



# SCHOOL OF DESIGN

## Contents

121	Centres of Excellence
122	Apparel Design & Merchandising
126	Communication Design
130	Digital Film & Television
134	Environment Design
137	Interior Architecture & Design
140	Product & Industrial Design
143	Retail & Hospitality Design
146	Subject Synopses

**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 design school that offers the fullest, 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 degree-granting design institutions for undergraduate and postgraduate studies in Australia, UK, USA, Europe and other parts of the world.

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 Joint Polytechnic Special Admission Exercise (JPSAE).

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

Taking an interdisciplinary approach, the BeyonDesign Centre uses design to harness new opportunities that are presented by technological, cultural and social changes in ways that are community-centric and cause-driven. The Centre will pursue collaborations, projects and research with our stakeholders, peer institutions, industry partners and the design community at large to use good design to help solve the issues of the world, design smarter cities, focusing on sustainable energy, safer buildings, richer experiences, better systems, strategies and new ways of living. The Centre facilitates, teaches and exposes Design students to the co-creation processes to go beyond the call of design, to do good and to do what is needed to improve and touch the lives of the community we live in.

## Hereafter (HD) 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.

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

## 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.

## Computer-Aided Design and Manufacturing Laboratories

Equipped with the latest hardware, CAID and 3D modelling software, the CAM facilities allow students to add professionalism to their apparel and textile designs, mood boards and merchandising projects, enabling them to relate to the production aspect of the apparel industry. Students can add professional lustre to their apparel and textile design projects here.

## 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.

## 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 quality of outcomes is matched by the conceptually challenging research and design development resulting in innovative outcomes with a global appeal. I am impressed by the work ethic of the students encouraged and nurtured by the staff team.*

*- Alison Taylor  
Programme Leader, Fashion Textile Design,  
University of West England, Bristol, U.K.*

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.

## 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.

## 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”.

## 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 122 credit units

## 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

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

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

*\* 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).*

## 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
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 Drawing	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
<b>Fashion Design &amp; Merchandising Option</b>			
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
<b>Retail &amp; Visual Merchandising Option</b>			
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

## Cross-Disciplinary 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 the adrenaline of coffee-fuelled 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.

*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*



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, students will select either Photography or Branding Design or Design Illustration or Digital Design to specialise in. Entirely project-based, there will be many opportunities for students to expand their range of conceptual, expressive and presentation skills through a rich variety of experiences such as inter-disciplinary projects, industry projects, study trips, overseas internships and more. Students will emerge as versatile and responsive designers who can offer fresh insights and solutions for their clients in an increasingly integrated design environment.

## 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.

## 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”.

## 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

## 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

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

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

*\* 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).*

## 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
<b>Photography Option</b>			
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
DVC2572	Tactile Design	2	3
DVC3569	Landscape Photography	3	3
DVC3570	Fashion Photography	3	3
DVC3571	Conceptual Imaging	3	3
<b>Digital Design Option</b>			
DIM2369	Interactive Studio: Media	2	3
DIM2370	Interactive Studio: Media 2	2	3
DIM2371	Interface Design	2	3
DIM2376	Interactive Project	2	6
DVC2574	Advertising Communication	2	3
DIM3373	Interactive Studio: Beyond Screen	3	3
DIM3374	Interactive Studio: Mobile Devices	3	3
DIM3375	Advertising Media Strategy	3	3
<b>Branding Design Option</b>			
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
<b>Design Illustration Option</b>			
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

## Cross-Disciplinary Subjects

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

# 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

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, have 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. This is where 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 film-maker begins right here.

## 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.

## 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".

## 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

## 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

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

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

*\* 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).*

## 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
<b>Production &amp; Technical Option</b>			
DMV2667	Audio Post	2	3
DMV3664	Cinematography	3	3
DMV3665	Advanced Editing	3	3
<b>Directing Option</b>			
DMV2665	Writing for Non-Fiction Film & Television	2	3
DMV3661	Advanced Directing	3	3
DMV3662	Reflections on Global Perspectives	3	3
<b>Producing Option</b>			
DMV2663	Marketing & Distribution	2	3
DMV2665	Writing for Non-Fiction Film & Television	2	3
DMV3663	Creative Producing	3	3

## Cross-Disciplinary Subjects

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

# ENVIRONMENT DESIGN



The difference between a good city and a great city is the design and the liveliness of its public spaces. If you believe that our urban spaces can be enhanced to reflect the rich tapestry of lifestyles and culture that exist in the city, if you have the passion and vision to create fresh and exciting external spaces that connect people and places, movement and urban form, nature and the built fabric, then this is the course for you.

*This course sits at the exciting confluence of architecture, landscape architecture and urban design. It equips the students with broad-based knowledge and essential technical skills to comprehend the complex urban issues and environmental challenges, such as rapid urbanisation and population growth, sustainability, biodiversity and climate change.*

*- Damian Tan  
Design Director  
National Parks Board  
President, Singapore Institute of Landscape Architects*



This unique inter-disciplinary course links the fields of architecture, urban design, landscape architecture and environmental technologies. It deals with the design and execution of external spaces like civic plazas, town squares, parks, recreation spaces and neighbourhoods. You will gain insight into the principles of quality design for the environment which has become a major issue in developing and developed nations.

You will be plugged into the latest developments in urban Singapore, exploring the aesthetics of creating urban spaces through the intersection of disciplines and the synthesis of broad perspectives, knowledge and skills. All this will equip you with critical skills to create urban environments that are beautiful, liveable, sustainable and economically-viable.

You will engage in projects that will develop skills such as decision-making, critical-thinking, creative ideation, problem-solving and innovation.

## Career Opportunities

The course not only prepares students for a future but provides an extraordinary foundation for a multitude of interdisciplinary and related design fields. When you graduate, you can find exciting careers in companies dealing with architecture, urban planning, landscape architecture, multi-disciplinary practice and parks management consultancies. Or, after acquiring several years of working experience, you may be able to achieve a designer's ultimate dream of establishing your own design practice, offering a range of design services to local and regional clients.

## 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".

## 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

## 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

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

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

*\* 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).*

## 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
DED1801	EVD Project 1	1	6
DED1816	Introduction to Architectural Principles	1	3
DED1817	Sustainable Materials	1	3
DED1818	Architectural & Landscape Drawing	1	3
DED1821	Form & Space Exploration	1	3
DPS1020	Design Fundamentals	1	6
DPS1021	Marketing in Design	1	3
DED2819	Computer-aided Design Drawings	2	3
DED2822	Environmental Elements & Control	2	3
DED2823	Landscape Design Studies	2	3
DED2824	Principles of Plant Design	2	3
DED2826	Urban Design Studies	2	3
DED2827	EVD Project 2	2	9
DED2828	EVD Project 3	2	9
DED3812	EVD Project 4	3	9
DED3813	Eco Design	3	3
DED3820	Digital Visualisation & Presentation	3	3
DED3825	Basic Construction	3	3
DED3710	Professional Practice	3	3
DMP3019	Major Project: EVD	3	12

### Cross-Disciplinary Subjects

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

# INTERIOR ARCHITECTURE & DESIGN



You buy stacks of magazines on interior architecture designs. You have many creative and exciting design ideas, and love planning the spaces you live, play and work in – whether it is your living room, your neighbourhood library, your bus interchange or your favourite hangout. You look at private and public spaces and think of a dozen ways to improve the environment for the users. We've got a great course that will transform your aspirations into a profession.

*This School has made very good progress in terms of the final-year students' substance, design philosophy and concept, graphic and 3D presentation etc. It is also a good reflection on the teams of course managers, tutors, lecturers, school management staff and those who are involved in one way or another. It is a dynamic, creative and progressive School which I am sure will go even further from here.*

*- Joseph Lau Tse Kit  
Managing Director  
Laud Architects Private Limited*

You will learn the use of space and its elements within the shells and structures of buildings. And by space, we really mean anywhere that people live and work – home, offices, cinemas, museums, schools, etc. You will learn how to best balance function and appeal in the use of any given space. Not only should your designed space look good, it also needs to function efficiently. Through your many hands-on, problem-based creative projects, you will learn about colours, materials, lighting, media, shapes and forms. You will use these and other tools to shape a specific space while considering the requirements of the project. The course will also hone your ability to communicate ideas through a wide range of presentation media, as very often in the real world, one has to work with a variety of clients with different needs.

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

## 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.

## 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".

## 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

## 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

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

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

*\* 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).*

## 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
DIA1202	Media Techniques & Presentation	1	3
DIA1204	Digital Architectural Drafting	1	3
DIA1223	Form Exploration	1	6
DIA1226	Materials & Finishes	1	3
DPS1020	Design Fundamentals	1	6
DPS1021	Marketing in Design	1	3
DIA2205	Architectural Design Theory	2	3
DIA2206	Digital Media Visualisation & Presentation	2	3
DIA2222	Portfolio Development	2	6
DIA2223	IAD Project 1	2	6
DIA2228	Construction & Detailing	2	3
DIA2229	Building Codes & Standards	2	3
DIA2234	IAD Project 2	2	9
DIA3225	IAD Project 3	3	9
DIA3230	IAD Project 4	3	9
DIA3231	Museum & Exhibition Studies	3	3
DIA3232	Sustainable Environment	3	3
DMP3020	Major Project: IAD	3	12

### Cross-Disciplinary Subjects

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

# PRODUCT & INDUSTRIAL DESIGN



You see design in the most surprising or most unexpected of places: an MP3 player that responds to motion, a washing machine small and sleek enough to fit any living room and a life-saving vest that generates electricity and filters water. These cool ideas are not science fiction but international award-winning designs from our students. You too could very well be our next award-winning product designer!

*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  
Senior Design Director  
Philips Electronics Singapore Pte Ltd*

The course teaches and hones design specialists to design specific products and services that enrich our lives. If you want to create interesting and notable products that make life better for users – this course is just right for you.

The course will address design fundamentals and build your entrepreneurial, experiential, collaborative and professional skills further through projects and assignments. Here, you will learn to design with understanding of the end-users and their needs through experiential and human-centred design approaches. You will have to think out of the box and be able to frame innovative solutions with aesthetics and usability. You will be encouraged to pit your skills against others in exciting local and international competitions, as well as to participate in industry-initiated projects.

This course prepares you for the dynamically creative profession where the boundaries and definitions are constantly challenged. There are new and unlimited opportunities in the profession. The Product & Industrial Design course will prepare you well to meet these dynamic challenges in the creative industry.

## 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, object/ craft 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.

## 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 - 7
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Any three other subjects, excluding CCA	Grades 1 - 6

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

*Note: Applicants must ensure that they do not suffer from complete colour appreciation deficiency. Applicants who do not satisfy the pre-requisite may not be accepted into the course. For safety reasons, applicants must also ensure that they do not suffer from medical conditions such as epilepsy or hearing impairment.*

*\* 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).*

## Graduation Requirements

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Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 122 credit units

## Course Structure

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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
DPD1402	Perspective & Freehand Drawing	1	3
DPD1422	Prototype Methodology	1	3
DPD1423	Concept Sketching & Communication	1	3
DPD1424	Materials, Processes & Trend	1	3
DPD1431	CAID 1	1	3
DPS1020	Design Fundamentals	1	6
DPS1021	Marketing in Design	1	3
DPD2412	Product Engineering Principles	2	3
DPD2419	PID Project 1	2	6
DPD2420	PID Project 2	2	6
DPD2425	Cognition, Emotion & Usability	2	3
DPD2426	Interaction Design Tools & Application	2	3
DPD2427	Service Design Methodology	2	3
DPD2432	CAID 2	2	3
DMP3011	Major Project: PID	3	9
DPD3417	The Business of Design	3	3
DPD3418	Advanced Product Design	3	9
DPD3421	PID Project 3	3	6
DPD3428	Innovation, Science & Technology	3	3
DPD3429	PID Project 4	3	6
DPD3430	Specialisations for Industrial Designers	3	3
DPD3431	CAID 3	3	3

### Cross-Disciplinary Subjects

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



# RETAIL & HOSPITALITY DESIGN



*I am impressed by the level of spatial visualisation skills demonstrated by the students and the comprehensiveness of their major projects, which covered almost the full spectrum of the professional design services. I am inspired by the many works I saw that focused on cultivating a sense of social responsibility among the students.*

*- Thomas Kong  
Associate Professor Director,  
Undergraduate Architecture and Interiors  
The School of the Art Institute of Chicago  
Principal, Studio Chronotope*

**Whether it is an up-scale hotel or resort, snazzy bar restaurant, happening entertainment hub, swanky boutique or cutting-edge showroom, this course develops your design thinking and teaches you the professionally-driven skills to create these spaces.**

In this course, you will undergo a rigorous programme covering spatial design, communication graphics, environmental branding, visual merchandising and the detailing of good interior spaces. You will have your pulse on the trends in leisure, resort, tourism and retail design development in Singapore and overseas. Study trips will give you insight into lifestyle resorts and urban retail and hospitality centres of other countries.

The course teaches you to develop a keen sense of observation, an attention to design detail and the ability to conduct accurate and meaningful research. You will learn the principles of interior design theory, interior environmental technology as well as develop the ability to communicate design ideas and to transform their concepts further to working drawings.

## Career Opportunities

Our strengths in graduate employability are a result of the course being aligned to the needs of the industry. Graduates of this course are very much sought after in the built environment design industry. You will be able to work with multidisciplinary design companies, industry-related firms, in project management, as an architectural renderer, space planner or design consultant, or you may even choose to work in interior design and architectural design firms. After acquiring work experience, you could even establish a design practice offering a range of design services and comprehensive design solutions to clients locally and regionally.

## 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

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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
DIA1204	Digital Architectural Drafting	1	3
DPS1020	Design Fundamentals	1	6
DPS1021	Marketing in Design	1	3
DRH1701	Architectural Drawing	1	3
DRH1702	RHD Project 1	1	6
DRH1703	Architectural Rendering	1	3
DRH1714	Fundamentals in Design	1	3
DRH1715	Tectonics & Structure	1	3
DRH1716	Design Studio	1	6
DIA3216	Interior Design Practice	2	3
DRH2705	RHD Project 2	2	6
DRH2706	RHD Project 3	2	6
DRH2707	Communication Graphics	2	3
DRH2717	Design Theory & Ideas	2	3
DRH2718	Interior Elements	2	3
DRH2719	Construction & Detailing	2	3
DRH2720	Building Systems	2	3
DMP3016	RHD Major Project	3	9
DRH3708	Digital Modelling	3	3
DRH3709	RH Planning & Design	3	3
DRH3711	Consumer Psychology	3	3
DRH3721	Building Services	3	3
DRH3722	RHD Project 4	3	6

### Cross-Disciplinary 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 introduces you to the history of Western costumes and fashion from ancient Egyptian times to the 21st century. You will explore major art, cultural and social movements which have made significant impact on the evolution of costumes and accessories through the ages.

## 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 understanding 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 introduces basic draping skills as part of your training in apparel construction and production.

## DAD1161 Basic Sewing Techniques

This subject equips you with fundamental knowledge on how to operate and handle sewing machines in the apparel industry. It also provides you with the basic sewing fundamentals of construction and techniques in sewing components of a garment in accordance with 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 Drawing

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 preproduction planning to product completion. It relates to issues associated with the concepts of product performance and quality, and the functional organisation of apparel manufacturing firms. It also articulates the involvement of various professionals in product development up to the manufacturing stage and includes field trips to garment factories for you to gain some experience of the working environment in the industry.

### **DAD2138 Basic CAM**

This subject focuses on the application of CAD Accumark software in marker making, gradation of sizes and modification of a basic block to required pattern pieces that relates to the production aspect of the apparel industry.

### **DAD2142 Fashion Purchasing Management**

This subject focuses on every aspect of buying and the roles played by the practitioners. Operating figures such as Open-to-buy, Dollar Planning and Control, Markups / Markdowns, Retail Pricing and Inventory Control are covered.

### **DAD2144 Pattern Grading**

This subject provides a basic understanding, foundational skills and hands-on experience in the manual grading of a basic block to required pattern pieces that relates to the production aspect of the apparel industry.

### **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 builds on Apparel Production 1 in the progressive development of flat pattern drafting techniques and sewing skills. It will also build on your proficiency in operating more complex sewing machines required in the realisation of designs of two collarless tops in lightweight fabrics.

### **DAD2154 Advanced Draping**

This subject covers the advanced level of draping to enable the execution of complex designs.

### **DAD2155 Visual Merchandising Project 1**

This subject provides a platform for you to display design concepts and issues in the area of store planning and fixture design which are used for the visual presentation of products that will enhance sales opportunity in an exhibition or trade show environment.

### **DAD2156 Visual Merchandising Project 2**

This subject provides a higher platform to adapt design concepts and issues in the areas of retail store planning and fixture design for visual merchandise presentation to generate optimum sales.

### **DAD3127 Quality Assurance in Textile & 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 integrates a sense of professionalism with the development of flat pattern drafting techniques and sewing processes in the interpretation and realisation of more complex designs.

### **DAD3158 Tailoring**

This subject introduces you to the construction of women's jackets and pants suits using mass production methods. The entire process from drafting to sewing will be required to complete the assignments and project.

### **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.

## **DED1801 EVD Project 1**

This exploratory project introduces the fundamentals in environmental design and allows you to exercise your creativity in the realm of design in relation to a selected small-scaled external environment. Issues like concept, form, composition and aesthetics are focused upon in this project. You are to produce an experiential urban landscape.

## **DED1816 Introduction to Architectural Principles**

This subject gives an overview of the historic development of architectural styles from antiquity to the modern era. It will also encompass observation of architecture in general and the specific influences on the architecture of Singapore in principle.

## **DED1817 Sustainable Materials**

The subject focuses on the study of materials commonly used in public spaces with emphases on both their functional and visual properties. The subject 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 various visualisation techniques for architecture and landscape drawings. It covers basic methods of constructing geometric drawings, orthographic projections and perspective drawings

## **DED1821 Form & Space Exploration**

The 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. You will have the opportunity to explore 3-dimensional forms and develop a set of design vocabulary.

## **DED2819 Computer-Aided Design Drawings**

The 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 (eg., architecture, landscape and urban design, etc.).

## **DED2822 Environmental Elements & Control**

This subject introduces the various environmental elements and factors that need to be considered for sustainable, ecologically sound design responding to the environment to achieve user's human comfort.

## **DED2823 Landscape Design Studies**

This subject provides an understanding of landscape architectural principles and its impact on the built and natural environment. You will be introduced to how nature is integrated to the character of built environment and sustainably preserve by appropriate practices of using materials, scale, texture to site context with conscious managing and planning for what is sustainable for the landscape.

## **DED2824 Principles of Plant Design**

This subject provides an understanding of the significance of plants and its roles in shaping the external environment. You will understand how plant forms, habits and types of plants that co-habit affect the design of spaces and ambience in our tropical climate

## **DED2826 Urban Design Studies**

This subject will equip you with the skills and knowledge in reviewing the important factors that contribute towards urban design. You will be introduced to various aspects of urban design and learn to apply urban design guidelines in the local context.

## **DED2827 EVD Project 2**

This project focuses on understanding of site analysis and allows you to be confronted with the physical site condition issues of topography, air, vegetation, drainage; incorporation of universal design, social and cultural identity, biodiversity and landscape sustainability. You will be encouraged to think out of the box while incorporating basic and real issues.

### **DED2828 EVD Project 3**

This project focuses on site analysis processes to explore the responses to a selected site. The project will introduce environmental and physical issues such as sustainability, recycling, conservation; human comfort zone in a tropical environment and technical issues of construction viability.

### **DED3710 Professional Practice**

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

### **DED3812 EVD Project 4**

This project focuses on the formulation of innovative and workable ideas to solve urban design issues such as high density living, conservation, image ability and revitalisation. You will be introduced to brief formulation in preparation for the Major Project.

### **DED3813 Eco Design**

This subject introduces you to the bases of eco design, concepts that aid the integration of the built form to the surroundings, and the identification of different aspects of eco-design. You will also learn about new, ecologically sound design ideas through case-studies, and these are illustrated through understanding and application of Eco-design criteria. It will equip you with the skills and knowledge to define key Eco-design concepts, examine and differentiate designs that implemented Eco-design concepts and apply these design concepts in assignments.

### **DED3820 Digital Visualisation & Presentation**

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 (eg., architecture, landscape, urban design, etc.).

### **DED3825 Basic Construction**

This subject covers a basic understanding of various forces acting on buildings and structures. It gives an overall view of various construction materials and how they are assembled to form built constructs in the external environment.

### **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 introduces the fundamentals of Computer-Aided Drafting in generating architectural drawings. It emphasises interior/ architectural conventions and documentation, as well as the fundamentals of architectural drawing.

### **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.

### **DIA1223 Form Exploration**

This subject focuses on the shaping of the building form and its implications on interior space design. It addresses issues pertaining to spatial quality, ambience, resolution of geometry, and the manipulation of form and function. Its aim is to provide students with the necessary skills and knowledge to generate forms that are meaningful and applicable to the design of interior architectural spaces.

### **DIA1226 Material & Finishes**

This subject focuses on the study of the range of materials commonly used in building interiors with emphasis on their appropriate selection based on functional and visual properties. It provides a platform for exploration of surface finishes as an essential component of interior architecture and design.

## **DIA2205 Architectural Design Theory**

This subject provides a review of the concepts and associated principal theories of design from the ancient to the modern era. This will then form the basis for a systematic approach to evaluating architectural and interior design through the process of investigation, critical observation, and analysis. These, in turn, provide a degree of explanation on theoretical issues that confront the interior design profession today.

## **DIA2206 Digital Media Visualisation & Presentation**

This subject introduces you to the use of the computer as a design tool in three-dimensional design creation and visualisation to effectively present ideas and concepts in the digital mode.

## **DIA2222 Portfolio Development**

The subject equips you with the knowledge and skills in developing a design portfolio. It explores the means and techniques of design presentations in digital modes. A compilation of effectively communicated design ideas and concepts would form appropriate portfolio for job application.

## **DIA2223 IAD Project 1**

This subject serves as a platform to introduce you to design projects. Exploratory and experimental in nature, it encourages you to develop varying perspectives in design approaches and processes, encompassing design conceptualisation, visualisation and expression of a set theme.

## **DIA2224 IAD Project 2**

This subject introduces you to concept development as a seamless process of design from the inception of a design idea to the resolution of the design process. It focuses on the physical developmental evidences of the design process as the key to externalising conceptual thinking and development.

## **DIA2228 Construction & Detailing**

This subject explains building construction elements, through a comparison of structural and non-structural function, to provide students with understanding of the constructional framework of the building and the parameters within which interior space can be altered and manipulated.

## **DIA2229 Building Codes & Standards**

The subject introduces you to the various regulatory and discretionary building codes and standard to which design proposal must conform or adhered. It highlights recommended guidelines, and explains procedures for project applications to the relevant authorities.

## **DIA3216 Interior Design Practice**

The subject equips you with the fundamentals of the interior design profession in relation to its management within the regulatory and legal framework of the practice. It also provides you with an operational framework in managing a design project. You will be exposed to the pertinent codes and standards in the building industry so as to be able to interpret and apply them in relation to interior design practice. This subject will be conducted totally 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.

## **DIA3225 IAD Project 3**

This subject takes an issue-driven approach through which you will be given opportunities to explore issues pertaining to interior architecture through collaborative inquiry, investigation and critical thinking.

## **DIA3230 IAD Project 4**

This subject takes on a more socially conscious approach to Design that involves addressing issues such as conservation, sustainable design, and temporary environments. Examples of project types may include health and elder care, communal spaces and exhibitions.

## **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 deals with the relationship between the built interior space, materiality and environmental performance, and how this evolves in response to climatic conditions and emerging approaches in sustainability.

## **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.

### **DIM2376 Interactive Project**

This subject takes the form of a project and enables you to apply and consolidate knowledge acquired in other subjects. You will work in teams and produce an interactive media project. Through this subject, you will further develop the understanding of the design process, research skills and the application of fundamental design principles.

### **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.

### **DIM3373 Interactive Studio: Beyond Screen**

This subject allows you to experiment and explore current or emerging trends in interaction design. You will be encouraged to explore and push boundaries using visual, audio and tactile interaction for the display of digital content on various mediums both on screen and beyond.

### **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. Understanding 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.

## **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.

## **DMP3016 Major Project: Retail & Hospitality Design**

This subject provides the framework for you to experience a self-initiated and comprehensive interior design project related to the field of retail and hospitality design. The scope of the subject includes the inception and exploration of design ideas and concepts within a specific context.

## **DMP3019 Major Project: Environment Design**

This subject provides 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 fields of architecture, landscape architecture and urban design. The scope of the subject will encompass various phases of the design process from inception to design development and detailing.

## **DMP3020 Major Project: Interior Architecture & Design**

This subject provides the framework for the organisation, management and coordination of a design process based on a self-initiated and comprehensive interior design project brief. The scope of it 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 process leading to an appropriate interior design outcome.

## **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 entails you initiating a self-directed design project that showcases the skills you have developed throughout the course. This final project focuses on a design discipline that reflects your area of specialisation and personal interest. You will produce a range of design solutions that expresses your creative independence, critical conceptual thinking and industry-ready design skills.

## **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 labor 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 post-production techniques and teamwork.

### **DMV1657 Idea Incubation**

This subject explores techniques that help you with the conceptualization 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.

### **DMV2646 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 color 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.

### **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.

### **DMV2648 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.

### **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 non-fiction 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 non-fiction 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 post-production, 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 non-fictional 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 will cover advanced lighting theory and techniques, camera placement, camera angles, camera movement and lens choices. You will build on the skills you have learnt in Camera & Lighting as well as Camera & Aesthetics to enhance the visual treatment of a film.

### **DPD1402 Perspective & Freehand Drawing**

This subject emphasises drawing through observation, using basic drawing media. It provides experiences gained from exploring and viewing the physical environment and development of the drawn image. The drawing sessions will generally be based on freehand drawing, placing special demands on seeing/ perception (eyeballing), scale, composition and perspective.

### **DPD1422 Prototype Methodology**

The subject explores the different fidelities of prototypes, machineries/tool and the necessary planning to construct prototype. You will learn how to define the requirements and limitation of the different types of prototype and construct it based on the resources available.

### **DPD1423 Concept Sketching & Communication**

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

### **DPD1424 Materials, Processes & Trend**

This subject explores how trend plays a part in defining creative use of materials. You will explore and define new application of materials and its production processes. You will also learn how and what to specify on the finished models or prototypes.

### **DPD1431 Computer-Aided Industrial Design 1**

This subject introduces the fundamentals of vector, pixels and their properties. The generation of high-quality 2D industrial design digital rendering will be taught using graphic software.

### **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, basic structural engineering and basic electrical and electronics 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.

### **DPD2425 Cognition, Emotion & Usability**

This subject explores how emotion interacts with and influences other domains of cognition, in particular attention, memory, and reasoning. The psychological consequences and mechanisms suggest more in-depth design resulting better use and usability.

### **DPD2426 Interaction Design Tools & Application**

This subject covers the practice of designing interactive digital products, environments, systems, and services. You will synthesise and imagine objects as they might be through the interaction design tools and application.

### **DPD2427 Service Design Methodology**

This subject covers the methods and tools to control new elements of the design process, such as the time and the interaction between user and service provider. Together with the traditional methods used for product design, you will understand the behaviour of the users, their needs/ motivations and inform changes to an existing service or creation of new services.

### **DPD2432 Computer-Aided Industrial Design 2**

The subject introduces the fundamentals of curves, NURBS (Non Uniform Rational B-Spline) surfaces and its properties. The generation of high quality industrial design 3D models will be taught using interface and tools like Computer Aided Industrial Design (CAID).

### **DPD3417 The Business of Design**

This subject introduces the form and structure of various business organisations, financial and accounting issues, legal aspects (contractual agreements, design fees, taxes, trademarks, patents and copyrights), promotion, sales and the building of personal portfolio and credibility. It also gives a contextual understanding of the professional practice of design in an entrepreneurial environment.

### **DPD3418 Advanced Product Design**

This subject introduces you to professional design standards on projects varying from large structure/ systems to mass-produced consumer durables. You will analyse current social-economic issues and evolve self-motivated design research that will lead to innovative and creative solutions. This subject adds to your accumulation of a professional portfolio for use when you seek commercial employment.

### **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.

### **DPD3429 PID Project 4**

This project looks at design methodology, with an emphasis on collaborative work model. You will be challenged to work in cross-disciplinary groups within the school or with external organisations. The process will include research, problem identification and analysis, and solution framing.

### **DPD3430 Specialisations for Industrial Designers**

This subject will expose the case studies of emerging segments in Industrial Design and addresses the challenges in the different specialisations. You will learn about the emerging/ potential market for industrial designers and the competitiveness of design in the global context.

### **DPD3431 Computer-Aided Industrial Design 3**

This subject covers methods of prototyping relative to Computer-Aided Industrial Design process. You will be taught how to prepare and produce high quality prototypes using the appropriate prototyping technologies and application.

### **DPS1020 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.

### **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 touchpoints.

### **DRH1701 Architectural Drawing**

This subject introduces the various visualisation techniques for architectural drawings. The topic covers basic methods of constructing geometric drawings, orthographic projections and perspective drawings necessary for communicating a successful design presentation.

### **DRH1702 RHD Project 1**

This subject serves as a platform to introduce you to retail and hospitality design project. Exploratory and experimental in nature, it encourages you to develop varying perspectives in design approaches and processes, encompassing design conceptualisation, visualisation and expression of a set theme.

