

# MEDIA, ARTS & DESIGN

**Mohammad Hariiq**  
Diploma in Media, Arts & Design  
(Applied Drama & Psychology)

My first drama  
performance!



## Media, Arts & Design:

**Animation & Game Art**  
**Applied Drama & Psychology**  
**Design for Communication & Experience**  
**Game Design & Development**  
**Integrated Marketing Communications**  
**Motion Design & Effects**  
**Music Production**  
**Story & Content Creation**



SINGAPORE  
POLYTECHNIC | **SP**



**Mohammed Hariiq**  
Diploma in Media, Arts & Design  
(Applied Drama & Psychology)



### My first ever drama performance was in MAD!

I had to perform for my Introduction to Drama and Performance module. We were taught the basics of drama before the performance and it gave me confidence. Still, I was nervous and excited as I have never performed in front of a crowd before. I was very afraid of forgetting my lines but thankfully, the lecturers taught us that we could tackle that with improvisation. Surprisingly, my improvisation turned out to be even better than the original script! I will never forget the feeling of relief and satisfaction I got after the performance.



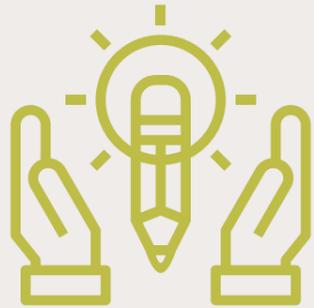
# I CAN USE MY IMAGINATION TO MAKE A DIFFERENCE

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 studio-based and transdisciplinary pedagogical methods.



Providing authentic learning spaces modelled after real-world work environments.



Collaborating with industry partners to prepare students for employment.



Tapping on our industry-rich lecturers to equip students with the skills and mind sets to solve problems.

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 MEDIA, ARTS & DESIGN (DMAD - S29)

