MEDIA, ARTS & DESIGN

Zaxer Lim
Diploma in Media, Arts & Design

I DESIGNED MY FIRST MOTION GRAPHICS

Diploma in Media, Arts & Design with 7 exciting specialisations:

- Animation & Games
- Creative Community Engagement with Psychology
- Digital Media & Communications
- Experience & Product Design
- Sound & Music
- Story & Content Creation
- Visual Communication & Motion Design
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.

The Media, Arts & Design School offers great specialisations and so much more: We help you develop your skills in your chosen area (we call these areas specialisations) but we also allow you to work across specialisations, to develop skills in related and complementary areas.

AT THE MEDIA, ARTS & DESIGN (MAD) SCHOOL, WE ARE MAD ABOUT:

- Building skills in your chosen area to fuel your passion and creative potential.
- Collaborating with industry partners to prepare students for employment.
- Providing authentic learning spaces modelled after real-world work environments.
- Developing creativity using studio-based and transdisciplinary pedagogical methods.

You want to make a difference in the media, arts and design fields? Are you curious, brave, tenacious and empathetic? Then DMAD is the diploma for you!

Here at MAD school, our students are trained to take what they see as possibilities, and turn them into reality.
You are passionate about media, the arts or design. At DMAD, we have 7 exciting specialisations to match your passions and help you stretch yourself creatively. You can hone your skills and be sure that you will be ready for a career in your chosen specialisation, while at the same time learning and making a difference in different areas.

ENTRY REQUIREMENTS

Range of Net 2023 JAE ELR2B2: 3 to 13
Aggregate Type: ELR2B2-D

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GRADE</th>
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<tbody>
<tr>
<td>English Language</td>
<td>1 – 7</td>
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<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1 – 7</td>
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<tr>
<td>Any two other subjects</td>
<td>1 – 6</td>
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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
- Electronics/Fundamentals of Electronics
- Food & Nutrition
- Higher Art
- Media Studies (Chinese)
- Media Studies (English)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)
BUILDING A SOLID FOUNDATION

In your first semester, you will learn important basic skills that are essential in the media, arts and design industries. In addition, you will get a taste of what our 7 specialisations are all about, so that you can be sure you are making the right choice.

Your DMAD experience begins with the common programme in the first semester known as the Foundry.

THE MAD FOUNDRY

Establishing the foundation with the Foundry Programme
In the Foundry, you will develop foundational competencies needed in the media, arts and design sectors. You will discover basic psychological principles, learn how to tell compelling stories, create effective designs, develop creative thinking and build an entrepreneurial mindset.

Discovering your passion with Pre-Specialisation modules
Along with the modules in Foundry programme, you will have the choice of taking two pre-specialisation modules in your first semester. These modules serve as a preview to the various specialisations and prepare you for what you will be doing in the specialisations. With the exposure to different specialisations, you will be better equipped to select the specialisation that best matches your passions.

AND SO MUCH MORE

Building transdisciplinary skills with Project Core
The Project Core is a series of modules that run every year in the DMAD programme. With the Project Core, you will have opportunities to work with students in transdisciplinary groups, leveraging your diversity of skills, knowledge and perspectives to address real-world challenges.

Whether you are an aspiring content creator, game designer, community engagement professional, or a multi-hyphenate animator-social media specialist, UX designer-musician, the DMAD programme will enable you to thrive in the evolving media, arts and design industry.

DISCOVER THE MAD SPECIALISATIONS

One Diploma, many possibilities. At MAD, you will choose from 7 specialisations that help fuel your passions in music, design, communication and community care.

Animation & Games
Creative Community Engagement with Psychology (New!)
Digital Media & Communications
Experience & Product Design (New!)
Sound & Music
Story & Content Creation
Visual Communication & Motion Design (New!)
SPECIALISATION:
ANIMATION & GAMES (AG)

That game that you couldn’t stop playing? The one that transported you to another world altogether? You could make the next one. You could craft the next generation of immersive online experiences, animation and games that will capture the attention of millions.

Animation and games are no longer just for entertainment. They have become an integral part of life, both in the home and in the workplace. Mixed reality/AR/VR are now the cutting edge of today’s digital environment and content creation. They are tools to reach out to audiences and help connect people and solve problems.

ALL ABOUT AG

What You’ll Learn:

- 2D and 3D Art & Animation
- Concept Art & Design
- Game Design and Development
- Interactive Media Design and Application
- Augmented Reality, Virtual Reality and Extended Reality Design

Your Future Career Options:

- 2D/3D Animator
- 3D Generalist
- Mobile Application Developer
- AR/VR/MR Developer
- Character Artist and Designer
- Interactive Designer
- Gameplay Developer
- Environment Artist and Designer
- Illustrator

Further Study Options:

Local:
- DigiPen Institute of Technology Singapore
- Nanyang Technological University
- LASALLE College of the Arts

Overseas:
- Savannah College of Art and Design
- RMIT Australia
- Ringling College of Art and Design

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.
Up till this day, I am still grateful for the animation education that my lecturers in SP taught me during my course of study. These have become the stepping stones to a career in animation for games. These skills include listening to and responding to feedback from my lecturers, collaborating on group projects, and learning how to grow as an individual and as a valued team member.

My passion in gaming and animation, along with the opportunities and lessons I gained from SP eventually led me to be accepted as a Gameplay Animator intern at 343 Industries. This company currently works on the popular game franchise called “Halo” on the Xbox. I am extremely excited about what lies ahead, and hope to inspire students with a similar passion. Thank you, SP!

Skai Chow,
Alumnus
SPECIALISATION: CREATIVE COMMUNITY ENGAGEMENT WITH PSYCHOLOGY (CCEP)

Are you interested in reaching out to people to understand them? Do you have a passion to work with different and diverse segments of society, like the young, the seniors, the vulnerable or the general public? It’s all about finding out more about them and empowering them to create change.

Community engagement requires some important tools. Psychology helps you to understand how different communities think and behave. Another tool is participatory arts. Through planning and delivering community engagement programmes, you will learn how to use creative approaches to connect, engage and empower people.

What You’ll Learn:
- Community Research
- Facilitation Skills
- Participatory Arts
- Programme Development Implementation and Evaluation
- Psychology

Your Future Career Options:
- Community Engagement Executive
- Community Partnership Executive
- Programme Executive
- Social Service Assistant
- Volunteer Management Executive
- Youth Work Assistant
- Teacher Aide

Further Study Options:
Local:
- Nanyang Technological University
- National University of Singapore
- Singapore Management University
- Singapore University of Social Sciences

Overseas:
- University of New South Wales
- University of Melbourne
- Monash University
- Queensland University
- University of York

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I am interested in working with the community. As a tutor working with students with special needs, I could apply the psychological theories learnt in class to improve their learning outcomes by engaging them in multi-sensory activities. This course provides me with an alternative avenue into the education sector and supports my interest in special needs education.

The best thing about the specialisation is the people! My lecturers are all so supportive. They go above and beyond to empower us with growing opportunities.

My course mates are the reason I drag myself to school for 8am classes. We bonded over a module that required us to play games together. This provided us a platform to get to know every single person intimately, sharing our struggles, our hopes and our achievements.

Charlene Chan,
student
SPECIALISATION: DIGITAL MEDIA & COMMUNICATIONS (DMC)

Have you been captivated by videos on social media? Do you want to create content that touches other people? Do you believe in the power of media? It is time to learn how to harness that power to help organisations and businesses reach out to the public.

DMC is all about using digital and mass media platforms to engage audiences and communicate key messages using different platforms and disciplines. You will learn how to use advertising, branding and public relations to reach out to different audiences. You will also create different types of content to engage your audience in creative ways.

ALL ABOUT DMC

What You’ll Learn:
- Digital and Content Marketing
- Advertising and Public Relations
- Social Media Marketing and Strategy
- Digital Media Production
- Research

Your Future Career Options:
- Communication Planner
- Creative Strategist
- Content Creator
- (Video Producer/ Writer)
- Content Marketer
- Media Planner
- Public Relations/ Advertising/ Branding Executive
- Social Media Executive
- Corporate Communication/ Marcom Executive

Further Study Options:
Local:
- Nanyang Technological University
- National University of Singapore
- Singapore Management University
- Singapore University of Social Sciences

Overseas:
- RMIT Australia
- University of Melbourne,
- Monash University
- Murdoch University

What You’ll Learn:

Your Future Career Options:

Further Study Options:
All DMAD students will take the same modules in Year 1 Semester 1. After that, students will take modules specific to their chosen specialisation.

### THE MODULES

<table>
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<tr>
<th>FIRST YEAR</th>
<th>SECOND YEAR</th>
<th>THIRD YEAR</th>
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<tr>
<td><strong>Semester 1</strong></td>
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<td><strong>Semester 1 or 2:</strong></td>
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<tr>
<td>- Story Craft</td>
<td>- Brand Studio 1 (Digital Marketing)</td>
<td>- Final Year Project</td>
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<tr>
<td>- Principles of Design</td>
<td>- Developing a Brand</td>
<td>- Creative Freelancing &amp; Media Law</td>
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<tr>
<td>- Experience Lab</td>
<td>- Public Relations</td>
<td>- Transdisciplinary Project</td>
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<tr>
<td>- Creative Entrepreneurship Fundamentals**</td>
<td>- Design &amp; Comm Elective</td>
<td>- Polywide Elective 3</td>
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<td>- Collaboration in the Digital Age</td>
<td>- Sustainable Innovation Project</td>
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<td>- Digital Communication for Impact</td>
<td>- Polywide Elective 2</td>
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<tr>
<td>- Thinking Critically about the UN SDGs</td>
<td>- Pre-Specialisation Module 1</td>
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<td>- Pre-Specialisation Module 2</td>
<td>- Pre-Specialisation Module 2</td>
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<tr>
<td>- Education &amp; Career Guidance 1</td>
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<tr>
<th><strong>Semester 2</strong></th>
<th><strong>Semester 2</strong></th>
<th><strong>Semester 1 or 2:</strong></th>
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</thead>
<tbody>
<tr>
<td>- Visual Design</td>
<td>- Brand Studio 2 (Advertising)</td>
<td>- Internship Programme</td>
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<tr>
<td>- Research Methods</td>
<td>- Digital Analytics</td>
<td>- Personal Branding and Career Agility</td>
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<tr>
<td>- Web &amp; Interaction Design Fundamentals</td>
<td>- Digital Content Development</td>
<td>- Effective Writing for the Workplace</td>
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<tr>
<td>- Digital Photography &amp; Imaging</td>
<td>- Creative Video Content Creation</td>
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<tr>
<td>- Writing for News, Features &amp; Branded Content</td>
<td>- MAD Studio Project</td>
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<td>- Data Fluency</td>
<td>- