Media, Arts & Design

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
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, imagination can transform workplaces, communities and so the world itself. Creativity and imagination opens up pathways to careers in the fields of media, arts and design.

At the Media, Arts & Design 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 industry experts – 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 and academic institutions to prepare students for employment

If you see yourself working in the creative industry in the future, be it in the fields of media, arts or design, then this is the place for you.

Here, our students are in the business of taking what they imagine – and turning it into reality.
DIPLOMA IN
APPLIED
DRAMA &
PSYCHOLOGY

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:
- Draw on the expertise of leading dramatists through our Artist-in-Residence scheme and master classes. 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
2019 JAE ELR2B2: 11
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, 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 / English)
- Music
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
- Narrative Thinking
- LifeSpan Psychology
- Social Psychology
- Understanding Research and Ethics
- Methods of Inquiry
- Process Drama
- Psychology in Education
- 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)

SECOND YEAR
- Community Psychology
- Drama-in-Education
- Design Thinking for Social Innovation
- Forum Theatre
- Communicating for Professional Effectiveness
- Cultural Diversity
- Graduation Project
- Grants, Proposals and Evaluation
- Internship Programme
- OUTCOMES
  - Critical thinking
  - Problem-solving
  - Leadership
  - Collaboration
  - Creativity
  - Communication

THIRD YEAR
- Communicating for Professional Effectiveness
- Cultural Diversity
- Graduation Project
- Grants, Proposals and Evaluation
- 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

Electives

WHAT THE INDUSTRY SAYS:
“DADP is a course which enlightens both the heart and mind through self-reflection and meaningful lessons which, 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

Here's Elodie, the Training and Development Executive with Halogen Foundation Singapore.

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.

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

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.
DIPLOMA IN
CREATIVE WRITING FOR TV & NEW MEDIA

The Diploma in Creative Writing for TV & New Media develops students’ ability to find, shape and realise their stories, 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 master classes, 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 outdoors. Travel overseas to film a documentary as an assignment.

• Pitch your programmes to industry experts and, if selected, watch them come alive on TV.

ENTRY REQUIREMENTS
2019 JAE ELR2B2: 9
Aggregate Type: ELR2B2-A

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>1-4</td>
</tr>
<tr>
<td>Mathematics (Elementary / Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

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, 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
- Malay
- Tamil
- Media Studies (Chinese / English)
- Music
All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 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 elective.

### COURSE MODULES

#### FIRST YEAR
- Communication Skills for Media Makers
- Creative Story Making
- Critical and Analytical Thinking
- Deconstructing Television

#### SECOND YEAR
- Design Thinking for Social Innovation
- Introduction to Documentary
- Journalism I News Writing for the Global Audience

#### THIRD YEAR
- Creative Writing Project
- Internship Programme
- Media Entrepreneurship
- Media Law and Ethics
- On-Location Production

#### OPTIONS (CHOOSE 1)
- Filmmaking
- Television and Online Journalism

### 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, Digital/Group, Mediacorp

"Having been invited to hear students of DTVM, I was blown away by their creativity, professionalism, content and confidence in presenting to the panel. They had clearly learned all aspects of the craft from research and development to production and editing and thus are prepared to hit the ground running when they enter the industry."

**Neal Moore**
Head of Content and Business Development, Beach House

"The DTVM intern showed a great attitude when it came to learning and taking on assignments. I could see her skills and confidence improve as she progressed through the internship."

**Eugene Wee**
Editor, The New Paper

### CAREER OPTIONS
- Writer for Web, Radio and TV
- Journalist
- Content Producer
- Research Writer
- Assistant Producer
- Assistant Director

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.
 Chill, relax 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. 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:
- Work in a personalised workspace in our M.A.D. (Media-Art-Design) Studios. The M.A.D. Studios is a fully-equipped production studio that not only offers you a personalised workspace, but also a place where you can bounce ideas off peers and lecturers. M.A.D. Studios emulates the real-life workplace, giving you the creative environment to let your ideas run wild.
- Be mentored by industry gurus from companies such as Lucasfilm and Ubisoft in our unique mentorship programme. Learn from the people who make things happen!
- Gain a foothold in the industry through our minimum 17-week internship programme at top animation companies. It is an opportunity offered to all DDA students!
- Have the opportunity to join a 2-week immersion programme to create your very own anime with Digital Hollywood University in Japan!

