ability to apply audio visual narrative techniques and integrate the knowledge acquired in other subjects to a video production.

DMV2658 Short Film Project

This subject takes the form of a project and allows you to fully utilise the understanding and abilities developed over the previous areas of the course to produce a project in a Fictional Narrative Form. You will define a film genre and utilise project planning and management skills to bring the project to completion. You will develop project management and research processes and strategies in relation to your option discipline.

DMV2660 Studio Production

This module provides an understanding of the organisation and skills involved when producing a video programme in a multi-camera production set-up. You will apply and develop your design and technical skills to direct and produce a programme segment in a controlled setting. They include producing and directing different programme formats, pre-production and production tasks, simultaneous camera direction and instantaneous vision mixing.

DMV2662 Production Design in Film & Television

In this subject, you will learn how Production Design is crucial to the look of a film. You will be breaking down a script to identify its production design elements from sets to costumes, and from visual treatment to props in order to achieve the look and feel and create the mood that is necessary for the film.

DMV2663 Marketing & Distribution

This subject introduces the basic marketing and distribution methods in the media industry. You will learn how to develop a marketing plan and come up with creative ideas on how to sell your film.

DMV2664 Overview of Non-Fiction

This subject introduces a variety of nonfiction television programmes such as documentary, docudrama and reality television. Through screenings and discussion, you will develop a critical understanding of the research and creative approaches involved in developing nonfiction genre.

DMV2665 Writing for Non-Fiction Film & Television

This subject covers the application of scriptwriting principles and skills to the documentary and non-fiction genres. You will learn how to integrate interviews and narration to develop an audio-visual script that delivers a strong message or story.

DMV2666 Film Genre

Film Genre introduces the various genres of film that we are familiar with and provides you with an understanding of film structure as a medium of emotional communication. You will be exposed to the narrative techniques of the different genres as well as the semiotics behind film elements.

DMV2667 Audio Post

This subject introduces you to audio postproduction, a process of creating the soundtrack for any visual sequence. Both technical and creative aspects will be emphasised. Through these learning processes, you will acquire the skills necessary for the creation of a professional audio soundtrack.

DMV3626 Screen Writing

This subject introduces you to the craft of screen writing for the fictional genres. It will provide you with an understanding of the principles of visual storytelling for the screen and the process of writing a screenplay.

DMV3659 Advanced Video Project

This subject takes the form of a project and allows you to fully utilise the understanding and abilities developed over all the previous areas of the course to produce a video of either the fictional narrative or nonfictional genre. You will define a video piece initially, and utilise your creative, technical and project planning and management skills to bring the project to completion.

DMV3660 Content Evolution

This subject challenges you to explore the numerous and new media platforms that can be used to broadcast videos and carry out marketing campaigns. You will discover the possibilities of adapting your film projects into content for online and mobile users.

DMV3661 Advanced Directing

In this subject, you will be exposed to advanced directing skills such as in-depth methods of working with cast and the skills required to bring out performance. You will also study the styles of renowned directors' and their different directing techniques and develop abilities in visual storytelling.

DMV3662 Reflections on Global Perspectives

This subject introduces you to various issues such as globalisation, the aging population and how technology is changing the society and human perceptions. You will be exposed to world issues that will help you broaden your general knowledge and develop you as a holistic filmmaker.

DMV3663 Creative Producing

This subject covers advanced producing skills in the film and television industry. You will learn the responsibilities of the executive producer and the techniques of creative producing in a video production in order to enhance the narrative in a script and improve on the storytelling in a final film.

DMV3664 Cinematography

This subject builds on the skills acquired in the Camera & Lighting subject. You will learn advanced lighting theory and techniques, camera placement, camera angles, camera movement and lens choice, as the bases towards telling a good story.

DMV3665 Advanced Editing

This module offers an in-depth insight into the process of post-production. You will learn about media management during post, integrating projects across different platforms, creating advanced colour effects and compositing. The subject will equip you with advanced skills that editing professionals need to know with hands-on projects and technical and aesthetic lectures.

DPD1432 Prototyping Workshop

This subject introduces you to a wide variety of basic processing of wood, metal, plastics, composite materials and safe operations with workshop tools and machineries. You will acquire a working knowledge of Workplace Safety & Health (WSH), material specification, their characteristics and properties, prototype techniques, and competency in joining different materials together using the right methods of construction and techniques of casting, surface finishing as well as application of product graphics on 3-D prototypes.

DPD1433 Evolution of Industrial Design

This subject gives an insight into the evolution of product design and its impact on society. It traces the rich heritage of man's quest for ideas and forms since industrialisation by examining developments in art and the design of product and architecture. It also follows the changes of product design from traditional to mechanical forms and finally examines its present state in the electronic age.