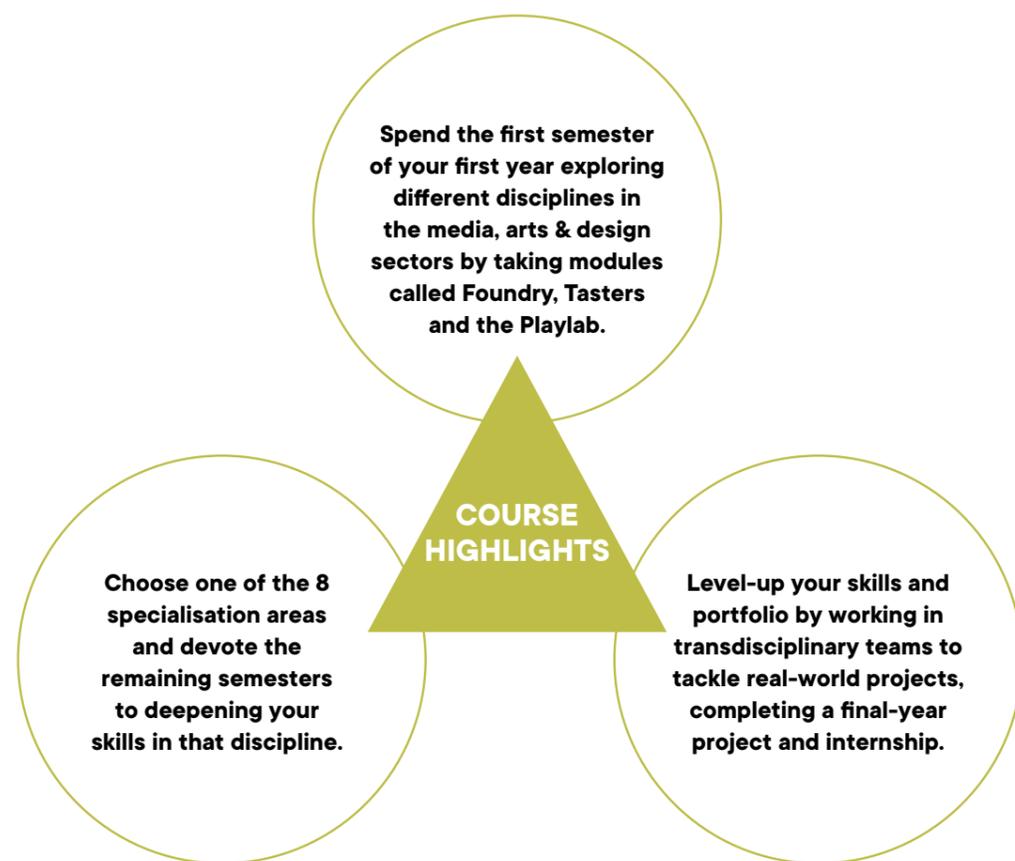


The Diploma in Media, Arts & Design (DMAD) responds to disruptions that have caused current skills in the media, arts & design sectors to evolve and some skills to merge. Employers not only need graduates with complementary skills instead of one skill, but also the ability to collaborate, problem-solve, be creative, empathetic, resilient and confident.



Scan to find out more information about the course

DMAD is a course that trains you to be strong in one core discipline and equips you with complementary skills and mindsets to thrive in this evolving world of the new normal.



#### ENTRY REQUIREMENTS

Range of Net 2021 JAE ELR2B2: 4 to 11  
Aggregate Type: ELR2B2-D

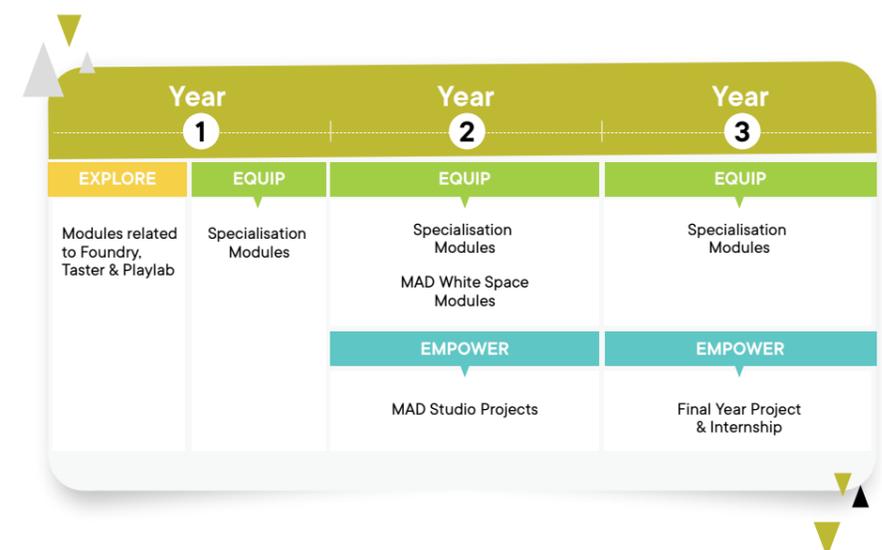
SUBJECT	GRADE
English Language	1 – 7
Mathematics (Elementary / Additional)	1 – 7
Any two other subjects	1 – 6

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

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

# COURSE MODULES

The Diploma in Media, Arts & Design is a three-year full-time programme that allows you to **EXPLORE** different disciplines in the media, arts and design industries before you are **EQUIPPED** with deeper skills in one specialisation. Through multi-, inter- and trans-disciplinary projects and internship, you will be **EMPOWERED** to pick up skills from other specialisations and build a strong professional portfolio that will give you a head start after you graduate.



## 1

### FIRST YEAR

#### First Semester

- Critical and Analytical Thinking
- PlayLab

#### Foundry Modules

- Principles of Design
- Story Craft
- Understanding Humans & Communities

#### Taster Modules (Complete Four)

- Digital Game Design & Development
- Drama & Performance
- Information Design
- Introduction to 3D Arts
- Reimagining Brands
- Awesome Motion Design!
- Sound & Music
- Storytelling for Digital Media

#### FIRST YEAR (SECOND SEMESTER) Specialisations (Choose One)\*

- Animation & Game Art
- Applied Drama & Psychology
- Design for Communication & Experience
- Game Design & Development
- Integrated Marketing Communications
- Motion Design & Effects
- Music Production
- Story & Content Creation

\*Refer to pages 8 – 23 for the breakdown of modules in each specialisation

## 2

### SECOND YEAR

#### Specialisation Modules

- Continue with your specialisation.