**ENTRY REQUIREMENTS**

2019 JAE ELR2B2: 8
AGGREGATE TYPE: ELR2B2-D

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>1-7</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any two other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

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 / English) / Physics / Science / Chemistry / Biology
- Science (Physics, Biology) / Science (Physics, Chemistry)
- Science (Physics, Chemistry)
All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 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 elective.

**COURSE MODULES**

**FIRST YEAR**
- 3D Animation Fundamentals
- Animation Studio 1
- 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 1

**SECOND YEAR**
- Animation Studio 3
- Elective 3
- Internship

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 is 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

**WHAT THE INDUSTRY SAYS:**

“Voyager 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, Voyager Studios

**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 (HK) and Vancouver Film School (Canada).
The Diploma in Experience & Communication Design responds to the Design 2025 vision set out by DesignSingapore Council. The vision calls for creative talents in Singapore who can innovate the way brand experiences are designed across all industries.

Students will be trained to question, challenge and rethink design experiences that cut across image, place and object. The programme provides a good grounding in visual communication skill sets - graphic design, advertising, branding, digital photography, video production, user experience, interaction design - and cultivates a deep understanding of user-centred design.

Through exploratory and client-based projects, you will hone your creativity, imagination and thinking and build a strong portfolio that will give you an edge upon graduation.

**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.
- Be part of a student-run integrated design agency, which provides opportunities for students to work on industry projects.

**ENTRY REQUIREMENTS**

2019 JAE ELR2B2: 14
Aggregate Type: ELR2B2-D

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>1 - 6</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1 - 7</td>
</tr>
<tr>
<td>Any two other subjects</td>
<td>1 - 6</td>
</tr>
</tbody>
</table>

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 / English / Physics)
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)


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

FIRST YEAR (YEAR LONG)
- Design Theory and Research I
- Basic Drawing Class
- Communicating for Personal and Team Effectiveness

SEMESTER 1
- Experience Design Methods
- Foundation Design Studio
- Graphic & Visual Communication
- Logic Design
- Narrative Thinking

SEMESTER 2
- 2D Motion Graphics
- Critical and Analytical Thinking
- Digital Arts Studio
- Digital Photography and Image Processing
- Visual Design Studio

SECOND YEAR (YEAR LONG)
- Brand Design Studio
- Design Theory and Research II
- Web Design

SEMESTER 1
- Design Thinking for Social Innovation
- Video Fundamentals

SEMESTER 2
- Portfolio Design
- School Elective

THIRD YEAR (YEAR LONG)
- Communication Design Studio
- Design Theory and Research III

SEMESTER 1
- 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

When I consulted one of the lecturers during SP Open House, I realised that the list of things I can do at the course is unlimited and diverse – from publications and advertisements to videography, photography and branding. I could also choose to take up new media and creative imaging as my electives. Thus, the course became my first choice. 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, who is now pursuing a BA(Honours) in Graphic Communication at Nanyang Academy of Fine Arts

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.
DIPLOMA IN
GAME DESIGN & DEVELOPMENT

(DGDD – S56)

If you are enthusiastic and keen to create games to engage and entertain, you are the creative energy we want.

The course 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 as well.

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 iPad and Android tablets.
• 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

2019 JAE ELR2B2: 12
AGGREGATE TYPE: ELR2B2-D

SUBJECT GRADE

English Language
Mathematics (Elementary/Additional)
Any two other subjects
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 / English) • Physics • Science (Chemistry, Biology) • Science (Physics, Biology) • Science (Physics, Chemistry)
All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 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 elective.

