



School of Design

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School of Design

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 2017, the School was named Institution of the Year at the Crowbar Awards. 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. 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

The BeyonDesign Centre uses a collaborative, multi-disciplinary approach to work with industry partners, educational institutions and stakeholders in society on complex design issues that affect today's world. Students from the School of Design work with the Centre to co-create solutions for the wider world. The diversity of disciplines offered by the School allows students to work on a wide range of projects together as a team. These projects center around the issue of sustainability to use design to do good, 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:

Film Studio

The film studio is equipped to meet industry standards. The set-up includes a turnkey studio lighting system with a suspension system and motorised hoists to enable students to change and adjust studio lights. The space allows students to work on production design and build sets for film projects.

Post-Production Studio

This high-end facility features the latest HD post-production 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.

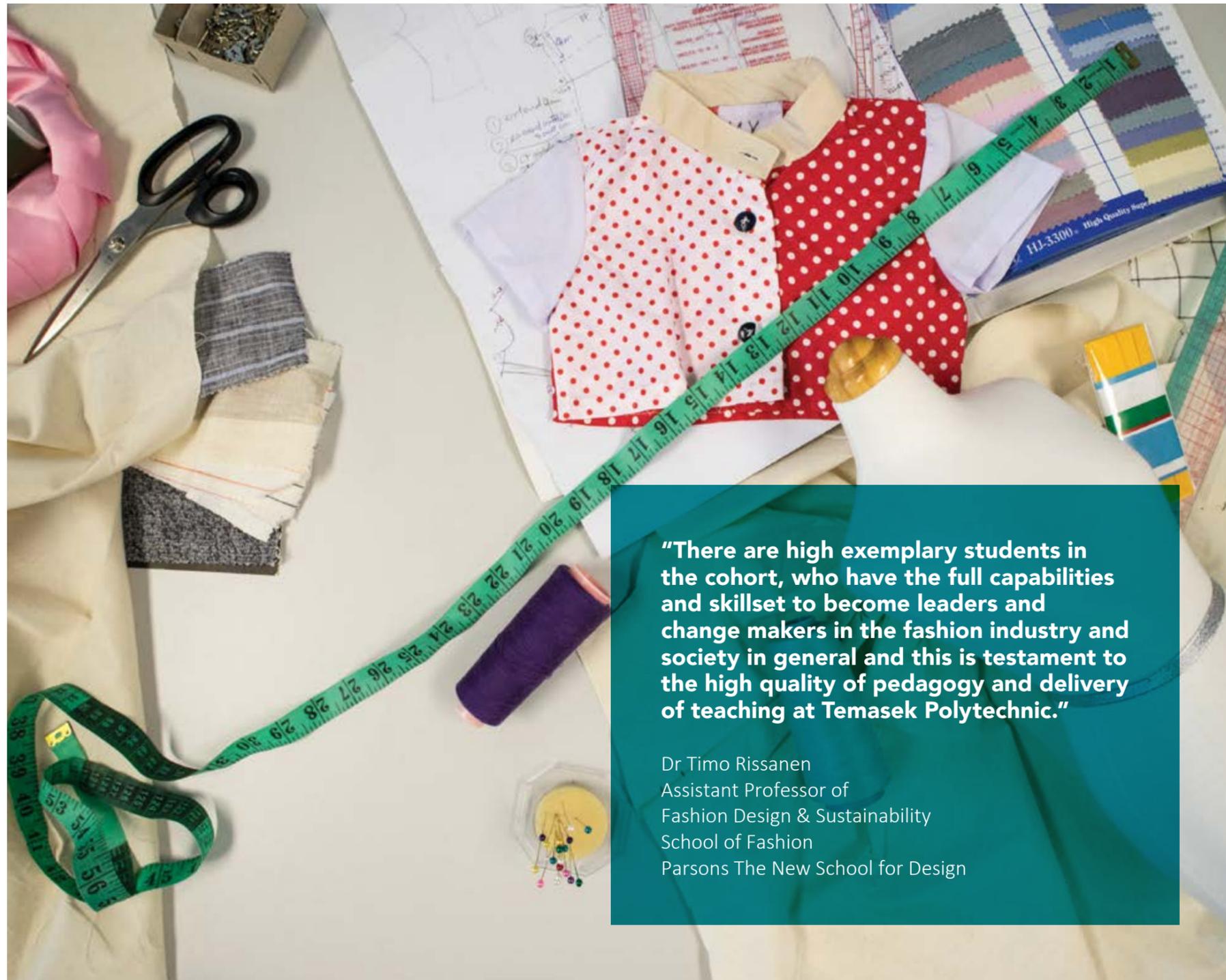
Model Simulation Studio

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.

Minimum Entry Requirements

DIPLOMAS	MINIMUM ENTRY REQUIREMENTS	
<p>To be eligible for:</p> <ul style="list-style-type: none"> • [T20] Apparel Design & Merchandising • [T59] Communication Design • [T23] Digital Film & Television 	English Language (EL1)	Grades 1 - 6
	Mathematics (E or A)	Grades 1 - 7
	Any two other subjects, excluding CCA	Grades 1 - 6
	<p>You must also have sat for one subject listed in the 2nd group of relevant subjects for the ELR2B2-D Aggregate Type listed at www.tp.edu.sg/elr2b2</p>	
<p>To be eligible for:</p> <ul style="list-style-type: none"> • [T22] Interior Architecture & Design • [T35] Product & Industrial Design 	English Language (EL1)	Grades 1 - 7
	Mathematics (E or A)	Grades 1 - 7
	Any two other subjects, excluding CCA	Grades 1 - 6
	<p>You must also have sat for one subject listed in the 2nd group of relevant subjects for the ELR2B2-D Aggregate Type listed at www.tp.edu.sg/elr2b2</p>	

Apparel Design & Merchandising



“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

Got dreams to take the fashion world by storm? Believe in yourself as an idea-driven trend-setter and style leader? If you think you have what it takes to make it in the fashion industry, let this course be your springboard.

Work in a studio surrounded by like-minded designers and merchandisers sharing the same passion and ambition to someday make it big in the fashion world. Start with an overview of the fashion industry, then decide on your specialisation – in Fashion Design or in Retail Merchandising.

In the Fashion Design option, you will be trained as a highly skilled professional, well-versed in the art and the craft of intricate and functional garment design and construction. Learn to use the key tools of drafting, draping and sewing to translate avant garde ideas to actual wearable garments. As a new generation designer you will be encouraged to experiment and explore new trends in fashion design and production.

If you enjoy the business end of fashion, the Retail Merchandising option will teach you about all the activities related to the fashion business. You will learn to develop, market and promote strong compelling brands. You will study trends and strategies related to fashion retailing, such as the emergence

of blogshops and e-commerce sites and how best to use social media marketing strategies to support these online stores.

Along the way, there is plenty to do – study trips to the world’s design capitals, real-life industry projects with real clients, opportunities to design, produce, market and sell your product, pick up fashion imaging techniques, manage and choreograph runway shows, style lookbooks, intern with designers and retailers and more.

If fashion is your passion, come, do what you love in the Apparel Design & Merchandising course.