DPD1434 Concept Visualisation

This subject provides an understanding of the language and techniques of drawing as well as the characteristics and potential of a range of drawing media. It provides you with an understanding of quick and effective conceptualisation and communication. It also covers basic methods of rendering, construction and perspective drawings to effectively represent product design ideas for prototyping.

DPD1435 Form Aesthetics

This subject introduces you to form aesthetics in product design. It centres on methods and principles of form development and manipulation. It also looks into form proportion and the meaning of product form and how it communicates.

DPD1436 Visual Presentation

This subject develops a range of presentation skills to produce strong and informative design concept presentation. You will experiment and try out different graphic presentation techniques, media and digital tools to effectively enhance and communicate the design ideas.

DPD1437 Prototyping Lab

This subject provides insight into computer-based technical drawing technique and introduces you to the fundamentals of prototyping and modelling using computer tools. The generation of basic quality industrial design 3D models will be taught using interface and tools such as Computer Aided Industrial Design (CAID) tools.

DPD2412 Product Engineering Principles

This subject deals with the understanding of product systems involving prime movers, input and output devices, and energy storage devices. You will be introduced to basic mechanical engineering, and basic structural engineering.

DPD2419 Product & Industrial Design Project 1

This project looks at design methodology, with an emphasis on research, problem identification and analysis, and simple problem-solving. Sketch ideas generated on paper will be translated into coloured renderings and general assembly drawings with the aid of maquettes and mockups, using a variety of media and workshop technologies. Issues of functionality, practicality and product semantics and aesthetics will be discussed and refined.

DPD2420 Product & Industrial Design Project 2

This project emphasises the application and use of industrial processes to meet user needs so that manipulative and workshop skills are developed into an understanding of production processes. You will learn entrepreneurship, leadership, batch production, marketing and sale of your designs.

DPD2433 Design for Usability

This subject introduces the basic product design lifecycle process. It will also look into individual's cognitive and physical factors that influence usability of interaction with the products.

DPD2434 Design for Experience

This subject deepens your knowledge of the design lifecycle. The subject centres on procedures to support design solutions to satisfy the needs and desires of individual users in the context of the environment. It will cover application of design reasoning and rationale necessary to develop a holistic solution.

DPD2435 Form Aesthetics 2

This subject deepens your knowledge of form aesthetics in product design, focusing on types and methods of product detailing in relationship to form and proportion. It will also look into how product detailing affects user experience and perception.

DPD2436 Design for Eco-System

This subject centres on the design of interactive products in the context of the product ecosystem. You will learn to design for product experience that will go beyond an individual user and his interactions with a lone product.

DPD2437 Visual Presentation 2

This subject helps you learn to present and communicate design solution in a visually persuasive and captivating way by deepening your knowledge and ability to combine research process, design principles and art direction with the latest presentation techniques and technology.

DPD2438 Prototyping Lab 2

This subject develops your proficiency in generating concepts on screen using the appropriate Computer Aided Industrial Design (CAID) tools. You will develop skills in creating 3D concept visualisation using CAID tools and will be able to execute and manipulate the desired outcome best conveying your ideas within the CAID environment.

DPD3421 Product & Industrial Design Project 3

This project introduces you to a professional level of work attitude and design standards on projects varying from large structures and systems to mass-produced consumer durables. You will have to demonstrate your ability to internalise current socioeconomic issues and evolve self-motivated areas of design research that lead to initiation of design problem-setting. You will also need to evaluate and test your design solutions.

DPD3428 Innovation, Science & Technology

This subject discusses how the influence of science and technology affect design and vice versa. You will be exposed to the innovation behind these domains and also the processes involved from creation to the protection of your ideas.

DPD3432 Professional Industry Studio

This subject deepens your knowledge of product design through further investigation of design and its relevant impact on business and services. You will align learning closely with professional studio practice processes and apply a wide range of media, materials and techniques on a range of design scenarios to produce a well-considered outcome that demonstrates a high level of design sensitivity, maturity and sophistication.

DPD3433 Prototyping Lab 3

This subject deepens your knowledge on computer-aided rapid prototyping in the industrial design process. You will acquire skills on complex model technique for rapid prototyping and contextualisation of 3D models through stimulated 3D environments for presentation and visualisation.

DPS1020 Design Fundamentals

The subject is an introduction to art and design fundamentals, aesthetic awareness and cultural appreciation. This module develops an individual's craft and skills in artistic practice where the focus will be on building an understanding of how art and design play an integral part in society. This will be done through an exploration of contemporary art and design at museums and on field study. You will be initiated into a collaborative work environment where you will have the opportunity to imbibe art and design aesthetics whilst engaging in visual expressions.

