

# MEDIA, ARTS & DESIGN



**U+SP**

Think bigger with SP

**Applied Drama & Psychology**  
**Creative Writing for TV & New Media**  
**Digital Animation**  
**Experience & Communication Design**  
**Game Design & Development**  
**Media & Communication**  
**Music & Audio Technology**  
**Visual Effects & Motion Graphics**

SINGAPORE  
POLYTECHNIC **SP**

# I CAN USE MY IMAGINATION TO MAKE A DIFFERENCE

Media has the power to influence people's perceptions and ideas. The Arts ignite our senses and expand our minds. Design can change the way we shape, perceive, understand, enrich and experience life.

In a world that is volatile and complex, an education to hone your creativity and imagination opens up pathways to careers in the fields of media, arts and design, where you can make a difference in workplaces, products, experiences and communities.

At the Media, Arts & Design (MAD) School, we are MAD about:

- Developing creativity using pedagogical methods – from studio-based learning to out-of-classroom learning activities.
- Tapping the experience of our lecturers – all keenly in touch with industry trends – to equip students with skills and knowledge to solve problems.
- Providing learning spaces modelled after real-world work environments for authentic learning.
- Collaborating with industry partners to prepare students for employment.

If you see yourself making a difference in the media, arts or design field in the future, and are curious, brave, tenacious and empathetic, this is the place for you.

Here in MAD School, our students are trained to take what they imagine to be possibilities – and turn them into realities.





DIPLOMA IN

# APPLIED DRAMA & PSYCHOLOGY

(DADP – S43)

The Diploma in Applied Drama & Psychology journeys beyond performance, integrating the tools of drama with an understanding of psychology. The result is a powerful engine for education, social intervention and change.

At DADP, authentic learning means extending the boundaries of the classroom. Your assignments will give you the chance to work with different communities, from children to seniors.

## COURSE HIGHLIGHTS

In this course, you will:

- Learn from practitioners in drama / social service / psychology fields.
- Work with communities from a wide range of settings, such as schools and social / community services. Intern with local drama companies, schools, government agencies and social /community service organisations.
- Bring different stories to life in BlackBox, our drama space with unlimited potential to transform itself, its players and its audience.



### ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 4 to 10

Aggregate Type: ELR2B2-A

SUBJECT	GRADE
English Language	1 - 6
Mathematics (Elementary / Additional)	1 - 7
Any three other subjects	1 - 6

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

- Art / Art & Design
- Business Studies
- Combined Humanities
- Humanities (Social Studies, Geography)
- Humanities (Social Studies, History)
- Humanities (Social Studies, Literature in Chinese)
- Humanities (Social Studies, Literature in English)
- Humanities (Social Studies, Literature in Malay)
- Humanities (Social Studies, Literature in Tamil)
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese)
- Media Studies (English)
- Music

# COURSE MODULES

The Diploma in Applied Drama & Psychology is a three-year full-time programme.

## FIRST YEAR

- Critical and Analytical Thinking
- Devised Drama
- Drama Conventions
- Industry Immersion
- Introduction to Applied Drama
- Introduction to Drama and Performance
- Introduction to Psychology
- Lifespan Psychology
- Narrative Thinking
- Social Psychology
- Understanding Research and Ethics

## SECOND YEAR

- Community Psychology
- Drama-in-Education
- Elective 1
- Elective 2
- Forum Theatre
- Methods of Inquiry
- Process Drama
- Psychology-in-Education
- Social Innovation Project
- Theatre-in-Education
- OPTIONS (CHOOSE 2)**
- Working with children (Story Drama & Developmental Issues in Childhood)
- Working with elderly (Reminiscence Theatre & Perspectives in Ageing)
- Working with youth (Participatory Approaches & Youth Psychology)

## THIRD YEAR

- Communicating for Professional Effectiveness
- Elective 3
- Graduation Project
- Grants, Proposals and Evaluation
- Internship Programme

### WHAT THE INDUSTRY SAYS:

"DADP is a course that enlightens both the heart and mind through self-reflection and meaningful lessons, and in turn, have a significant impact on our lives. Singapore is in dire need of good arts educators to teach in schools and social welfare associations because it has been recognised that drama is an important pedagogical tool to build a creative and cohesive community."

**Mr Kok Heng Leun**  
Artistic Director, Drama Box

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

For a list of electives offered, please visit [www.sp.edu.sg](http://www.sp.edu.sg)

All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take Education and Career Guidance 1 – Personal Development (30 hours) in their first year. In their second year, students will take Education and Career Guidance 2 – Career Development (15 hours).

All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.