Career Opportunities

Retail 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 graduates make fashion waves as apparel and textiles designers, merchandisers with apparel manufacturers and product development department, assistant pattern-makers and sample-makers. Many of our graduates go on to become successful fashion bloggers and fashion entrepreneurs in their own right.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 36 credit units

Diploma Subjects

Core Subjects : 60 credit units

Option Subjects : 27 credit units

Total Credit Units Completed : 123 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”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

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

For details on GCE O Level Minimum Entry Requirements, refer to page 91.

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

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1017	Communication & Information Literacy	1	2	
DCS1018	Workplace Communication	1	2	
DCS1019	Persuasive Communication	1	2	
DGS1002	Global Studies	1	3	
DGS1003	Managing Diversity at Work*	1	3	
DGS1004	Global Citizenship & Community Development*	1	3	
DGS1005	Expressions of Culture*	1	3	
DIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
DSI3024	Student Internship Programme	3	12	

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

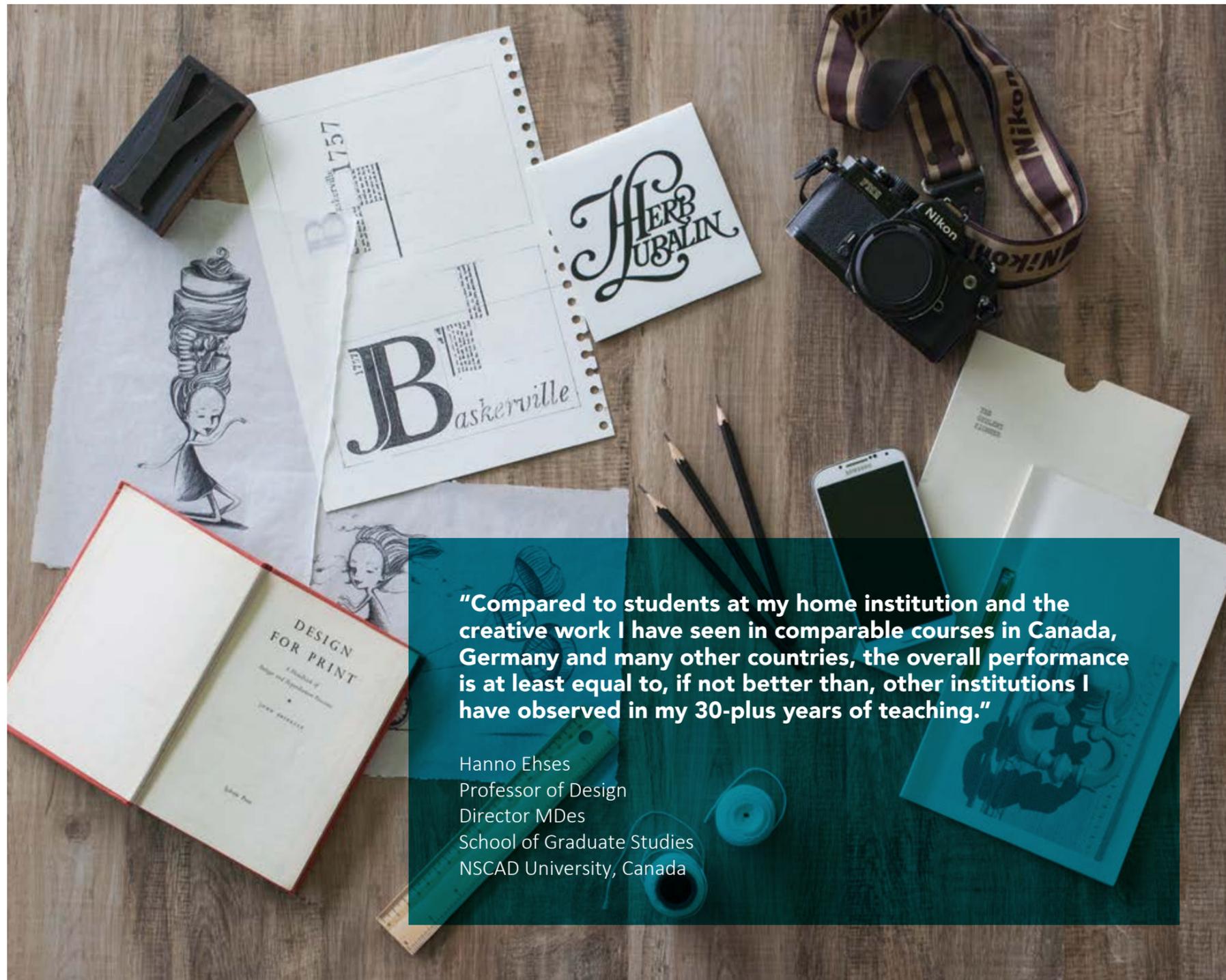
DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DAD1101	History of Costume	1	3
DAD1148	Textiles Fundamentals	1	3
DAD1164	Production Drawings	1	3
DAD1165	Brand Concept	1	3
DAD1166	Fashion Illustration	1	3
DAD1167	Sewing	1	3
DPD1436	Visual Presentation	1	3
DPS1031	Design Fundamentals	1	3
DPS1032	Collaborative Design	1	3
DVC1509	Digital Essentials	1	3
DAD2113	Sourcing & Costing	2	3
DAD2157	Fashion Imaging	2	3
DAD2158	Brand Development	2	3
DVC2572	Tactile Design	2	3
DAD3161	Brand Experience	3	3
DAD3166	Industry Studio Project	3	6
DMP3012	Major Project: ADM	3	9

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Fashion Design Option (Year 2)</u>			
DAD2163	Sewing 2	2	3
DAD2164	Drafting	2	3
DAD2165	Drafting 2	2	3
DAD2166	Draping	2	3
DAD2168	Apparel Design Project	2	6
DAD3164	Apparel Design Project 2	3	6
DAD3165	Draping 2	3	3
<u>Retail Merchandising Option (Year 2)</u>			
DAD2159	Online Retail	2	3
DAD2160	Retail Space Planning	2	3
DAD2161	Retail Design	2	3
DAD2162	Retail Merchandising Project	2	6
DAD2167	Retail Buying	2	3
DAD3162	Digital Marketing	3	3
DAD3163	Retail Merchandising Project 2	3	6

Communication Design



"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

Allergic to poorly designed badly laid-out editorial work? Do tacky advertisements with five fonts and clashing colours make your eyes water? Pained by cringe-worthy brand campaigns with vague motherhood statements? Ever lamented the lack of fresh ideas and believe you can do much better than what you see out there?

If so, you're not alone. Find your calling in this course populated by like-minded typo geeks, digital imaging whizzes and brand gurus who are driven to find the best design solutions to communication conundrums. This is where you will learn all the basics of fundamental graphic design skills and get to specialise in one core area of design – Branding, Image Design, and Integrated Communication. You will have the best of both worlds – the deep skills of a specialist area and the core fundamental skillsets of good graphic design. In short, you will graduate as a versatile and responsive designer comfortable with the digital and the analogue world of design, traits very much sought-after by industry today.

Three years of projects, study trips, industry projects, competitions, exchange programmes, internships, workshops and talks by award-winning industry giants will put the shine on your portfolio which typically opens doors to the best design schools in the world and employment

opportunities at some of the best creative agencies in town.

