

SP | DESIGN
SCHOOL

DESIGN
= EXPLORE
+ EXPERIMENT
+ EXPERIENCE

- Experience & Product Design (S51)
- Games Design and Development (S56)
- Interior Design (S89)
- Visual Communication and Media Design (S93)

IDEASIGN

The word 'IDEASIGN' is rendered in a large, bold, serif font. The letters are white with a thick black outline. The letter 'I' is partially cut off on the left. The letter 'D' contains a decorative white floral and scrollwork design. The letter 'S' features a stylized white lightbulb with a plant-like structure growing from it. The letter 'G' has a decorative white scrollwork element. The letter 'I' has a decorative white scrollwork element. The letter 'N' has a decorative white scrollwork element. The background is black.

DESIGN = EXPLORE + EXPERIMENT + EXPERIENCE

Design matters. But Good Design matters even more, because it can change the way we understand and experience the world.

Good design is meaningful and relevant. It is a catalyst for change, and SP Design School will be the catalyst for your transformation – by unlocking your inner artist, and releasing your potential as a designer, so that you can participate in creating change that makes a difference – to create designs that matter.



Why DESIGN? SCHOOL?



As a design student in SP, you can look forward to an awesome learning experience that will provoke your curiosity and test your inventiveness. We will provide you opportunities to explore ideas and experiment with new ways of thinking, to push the boundaries of design to transform the experiences of everyday into the extraordinary.

Our common foundation semester will develop your basic skills in areas like visualisation, interpretation, 2D and 3D making skills. Your learning is conducted in design studios, drawing studios, photo studios and media studios. We encourage you to question conventions and push the boundaries of design, to explore and experiment with new media, materials and methods.

We collaborate with world-renowned institutions and offer master classes and workshops conducted by local and foreign designers and artists. We create opportunities for you to work with real clients, real projects, giving you a taste of the working environment and an understanding of real-time demands.

You will be exposed to the creative environment through design conferences, field trips, overseas exchange programmes and competitions.

Join us – if you are a junkie in all things arty; eat, sleep, breathe design like your life depended on it; derive pleasure from a world of multi-sensory experience; love to think out-of-the-box; enjoy an intellectual challenge and adventure.



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Diploma in

xperience and Product Design (DXPD – S51)

The future is in products and services that project an 'experience' beyond what they are – one that goes beyond form and function but also delivers an experience to be engaged, enjoyed and enlightened. That's where a product finds its meaning.

Such is the approach taken by the Diploma in Experience and Product Design (DXPD) course. We aim to ignite the spark of genius in you, producing Industrial and Product Designers that will create 'moments' of engagement between users and objects. You will be exposed to the many facets of experience design from the edible to the intangible; from spaces to services; from the user research to the designed solution.



Our uSPs

A distinctive curriculum will help you create radical and creative concepts with the user experience in mind. This includes topics such as Experience Design Thinking, User Research Methods, Storyboarding, Ideation, Concept and Design Development.

You will gain professional experience working with market leaders like Hewlett-Packard, Del Monte and Proctor & Gamble. There will be international opportunities to exhibit your work in venues such as the prestigious Salone Satellite in Milan and also to go on study trips to regional design hotspots in Japan, Korea and Taiwan.

You will take part in projects and international design competitions such as Muji Design Award, Red Dot Concept Award, Bombay Sapphire as well as social design projects with government organisations. Master designers such as Msaayo Ave from Japan conduct workshops for our students on a regular basis.

Entry Requirements

Aggregate Type: ELR2B2-D

Subject	Grade
a) English Language	1 - 7
b) Mathematics (Elementary/Additional)	1 - 7
c) Any two other subjects	1 - 6

Note:

To be eligible for admission, you must also have sat for one of the following subjects:

- Art / Art & Design
- Biology
- Chemistry
- Computer Studies
- Creative 3D Animation
- Design & Technology
- Food & Nutrition
- Fundamentals of Electronics
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

M Course Modules

DXPD is a three-year full-time programme.