## CAREER OPTIONS

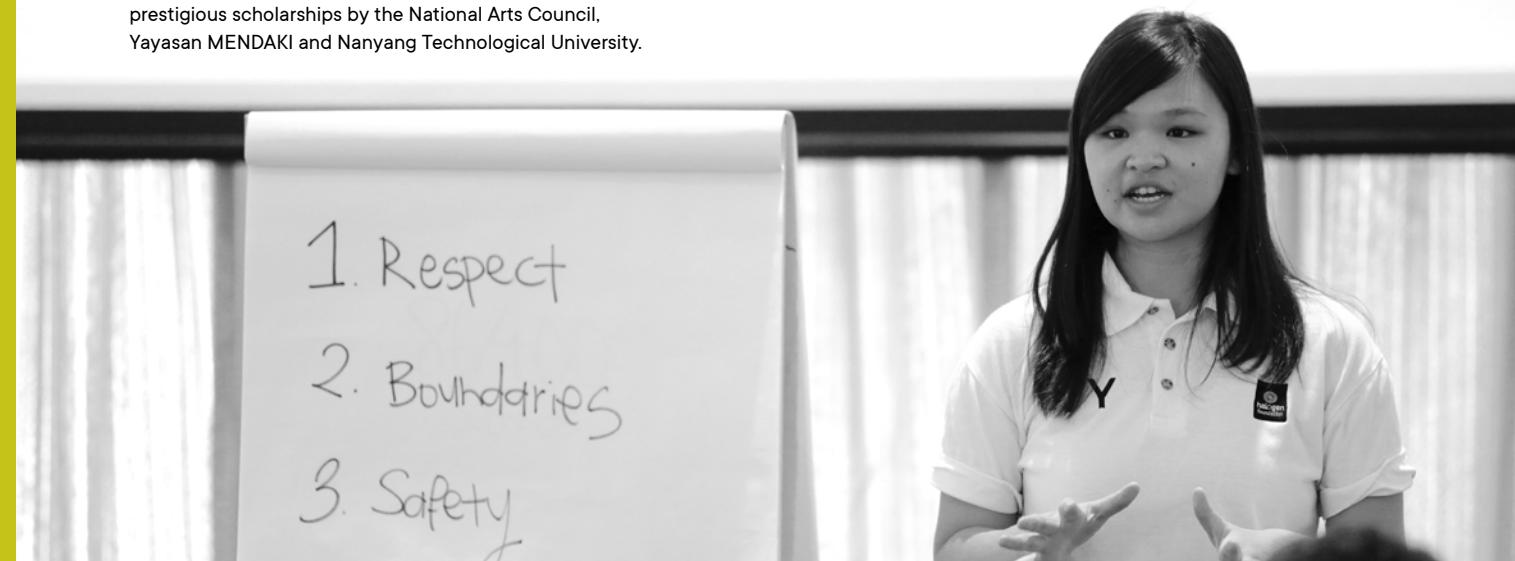
- Drama Educator
- Programme Executive
- Social Service Assistant
- Social Work Associate
- Teacher Aide
- Volunteer Executive
- Youth Work Associate

DADP graduates enjoy immediate employment with organisations in the social / community services, educational services and governmental sectors. Some DADP graduates have been offered prestigious scholarships by the National Arts Council, Yayasan MENDAKI and Nanyang Technological University.

## FURTHER STUDIES

You may further your academic pursuits in Theatre Studies, Applied Drama, Psychology, Social Work, Early Childhood/Special Education or Arts and Social Sciences.

DADP graduates are accepted into degree programmes at local and foreign universities. Some of these universities grant generous exemptions and advanced standing to our graduates.



“I've always been passionate about working with people and youths in particular. DADP provided the framework to curate art with scientific depth. The combination of applied drama and psychology showed me how to engage youths in creative ways in my work as a Training and Development Executive with Halogen Foundation Singapore.”

### Vanessa Yap Ru

Class of 2013, who is now working as a Training and Development Executive with Halogen Foundation Singapore



## DIPLOMA IN

# CREATIVE WRITING FOR TV & NEW MEDIA

(DTVM - S41)

The Diploma in Creative Writing for TV & New Media develops students' ability to find, shape and realise their stories, and fine-tuning them into polished content for various media platforms, such as print, television and transmedia.

Students learn to ideate and create stories, put them into words and visuals and present them to the audience. This is done through children's stories, news articles, documentaries, TV dramas and comedies as well as content for website and mobile applications.

## COURSE HIGHLIGHTS

In this course, you will:

- Be inspired. Find your muse in The Writers' Room, our unique space for dreaming and writing. Through our masterclasses, network with seasoned journalists, scriptwriters, filmmakers, animators, comic strip artists and other media professionals from Singapore and around the world.
- Leave the classroom. Record your news, drama, comedy, reality show or documentary in a studio setting or the outdoors.
- Pitch your programmes to industry experts and, if selected, watch them come alive on TV.



## ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 4 to 11

Aggregate Type: ELR2B2-A

SUBJECT	GRADE
English Language	1 - 4
Mathematics (Elementary / Additional)	1 - 7
Any three other subjects	1 - 6

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

- Art / Art & Design
- Business Studies
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- Humanities (Social Studies, Literature in Tamil)
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese)
- Media Studies (English)
- Music

# COURSE MODULES

The Diploma in Creative Writing for TV & New Media is a three-year full-time programme.