If you have the curiosity, drive and tenacity to chase down ideas, thrive on deadlines, love to work with images, words and visuals. If you want to impact the way people communicate in order to influence trends and lifestyles, come do what you love here in the Communication Design course.

Career Opportunities

This diploma course equips a new breed of savvy designers with a versatile and flexible set of skills to work across traditional and digital communication platforms. Our graduates can find themselves in careers in the creative, media, communications, publishing, branding industry. Many are award-winning creative directors, art directors, brand specialists, graphic designers, photojournalists and illustrators.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 36 credit units

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Core Subjects : 78 credit units

Option Subjects : 9 credit units

Total Credit Units Completed : 123 credit units

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DCS1018	Workplace Communication	1	2	
DCS1019	Persuasive Communication	1	2	
DGS1002	Global Studies	1	3	
DGS1003	Managing Diversity at Work*	1	3	
DGS1004	Global Citizenship & Community Development*	1	3	
DGS1005	Expressions of Culture*	1	3	
DIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
DSI3033	Student Internship Programme	3	12	

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

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DIM1367	Ideation & Visual Literacy	1	3
DPS1031	Design Fundamentals	1	3
DPS1032	Collaborative 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 Stylistation & Techniques	1	3
DIM2368	Studio Project	2	6
DIM2377	Studio Project 2	2	6
DIM2378	Studio Project 3	2	6
DIM2382	Design for Screen	2	3
DIM2383	Design for Screen 2	2	3
DVC2514	Advertising	2	3
DVC2572	Tactile Design	2	3
DVC2573	Kinetic Graphics	2	3
DVC2575	Design for Print	2	3
DIM3377	Trends & Research	3	3
DIM3378	Industry Studio Project	3	6
DMP3022	Major Project: Communication Design	3	9

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
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Image Design Option (Year 2)

DIM2379	Visual Narratives	2	3
DIM2380	Image Making Techniques	2	3
DVC3571	Conceptual Imaging	3	3

Branding Option (Year 2)

DPS2022	Brand Strategies	2	3
DVC3536	Corporate Identity	3	3
DVC3582	Brand Systems	3	3

Integrated Option (Year 2)

DIM2381	Designing for Digital Ecosystem	2	3
DVC2576	Integrated Campaign	2	3
DIM3379	Advertising Strategy	3	3

Digital Film & Television



“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

You love watching movies but more importantly, you love making your own movies on the side. You only wish you could do more with state-of-the-art equipment and deeper knowledge. Show business holds a deep allure for your creative critical movie-maker eye.

This is where we give you the tools and the inspiration to write good 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 needed to get your film up on the big screen. Learn to pitch winning story ideas that will hook an audience. Explore the possibility of creating content for multiple platforms. Work in teams to write, produce, direct and edit a good piece of work. Compete in prestigious local and international film competitions. From the National Youth Film Awards, the Crowbar Awards, the New York Festivals to Sundance to Cannes, our films have travelled far and won major awards. Yours could be next.

Be mentored by lecturers who are award-winning writers and producers with years of experience. Work with the latest cameras and facilities in video production, including a fully equipped industry-standard film studio. Our strong partnerships with the media industry will also open opportunities for ‘live’ projects, collaborative work, mentorship and internship programmes.

If you have a lifelong love affair with film, and an overwhelming passion to tell your stories on film, come do what you love in the Digital Film and Television course and get a headstart into a rewarding career in the film and media industry.

Career Opportunities

Your skills will prepare you for challenging and rewarding careers in the growing film and media industry, in Singapore, and 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 Fundamentals Subjects : 36 credit units

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Course Structure

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SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1017	Communication & Information Literacy	1	2	
DCS1018	Workplace Communication	1	2	
DCS1019	Persuasive Communication	1	2	
DGS1002	Global Studies	1	3	
DGS1003	Managing Diversity at Work*	1	3	
DGS1004	Global Citizenship & Community Development*	1	3	
DGS1005	Expressions of Culture*	1	3	
DIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
DSI3026	Student Internship Programme	3	12	

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

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DMV1601	Creative Storytelling	1	3
DMV1604	Camera & Lighting	1	3
DMV1659	Introduction to Directing	1	3
DMV1661	Location Sound	1	3
DMV1662	Video Editing	1	3
DMV1663	Film Genre	1	3
DMV1664	Short Film Project	1	6
DPS1031	Design Fundamentals	1	3
DPS1032	Collaborative Design	1	3
DMV2644	Project Pitching	2	3
DMV2645	Production Planning & Management	2	3
DMV2647	Directing	2	3
DMV2657	Documentary Project	2	6
DMV2660	Studio Production	2	3
DMV2662	Production Design in Film & Television	2	3
DMV2664	Overview of Non-Fiction	2	3
DMV2668	Screen Writing	2	3
DMV2669	Short Film Project 2	2	6
DMP3021	Major Project: DFT	3	9
DMV3666	Industry Film Project	3	6

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Production & Technical Option (Year 2)</u>			
DMV2667	Audio Post	2	3
DMV3664	Cinematography	3	3
DMV3665	Advanced Editing	3	3
<u>Producing & Directing Option (Year 2)</u>			
DMV2663	Marketing & Distribution	2	3
DMV2665	Writing for Non-Fiction Film & Television	2	3
DMV3661	Advanced Directing	3	3

Interior Architecture & Design



"This is a very well-structured and professionally run programme that operates very efficiently, a testimony to the commitment and pride of the department and the efforts of the staff teaching in it. The level of skill, and design integration and comprehensiveness goes well beyond the minimal level for a diploma type programme, providing the cultural, historic and social values essential to the designers of tomorrow."

Peter Hasdell
Associate Professor, BA (Environment & Interior Design) Discipline Leader
The Hong Kong Polytechnic University

The Interior Architecture & Design course is well-established in industry circles as a course that produces high-quality award-winning spatial designers. The course works with the industry through 'live' collaborative projects, mentorship and internship opportunities. Our partners include reputable design studios and clients such as Ong & Ong, SCDA, Aedas, FARM, DP Architects, DBS, Google Asia, M.Moser, HBA and many more.

This newly-improved course delves deeply into collaborative design with an emphasis on people-centric interior architecture. Over the span of three years, you will learn to define and shape spaces with all the fluidity and flexibility that modern living demands of them. Design fundamentals, architectural drawing, form and space exploration, digital visualisation (including Autodesk Revit), space planning, construction and detailing, collaborative design – these would be just a few among the repertoire of skill sets you would be equipped with in order to better adapt the design of interior architectural spaces to people's evolving needs and contexts.

In keeping abreast of global trends in design and contemporary lifestyles, you will gain a more universal perspective of design that will help you provide thoughtful, human-

centric and holistic solutions to complex design problems. Tutors with many years of well-credited practice as globally-exposed interior designers and registered architects will guide and mentor you in unique integrated studios where fresh ideas and possibilities in spatial design are shared, explored and developed.

Gain exposure to a variety of practical design experiences in the form of overseas trips, student exchanges, acclaimed competitions and opportunities to network with industry.

Career Opportunities

Armed with professional skills to provide interior architectural design services for corporate, exhibition, institutional and residential projects, our graduates find careers as designers and consultants in interior design consultancies, design-related businesses or an architect's office. They are also found in event management, exhibition design and in-house design teams for museums and galleries. Many graduates are also successful entrepreneurs..

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 36 credit units

Diploma Core Subjects: 87 credit units

Total Credit Units Completed : 123 credit units

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Course Structure

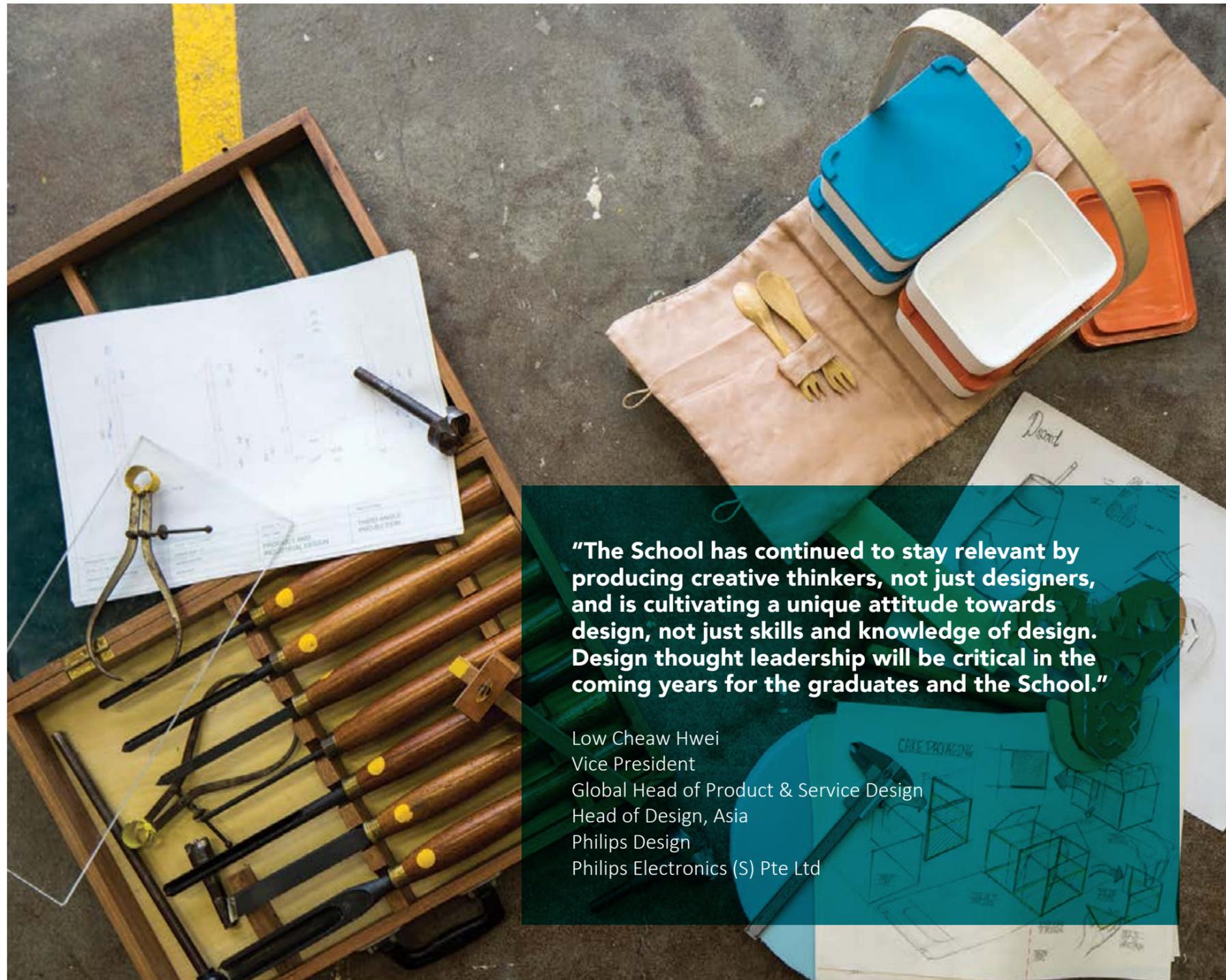
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SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
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DCS1018	Workplace Communication	1	2	
DCS1019	Persuasive Communication	1	2	
DGS1002	Global Studies	1	3	
DGS1003	Managing Diversity at Work*	1	3	
DGS1004	Global Citizenship & Community Development*	1	3	
DGS1005	Expressions of Culture*	1	3	
DIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
DSI3034	Student Internship Programme	3	12	

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

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DED1821	Form & Space Exploration	1	3
DED1822	Architecture Design Studies	1	3
DED1824	Digital Visualisation	1	3
DED1828	Form & Space Exploration 2	1	3
DED1829	Sustainable Design	1	3
DIA1236	Architectural Drawing 2	1	3
DIA1237	Integrated Studio Project	1	6
DIA1238	Space Planning	1	3
DPS1031	Design Fundamentals	1	3
DPS1032	Collaborative Design	1	3
DRH1701	Architectural Drawing	1	3
DED2830	Digital Visualisation 2	2	3
DED2839	Digital Visualisation 3	2	3
DIA2238	Materials & Finishes	2	3
DIA2239	Spatial Design Studies	2	3
DIA2240	Integrated Studio Project 2	2	6
DIA2241	Interior Design Issues & Trends	2	3
DIA2242	Integrated Studio Project 3	2	6
DIA2243	Construction & Detailing 2	2	3
DRH2719	Construction & Detailing	2	3
DRH2721	Interior Building Systems	2	3
DIA3236	Industry Studio Project	3	6
DMP3023	Major Project: IAD	3	9

Product & Industrial Design



“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

If you're an 'ideas' person, love to mull over issues and challenges, think differently from the rest of the crowd and enjoy working with your hands, then the world of product design awaits. This course is for curious and creative 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, or even a service experience, product designers are well-placed to create powerful design solutions and ideas that influence and improve our way of life.

The ability to blend ideation, technology and craftsmanship is a 21st century skill that is very much valued by industry today. The course's project-driven curriculum lets you work with actual clients and design studios through 'live' industry projects. Global exposure through study strips, exchange programmes, competitions, mentorships and internships will provide plenty of opportunity to add shine and polish to your work. In this course, we give you room to be creative and to think about the next big idea in cracking the project brief.

You will be guided by a team of experienced lecturers and technical specialists. The TP Product & Industrial Design graduate is highly sought-after by startups 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 enjoy thinking of original approaches to design issues and problems and believe your ideas can make a difference in the way we live, come do what you love in this award-winning course.

Career Opportunities

Product Design graduates are found in diverse fields such as consumer electronics, biomedical 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 Fundamentals Subjects : 36 credit units

Diploma Core Subjects : 87 credit units

Total Credit Units Completed : 123 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”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

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

For details on GCE O Level Minimum Entry Requirements, refer to page 91.