FIRST YEAR

Year Long

- History and Theory of Ideas 1

Semester 1

- Basic Drawing Class
- Foundation Design Studio
- Graphic Communication
- Oral Communication
- Visual Arts Studio
- Critical Reasoning and Argumentation

Semester 2

- Design Interactions 1
- Experience Design Studio 1
- Experience Design Methods
- Materials & Processes 1
- Visualisation & Communication 1
- Critical Reasoning and Persuasion

SECOND YEAR

Year Long

- Experience Design Studio 2
- Experience Design Methods 2
- History and Theory of Design
- Materials & Processes 2
- Visualisation & Communication 2

Semester 1

- Social Innovation Project

Semester 2

- Design Interactions 2
- Independent Study Project and Presentation
- Industrial Training Programme

THIRD YEAR

Year Long

- Experience Design Studio 3
- Visualisation & Communication 3

Semester 1

- Design Interactions 3

Semester 2

- Entrepreneurship in Creative Industries



Bright Future

An exciting career in the creative industry awaits you after three years. The creative jobs open to you include Experience Designer; Product Designer; Industrial Designer; User Interface Designer; Interactive Media Designer; User Experience Designer; Design Consultant; Exhibition Designer; Stage Set Designer; CAD Designer; Merchandise Display Artist; Production Designer; Furniture Designer

Further Studies

You can gain entry to related degree courses at local and overseas universities.

Believe

“First of all, I really appreciate the fact that your student started the project with analysis and thinking before drawing and sketching! It seems natural for a professional designer but not so for a student! The second key point was the angle that your student took for the projects. The user-centric design was the heart of your student approach, and it’s very important for us, to give sense to innovation and design. On these two aspects, Glenn was really on the right path. He brought a lot of insights on the projects he worked on! Congratulations to your education team, and to Glenn of course.”

– *Stéphane Gauthier, Director, Plan Créatif User First, Paris, France, on Glenn Lum, a DXPD graduate who went to Paris for his internship.*



Diploma in

Games Design and Development (DGDD – S56)

Let the games begin. The hunt is on for you who do not just thrive in playing games, but appreciate the concept and idea behind the game. Get into the game and get the most out of your skills and creativity with the Diploma in Games Design and Development course. This course will groom you to become a well-rounded entrepreneurial Games Designer, Level Designer or a 2D & 3D Games Artist who can design and develop a game idea from conceptualisation to production, packaging, marketing and distribution.

Our uSPs

We have exciting collaborations with government agencies such as A*Star, and the Learning Science Lab of NIE. You will learn the latest gaming developments, from iPad games to Social Media and Pervasive Games, with professional game studios. You will learn in sophisticated specially-built studios and labs such as design studio, digital media lab, game testing and evaluation lab and a motion-capture studio.



Entry Requirements

Aggregate Type: ELR2B2-D

Subject	Grade
a) English Language	1 - 7
b) Mathematics (Elementary/Additional)	1 - 6
c) Any two other subjects	1 - 6

Note:

To be eligible for admission, you must also have sat for one of the following subjects:

- Art / Art & Design
- Biology
- Chemistry
- Computer Studies
- Creative 3D Animation
- Design & Technology
- Food & Nutrition
- Fundamentals of Electronics
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

M Course Modules

DGDD is a three-year full-time programme.

FIRST YEAR

Year Long

- History and Theory of Ideas 1

Semester 1

- Basic Drawing Class
- Foundation Design Studio
- Graphic Communication
- Oral Communication
- Visual Arts Studio
- Critical Reasoning and Argumentation

Semester 2

- Experience Design Methods
- Games Design and Development Studio 1
- Games Design Principles
- 2D Games Development
- Critical Reasoning and Persuasion

SECOND YEAR

Year Long

- Games Design and Development Studio 2
- History & Theory of Ideas 2
- 3D Modelling & Animation
- 3D Level Design & Scripting

Semester 1

- Games Production
- Scriptwriting for Games Design
- Social Innovation Project

Semester 2

- Audio & Music for Games
- Human Computer Interaction
- Independent Study Project and Presentation
- Industrial Training Programme

THIRD YEAR

Year Long

- Games Design and Development Studio 3

Semester 2

- Communication Skills for Work
- Ethics and Law of IT and Media
- Games Development for Education & Training

Bright Future

An exciting career awaits you after three years. Your job options include Game Designer; Level Designer; Digital Content Creator; Game Quality Assurance Tester; Texture Painter; 3D Modeller; Animator; Concept Artist; Interactive Media Designer; User Experience Designer; Web Designer.