## FIRST YEAR

- Communication Skills for Media Makers
- Creative Story Making
- Critical and Analytical Thinking
- Deconstructing Television
- Narrative Thinking
- Scriptwriting for Television I: Entertainment Programmes
- Story Classics: Heroes, Myths and Legends
- Storytelling I: Visual Communication
- Storytelling II: Conceptualisation and Structure
- Video Production Principles and Practices
- Writing Across Media Platforms
- World Issues and the Media Maker

## SECOND YEAR

- Elective 1
- Introduction to Documentary
- Journalism I: News Writing for the Global Audience
- Journalism II: Total Journalism
- Scriptwriting for Television II: Drama and Sitcom
- Social Innovation Project
- Storytelling III: Character and Plot Development
- Transmedia Storytelling
- Video Production for Narratives I (Drama and Comedy)
- Video Production for Narratives II (Documentary)
- Web Publishing and Design

## THIRD YEAR

- Creative Writing Project
- Internship Programme
- Media Law and Ethics

### OPTIONS (CHOOSE 1)

- Content Marketing Strategies
- Filmmaking
- Television and Online Journalism
- Entertainment Content Production

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

For a list of electives offered, please visit [www.sp.edu.sg](http://www.sp.edu.sg)

### WHAT THE INDUSTRY SAYS:

"In a fast changing and complicated media landscape, the students from DTVM have always shown themselves prepared for any battle ahead. They are open to try out new avenues in thinking, working and producing, while always providing the best results possible."

#### Diogo Martins

*Content & Community Lead, Bloomr (Brand Studio), Mediacorp*

"I was privileged to be part of a panel where DTVM students presented their final year projects. I can honestly say that each of the pitches was extremely well executed. They were better than some industry pitches I have seen! The imagination, conviction, well thought out content is to be applauded. If this had been an official industry pitching session, I'm confident a number of the series created would have had a very good chance of being commissioned."

#### Susan Oliver

*Head of Beach House Kids*

"SP interns have shown they are eager to learn on the job and have been enthusiastic in taking on a wide range of assignments. They have contributed greatly to the newsroom in terms of story ideas and being willing to work with and learn from their more experienced colleagues. We look forward to welcoming more SP interns in the future."

#### Andre Yeo

*News Editor, The New Paper*

All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take Education and Career Guidance 1 – Personal Development (30 hours) in their first year. In their second year, students will take Education and Career Guidance 2 – Career Development (15 hours).

All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.

## CAREER OPTIONS

- Content Producer
- Journalist
- Scriptwriter
- Research Writer
- Assistant Producer

DTVM graduates get job offers even before they graduate and some have been awarded prestigious scholarships by the Nanyang Technological University, Ministry of Education, Infocomm Media Development Authority of Singapore (IMDA) and Public Service Commission of Singapore (PSC).

## FURTHER STUDIES

You may pursue a degree in arts and social sciences, journalism, mass communication, new media communication and other related degrees.

DTVM graduates are accepted into degree programmes at local and foreign universities. Some of these universities grant generous exemptions and advanced standing to our graduates.



“ I have always loved writing since young and DTVM has helped me pursue my passion. Besides creative writing, I was also exposed to production work and have found my career in it. My internship with Big 3 Media was such an eye opening and fruitful experience that I decided to work full-time after graduation to build up my industry experience. ”

#### Tan Hui Tian Esther

Tan Kay Yong Gold Medallist, Class of 2017, currently working at Big 3 Media Production as an Assistant Producer



## DIPLOMA IN

# DIGITAL ANIMATION

(DDA - S35)

Learn and work in a personal workspace that you can decorate on your own – a place that you call home. Bring fantasy to reality in our M.A.D. (Media-Art-Design) Studios, where dreams come alive through art and animation. Let DDA take you places where one can only go in their wildest imagination. Create worlds so entertaining and appealing, people will want to remain in them forever!



## COURSE HIGHLIGHTS

In this course, you will:

- Learn the insights from industry gurus through workshops, masterclasses and learning journeys. Learn from the people who make things happen.
- Gain a foothold in the industry through our minimum 22-week internship programme at top animation companies. It is an opportunity offered to all DDA students.
- Have the opportunity to join an immersion programme overseas to gain experience and exposure.

## ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 5 to 8  
AGGREGATE TYPE: ELR2B2-D

SUBJECT	GRADE
English Language	1 - 7
Mathematics (Elementary / Additional)	1 - 7
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
- Biotechnology
- Chemistry
- Computing / Computer Studies
- Creative 3D Animation
- Design & Technology
- Design Studies
- Electronics / Fundamentals of Electronics
- Food & Nutrition
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

# COURSE MODULES

The Diploma in Digital Animation is a three-year full-time programme.

## FIRST YEAR

- 3D Animation Fundamentals
- Animation Studio I
- Basic 3D Modelling & Texturing
- Basic Lighting & Rendering
- Communicating for Personal and Team Effectiveness
- Critical and Analytical Thinking
- Drawing
- Figure Proportion and Anatomy
- Graphic Design Principles
- History of Animation
- Narrative Thinking
- Visual Storytelling I

## SECOND YEAR

### DIGITAL ASSETS PATH

- Animation Studio II
- Character Modeling and Setup
- Digital Compositing
- Digital Creature Modeling and Sculpting
- Digital Lighting and Rendering
- Elective 1
- Elective 2
- Figure Drawing for Animation
- Rigging Fundamentals
- Social Innovation Project
- Visual Storytelling II

### ANIMATION PATH

- 3D Body Mechanics
- 3D Character Animation
- Animation Studio II
- Design Thinking for Social Innovation
- Digital 2D Animation
- Elective 1
- Elective 2
- Figure Drawing for Animation
- Graphics Animation
- Rigging Fundamentals
- Visual Storytelling II

## THIRD YEAR

- Animation Studio III
- Elective 3
- Internship

### WHAT THE INDUSTRY SAYS:

"Voyageur Studios took students from Diploma in Digital Animation for a semester of internship, and I'm happy to say that they came into the office with the right attitudes – willingness and patience to learn, put in the work and improve on their current skillsets. They came in with a solid foundation that allowed them to ease into the studio's production pipeline smoothly. It also helps that they were independent learners, and could be counted upon to pick up new software quickly."