FIRST YEAR (YEAR LONG)
- Design Theory and Research I
- Basic Drawing Class
- Communication for Personal and Team Effectiveness

SEMESTER 1
- Critical and Analytical Thinking
- Experience Design Methods
- Foundation Design Studio
- Graphic and Visual Communication
- Logic Design

SEMESTER 2
- Game Art and Animation I
- Game Design I
- Game Design and Development Studio I
- Game Programming I
- Narrative Thinking

SECOND YEAR (YEAR LONG)
- Design Theory and Research II
- Game Design II
- Game Design and Development Studio II

SEMESTER 1
- Design Thinking for Social Innovation
- Elective 1
- Game Art and Animation II
- Game Programming II

SEMESTER 2
- Ethics and Law of IT and Media
- School Elective

COURSE ELECTIVES (CHOOSE ONE)
- Game Art and Animation III
- Game Programming III
- Mathematics For Games (for students taking Game Programming II)

THIRD YEAR (YEAR LONG)
- Design Theory and Research III
- Game Design III
- Game Design and Development Studio III

SEMESTER 1
- Internship Programme

SEMESTER 2
- Elective 2

COURSE ELECTIVES (CHOOSE ONE)
- Game Art and Animation IV
- Game Programming IV

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.

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.

Christopher Pang
DGGD Gold Medalist, Class of 2016. He plans to study Game Design in DigiPen Institute of Technology, United States, after national service

Aside from the array of technical skills and proficiencies that I was taught during my time in the game design course, the one thing I really appreciated was the amazing atmosphere that I was able to be a part of. With the combination of a positive learning environment, determined classmates and incredible lecturers, I was able to push myself further than I could have anywhere else. The challenges I faced have shaped me into a better team player, and a more balanced and disciplined person. The satisfaction of completing a project and celebrating with my classmates, lecturers and friends forged memories that I will never forget.

Christopher Pang
DGGD Gold Medalist, Class of 2016. He plans to study Game Design in DigiPen Institute of Technology, United States, after national service

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

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

Christopher Pang
DGGD Gold Medalist, Class of 2016. He plans to study Game Design in DigiPen Institute of Technology, United States, after national service

Aside from the array of technical skills and proficiencies that I was taught during my time in the game design course, the one thing I really appreciated was the amazing atmosphere that I was able to be a part of. With the combination of a positive learning environment, determined classmates and incredible lecturers, I was able to push myself further than I could have anywhere else. The challenges I faced have shaped me into a better team player, and a more balanced and disciplined person. The satisfaction of completing a project and celebrating with my classmates, lecturers and friends forged memories that I will never forget.

Christopher Pang
DGGD Gold Medalist, Class of 2016. He plans to study Game Design in DigiPen Institute of Technology, United States, after national service
DIPLOMA IN MEDIA & COMMUNICATION

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 in SPACE Agency, an out-of-classroom incubator where students work with clients to develop campaigns for them.
- Learn from the best in the media and communication industry through our master classes, 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

2019 JAE ELR2B2.13 Aggregate Type: ELR2B2-A

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>1 - 4</td>
</tr>
<tr>
<td>Mathematics (Elementary / Additional)</td>
<td>1 - 7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1 - 6</td>
</tr>
</tbody>
</table>

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)
- 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 / English)
- Music
All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 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 elective.

COURSE MODULES

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

FIRST YEAR
- Advertising
- Branded Video Content 1
- Branding Fundamentals
- 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 2
- Communicating for Professional Effectiveness
- Design Thinking for Social Innovation
- Digital Analytics
- Digital Marketing
- Elective 1
- Elective 2
- News & Feature Writing
- Public Relations Fundamentals
- Quantitative Research
- Web Programming & Design
- Options (Choose 1):
  - Art Direction for Advertising
  - 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
- TV Production & Management

Electives
The 30-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 enable students in their role as 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

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 dream. 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

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.

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

Durin 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 Ohn Gold Medallist, Class of 2017
DIPLOMA IN
MUSIC & AUDIO TECHNOLOGY

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 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 under the Master-Apprenticeship model. 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.

ENTRY REQUIREMENTS
2019 JAE ELR2B2: 10
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 1
- Musicianship

### SECOND YEAR
- Arranging
- Design Thinking for Social Innovation
- Music Theory 2
- Performance Practices
- Production Workshop
- Recording and Mixing Techniques 1
- Song Writing
- Synthesis and Composition 1
- The Business of Music

### THIRD YEAR
- Audio Post-Production
- Elective 1
- Internship Programme
- Interactive Audio
- Portfolios Development
- Scoring for Visuals
- Synthesis and Composition 2

### 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)

**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

**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.
Imagine if you can now do the things you love doing every day and make a career out of it. We’re always looking for passionate young artists to join our family of Visual Effects & Motion Graphics artists in this rapidly growing industry. We’re 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.
- Attend a 22-week internship to prepare you for your future.

**ENTRY REQUIREMENTS**

2019 JAE ELR2B2: 10
AGGREGATE TYPE: ELR2B2-D

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

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/English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)
All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 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 elective.

### 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**
- **Design Thinking for Social Innovation**
- **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**

### 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 SP holistic education. 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 landscapes.

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

### WHAT THE INDUSTRY SAYS:

**Josef Lee**
Creative Director, Mojo

“Our experience with the interns from SP’s Diploma in Visual Effects and Motion Graphics has always been great. The most recent intern was very helpful. From day one, 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.”

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

“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.”

**Jamie Chan**
Producer, Vocare Studio

“Every year, we look forward to having the DVEMG students join our team at Vocare. They have the desire to learn, immense passion, great attitude and are always ready to help. Over the course of their internship, they showed improvement not just in their software knowledge but in their project management too.”

### CAREER OPTIONS
- **3D Modeller**
- **Compositor**
- **Digital Artist**
- **Digital Matte / Texture Painter**
- **Effects Animator**
- **Matchmoving / Camera Tracking Artist**
- **Motion Capture Artist**
- **Motion Graphics Designer**
- **Rotoscope Artist**

### FURTHER STUDIES

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

**OVERSEAS**
- Australia National University
- Savannah College of Art and Design
OUR ALUMNI

CHONG HAN LYN
Undergraduate
Yale-NUS College
DMC CLASS OF 2017

WENDY WONG
Journalist
Channel NewsAsia
DTVM CLASS OF 2012

EUGENE MATTHEW CHEONG
RotoPaint Artist
Lucasfilm Animation Singapore
DDM (PREDECESSOR OF DVEMG) CLASS OF 2012

TENG ZI YING
Youth Worker & Applied Theatre Practitioner
Boys' Town
DADP CLASS OF 2013

KHOO JUN IAN
Client Developer Intern
Gumi Asia
DGDD CLASS OF 2013

CRYSTAL WONG
User Interface Artist
Bandai Namco Studios Singapore
DDA CLASS OF 2016

BOB CHOO
Audio Engineer
Sony Pictures Television Networks, Asia
DMAT CLASS OF 2012

CHONG HAN LYN
Undergraduate
Yale-NUS College
DMC CLASS OF 2017

WENDY WONG
Journalist
Channel NewsAsia
DTVM CLASS OF 2012

EUGENE MATTHEW CHEONG
RotoPaint Artist
Lucasfilm Animation Singapore
DDM (PREDECESSOR OF DVEMG) CLASS OF 2012

TENG ZI YING
Youth Worker & Applied Theatre Practitioner
Boys' Town
DADP CLASS OF 2013

KHOO JUN IAN
Client Developer Intern
Gumi Asia
DGDD CLASS OF 2013

CRYSTAL WONG
User Interface Artist
Bandai Namco Studios Singapore
DDA CLASS OF 2016

BOB CHOO
Audio Engineer
Sony Pictures Television Networks, Asia
DMAT CLASS OF 2012
OUR SCHOLARS

KIRSTIN YIP
Public Service Commission (Overseas) Scholarship and Toh Chin Chye Award
DTVM CLASS OF 2018

DEXTER TAY
Land Transport Authority (LTA) Local Undergraduate Scholarship (Mid-term)
DMC CLASS OF 2010

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

TAN XI-WEN, ERICA
Tan Kay Yong Gold Medal & IMDA Gold Medal, Singapore Polytechnic
DDA Class of 2018

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

38
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.
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.
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
Website: www.sp.edu.sg/mad

For the latest updates on Singapore Polytechnic, follow us on:

@singaporepoly
@singaporepoly
@singaporepoly
facebook.com/singaporepolytechnic
youtube.com/singaporepolytechnic

The polytechnic reserves the right to alter the information in this publication. Information is correct as of 1 April 2019.