Further Studies

You can pursue higher studies in related courses with universities in Singapore, Australia, UK and USA.



Believe

“The SP interns repeatedly demonstrated the ability to adapt very well with enthusiastic and curious minds while coping with the creative demands of our projects. This gives us the confidence to accept new intakes knowing that they will be able to produce good work with our teams.”

– Associate Professor Henry Duh, Principle Investigator, Interactive and Digital Media Institute, Department of Electrical & Computer Engineering, National University of Singapore.



Diploma in Interior Design (DID – S89)

An interior designer can transform lives for the better by creating functional and inspirational spaces to live, work and play in.

You can too, through our Diploma in Interior Design (DID). This course will train you to be a well-rounded creative designer who can conceptualise, combine technical knowledge with aesthetic vision and communicate your ideas clearly to create a space that is functional, attractive, and meaningful to the user.

In DID, you will also be trained in design orientation and thinking as well. We also encourage research and experimentation in design learning.



Entry Requirements

Aggregate Type: ELR2B2-D

Subject	Grade
a) English Language	1 - 7
b) Mathematics (Elementary/Additional)	1 - 7
c) Any two other subjects	1 - 6

Note:

To be eligible for admission, you must also have sat for one of the following subjects:

- Art / Art & Design
- Biology
- Chemistry
- Computer Studies
- Creative 3D Animation
- Design & Technology
- Food & Nutrition
- Fundamentals of Electronics
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

Our uSPs

You will go through a dynamic project-based learning, through a robust mix of practice and making skills. You will conceptualise designs through research and experimentation, while developing investigative, analytical and open-minded thinking skills.

The studio environment will develop your ability to be independent as well as a team player in an interior design practice.

You will be exposed to global designs through workshops, laboratories and industry “live” projects, global exchange programmes, overseas study trips and site visits.

M Course Modules

DID is a three-year full-time programme.

Core modules are mainly year-long with 100% in-course assessment.

FIRST YEAR

Year Long

- History and Theory of Ideas 1

Semester 1

- Basic Drawing Class
- Foundation Design Studio
- Graphic Communication
- Oral Communication
- Visual Arts Studio
- Critical Reasoning and Argumentation

Semester 2

- Experience Design Methods
- Interior Design Studio 1
- Interior Design Communication 1
- Interior Drawing Studio
- Materials and Technology 1
- Critical Reasoning and Persuasion

SECOND YEAR

Year Long

- Interior Design Studio 2
- Materials and Technology 2
- Theory of Design 2
- Interior Design Communication 2

Semester 1

- Social Innovation Project
- Report Writing & Presentation

Semester 2

- Independent Study Project and Presentation
- Communication Skills for Work
- Industrial Training Programme

THIRD YEAR

Year Long

- Interior Design Studio 3
- Interior Design Practice

- Materials and Technology 3
- Theory of Design 3

Bright Future

Your diploma will land you in creative jobs such as Interior Designer; Project Manager for interior works; Stage-set Designer; Exhibition Designer; Merchandise Display Artist; Computer Graphics Designer or Animator; Sales Executive for building materials, furniture and furnishings.

Further Studies

You can gain direct entry into various undergraduate degree programmes offered by local and overseas universities.



Believe

“Though intensive and filled with challenges, DID has allowed me to develop my creativity and ability to conceptualise. I have been trained in critical thinking skills and better time management. With the design methodologies, theories, as well as the technical knowledge and skills that I gained from DID, I have more confidence to enter the industry or to strive for higher academic achievements. The dedicated lecturers are approachable and encouraging. Their unwavering commitment has led us to new heights.”