**Wong Keet Mun**

Founder, Voyageur Studios

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

For a list of electives offered, please visit [www.sp.edu.sg](http://www.sp.edu.sg)

All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take Education and Career Guidance 1 – Personal Development (30 hours) in their first year. In their second year, students will take Education and Career Guidance 2 – Career Development (15 hours).

All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.

## CAREER OPTIONS

- 2D / 3D Animator
- 3D Modeler / Rigger
- Character Designer
- Storyboard Artist
- Digital Lighting Artist
- Illustrator
- Layout Artist
- Rendering Artist
- Concept Artist
- Texture Artist

## FURTHER STUDIES

You can pursue further related degree programmes at both local and overseas universities. We have graduates enrolled locally at the School of Art, Design and Media at Nanyang Technological University and DigiPen Institute of Technology.

We also have graduates who were offered places at overseas institutions such as Ringling College of Art and Design (USA), School of Visual Arts (USA), Bournemouth University (UK), University of Glasgow (UK), University of Hertfordshire (UK), Savannah College of Art and Design and Vancouver Film School (Canada).



“Singapore Polytechnic's Diploma in Digital Animation was where I met the best friends I have ever made in the course, and amazing lecturers who would go the extra mile to teach and nurture us into animators of tomorrow. The rigorous and ever-evolving coursework taught me the fundamentals in animation and art and the mindset and lifeskills that I will be able to apply in the workforce. It was a dream come true to live and breathe my childhood dream, and I am thankful for everything that this course has taught me.”

**Tan Xi-Wen, Erica**

Tan Kay Yong Gold Medal winner, DDA Gold Medallist,  
Class of 2018, Educator & Freelancer



DIPLOMA IN

# EXPERIENCE & COMMUNICATION DESIGN

(DXCD – S93)

The Diploma in Experience & Communication Design trains students to be versatile creative thinkers, who can deliver beyond the visual experience of a brand.

The diploma offers solid foundation in visual communication skillsets – visual design, advertising, branding, photography and video production, user experience and interaction design – and cultivates a deeper understanding of user-centred design.

Students are trained to question, challenge and rethink experiences that shape image, place and object design. Through exploratory and client-based projects, you will refine your creativity, imagination and thinking, and be ready with a strong portfolio to join a future economy powered by design.



## COURSE HIGHLIGHTS

In this course, you will:

- Experience a robust integrated curriculum that opens up many pathways for students to explore print, digital and interactive media.
- Gain insights into professional practice through engagement of renowned practitioners and guest speakers from the industry.
- Have opportunities to gain recognition through our “exhibit and publish” culture, and to be mentored to win competitions.

### ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 6 to 14

Aggregate Type: ELR2B2-D

SUBJECT	GRADE
English Language	1 - 6
Mathematics (Elementary / Additional)	1 - 7
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
- Biotechnology
- Chemistry
- Computing / Computer Studies
- Creative 3D Animation
- Design & Technology
- Design Studies
- Electronics / Fundamentals of Electronics
- Food & Nutrition
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

# COURSE MODULES

The Diploma in Experience & Communication Design is a three-year full-time programme.

## FIRST YEAR

- 2D Motion Graphics
- Basic Drawing Class
- Communicating for Personal and Team Effectiveness
- Critical and Analytical Thinking
- Design Theory & Research I
- Digital Arts Studio
- Digital Photography and Image Processing
- Experience Design Methods
- Foundation Design Studio
- Graphic and Visual Communication
- Narrative Thinking
- Visual Design Studio

## SECOND YEAR

- Brand Design Studio
- Design Theory & Research II
- Ethics and Law of IT and Media
- Portfolio Design
- Social Innovation Project
- Video Fundamentals
- Web Design

## THIRD YEAR

- Communication Design Studio
- Design Theory & Research III
- Internship Programme

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

For a list of electives offered, please visit [www.sp.edu.sg](http://www.sp.edu.sg)

*All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take Education and Career Guidance 1 – Personal Development (30 hours) in their first year. In their second year, students will take Education and Career Guidance 2 – Career Development (15 hours).*

*All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.*

## CAREER OPTIONS

- Web Designer
- Graphic Designer
- Junior Art Designer
- Packaging Designer
- Interaction Designer
- Photographer
- Videographer
- User Experience Designer
- Design Researcher

## FURTHER STUDIES

Most local and overseas universities with design and communication programmes grant direct admissions for DXCD graduates.