DPS1021 Marketing in Design

This module introduces you to the definitions and practice of Marketing in Design with a focus on people, spaces and interactivity. It provides an understanding of the scope and purpose of marketing and its integrated role within the design process. The module enables you to develop processes to identify the target audience, understand the clients and brands and understand the competition of the marketplace. The module also covers the fundamentals of marketing research methodology through field work such as simple field interviews, data analysis, comparative analysis and matrices. Most salient is the exposure to the language of marketing and its relevance to designers in the business of Design.

DPS2022 Brand 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.

DRH1701 Architectural Drawing

This subject aims to equip the students with knowledge and skills to produce architectural drawings for interior design practices. It covers the fundamental concepts and construction of geometric drawings, orthographic projections and perspective drawings to communicate design ideas.

DRH1714 Fundamentals in Design

This subject aims to equip the students with knowledge and skills to generate shapes and forms that become meaningful interior architectural spaces. It covers basic design elements, structures and principles of space making. The subject also introduces basic measurement of human proportion and scale in relationship to space.

DRH2718 Interior Elements

This subject aims to equip the students with skills and knowledge to make considered judgements in the selection of finishes and texture, colour, natural and artificial light in space making. It covers the general uses and applications of common materials and methods of lighting strategy in the built environment. The subject also introduces the basic concepts of specifications for material applications.

DRH2719 Construction & Detailing

This subject aims to equip students with the knowledge and skills to produce a basic set of construction drawings to communicate architectural and design intents. It covers the understanding and application of building Construction Elements, through a comparison of Structural and Non-structural Functions, providing an understanding of the constructional framework and the parameters within each interior space can be altered and manipulated considering the importance of precision in Detailing.

DRH2720 Building Systems

This subject equips the student with the skills and knowledge to integrate building systems into the design of the built environment. It gives an overview of building systems that provide comfort, health and safety in the design of a built environment. At the same time the subject covers how the systems can be optimized to positively affect the space, form and character of the built environment.

DRH3708 Digital Modelling

This subject aims to equip students with the knowledge and skills on the use of computer as a design tool in three-dimensional (3D) design creation and visualisation to effectively present ideas and concepts in digital mode. It covers understanding of software application that shall lead to the exploration and animation of 3D digital built environment design and develop fundamentals of 3D design creation and visualisation.

DSI2019/ DSI2023 Student Internship Programme

This student internship programme provides students with the opportunity to relate their academic learning in the course of study to a relevant work environment. It allows them to gain a perspective of work life and to understand the attributes expected by the employers.

DVC1506 Typography

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

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

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

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

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.

DVC1579 Narrative Photography

This subject deals with the narration of a story through photographic images. It compares the effectiveness of a group of photographs to tell a story or a topic within a concept with the different interpretations that a single picture may bring about. This will also include situations found in photojournalism, photo essays or documentaries.

DVC2518 Information Design

This subject teaches you to visually consolidate and explain information in visual form. It requires you to organise, frame and synthesise text information and translate these into visual flow that allows the reader to grasp the information easily. The design of this information can take the form of graphical and iconic creation. The end outcome is to create visually interesting graphics that appeal and also inform.

DVC2521 Product & Advertising Photography

This subject provides you with the necessary theoretical knowledge and practical skills required to operate the medium-format camera and the 4x5 view camera, for making a variety of photographic illustrations comprising products, food and beverage, portraiture, commercial prints to be used for magazine and press advertisements, brochures, posters, annual reports, record covers, calendars and other visual communication purposes.

DVC2552 Expressive Illustration

This subject focuses on character setting as an essential component of a narration and its production requirements for the editorial and illustration book markets. It introduces the essential skills and practical knowledge for creative ideation as well as to gain greater confidence in producing industry-ready portfolios.

DVC2553 Studio Lighting

This subject introduces you to the Lighting Studio. You will learn the various types of lighting techniques for portrait, fashion as well as product in order to take charge effectively in the studio. You will also learn the use of umbrella, soft box, cone, snoot, reflectors, block cards, and other equipment.

DVC2561 Alternative Photographic Techniques

This subject introduces you to film processing, enlargement using RC and FB papers, other alternative photographic processes including hand-applied emulsions of Cyanotype, Van Dyke Brown and other non-silver processes. You will explore other experimental photographic techniques in colour and black and white. This subject will enhance your ability to visualise beyond using the camera and also broaden your range of creative expressions through the different processes taught.

DVC2565 Typography 2

Typography and layout knowledge will be rigorously applied to particular contexts and design systems, allowing the individual nature of the project content and audience to start influencing and determining their typographic choices.

DVC2566 Prepress & Applied Techniques

This subject gives knowledge of how graphic design is prepared for the printing process. Topics include prepress preparation of artwork, different printing methods, paper choices and binding techniques. This knowledge is crucial in getting design solutions well prepared for a smooth production process, enabling the design to be realised in the printed form.

DVC2567 Publication Design

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.

DVC2568 Digital Imaging Techniques

This subject covers the area of image enhancement and manipulation with the use of imaging software. With digital technology a new principle in imaging has been produced, where the image can be and will be recreated using imaging software such as Photoshop. It requires you to re-evaluate such fundamental concepts as realism and representation in the imaging context, and how this relates to a computer network media.

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.

DVC2574 Advertising Communication

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.

DVC3536 Corporate Identity

This subject focuses on corporate identity and its importance in today's business. It provides you with the opportunity to learn the importance of maintaining corporate image and philosophy by creating effective corporate identity manuals and guidelines.

DVC3556 Digital Illustration

This subject explores and defines the visual formulae that occur in popular images. You will then reinvent and tweak these formulae, while developing your own personal voice. We will strive for innovative, edgy solutions to problems, and discuss how an artist can produce marketable art for the mainstream while not compromising his or her aesthetics. Particular attention will be paid to issues of scale, period styles, tracing post-modern sources, and subculture genres. You will combine your own drawn and found materials with the use of Adobe Photoshop and Illustrator.

DVC3569 Landscape Photography

The subject examines the area of photography concerned with the environment as expressed by photographers, artists and documenter. It will explore the history of this subject, from early explorative photographers to the modern genre. The technical and creative aspects of landscape and cityscape photography will form a basis for practical work.

DVC3570 Fashion Photography

This subject focuses on imaging of the human form and costumes and the way it relates to the fashion industry. It examines the approach to imaging the fashion industry, and every element that creates fashion: trend and styling, hair and make-up, location, lighting, model behaviour. You will explore issues pertaining to the fabrication of the fashion statement. It also introduces the concept of the fashion story within fashion imaging and its editorial significance in fashion news.

DVC3571 Conceptual Imaging

This subject requires you to seek an alternative understanding and interpretation through imagery derived as a result from using aids such as poems, stories, music, philosophies, paintings or by any other initial form. This subject encourages you to explore non-conventional forms of solution in design, but rather using the methods normally used in fine art to solve the problem thus creating a “new vision” or sometimes known as personal statement.

DVC3575 Beyond Print

This subject aims to broaden your means of communication and persuasion for a product or topic beyond the printed medium. It will provide you with the edge to have a creative approach to design problems that may include interactive digital outputs and other platforms, media and formats that best bring across the design expression.

DVC3576 Branding Design

This module introduces the fundamentals of a brand, a basic understanding of a brand strategy leading to a visual language and design devices that will overall express the brand’s vision, values and personality. You will learn to design a system of visual devices that can organically and flexibly be applied across various formats and mediums.

DVC3577 Narrative Illustration

This subject introduces you to the classic plot structure as well as the use of sequential image settings. You will learn the techniques and knowledge required to create illustrations suitable for narrative formats such as storyboards, graphic novels, comic book, manuals and picture books. You will also learn the techniques of conceptualisation, ideation and graphic composition through this sequential image-making process.

DVC3578 Explorative Illustration

You will be encouraged to develop your own approach and methodology in your illustration work process. This subject emphasises the modern world of illustration, and its many forms and opportunities. You will expose and explore the multiple illustration medium, techniques, media and styles, with an emphasis on original and spontaneous composition, to create an explorative piece of illustration.

DVC3580 Packaging Design

This subject teaches you to design strategically for the shelf space by investigating opportunities, competition and brand positioning for the product. You will learn packaging design principles and design packaging graphics that engages the consumer and communicates a clear brand promise and a personality that expresses the brand.

DVC3581 Digital Imaging Techniques 2

This subject continues with Digital Imaging Techniques. It covers the area of image enhancement and manipulation with the use of imaging software while also placing emphasis in exploration and creativity. Skills learnt in DITech are used, perfected and evaluated in DITech2 in response to a creative brief. You will review and select appropriate digital imaging technical skills and methodologies to create a body of work.

LEA1001/1002/1003 Leadership: Essential Attributes & Practice (LEAP)

This is a Leadership & Character Education programme that comprises three core subjects – LEAP 1, 2 and 3. It seeks to cultivate in students the dispositions (i.e. attitude, skills and knowledge) towards the development of their leadership competencies. It is a leadership programme that enables students to develop leadership life-skills that embrace character as the core foundation for their leadership credibility and influence.