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 FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1017	Communication & Information Literacy	1	2	
DCS1018	Workplace Communication	1	2	
DCS1019	Persuasive Communication	1	2	
DGS1002	Global Studies	1	3	
DGS1003	Managing Diversity at Work*	1	3	
DGS1004	Global Citizenship & Community Development*	1	3	
DGS1005	Expressions of Culture*	1	3	
DIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
DSI3029	Student Internship Programme	3	12	

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

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DPD1432	Prototyping Workshop	1	6
DPD1433	Evolution of Industrial Design	1	3
DPD1434	Concept Visualisation	1	3
DPD1435	Form Aesthetics	1	3
DPD1436	Visual Presentation	1	3
DPD1437	Prototyping Lab	1	3
DPS1031	Design Fundamentals	1	3
DPS1032	Collaborative Design	1	3
DVC1509	Digital Essentials	1	3
DPD2433	Design for Usability	2	3
DPD2434	Design for Experience	2	3
DPD2435	Form Aesthetics 2	2	3
DPD2437	Visual Presentation 2	2	3
DPD2438	Prototyping Lab 2	2	3
DPD2439	Studio Project	2	6
DPD2440	Studio Project 2	2	6
DPD2441	Material & Fabrication Lab	2	3
DMP3011	Major Project: PID	3	9
DPD3433	Prototyping Lab 3	3	3
DPD3434	Industry Studio Project	3	6
DPD3435	Design for Innovation	3	3
DPD3436	Studio Project 3	3	6

Subject Synopses

DAD1101 History of Costumes

Learn how costumes evolve from antiquity to the present day. Understand how the historical perspective impacts the design of today's contemporary fashion; including the new paradigm shifts of the 21st century.

DAD1148 Textiles Fundamentals

The subject covers the fundamental knowledge on the production of fibres, yarns and fabrics. You will also learn about the characteristics and applications of these materials, particularly their use in the fashion-related industries.

DAD1164 Production Drawings

Technical drawings are vital to apparel production. In this subject, you will learn both traditional drawing skills by hand as well as digital technical drawing skills using the latest drawing software.

DAD1165 Brand Concept

The subject covers the concept of branding. You will learn how a product's characteristics, benefits and its consumer profiles can lead to identifying the brand positioning of a brand.

DAD1166 Fashion Illustration

In this subject, you will pick up the fundamental skills of drawing the human figure through the principles of lines, shapes and volumes. The subject also expands on the artistic areas of fashion illustration using various art media and techniques.

DAD1167 Sewing

You will learn how to operate and use sewing machines such as the industrial-grade machines and home embroidery machines. You will also learn basic garment construction and sewing techniques that are in line with industry standards.

DAD2113 Sourcing & Costing

In this subject, you will learn about the principles of sourcing and cost structures in the global textile and apparel industry. You will be taught how to compare suppliers, analyse prices and evaluate profit margins.

DAD2157 Fashion Imaging

Through the technical skills of photography and image editing, you will learn how to visually express and communicate fashion ideas.

DAD2158 Brand Development

This subject covers the importance of developing a brand story and a brand personality that will help differentiate a brand for its intended audience and guide in executing the brand style.

DAD2159 Online Retail

With online shopping very much a part and parcel of life today, you will learn the fundamentals of running an online business; in particular, those related to fashion products. You will also learn how to manage online sales operations.

DAD2160 Retail Space Planning

Here, you will learn how to make the best use of available floor space in a brick and mortar retail store to maximise profits. You will learn to match assigned spaces to sales revenues and costs, in order to effectively increase product sales.

DAD2161 Retail Design

You will learn what makes a successful retail store design and how to best present the correct image of a store to reflect its brand identity. You will also learn how to reinforce the store image to attract shoppers.

DAD2162 Retail Merchandising Project

Why do certain brands succeed? This subject covers the dynamics behind the retail environment of fast fashion brands like H&M or Forever 21. You will study the key concept of brand, merchandise mix, target customers, pricing and promotions and how these combine to make a successful retail brand.

DAD2163 Sewing 2

The subject covers complex and specialised sewing techniques. You will learn how to select the appropriate interface and lining for sophisticated garments. You will also learn specialised techniques to manage fabrics that may be challenging to handle.

DAD2164 Drafting

You will learn how to make flat patterns and construct skirts and pants. This process includes the taking of accurate body measurements to the production of actual garments.

DAD2165 Drafting 2

Covering an advanced level of knowledge and techniques of drafting, you will learn how to achieve a variety of designs by producing various items such as top, one-piece dress and outerwear for both men and women.

DAD2166 Draping

In this subject, you will acquire the basic skills of draping. This includes the preparation of dress forms and the application of basic dart manipulation skills to achieve the desired design for a top and a skirt.

DAD2167 Retail Buying

What to buy and how much to buy - these are some of the questions retail buyers grapple with in making buying decisions. This subject teaches the principles of merchandising mathematics frequently used by buyers. You will also learn how to develop buying plans for different retail organisations.

DAD2168 Apparel Design Project

Learn to conceptualise, design and make ready-to-wear styles of womenswear and menswear. You will also learn about quality control and the use of care labels commonly used in the apparel industry.

DAD3161 Brand Experience

You will learn how to create strong brand experiences that will emotionally engage consumers, and to look for new ways to enhance visibility and improve the overall brand experience.

DAD3162 Digital Marketing

In this subject, you will discover what makes online businesses successful. You will also learn strategies in social media marketing and other marcom methods to connect online stores with the right customer bases in order to expand sales.

DAD3163 Retail Merchandising Project 2

Luxury brands command a certain niche market. In this subject, you will study the dynamics of the retail environment behind luxury fashion brands. The subject examines the key concepts of brand, merchandise mix, target customers, pricing and promotions and how these combine to make a successful brand.

DAD3164 Apparel Design Project 2

The subject covers conceptualising, designing and production of haute-couture style of womens' wear and men's wear, which involves advanced level of pattern making and sewing techniques.

DAD3165 Draping 2

The subject covers advanced level of knowledge and techniques of draping to achieve variety of designs by creating different draped effects using various types of fabrics.

DAD3166 Industry Studio Project

The subject provides the experience of working on live project briefs provided by industry professionals. From researching on current consumer trends to developing creative ideas to execute the brief. The subject also reinforces the practice of working as a group.

DCS1017 Communication & Information Literacy

In this subject, you will learn how to conduct research for relevant information and validate information sources. You will also learn to recognise and avoid plagiarism, and follow standard citation and referencing guidelines when presenting information. In the course of learning, you will be required to plan, prepare and present information appropriately in written and oral form. You will also be taught to consider the **Message, Audience, Purpose and Strategy** (MAPS) when writing and delivering oral presentations.

DCS1018 Workplace Communication

In this subject, you will be taught how to conduct effective meetings while applying team communication strategies and the skills for documenting meeting notes. You will be required to write clear emails, using the appropriate format, language, tone and style for an audience. You will also be taught to communicate appropriately in and for an organisation when using various platforms. In all aspects, the principles of applying **Message, Audience, Purpose and Strategy** (MAPS) will be covered.

DCS1019 Persuasive Communication

In this subject, you will be taught how to use persuasive language in written documents. You will be required to use information to your advantage to verbally communicate and convince an audience about your idea, product or service. Skills such as persuasive vocabulary, language features, graphical illustrations, tone and style would also be covered. The **Message, Audience, Purpose and Strategy** (MAPS) will also be applied when engaging in verbal and written communication.

DED1821 Form & Space Exploration

This subject introduces the fundamental design elements that constitute the built-environment and develops a design vocabulary that is both elemental and timeless. It covers the sculpting and manipulation of form using various model making materials and explores the implications to the perception of space.