“

The lecturers taught us the ropes of design and were willing to go the extra mile to help us when we needed help. Being part of The Student Agency as designer and later as the art director, I had the opportunity to work on several client-based projects, such as SP Open House 2015 and 2016 where the team did the creative concept, direction and design. Through my internship with a digital design agency, I also got to work on web design and came up with creative concepts, graphic works and electronic direct mailers. The combination of hands-on learning and dedicated lecturers undoubtedly sparked my passion for design.

”

### Atika Alisa Binte Mahat

DVMD Gold Medallist, Class of 2016,  
Senior Designer, OFFSET Digital Agency



DIPLOMA IN

# GAME DESIGN & DEVELOPMENT

(DGDD – S56)

The Diploma in Game Design & Development guides you to explore the different pathways in the games industry with game design as the core. You get to learn and experience the different aspects of game development such as game design, level design, user interface design, character illustration, 3D modelling, animation, gameplay programming and game project management. Discover your talent as you go through the course.

The games industry is fast-growing, and games are changing the ways we interact with the world. In fact, games are not just designed for entertainment purpose; they are also designed to aid in education, therapy and other applications.

The Diploma in Game Design & Development will help you gain a foothold into the games industry as you learn how to design and develop different types of fun and engaging games.

Join us now and embark on the quest in creating your own games in the Diploma in Game Design & Development.

## COURSE HIGHLIGHTS

In this course, you will:

- Experience exciting collaborations with established game studios and research labs. Learn to design and develop games on platforms such as Android tablets and smartphones.
- Work with virtual reality, augmented reality and other game-changing technologies.
- Be immersed in a studio environment that provides realistic team-based game development experiences. A wide range of professional software and hardware supports the learning process and the development of game projects. Software tools include Unity, Unreal, Maya, 3DS Max, ZBrush and Adobe Creative Suite.



### ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 4 to 11  
AGGREGATE TYPE: ELR2B2-D

SUBJECT	GRADE
English Language	1-7
Mathematics (Elementary / Additional)	1-6
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
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- Design Studies
- Electronics / Fundamentals of Electronics
- Food & Nutrition
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

# COURSE MODULES

The Diploma in Game Design & Development is a three-year full-time programme and includes a six-month Internship Programme with an approved establishment.

## FIRST YEAR

- Basic Drawing Class
- Communication for Personal and Team Effectiveness
- Critical and Analytical Thinking
- Design Theory and Research
- Foundation Design Studio
- Game Art and Animation I
- Game Design I
- Game Design and Development Studio I
- Game Programming I
- Graphic and Visual Communication
- Logic Design
- Narrative Thinking

## SECOND YEAR

- Elective 1
- Elective 2
- Ethics and Law of IT and Media
- Game Art and Animation II
- Game Design II
- Game Design and Development Studio II
- Game Programming II
- Social Innovation Project
- SPECIALISATION (CHOOSE ONE)**
  - Game Art and Animation III
  - Game Programming III
  - Mathematics For Games (for students taking Game Programme III)

## THIRD YEAR

- Elective 3
- Game Design III
- Game Design and Development Studio III
- Internship Programme
- SPECIALISATION (CHOOSE ONE)**
  - Game Art and Animation IV
  - Game Programming IV

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

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*All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.*



## CAREER OPTIONS

- 2D Artist
- 3D Artist
- Animator
- AR/VR Content Developer
- Concept Artist
- Game Designer
- Game UI / UX Designer
- Gameplay Programmer
- Game Quality Assurance Tester
- Interactive Designer
- Level Designer
- Project Coordinator / Assistant

## FURTHER STUDIES

Relevant undergraduate degrees include Design-related and IT-related programmes at NUS, NTU and other local universities.

DigiPen Singapore, under Singapore Institute of Technology (SIT) offers degree programmes for professions in the games industry.

“

I have always loved drawing cute little illustrations and being in SP's DGDD has given me a bunch of opportunities to turn them into fun experiences for others! It is truly a dream come true to see my creations come to life.

Throughout my time here, I've learnt to be a team player and grew to be more responsible as a person. Constantly working in team projects brought upon a bunch of new challenges and experiences, but through it all, I've come to be more diligent and consistent with the work I deliver.

”

### Ng Yi Li

DGDD Gold Medallist, Class of 2019,  
Artist, RapBot Studios



DIPLOMA IN

# MEDIA & COMMUNICATION

(DMC – S86)

The Diploma in Media & Communication is a comprehensive mass communication course with emphasis on digital content creation, integrated communication and research.

Learn to create brand stories by integrating different marketing communication tools (such as advertising and public relations) and delivering them through different media platforms – print, video, digital media.

At DMC, authentic learning means you get to work closely with our industry partners, such as Singapore Press Holdings (SPH) and TBWA, to nurture your aspirations in the wide spectrum of media and communication.

You will also get to apply Singapore Polytechnic's Design Thinking methodology to real-world projects.