– *Tan Xiang Ling, Class of 2011 from DID*



Diploma in Visual Communication and Media Design (DVMD – S93)

If first impressions count, then visual communication is the most powerful medium available to create compelling and exciting messages. Visual communication in print, interactive and new media, web, animation, TV and video, has the power to inform, impress and impact anyone and evoke powerful emotional responses. That's the beauty of this Diploma in Visual Communications and Media Design. You can engage your audience using integrated mediums of communication.

Our comprehensive programme exposes you to the many facets of visual communication and media design – graphic design, digital photography, illustration, 3D rendering and video production, interactive and new media design to branding communications.

Our uSPs

Our integrated curriculum will give you a firm grounding in design fundamentals while acquiring formal skills needed to think critically and solve problems creatively. You will gain a deep understanding and practice in Advertising Communications, Creative Imaging for Communication and New Media Communications. You will learn in specially-built Design Studios, Drawing Studios and Photography Studios.

You will gain insights into professional practice with renowned guest speakers and through engagement in the industry with life projects incorporated within the curriculum, providing authentic learning opportunities.

A student-run integrated design agency called The Student Agency, provides opportunities for you students to work on live projects, with mentorship from experienced lecturers. You will participate in industry projects and international competitions such as D&AD, Crowbar Awards and the WorldSkills Competition.

Entry Requirements

Aggregate Type: ELR2B2-D

Subject	Grade
a) English Language	1 - 6
b) Mathematics (Elementary/Additional)	1 - 6
c) Any two other subjects	1 - 6

Note:

To be eligible for admission, you must also have sat for one of the following subjects:

- Art / Art & Design
- Biology
- Chemistry
- Computer Studies
- Creative 3D Animation
- Design & Technology
- Food & Nutrition
- Fundamentals of Electronics
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)



M Course Modules

DVMD is a three-year full-time programme.

FIRST YEAR

Year Long

- History and Theory of Ideas 1

Semester 1

- Basic Drawing Class
- Foundation Design Studio
- Graphic Communication
- Oral Communication
- Visual Arts Studio
- Critical Reasoning and Argumentation

Semester 2

- Design Creativity and Cognition
- Drawing Studio
- Experience Design Methods
- Visual Design Studio
- 2D Motion Graphics
- Critical Reasoning and Persuasion

SECOND YEAR

Year Long

- Brand Design Studio
- Brand Communication Studio
- Design Creativity, Culture and Communications

Semester 1

- Copywriting
- Ethics and Law of IT and Media
- Web Design
- Social Innovation Project

Semester 2

- Video and Audio Fundamentals
- 3D Visualization
- Independent Study Project and Presentation
- Industrial Training Programme

THIRD YEAR

Semester 1

- Creative Entrepreneurship
- Video for Advertising

Course Electives (Choose one) **New!**

- Advertising Communications
- Creative Imaging for Communication
- New Media Design

Semester 2

- Integrated Design Studio
- Portfolio Design and Presentation



Bright Future

Your career choices are exciting. Your job options include Graphic Designer; Visual Communicator; New Media Designer; Visualiser; Junior Art Director; Desktop Publishing Designer; Visual Media Producer; Copywriter; Illustrator; Packaging Designer; Web Designer; Digital Artist; Interactive Designer.

Further Studies

You can gain direct entry into first or second year of related degree programmes at local and overseas universities.

“In DCMD, I ate, lived and breathed design! I’ve gained a lot from the training and support during the three years, both in the field of design, in my own life, and through the work I’ve done in The Student Agency. I’ve also gained a lot of real-world experience. I really appreciate my time at DCMD, without which I would not have clinched the DesignSingapore scholarship for my university studies in Australia!”

– *Justin Tan Wei Yang, Class of 2009 from DCMD, Gold Medalist, SP Institutional Medal, Chua Chor Teck Gold Medal and 4As Gold Medal winner, recipient of DesignSingapore Overseas Scholarship 2011.*



For further information regarding entry requirements, courses and careers please contact:

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WITH SP, IT'S SO POSSIBLE.

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