DED1822 Architecture Design Studies

This subject covers the history and appreciation of architecture from ancient to the contemporary times. The subject also encompasses specific influences on the architecture of Singapore.

DED1824 Digital Visualisation

The subject introduces the fundamentals of the use of computer-aided design (CAD) software and three dimensional modelling software that is relevant to specific application in the context of built environment.

DED1828 Form & Space Exploration 2

This subject introduces spatial concepts through the exploration of how form and space may be organised. It further examines ordering principles of design and spatial composition using 3-dimensional models. It will also cover how colour and light can impact the perception of form and space. Anthropometry and ergonomics are introduced to help you understand the interaction of the human body with form and space.

DED1829 Sustainable Design

The subject introduces notions of being environmentally friendly by examining how site context and environmental elements can impact human comfort in any built environment. The subject also involves the exploration of space and form as an ecological response to tropical climate. It will focus on passive design strategies that take into consideration ventilation and natural light.

DED2830 Digital Visualisation 2

The subject covers the fundamentals of the use of digital visualisation and presentation software that are relevant to specific application in the context of the built environment.

DED2839 Digital Visualisation 3

The subject introduces the fundamentals of the use of BIM software that is relevant to specific application in the context of built environment.

DGS1002 Global Studies

This subject provides essential skills and knowledge to prepare you for an overseas experience. You will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, you will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment.

DGS1003 Managing Diversity at Work

This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender. A one week residential stay is mandatory for this subject.

DGS1004 Global Citizenship & Community Development

Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause.

DGS1005 Expressions of Culture

This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts.

DIA1236 Architectural Drawing 2

The subject covers rendering techniques with the use of tone, shade, shadow and colour. The subject also teaches the methods of selecting appropriate media, digital drawing and rendering techniques, as well as visual presentation techniques to communicate design ideas, including storyboarding.

DIA1237 Integrated Studio Project

This subject is exploratory in nature and introduces a design contextual framework with the focus on form exploration in the design process. The subject involves the introductory evaluation of a given site to identify environmental, program, and development constraints and opportunities. It covers the collation of data collected by basic site investigation assimilated to explore design proposals through the design process.

DIA1238 Space Planning

The subject focuses on understanding of functional planning of spaces that sets the stage for effective user experience. The subject 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.

DIA2238 Materials & Finishes

The subject focuses on the study of materials commonly used in the built environment with emphasis on both their functional and sensorial properties. It introduces you to basic materials and surface finishes as an essential component for achieving an intended spatial quality. The subject also introduces you to the idea of materials as limited resources that should be used in an efficient and sustainable manner.

DIA2239 Spatial Design Studies

The subject covers the communication of an experience within a 3-dimensional space which contributes to spatial image and identity that includes considerations such as light, materiality, etc., in a relation to a site context.

DIA2240 Integrated Studio Project 2

This subject covers a design contextual framework with the focus on the analysis of a site (person/place/programme), a vital step in the design process of an interior environment. The subject involves the evaluation of a given site to identify environmental, program, and development constraints and opportunities. It covers the collation of data collected by site study that needs to be interpreted and assimilated to explore design proposals through the design process. The subject will have emphasis on the exploration of form and space in relation to a program with functions.

DIA2241 Interior Design Issues & Trends

The subject explores emerging issues such as socio-cultural, economic and political, and environment and conservation, and also introduces current design trends that impact design decisions.

DIA2242 Integrated Studio Project 3

This subject is issue-driven and introduces a design contextual framework with the focus on deriving and establishing design issues and trends, as a vital step in the design process of an interior environment. The subject involves the evaluation of a given site to identify environmental, program, and development constraints and opportunities. It covers the collation of data collected by site investigation that needs to be interpreted and assimilated to explore design proposals through the design process.

DIA2243 Construction & Detailing 2

This subject focuses on the construction of interior architecture and design elements as an amalgam of three distinct characteristics: the importance of materials as component in construction, the significance of fabrication as assembly, and shop drawings of the elements.

DIA3236 Industry Studio Project

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

DIM1367 Ideation & Visual Literacy

This subject introduces you to basic 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 in order to communicate successfully in our increasingly image-saturated culture.

DIM2368 Studio Project

This subject serves as an exploratory platform for students to produce a project that integrates learning from earlier subjects. You will experience design and production processes that align with professional studio practice. 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.

DIM2377 Studio Project 2

The subject covers in-depth research and analysis of information in order to identify problems. Through ideation techniques and implementation of a creative process, solutions are then proposed to solve the identified problem. Technical and production skills taught in previous subjects are practiced in creating a well-integrated and aesthetic solution that is cross platform. It also provides the practical experience of managing a project such as time management, production and a presentation.

DIM2378 Studio Project 3

This is an advanced module that offers you the opportunity to conduct further investigation into your preferred areas of expertise to produce a highly developed project. You may decide to focus your studies in an area of specialisation or experiment with alternative design processes and methodologies to expand on your design vocabulary and personal repertoire. You are expected to align your learning closely with professional studio practices while working collaboratively in small teams or independently. You will demonstrate the ability to think creatively and apply yourself to a range of design scenarios using a variety of approaches to produce a comprehensive outcome that demonstrates a high level of design sensitivity, maturity and sophistication.

DIM2379 Visual Narratives

The subject is about creating visuals with a persuasive story and a point of view. It also covers techniques and knowledge required to create images suitable for narrative formats such as storyboards, campaigns, editorial content, manuals and picture books. Techniques of conceptualisation, ideation and graphic composition through the various image-making process will also be the mainstay for the subject.

DIM2380 Image Making Techniques

The subject covers different techniques in image creation. It also covers multiple image-making mediums and techniques, including different media and styles in illustration and photography. The emphasis is to create an original and spontaneous composition, to adopt an exploratory approach to form and expression.

DIM2381 Designing for Digital Ecosystem

This subject aims to develop critical and practical skills appropriate for expanding the understanding of the creative possibilities of advanced design and authoring for interactive websites for desktop or mobile devices with consideration to visual design, usability, audio and video integration, on-going site management, and web accessibility. The subject will cover rich media integration at an advanced level, and the development of rich Internet applications using appropriate development tools for different platforms. The aim of this subject is to explore and push the limits of digital interactivity in design.

DIM2382 Design for Screen

This subject introduces you to the basics of designing interactive media for the Web. You will learn the basics of Web authoring and other interactive application software. You will also learn how to prepare media for the web, such as graphics, audio, video and other media formats. You will be able to apply these elements together with suitable authoring techniques to enhance the interactivity of Web projects.

DIM2383 Design for Screen 2

This subject introduces the principles of graphic user interface (GUI) and user experience design. It focuses on the basic rules of visual information organisation and hierarchy, and explores the process of navigation on screen. It also examines the choice of appropriate styles and graphic treatment for the intended audience, and the use of conceptual models for creating appropriate user experience.

DIM3377 Trends & Research

The subject connects current societal trends with strategy and innovation. Through in-depth research of current topics and the trends specific to design and its related fields, projects briefs are crafted. Once the brief is crafted, ideas and solutions are proposed with the aim to solve problems that are highlighted.

DIM3378 Industry Studio Project

This subject is industry-driven and will equip you with skills and knowledge of working in small groups with the focus on collaborative practice-based scenarios. You will be exposed to 'live' industry projects in partnership with industry players and partners. While emphasis is placed on the acquisition of sound technical skills in the broadly-defined areas of creative communication. This comprehensive module will also arm you with strategic thinking and analytical skills to thrive in the communication design industry.

DIM3379 Advertising 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.

DIN1001 Innovation & Entrepreneurship

The Innovation & Entrepreneurship subject is designed for learners from all disciplines to embrace innovation in either their specialised fields or beyond. You will first learn the Design Thinking framework, where you will develop problem statements and ideate solutions. Next, you will discover the tools for prototyping and innovation, such as 3D printing and laser cutting, at TP's Makerspace+ facility. Finally, you will acquire commercial awareness through the LEAN Startup framework of idea crystallisation, prototype building, customer testing and validation, refinement of business model canvas, and crowdfunding or crowdsourcing avenues.

DMP3011 Major Project: PID

This self-initiated project gives you the latitude to put your critical thinking skills to the test as you create and propose design solutions that address new opportunities that stem from anthropological, social, cultural and technological change. The scope is wide and you will be encouraged to identify new niches in product design or propose new user experiences while taking into consideration, insight into human behaviour and new emerging trends.

DMP3012 Major Project: ADM

The major project is the culmination of the skillsets learned in the entire three-year course. This is an entrepreneurship project, which will cover concept proposal, market research, target customer identification, conceptualisation, solution development, execution and final presentation.

DMP3021 Major Project: DFT

This subject takes the form of a group project. It involves working on the production of a film that showcases the abilities developed throughout the course, reflecting areas of specialisation within the course. It involves scripting, time management, budgetary plans, casting and the execution of directing, camera, audio and editing skills.

DMP3022 Major Project: CMD

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: IAD

The project aims to synthesise the collective skills and knowledge acquired in past semesters. The scope 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 a comprehensive interior design outcome.

DMV1601 Creative Storytelling

This subject looks at how to transform an idea to a properly structured story in the visual medium. It covers the elements that go into each act of a story. It also covers methods used to create distinctive characters that can engage with an audience.

DMV1604 Camera & Lighting

This subject provides an introduction to electronic cinematography foundation techniques. Operational basics of camera and lighting equipment, exposure and lighting techniques, and visual composition are covered. The subject will also explain the essential job descriptions and division of labour required of an efficient film crew.

DMV1659 Introduction to Directing

This subject covers 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 the basic audio recording techniques, studio equipment setup, recording process, digital audio workstation and microphone techniques. It covers the vocabulary, basic studio recording skills, producing and mixing techniques.

DMV1662 Video Editing

This subject introduces aspects of non-linear video editing with the principles and grammar of editing to be introduced and further developed. It develops the skill-sets of an editor.

DMV1663 Film Genre

This subject will provide an understanding of the film structure as a medium of communication. It introduces narrative techniques of film and the design of the communicative language of the film form.

DMV1664 Short Film Project

This module takes the form of a production project that applies and consolidates academic and vocational knowledge to date, culminating in a short video clip. It covers visual narration techniques, pre-production, production and post-production techniques and teamwork.

DMV2644 Project Pitching

This subject focuses on how to create ideas and "pitch", or market them. It covers basic budgeting and scheduling of documents, and creative documents such as a story outline and treatment, visual references and trailers.

DMV2645 Project Planning & Management

This subject introduces you to planning and management, which are vital areas of pre-production in the process of film or television making. The subject focuses on the job scopes of an industry film or television programme Producer and Production Manager, consisting of elements such as budgeting, scheduling, location scouting and casting.

DMV2647 Directing

This subject focuses on 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.

DMV2657 Documentary Project

This project covers the various skill-sets such as scriptwriting and project management to the production of a video with non-fiction content. It develops audio visual narrative techniques and integrate the knowledge acquired in other subjects to a video production.

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. It covers directing different programme formats, pre-production and production tasks, simultaneous camera direction and instantaneous vision mixing.

DMV2662 Production Design in Film & Television

This subject covers Production Design and how it is crucial to the look of a film. It covers 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. It covers how to develop a marketing plan and come up with creative ideas on how to sell a film.

DMV2664 Overview of Non-fiction

This subject gives an overview of scriptwriting for an audio-visual medium and how to design scripts for different video and television programme formats. It also provides an understanding of how to apply scriptwriting principles and skills in order to develop the script for a message or a story.

DMV2665 Writing for Non-Fiction Film & Television

This subject covers the application of scriptwriting principles and skills to the documentary and non-fiction genres. It develops the integration of interviews and narration to develop an audio-visual script that delivers a strong message or story.

DMV2667 Audio Post

This subject introduces audio post production, a process of creating the soundtrack for any visual sequence. Both technical and creative aspects will be emphasised for the creation of a professional audio soundtrack.

DMV2668 Screen Writing

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

DMV2669 Short Film Project 2

This subject takes the form of a project that covers the abilities developed over the previous areas of the course to produce a project in a Fictional Narrative Form. It will define a film genre and utilise project planning and management skills to bring the project to completion.

DMV3661 Advanced Directing

This subject covers advance directing skills such as in-depth methods of working with cast and the skills required to bring out performance. It will highlight the styles of renowned directors and their different directing techniques and develop abilities in visual storytelling.

DMV3664 Cinematography

This subject builds on the skills acquired in the "Camera and lighting" subject. It covers advanced lighting theory and techniques, camera placement, camera angles, camera movement and lens choice, as the basis towards telling a good story.

DMV3665 Advanced Editing

This module offers an in-depth insight into the process of post-production. It covers media management during post, integrating projects across different platforms, creating advanced colour effects and compositing.

DMV3666 Industry Film Project

This subject takes the form of an industry related project and involves working with a partner to fulfill a creative film brief. It fully utilises the abilities developed over all the previous areas of the course to pitch a video of either the fictional narrative or non-fictional genre.

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 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.

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 with different graphic presentation techniques, media and digital tools to effectively enhance and communicate design ideas.

DPD1437 Prototyping Lab

This subject introduces you to the fundamentals of vectors, pixels and their properties. The generation and visualisation of high quality 2D digital product / industrial design renderings will be taught using appropriate graphic applications commonly used in the design industry. The subject aims to equip you the knowledge and skills to generate concepts on computer using appropriate graphic applications to create high quality still image of product concepts, execute and manipulate the desired outcome to best convey your ideas.

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, surface treatment, color and material affects user experience and perception.

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

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.

DPD2439 Studio Project

This subject introduces you to basic design vocabulary and the visual language of three-dimensional forms. Emphasis is placed on the realisation of sculptural forms as opposed to a utilitarian one. The core focus lies on the semantics of form and structure and the communication of ideas juxtaposed with issues of historical, social, cultural, functional and practical concern.

DPD2440 Studio 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.

DPD2441 Material and Fabrication Lab

This subject covers the characteristics of materials available in the market. It also explores each material's unique qualities and its application. The subject teaches you to express design ideas through various fabrication techniques for these materials.

DPD3433 Prototyping Lab 3

This subject covers fundamental techniques and theories of mechanical and structural engineering. CAID processes, additive manufacturing, prototyping technologies and product simulation with information and communication technology tools for product design will be taught.