#### MAD White Space Modules

- Take **two** modules from other specialisations to complement your specialisation.

#### MAD Studio Projects

- Take **one** project-based module that allows you to work with MAD students from across different disciplines.

## 3

### THIRD YEAR

#### Specialisation Modules

- Continue with your specialisation.

#### Final-Year Project

- Work with MAD students from across different disciplines to develop solutions to meet business needs.

#### Internship

- Immerse yourself in the workforce and gain valuable industry experience related to your field of study.

# BUILDING A SOLID FOUNDATION



Whether you are an aspiring content creator, game developer, musician or social worker, skills in storytelling, design, psychology and prototyping will definitely be useful when you enter the working world.

This is why all MAD students will go through a foundation programme in your first semester known as the **Foundry**. Here are three awesome things about the Foundry you should know:

**1. Think like a creative!**

Knowing how to tell compelling stories, how to influence people and how to create interesting designs are essential to any specialisation in MAD. In the Foundry, you will take 3 **Core Modules - Story Craft, Understanding Humans & Communities, and Principles of Design** - that will help you take your creations to the next level!

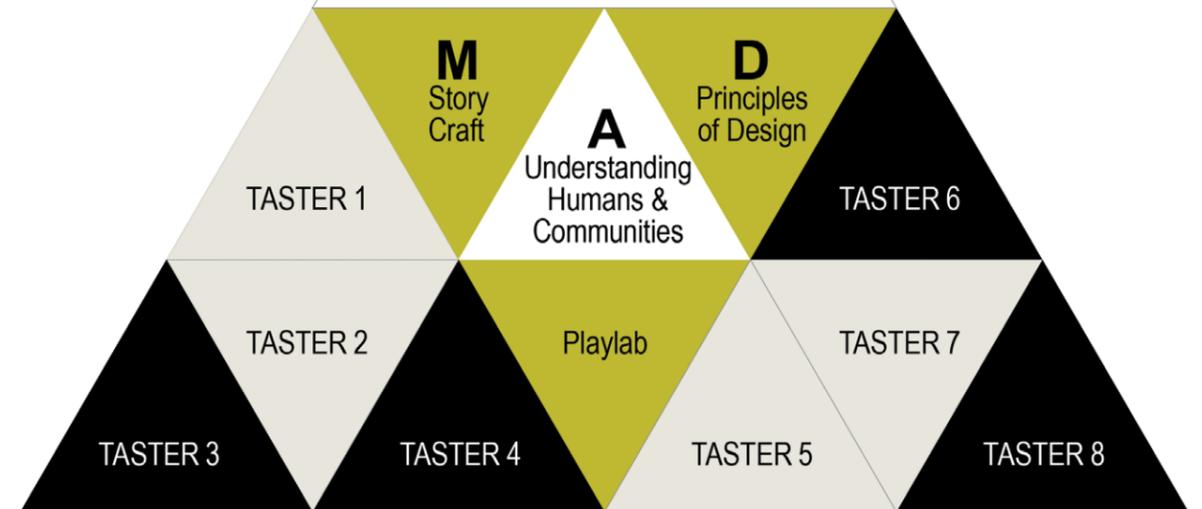
**2. Not sure what to specialise in? We've got you!**

In the Foundry, you will get to choose **4 Taster Modules** — these are modules offered by each specialisation to give you an idea of what you'll be doing later in that specialisation!

**3. You will need to Play!**

Play is a great way to get your creative juices flowing. In **PlayLab**, you and your friends will work together to come up with creative solutions to solve complex problems and have lots of fun in the process.