## COURSE HIGHLIGHTS

In this course, you will:

- Create award-winning real-world campaigns at The Agency, an exclusive, integrated communication facility on campus. Hold media conferences and get your research work published by national and regional media. Our students have won accolades in national competitions such as the Crowbar Advertising Challenge.
- Nurture your talents and aspirations and build your portfolio through a variety of out-of-classroom competitions and client briefs.
- Learn from the best in the media and communication industry through our masterclasses, networking sessions and mentorship programme. Branding legend Ian Batey, who was behind icons such as Raffles Hotel and the Singapore Girl, will personally mentor recipients of the prestigious Batey Challenge.

## ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 7 to 12

Aggregate Type: ELR2B2-A

SUBJECT	GRADE
English Language	1 - 4
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Any three other subjects	1 - 6

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- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese)
- Media Studies (English)
- Music

# COURSE MODULES

The Diploma in Media & Communication is a three-year full-time programme.

## FIRST YEAR

- Advertising
- Branded Video Content I
- Branding Fundamentals
- Building a Brand
- Business for Communication Professionals
- Critical and Analytical Thinking
- Introduction to Psychology
- Introduction to Storytelling
- Narrative Thinking
- Professional Communication
- Qualitative Research
- Visual Communication
- Writing Across Media Platforms

## SECOND YEAR

- Branded Video Content II
- Communicating for Professional Effectiveness
- Digital Analytics
- Digital Marketing
- Elective 1
- Elective 2
- News & Feature Writing
- Public Relations Fundamentals
- Social Innovation Project
- Quantitative Research
- Web Programming & Design
- OPTIONS (CHOOSE 1)**
- Creative Concept Development
- Public Relations in Practice
- Trends in Advertising

## THIRD YEAR

- Elective 3
- Final Year Project
- Internship Programme
- Media Law & Ethics

### OPTIONS (CHOOSE 1)

- Content Marketing Strategies
- Total Journalism
- Film Making
- Entertainment Content Production

### WHAT THE INDUSTRY SAYS:

"We ventured into the exclusive partnership with DMC to bring the corporate world closer to the students, and prepare them for the workforce in industries related to their studies. What impressed me was SP's Design Thinking pedagogy and the application imparted to students. Every year my teams and I are excited about our internship programme with DMC students. Not only do they inspire us with their passion as new blood for the industry, they also prove to us that they are the talent we need for the eco-system."

#### Patricia Goh

*VP of Southeast Asia at Amobee*

"At DMC, we are taught to excel. I was given lots of opportunities to explore. The modules were very relevant and they reflect the latest trends and changes that impact the industry. Eventually I chose advertising; it started as a passion for me and now it's my life-long career."

#### DMC alumnus Joseph Chua

*General Manager, Havas Media Singapore*

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

For a list of electives offered, please visit [www.sp.edu.sg](http://www.sp.edu.sg)

*All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take Education and Career Guidance 1 – Personal Development (30 hours) in their first year. In their second year, students will take Education and Career Guidance 2 – Career Development (15 hours).*

*All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.*



## CAREER OPTIONS

- Advertising Executive
- Content Marketing Specialist
- Content Writer/Producer
- Social Media Analyst
- Communication Strategist
- Public Relations Executive
- Corporate Communication Executive
- Feature Writer
- Media Planner

## FURTHER STUDIES

You may pursue a degree in communication, business, arts and social sciences and other related courses.

DMC graduates are accepted into degree programmes at local and overseas universities. Some of these universities grant generous exemptions and advanced standing to our graduates.

“

During my three years in DMC, I was given the opportunity to produce short films and partner with non-governmental organization, Migrant Workers' Centre, to execute social media campaigns. All these realistic working experiences were invaluable and have nurtured my passion for communication.”

”

### Chong Han Lyn

*Low Guan Onn Gold Medallist, Class of 2017,  
Undergraduate, Yale-NUS College*



DIPLOMA IN

# MUSIC & AUDIO TECHNOLOGY

(DMAT - S97)

The Diploma in Music & Audio Technology (DMAT) prepares you to be a music industry professional, producing musical content for the media and entertainment industry. Our course enables you to integrate the different processes involved in the creation and production of musical content. You will be immersed in processes such as arranging, songwriting, performance, recording and mixing.

Our blend of fun learning experiences, vibrant student environment and highly-experienced lecturers ensure that you will become an all-rounded music and audio industry professional.



## COURSE HIGHLIGHTS

In this course, you will:

- Immerse yourself in a creative and vibrant environment. You will also participate in performances, events, social activities and immersion programmes.
- Work with highly-experienced lecturers on real-life music production projects.

Our lecturers are actively engaged in industry projects and their knowledge of industry practice and excellence in teaching will provide you with a quality education.

- Integrate the different processes involved in the creation and production of musical content.

## ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 3 to 9  
AGGREGATE TYPE: ELR2B2 - C

SUBJECT	GRADE
English Language	1 - 7
Mathematics (Elementary / Additional)	1 - 6
Any two other subjects	1 - 6

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

- Biology
- Biotechnology
- Chemistry
- Computing / Computer Studies
- Creative 3D Animation
- Design & Technology
- Electronics / Fundamentals of Electronics
- Food & Nutrition
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

# COURSE MODULES

The Diploma in Music & Audio Technology is a three-year full-time programme.

## FIRST YEAR

- Acoustical Science
- Communicating for Personal and Team Effectiveness
- Communicating for Project (Report) Effectiveness
- Critical and Analytical Thinking
- Music Theory I
- Musicianship
- Narrative Thinking
- Production Lab
- Recording and Mixing Techniques I
- Synthesis and Composition I

## SECOND YEAR

- Arranging
- Music Theory II
- Performance Practices
- Production Workshop
- Recording and Mixing Techniques II
- Social Innovation Project
- Song Writing
- Synthesis and Composition II
- The Business of Music

## THIRD YEAR

- Audio Post-Production
- Elective 1
- Internship Programme
- Interactive Audio
- Portfolio Development
- Scoring for Visuals

### WHAT THE INDUSTRY SAYS:

"DMAT students have a good foundation which helps them transit into our production workflow. We have also hired some interns to be our part-time and full-time staff."

**Kenn C**  
Founder of Kenn C Music

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

For a list of electives offered, please visit [www.sp.edu.sg](http://www.sp.edu.sg)

All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take Education and Career Guidance 1 – Personal Development (30 hours) in their first year. In their second year, students will take Education and Career Guidance 2 – Career Development (15 hours).

All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.



## CAREER OPTIONS

- Arts and Media Promoter / Manager
- Live Sound Engineer
- Music Arranger / Publisher / Producer / Composer
- Music Educator
- Recording Engineer
- Sound Designer

There are many career opportunities available with recording studios, game development companies, advertising agencies, educational institutions, broadcasting corporations and Internet / new media companies that require music and audio as part of their operations.

## FURTHER STUDIES

Pursue further studies at reputable local or foreign universities. Many universities grant direct entry into the second or third year of relevant undergraduate degree courses. Graduates of DMAT have also been awarded local and overseas scholarships, and have studied in universities such as the National University of Singapore, Griffith University, University of Queensland, Keele University, Lancaster University, Berklee College of Music, California Institute of the Arts and Full Sail University.

“The course has a vibrant and diverse musical environment where you can nurture and discover your strengths in all aspects of the music industry at a challenging yet attainable pace. For the aspiring music enthusiast, this course is the perfect programme to harness your strongest musical sensibilities and hone it into a profession. It has done so for me and I'm sure it will do the same for you!”

**Evan Low Jun Feng**

Class of 2009, Electronic Music Producer and Sound Designer



DIPLOMA IN

# VISUAL EFFECTS & MOTION GRAPHICS

(DVEMG - S39)

Imagine if you can now do the things you love doing every day and make a career out of it. We are always looking for passionate young artists to join our family of Visual Effects & Motion Graphics artists in this rapidly growing industry. We are excited to nurture the next generation of artists and provide a playground for your wildest imagination.



## COURSE HIGHLIGHTS

In this course, you will:

- Have your own workspace. Make it look your own!
- Work on a powerful workstation packed with everything you need to unleash that creativity.
- Work with experienced lecturers who are just as passionate as you are in visual effects and motion graphics.

## ENTRY REQUIREMENTS

Range of Net 2020 JAE ELR2B2: 8 to 12  
AGGREGATE TYPE: ELR2B2-D

SUBJECT	GRADE
English Language	1 - 7
Mathematics (Elementary / Additional)	1 - 7
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
- Biotechnology
- Chemistry
- Computing / Computer Studies
- Creative 3D Animation
- Design & Technology
- Design Studies
- Electronics / Fundamentals of Electronics
- Food & Nutrition
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

# COURSE MODULES

The Diploma in Visual Effects & Motion Graphics is a three-year full-time programme.

## FIRST YEAR

- 3D Fundamentals
- Compositing Fundamentals
- Creative Storytelling
- Critical and Analytical Thinking
- Digital Photography
- Drawing
- Graphic Design Principles
- Media Theory
- Motion Analysis and Techniques
- Narrative Thinking
- Pre-Viz and Storyboarding
- Video and Audio Fundamentals

## SECOND YEAR

- 3D for Visual Effects
- Broadcast Design
- Communicating for Professional Effectiveness
- Digital Compositing
- Dynamic Typography
- Effects Animation
- Elective 1
- Elective 2
- Media Business
- Production for Visual Effects
- Social Innovation Project
- Special Effects

## THIRD YEAR

- 3D Animation
- Elective 3
- Independent Study
- Internship
- Motion Capture
- Visual Effects Studio

### WHAT THE INDUSTRY SAYS:

"Our experience with the interns from SP's 'Diploma in Visual Effects and Motion Graphics' has always been great. The most recent intern was a big help to our work. Technically, he was fast to pick up the necessary skills for the job, and attitude-wise, he was humble, eager to learn, and very responsible in ensuring that all deadlines given to him were met."

**Josef Lee**  
*Creative Director, Mojo*

"The students were creative, agile and resourceful, often going beyond their scope of study. They were positive in receiving and promptly addressing constructive feedback. They gained immensely from their supervisor's dedicated mentorship. These will be valuable for their careers."

**Amelia Champion**  
*Head, Corporate Affairs, SP Group*

"Every year, we look forward to having the DVEMG students join our team at Vocare. They have the desire to learn more, possess great attitude and value-added to our team! Over the course of their internship, they show improvement not just in their software knowledge but in their project management too!"

