Hello. This is the story of SP+ Experimentation

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

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 new ways of thinking, to push the boundaries of design to transform the experiences of the 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, on real projects, giving you a taste of the working environment and an understanding of real-time demands.
Design School?

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 depends on it; derive pleasure from a world of multi-sensory experience; love to think out-of-the-box; enjoy an intellectual challenge and adventure.
Diploma in Experience 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 that engages, enlightens, and creates enjoyment. 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 Experience 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

- Distinctive curriculum that helps you create radical, creative concepts with the user experience in mind. It includes topics such as Experience Design Thinking, User Research Methods, Storyboarding, Ideation, Concept and Design Development
- Gain professional experience by working with market leaders like Hewlett-Packard, Del Monte, Proctor & Gamble, OCBC and Symantec
- International opportunities to exhibit your work in venues such as the prestigious Salone Satellite in Milan; study trips to regional design hotspots in Japan, Korea, and Taiwan
- 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
- Workshops with master designers such as Masayo Ave from Japan

Entry requirements

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• Higher Art
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• Physics
• Science (Chemistry, Biology)
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The Diploma in Experience and Product Design is a three-year full-time programme.

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<thead>
<tr>
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<th>Semester 1</th>
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<tr>
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<td>• Design Interactions 1</td>
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<td>• Experience Design Studio 1</td>
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<td>• Graphic Communication</td>
<td>• Oral Communication</td>
<td>• Materials &amp; Processes 1</td>
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<td></td>
<td>• Oral Communication</td>
<td>• Visual Arts Studio</td>
<td>• Visualisation &amp; Communication 1</td>
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<td>• General Education 1</td>
<td>• General Education 2</td>
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<tr>
<td><strong>Second Year</strong></td>
<td>• Experience Design Methods 2</td>
<td>• Social Innovation Project</td>
<td>• Design Interactions 2</td>
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<td>• Experience Design Studio 2</td>
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<td>• Industrial Training Programme</td>
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<td>• General Education 3</td>
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<td>• Visualisation &amp; Communication 2</td>
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<tr>
<td><strong>Third Year</strong></td>
<td>• Experience Design Studio 3</td>
<td>• Design Interactions 3</td>
<td>• Entrepreneurship in Creative Industries</td>
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<td>• Visualisation &amp; Communication 3</td>
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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; and Furniture Designer.

Bright Future

My overseas trips to China (Dalian Immersion Programme) and Italy (part of the exhibition team in Salone Satellite, Milan) have exposed me to the international design industry. The past 3 years have been very intense and at the same time fruitful in my design education. My lecturers have been instrumental in my learning and growth. Now, I look forward to my next design education journey in NUS (Industrial Design Programme).

Mabel Low, Class of 2012

Further Studies

You can gain entry to related degree courses at local and overseas universities.
Diploma in Games Design and Development (DGDD – S56)

Let the games begin. The hunt is on for individuals who do not just thrive when playing games, but appreciate the concept and idea behind the game. Get into the game development process 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 Game Designer, Level Designer, a 2D & 3D Games Artist or a Gameplay Scripter, Level Scripter who can design and develop a game idea from conceptualisation to production, packaging, marketing and distribution.
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- Media Studies (Chinese) / (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

Our USPs

- Exciting collaborations with government agencies such as A*STAR, and the Learning Science Lab of NIE
- Learn with professional game studios about the latest gaming developments in all genres (from iPad games to Social Media and Pervasive Games)
- Sophisticated, specially-built learning environments such as design studios, digital media labs, games-testing-and-evaluation labs, and a motion-capture studio
- Track record of students who have published games with our industry partners
The Diploma in Games Design and Development 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
- General Education 1

**Semester 2**
- 2D Games Development
- Experience Design Methods
- Games Design and Development Studio 1
- Games Design Principles
- General Education 2

### Second Year
**Year Long**
- 3D Level Design & Scripting
- 3D Modelling & Animation
- Games Design and Development Studio 2
- History & Theory of Ideas 2

**Semester 1**
- Games Production
- Scriptwriting for Games Design
- Social Innovation Project

**Semester 2**
- Audio & Music for Games
- Human Computer Interaction
- Industrial Training Programme
- General Education 3

### Third Year
**Year Long**
- Games Design and Development Studio 3

**Course Electives** (choose one)
- Game Art
- Game Design and Production
- Game Programming

**Semester 1**
- Games Development for Education & Training
- Mathematics

**Semester 2**
- Communication Skills for Work
- Ethics and Law of IT and Media
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 Interface Designer; and Web Designer.

Bright Future

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

Further Studies

You can pursue higher studies in related courses with universities in Singapore, Australia, UK and USA.
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 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. We also encourage research and experimentation in design learning.
Experience a paradigm shift in your understanding of interior design when you learn to question and redefine what the spatial enclosure can be.

Dynamic, project-based curriculum that trains and exposes you to a broad range of thinking, designing and crafting skills.

Learn to develop a strong research grounding to push the limits of your design ideas.

Gain a broad exposure to international design trends by participating in internationally run workshops such as the Visiting School by Architectural Association, London.

Take part in global design studios, international competitions and “live” industry projects and gain valuable experience as an interior design student.

Join the global situated studio programme with overseas design institutions like Pratt Institute, New York and SAIC, Chicago, and expand your learning journey through regional study trips to Japan, Korea, India and Thailand.

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- Fundamentals of Electronics
- Higher Art
- Media Studies (Chinese) / (English)
- Physics
- Science (Chemistry, Biology)
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The Diploma in Interior Design is a three-year full-time programme. Core modules are mainly year-long with 100% in-course assessment.

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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; and Sales Executive for building materials, furniture and furnishings.

Bright Future

“Going through every design project, it always starts out seemingly impossible, until it is done. Nonetheless the struggle itself is the learning process; it is what develops my strengths and drives me to work harder. The course has not only given me the knowledge that I would need in the industry but it has also provided me with many other opportunities such as travelling to Chiang Mai, Thailand to build a home for the needy, attending international workshops held by the Architectural Association (School of Architecture, London) and participating in competitions held by the Ministry of Information, Communications and the Arts and Singapore MOZAIC.”

Charmaine Tiong, 3rd Year Student

Further Studies

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

☑ Integrated curriculum which provides a firm grounding in design fundamentals and formal skills needed to think critically and solve problems creatively
☑ Teaching that gives students practice and a deep understanding in Advertising Communications, Creative Imaging for Communication and New Media Communications
☑ Learning spaces such as Design Studios, Drawing Studios and Photography Studios
☑ Insights into professional practice from renowned guest speakers, and through engagement in the industry through life projects
☑ A student-run integrated design agency called The Student Agency, and a design facility, Wednesday Shockwave Cannon, which provide opportunities for students to work on live projects
☑ Participate in industry projects and international competitions such as D&AD, Crowbar Awards and the WorldSkills Competition

Entry requirements

Aggregate Type: ELR2B2-D

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The Diploma in Visual Communication and Media Design is a three-year full-time programme.

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| **Year Long**  | • History and Theory of Ideas 1 | • Brand Design Studio  
• Brand Communication Studio  
• Design Creativity, Culture and Communications | • Creative Entrepreneurship  
• Video for Advertising |
| **Semester 1**  | • Basic Drawing Class  
• Foundation Design Studio  
• Graphic Communication  
• Oral Communication  
• Visual Arts Studio  
• General Education 1 | • Copywriting  
• Ethics and Law of IT and Media  
• Social Innovation Project  
• Web Design | • Advertising Communications  
• Creative Imaging for Communication  
• New Media Design |
| **Semester 2**  | • 2D Motion Graphics  
• Design Creativity and Cognition  
• Drawing Studio  
• Digital Photography and Image Processing  
• Visual Design Studio  
• General Education 2 | • 3D Visualization  
• Video and Audio Fundamentals  
• Industrial Training Programme  
• General Education 3 | • Integrated Design Studio  
• Portfolio Design and Presentation |
| **Course Electives** | | (choose one) | |
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; and Interactive Designer.

Bright Future

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!


Further Studies

You can gain direct entry into the first or second year of related degree programmes at local and overseas universities.
For more information regarding entry requirements and course information, please contact:

SP Design School
Tel: (65) 6772 1718
Fax: (65) 6775 1581
Email: sd@sp.edu.sg
Website: http://www.sp.edu.sg/schools/sd

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Singapore 139651

The Polytechnic reserves the right to alter the information in this publication. Information is correct as at 1 January 2013.