## THE MAD FOUNDRY STRUCTURE



CHOOSE 4 TASTER MODULES

## THE MAD DIFFERENCE

At the MAD School, we like that you are different, because this difference is what makes you special. That is why we have created a curriculum that gives you choices and lets you learn a variety of skills that you are passionate in!

The MAD Graduate will be different because you will be...

**1. Working with people outside your specialisation**

Imagine working on transdisciplinary projects with teammates who can draw, create stories, compose catchy tunes, programme games and design a product! The possibilities of what this team can create are endless!

**2. Choosing from a wide range of electives**

Dreaming of starting your own business? Thinking of learning how to code? Interested in psychology? In MAD, you will have ample opportunities to choose from a wide range of modules, so that you can develop other skills that you are passionate in!

At the end of the day, you will have your own unique portfolio that reflects your talents and passions!



# SPECIALISATION: ANIMATION & GAME ART



Scan to find out more information about the specialisation

## WHAT TO EXPECT



1

### FIRST YEAR (SECOND SEMESTER)

- 3D Art Asset Creation 1
- Animation 1
- Drawing
- Elective 1
- Narrative Thinking
- Visual Storytelling 1

2

### SECOND YEAR

- 3D Art Asset Creation 2
- 3D Art Asset Creation 3
- Animation 2
- Animation 3
- Concept Art & Design
- Elective 2
- Figure Drawing & Anatomy
- MAD Studio Project
- MAD White Space 1
- MAD White Space 2
- Portfolio Development
- Social Innovation Project
- Visual Storytelling 2

3

### THIRD YEAR

- Creature Effects
- Elective 3
- Final-Year Project
- Internship Programme
- User Interface And Experience Design

### 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, lifelong 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.



# SPECIALISATION: APPLIED DRAMA & PSYCHOLOGY



Scan to find out more information about the specialisation

## WHAT TO EXPECT

### 1 FIRST YEAR (SECOND SEMESTER)

- Devised Drama
- Elective 1
- Facilitation Practices
- Key Issues in the Lifespan
- Narrative Thinking

### 2 SECOND YEAR

- Community Psychology
- Drama-In-Education
- Educational Psychology
- Elective 2
- Forum Theatre
- Health Psychology
- MAD Studio Project
- MAD White Space 1
- MAD White Space 2
- Reminiscence Theatre
- Social Innovation Project
- Special Needs Education
- Theatre-in-Education

### 3 THIRD YEAR

- Casework & Professional Practice
- Elective 3
- Final-Year Project
- Internship Programme
- Programme Management

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# SPECIALISATION: DESIGN FOR COMMUNICATION & EXPERIENCE



Scan to find out more information about the specialisation

## WHAT TO EXPECT

1

### FIRST YEAR (SECOND SEMESTER)

- 2D Motion Graphics
- Digital Photography Imaging
- Elective 1
- Experience Design Studio
- Narrative Thinking
- Visual Design

2

### SECOND YEAR

- Brand Communication Studio 1
- Brand Experience Studio 1
- Digital Product Design Studio
- Elective 2
- MAD Studio Project

- MAD White Space 1
- MAD White Space 2
- Portfolio Design
- Social Innovation Project
- Video and Audio Fundamentals

#### Choose One of Two

- Brand Communication Studio 2
- Brand Experience Studio 2

3

### THIRD YEAR

- Elective 3
- Experience Design Studio 2
- Final Year Project
- Internship Programme

#### Electives

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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.



# SPECIALISATION: GAME DESIGN & DEVELOPMENT



Scan to find out more information about the specialisation

## WHAT TO EXPECT

1

### FIRST YEAR (SECOND SEMESTER)

- Analog Game Design
- Digital Game Design
- Elective 1
- Game Design and Development Studio 1
- Game Production and Management
- Mobile Game Development
- Narrative Thinking

2

### SECOND YEAR

- 3D Game Development 1
- 3D Game Development 2
- Elective 2
- Ethics and Law of IT and Media
- Game Asset Production
- Game Design and Development Studio 2
- Immersive Media Fundamentals
- MAD Studio Project
- MAD White Space 1
- MAD White Space 2
- Mathematics for Games
- Social Innovation Project
- User Interface and Experience Design

3

### THIRD YEAR

- Elective 3
- Game AI and Multiplayer Programming
- Game Design and Development Studio 3
- Immersive Application Development
- Internship Programme

#### Electives

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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.

# SPECIALISATION: INTEGRATED MARKETING COMMUNICATIONS



Scan to find out more information about the specialisation

## WHAT TO EXPECT

1

### FIRST YEAR (SECOND SEMESTER)

- Branding Fundamentals
- Elective 1
- Narrative Thinking
- Research Methods
- Video and Audio Fundamentals
- Writing Across Media Platforms

2

### SECOND YEAR

- Advertising
- Building a Brand
- Digital Analytics
- Digital Content Development
- Digital Marketing
- Elective 2
- MAD Studio Project
- MAD White Space 1
- MAD White Space 2
- Public Relations
- Social Innovation Project
- Web Design
- Writing for News, Features and Branded Content

3

### THIRD YEAR

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

#### Electives

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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.

# SPECIALISATION: MOTION DESIGN & EFFECTS



Style Frame by Nabila Nasir



Scan to find out more information about the specialisation

## WHAT TO EXPECT

### 1 FIRST YEAR (SECOND SEMESTER)

- 3D Fundamentals
- Elective 1
- Motion Design
- Narrative Thinking
- Video & Audio Fundamentals
- Visual Design

### 2 SECOND YEAR

- Cross-Platform Design
- Digital Compositing
- Dynamic Typography
- Effects Animation
- Elective 2
- MAD Studio Project
- MAD White Space 1
- MAD White Space 2
- Production for Visual Effects
- Social Innovation Project

### 3 THIRD YEAR

- Elective 3
- Emerging Media
- Film Titles
- Final-Year Project
- Internship Programme

#### Electives

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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.



# SPECIALISATION: MUSIC PRODUCTION



Scan to find out more information about the specialisation



## WHAT TO EXPECT

1

### FIRST YEAR (SECOND SEMESTER)

- Arranging & Composition 1
- Elective 1
- Music Production Techniques 1
- Music Theory 1
- Musicianship & Performance 1
- Narrative Thinking
- Production Workshop 1

2

### SECOND YEAR

- Arranging & Composition 2
- Arranging & Composition 3
- Elective 2
- MAD Studio Project
- MAD White Space 1
- MAD White Space 2
- Music Production Techniques 2
- Music Production Techniques 3
- Music Theory 2
- Music Theory 3
- Musicianship & Performance 2
- Musicianship & Performance 3
- Production Workshop 2
- Production Workshop 3
- Social Innovation Project

3

### THIRD YEAR

- Elective 3
- Final-Year Project
- Internship Programme
- Scoring for Visuals
- Show Production



#### Electives

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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.

# SPECIALISATION: STORY & CONTENT CREATION



Scan to find out more information about the specialisation

## WHAT TO EXPECT

1

### FIRST YEAR (SECOND SEMESTER)

- Branding Fundamentals
- Elective 1
- Fundamentals of Journalism
- Introduction to Scriptwriting
- Narrative Thinking
- Video and Audio Fundamentals

2

### SECOND YEAR

- Documentary Filmmaking
- Elective 2
- Entertainment Content
- Introduction to Documentary
- MAD Studio Project
- MAD White Space 1
- MAD White Space 2
- Scripted Concept Development
- Scriptwriting for Drama & Comedy
- Social Innovation Project
- The Digital Journalist
- Video Production for Drama & Comedy
- Visual Storytelling

3

### THIRD YEAR

- Elective 3
- Final-Year Project
- Internship Programme
- Media Law & Ethics
- Options (Choose One of Two)**
- Entertainment Content Production
- The Integrated Newsroom

#### Electives

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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



DMAD graduates may pursue careers relevant to their field, or pursue related careers across the different fields. Their portfolio of work and experience working in transdisciplinary projects can serve as an added advantage to potential employers.

## ANIMATION & GAME ART

- 2D / 3D Animator
- 3D Generalist
- Character Artist
- Character Designer
- Concept Artist
- Environment Artist
- Environment Designer
- Illustrator
- Layout Artist
- Lighting Artist
- Motion Designer
- Rigger
- Story Artist
- Texture / Surfacing Artist
- UI Artist

## APPLIED DRAMA & PSYCHOLOGY

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

## DESIGN FOR COMMUNICATION & EXPERIENCE

- Brand Designer
- Design Researcher
- Editorial Designer
- Experience Designer
- Graphic Designer
- Junior Art Director
- Motion Designer
- Photographer
- Videographer
- UI Designer
- UX Designer
- Visual Designer

## GAME DESIGN & DEVELOPMENT

- Gameplay Programmer
- Application Developer
- AR / VR / MR Developer
- Interactive Designer
- Content Designer
- UI Designer
- Level / Game Designer
- Project Coordinator / Assistant
- Quality Assurance Tester

## INTEGRATED MARKETING COMMUNICATIONS

- Account Executive
- Advertising Executive
- Brand Executive
- Communication Strategist
- Content Marketing Executive
- Content Marketing Specialist
- Content Producer (Branded Content)
- Corporate Communication Executive
- Marcom Executive
- Media Planner
- Public Relations Executive
- Social Media Analyst

## MOTION DESIGN & EFFECTS

- 2D / 3D Animator
- 3D Modeller
- Assistant Producer
- Camera Layout Artist (Camera tracker)
- Colourist
- Composer
- Concept / Background Artist
- Graphic Designer
- Lighting Artist
- Composer
- Motion Capture Artist
- Motion Graphics Artist
- Pre-Vis Artist
- Production Assistant
- Roto / Prep Artist Video Editor

## MUSIC PRODUCTION

- Boom Operator
- Music Educator
- Music Producer
- Music Composer
- Music Arranger
- Musician
- Production Assistant
- Song Writer
- Sound Designer
- Sound Editor
- Sound Engineer
- Sound Recordist
- Supervising Sound Editor

## STORY & CONTENT CREATION

- Assistant Director
- Assistant Producer
- Content Producer
- Feature Writer
- Journalist
- Photo/Visual Journalist
- Research Writer
- Scriptwriter



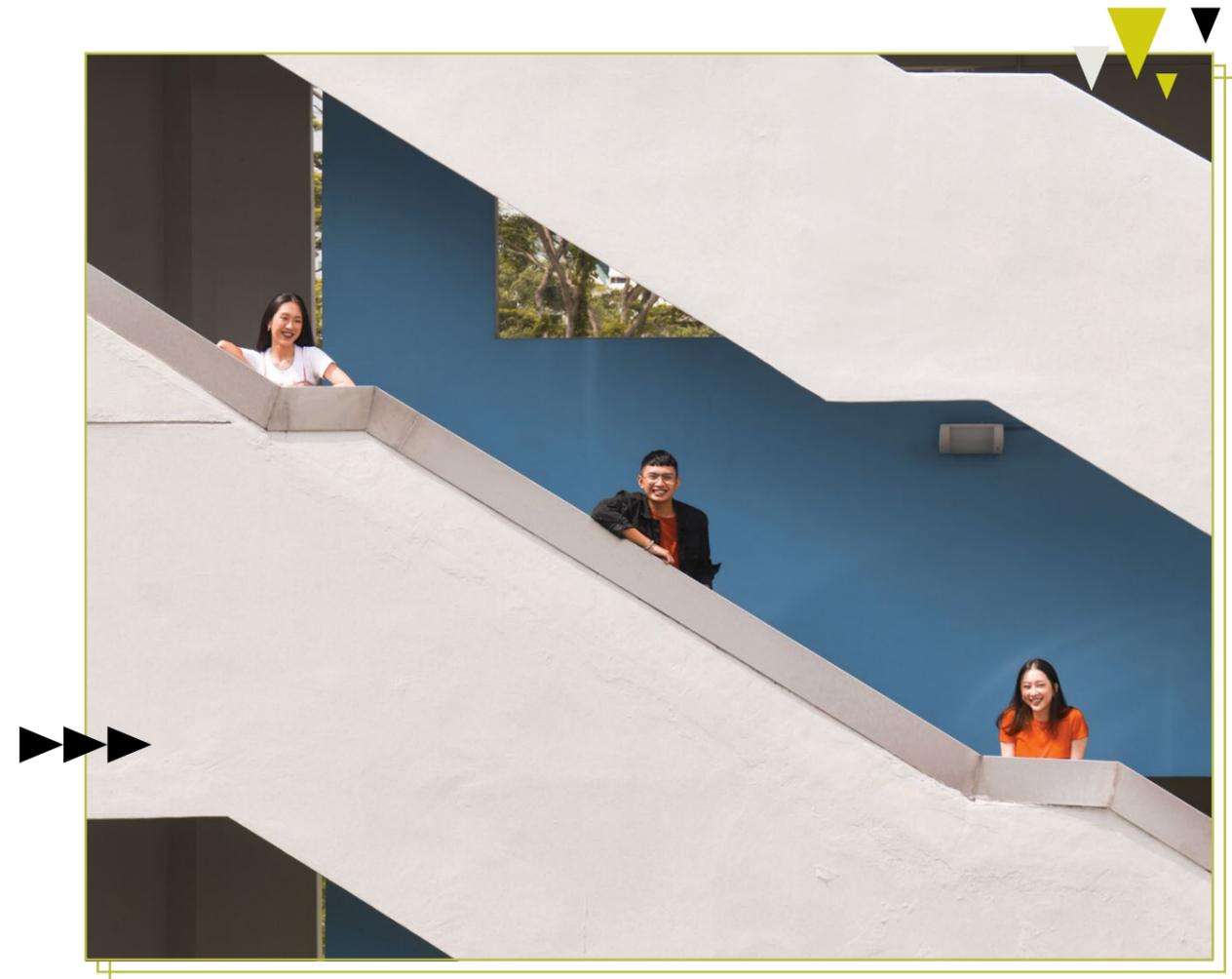
# FURTHER STUDIES



DMAD graduates may pursue further studies in the areas relevant to their field. They can seek articulation into degree programmes with local & overseas universities / institutions.

Graduates may also pursue skills deepening programmes through the following CET courses offered by MAD School:

- Part-Time Diploma in Design (Visual Communication)
- Specialist Diploma in Applied Drama & Psychology
- Specialist Diploma in Digital Content Marketing (co-offered with Singapore University of Social Sciences)
- Specialist Diploma in Digital Marketing and Analytics (co-offered with SP School of Business)
- Specialist Diploma in Motion Graphics Design
- Specialist Diploma in User Experience & Digital Product Design
- Work-Study Post-Diploma leading to Specialist Diploma in Digital Content Marketing (co-offered with Singapore University of Social Sciences)



“ We applaud Singapore Polytechnic’s efforts to nurture a pipeline of future talent for the industry as we continue to grow as a media hub, bridging the east and west while connecting tech and media. ”

**Howie Lau**

Assistant Chief Executive Media and Innovation,  
Infocomm Media Development Authority



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# “ MY FIRST PRODUCTION WAS FILMED IN SP!”

It was such a hectic day because we had to interview about 10 different people within a few hours. Being the director, I remember feeling nervous as I had to be the one to probe the interviewees for more information. At first, I wasn't sure of what to ask, but as we interviewed more people, I became more confident and managed to get good takes. It was a really insightful experience because I didn't know it takes so much effort to produce a ten minute video. It definitely made me more appreciative of the work done by professionals! 🎬

**Katelyn Onn**

Diploma in Media, Arts & Design  
(Integrated Marketing  
Communications)



SINGAPORE  
POLYTECHNIC | SP



Singapore Polytechnic  
500 Dover Road Singapore 139651

For more information regarding entry requirements and  
course information, please contact:

**Media, Arts & Design School**

Tel: (65) 6775 1133

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

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

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