### **DRH1703 Architectural Rendering**

The subject introduces various rendering techniques for illustrating interior space design intent. As an integral part of the design process, the subject leads you to make considered judgments in the selection of appropriate rendering media to best visualise the design intent of all components that shape the interior space.

### **DRH1714 Fundamentals in Design**

This subject covers the basic fundamentals of spatial design from the massing and sculpting of built forms to its implications on interior space design, and how ergonomics and anthropometrics impacts the spatial content. It will equip you with the knowledge and skills to apply principles of geometry and integrate your understanding of basic measurement of human proportion for spatial proposals.

### **DRH1715 Tectonics & Structure**

The subject introduces you to the expressive nature of architectural tectonics in the built environment. It also delves into the contributing factors such as the client's programmatic requirements and advances in building technology which influences the designer's concept, design process and creation of significant building examples which exhibit qualities of architectural tectonics.

### **DRH1716 Design Studio**

This project introduces the principles used to stimulate creativity and ideas in spatial design. It focuses on the physical developmental evidences of the ideation process as the key to externalising conceptual thinking and development. This is a platform for you to be exploratory and experimental in the process of sculpting forms that leads to the development of spatial design.

### **DRH2705 RHD Project 2**

This subject introduces you to concept development as a seamless process of design from the 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 retail and hospitality design.

### **DRH2706 RHD Project 3**

This subject focuses on understanding of the retail and hospitality design profession and learning to apply areas related to branding, display, graphics/ signage, lighting, space planning, consumer culture and trends, etc. You are required to generate design solutions to address the above.

### **DRH2707 Communication Graphics**

This subject covers the different types of graphics and graphic design in relation to the interior and exterior built environment. Communication graphics is a creative science that integrates two- and three-dimensional graphics in the built environment for functional and aesthetic purposes.

### **DRH2717 Design Theory & Ideas**

The subject equips you with the knowledge to understand the thinking, influences and conditions affecting the shaping and design of significant interior spaces. It covers an overview of theories and ideas in relation to interior design, furniture, fittings and accessories.

### **DRH2718 Interior Elements**

The subject covers the theory and application of light and colour to the built environment to elicit specific responses from the areas of the space. The subject leads you to make considered judgements in the selection of natural and artificial light, colours, materials and texture, as an integral part of the design process.

### **DRH2719 Construction & Detailing**

This subject covers interior design convention, specification, the detailing of materiality and tactility, and how the interplay of design decisions impact upon interior elements. The subject aims to equip you with the knowledge and skills to explore the practical assembly and construction aspect of interior design components.

### **DRH2720 Building Systems**

Building Systems provides an overview of service elements needed to facilitate the smooth running of buildings and their interiors and to further provide for the comfort, health and safety of the users. The subject aims to further equip you with an awareness and understanding of fire safety requirements, escalators and lifts, security, telephone and IT communications and intelligent building systems.

### **DRH3709 RH Planning & Design**

This subject introduces the basic planning and design principles of retail and hospitality spaces. Influencing factors such as retail strategy and user experience will be covered. You will relate analyses of the latest retail and hospitality developments to retail trends and user behaviour by applying your understanding of the planning principles and the use of graphic thinking tools.

### **DRH3711 Consumer Psychology**

The subject is a study on the fundamentals of the principles of consumer psychology to be applied in the context of retail and hospitality design projects. You will learn to develop an appropriate atmospheric expression in the retail and hospitality design proposals, whilst considering consumer behaviour, market segmentation and environmental elements.

### **DRH3721 Building Services**

This subject gives you awareness of the importance of building service elements in providing thermal comfort, air-conditioning, sound and noise control, sanitary systems, water and power supply to occupants of buildings. It also highlights the need to comply with the regulatory requirements of the relevant statutory authorities when dealing with such building service elements.

### **DRH3722 RHD Project 4**

This subject focuses on the issue-driven approach. You will be given opportunities to explore issues pertaining to construction in the realm of retail and hospitality through investigation and studies. You will also be required to generate design solutions to address the identified issue or topic chosen.

### **DSI2019 Student Internship Programme**

The 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 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.

## **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.

## **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.

### **DVC2572 Tactile Design**

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

### **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 emphasizes 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.

### **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.

*\* This is not an exhaustive list of subject synopses. The subjects listed and their contents may change in view of relevance and currency. The information is correct at the time of printing and may be subject to change.*