**Jamie Chan**  
*Producer, Vocare Studio*

### Electives

The SP elective framework offers students options to pursue their passion and / or meet different career needs, and is an integral part of the holistic education we seek to provide to our students. The learning experiences of this elective framework help students in their development as self-directed, versatile, life-long learners, which are essential in today's volatile and changing societal as well as occupational landscape.

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All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an optional module.

## CAREER OPTIONS

- 3D Modeller
- Art Director (Production)
- Colorist
- Composer
- Digital Artist
- Digital Matte / Texture Painter
- Effects Animator
- Graphic Designer
- Matchmoving / Camera Tracking Artist
- Motion Capture Artist
- Motion Graphic Artist
- Rotoscope Artist
- Videographer
- Video Editor

## FURTHER STUDIES

### LOCAL

- Singapore Institute of Technology
- Digipen Institute of Technology
- Nanyang Technological University

### OVERSEAS

- Australian National University
- Savannah College of Art and Design



“The time I spent in SP felt relatively short because I enjoyed most of it. DVEMG was the kickstarter of my career because it gave me an opportunity to partake in an internship with University of California Los Angeles (UCLA) during my final year. The internship not only opened my eyes to the industry but also sparked my interest in motion graphics.”

### Scottie Lim

Class of 2012, Motion Designer at Click 3X, New York

# OUR ALUMNI

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## CHONG HAN LYN

Undergraduate  
Yale-NUS College

DMC CLASS OF 2017

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## MICHAEL ANAND PETERS

Ubisoft Singapore  
Project Coordinator

DGDD CLASS OF 2014

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## EUGENE MATTHEW CHEONG

RotoPaint Artist  
Lucasfilm Animation Singapore

DDM (PREDECESSOR OF  
DVEMG) CLASS OF 2012

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## CRYSTAL WONG

User Interface Artist  
Bandai Namco Studios  
Singapore

DDA CLASS OF 2016

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## WENDY WONG

Journalist  
Channel NewsAsia

DTVM CLASS OF 2012

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## TENG ZI YING

Youth Worker & Applied  
Theatre Practitioner  
Boys' Town

DADP CLASS OF 2013

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## BOB CHOO

Audio Engineer  
Sony Pictures Television  
Networks, Asia

DMAT CLASS OF 2012

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# OUR SCHOLARS

## RINA TAN YI QIAN

MOE Teaching Award,  
Teaching Scholars  
Programme

DADP CLASS OF 2016



## DARYL BONG AIK TONG

Infocomm Media Development  
Authority of Singapore (IMDA)  
Media Education Scheme

DGDD CLASS OF 2011



## WONG GUAN MIN

Public Service  
Commission (Local)  
Scholarship and IMDA  
Gold Medal, Singapore  
Polytechnic

DMC CLASS OF 2019



## DESMOND DU

Frances Larkin  
McCommon  
Scholarship,  
Savannah College of  
Art and Design

DVEMG Class of 2013



## BETH YAP

performing under  
the stage name  
"bittymacbeth"

National Arts Council  
Arts Undergraduate  
Scholarship (2016)  
and Berklee  
World Tour Partial  
Scholarship (2015)

DMAT CLASS OF 2014

## TAN XI-WEN, ERICA

Tan Kay Yong Gold  
Medal & IMDA Gold  
Medal, Singapore  
Polytechnic

DDA Class of 2018



## KIRSTIN YIP

Public Service  
Commission  
(Overseas)  
Scholarship and  
Toh Chin Chye Award

DTVM CLASS OF 2018



# LEARNING EXPERIENCES

At the Media, Arts & Design School, our students get to work on live projects for clients, take part in competitions and go on learning journeys.



DMC students as production crew at Ultra Music Festival.



DMAT students at STAR VISTA: PROJECT CELEBRATE



Digital media team (DMC) covering the World Solar Challenge 2017.



Follow Pathi  
@Impathilicious



Follow Belle  
@belle.law



The Leon Theory - Web series produced by DTVM students.

**At the Media, Arts & Design School, our students get to work on live projects for clients, take part in competitions and go on learning journeys.**



*Documentary film, Heartware (by DTVM students), selected for screening at Lift Off Film Festival.*



*Inclusive Storytelling Training organised by DADP.*



*DMC students pitch their campaign idea to Frank OCBC.*



*DADP students' project with National Archive Singapore.*



*Photoshoot for a client's project (DMC).*



*Winner of the Scholarastic Picture Book Award (The Little Durian Tree), at the Asian Festival of Children's Content (DTVM).*



Singapore Polytechnic  
500 Dover Road Singapore 139651

For entry requirements and course information, please contact:

**MEDIA, ARTS & DESIGN SCHOOL**

Tel: (65) 6775 1133

Fax: (65) 6775 1581

Email: [contactus@sp.edu.sg](mailto:contactus@sp.edu.sg)

Website: [www.sp.edu.sg/mad](http://www.sp.edu.sg/mad)

For more information, visit

[www.sp.edu.sg/mad](http://www.sp.edu.sg/mad)

or contact us at

[contactus@sp.edu.sg](mailto:contactus@sp.edu.sg)

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