DPD3434 Industry Studio Project

This project provides you with a deeper engagement with industry through 'live' industry briefs. You are expected to utilise skills layered in earlier project modules to explore complex design challenges and offer appropriate solutions. Through this project-driven module, you will delve deeper into design research methodology, to practice and hone your skills in service design blueprint techniques, problem identification/opportunity analysis and problem solving.

DPD3435 Design for Innovation

The subject highlights the influence that science, technology, interface and interaction design has on modern product design. This includes the importance and value of product innovation processes including ways to enhance existing business services through the design of new product eco-systems.

DPD3436 Studio Project 3

Layering skills learned in early studio project modules, this subject takes a deeper look at design methodology, including research and analysis, problem identification and problem solving. The focus rests on identifying new opportunities for a product ecosystem and product innovation. This includes the technical skillsets to translate sketches into digital rendering and general assembly drawings with the aid of maquettes and mock ups. There is emphasis on human-centric design approaches, including the consideration of ergonomic and user interaction. Technical constraints, functionality, practicality and product semantics and aesthetics are emphasised and explored which ends in the production of highly finished three-dimensional presentation models to communicate design intent.

DPS1031 Design Fundamentals

The subject introduces you to art and design fundamentals, aesthetic awareness and cultural appreciation. It will develop an understanding for the art and design processes, and enable you to reflect and see the world from a designer's perspective. Through this subject, you will discover how to express yourself visually and with confidence in areas of art and design.

DPS1032 Collaborative Design

The subject will cover the necessary ability to research, analyse and organise information relating to societal issues in a collaborative manner. It will introduce the various collaborative strategies, design frameworks and integrate critical thinking. It will also cover innovative and conceptual approaches in the context of design.

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

The subject covers the fundamental concepts and construction of geometric drawings, orthographic projections and perspective drawings to communicate design ideas.

DRH2719 Construction & Detailing

This subject covers construction elements such as walls, floors, roofs and stairways with a comparison of structural and non-structural functions, to provide you with an understanding of the constructional framework of the building and the parameters within which an interior space can be altered and manipulated.

DRH2721 Interior Building Systems

The subject covers the knowledge and application of building systems that contribute to the comfort, safety and accessibility of users of an interior environment.

DSI3024 Student Internship Programme (ADM)

This is a graded subject that prepares you for the world of work. The internship period is 16 weeks long. You will learn to identify prospective companies, prepare your portfolio, application letter and resume, and attend job interviews. You may have the opportunity to work with firms locally or overseas. The internship will expose you to actual design industrial or business environments, giving you a realistic perspective of working life. You will work with commercially "live" projects and demonstrate the ability to transit from student to employee. You will journal, record and evaluate your progress and learning with your supervisors and your lecturers.

DSI3026 Student Internship Programme (DFT)

This is a graded subject that prepares you for the world of work. The internship period is 16 weeks long. You will learn to identify prospective companies, prepare your portfolio, application letter and resume, and attend job interviews. You may have the opportunity to work with firms locally or overseas. The internship will expose you to actual design industrial or business environments, giving you a realistic perspective of working life. You will work with commercially "live" projects and demonstrate the ability to transit from student to employee. You will journal, record and evaluate your progress and learning with your supervisors and your lecturers.

DSI3029 Student Internship Programme (PID)

This is a graded subject that prepares you for the world of work. The internship period is 16 weeks long. You will learn to identify prospective companies, prepare your portfolio, application letter and resume, and attend job interviews. You may have the opportunity to work with firms locally or overseas. The internship will expose you to actual design industrial or business environments, giving you a realistic perspective of working life. You will work with commercially "live" projects and demonstrate the ability to transit from student to employee. You will journal, record and evaluate your progress and learning with your supervisors and your lecturers.

DSI3033 Student Internship Programme (CMD)

This is a graded subject that prepares you for the world of work. The internship period is 16 weeks long. You will learn to identify prospective companies, prepare your portfolio, application letter and resume, and attend job interviews. You may have the opportunity to work with firms locally or overseas. The internship will expose you to actual design industrial or business environments, giving you a realistic perspective of working life. You will work with commercially "live" projects and demonstrate the ability to transit from student to employee. You will journal, record and evaluate your progress and learning with your supervisors and your lecturers.

DSI3034 Student Internship Programme (IAD)

This is a graded subject that prepares you for the world of work. The internship period is 12 weeks long. You will learn to identify prospective companies, prepare your portfolio, application letter and resume, and attend job interviews. You may have the opportunity to work with firms locally or overseas. The internship will expose you to actual design industrial or business environments, giving you a realistic perspective of working life. You will work with commercially "live" projects and demonstrate the ability to transit from student to employee. You will journal, record and evaluate your progress and learning with your supervisors and your lecturers.

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 Stylistation & 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.

DVC2514 Advertising

This subject anticipates the challenges and influences posed by the mass media on society, and to impart the thinking, methods, skills and processes. It also extends skills and new insights beyond the influence of the interactive electronic age. A firm foundation is provided upon which a more advanced and progressive knowledge and skills in advertising can be built. It covers the importance of target marketing to ensure effective advertising for a consumer product or a service industry. Through a series of assignments, you will explore and discuss the appropriateness and effectiveness of visual images and messages in the creation of persuasive advertisements.

DVC2572 Tactile Design

You will explore beyond common reproduction techniques when crafting your final design solution. New techniques may include silk-screen printing, lino/woodblock printing, etc. The tactility of materials chosen for print will also be explored and experimented to allow for more innovative usage of materials in design.

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.

DVC2575 Design for Print

This subject focuses on advanced page layout and design techniques in publications and its production requirements. You will learn to produce more complex publications using advanced page layout software skills, as well as advanced design techniques.

DVC2576 Integrated Campaign

This subject covers historical aspects of the advertising and graphic design fields, as well as addressing communication strategies including the effective use of metaphors, iconography, idioms, allegories, clichés and methodologies. Problem-solving and conceptual thinking are emphasised. The subject also provides an introduction to the craft of advertising copywriting and gives you a basic understanding of the copywriting process as it applies to advertising. Assignments given are to reinforce/ teach the importance of presenting information clearly, provocatively and memorably.

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.

DVC3571 Conceptual Imaging

The subject covers an alternative understanding and interpretation through imagery derived as a result from using aids such as poems, stories, music, philosophies, paintings or any other initial form. It also covers exploration of non-conventional forms in visual design to produce images that are expressive and meditative.

DVC3582 Brand Systems

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.

GCC1001 Current Issues & Critical Thinking

This subject presents you with a panoramic view of current issues that have an impact on Singapore, which may have long term and life-changing implications for our nation. You will learn to be able to think critically about issues affecting Singapore, support your views with the relevant data, and discover your individual voice, confidence and courage to face new challenges head on.

LEA1011/1012/1013 Leadership: Essential Attributes & Practice (LEAP)

LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.

LSW1002 Sports & Wellness

This subject will help you develop both the physical and technical skills in your chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, you will learn to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will be supplemented by health-related topics to provide you with a holistic approach to healthy living.

MCR1001/MCR1002/MCR1003 Career Readiness

This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.

TGL1001 Guided Learning

The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills.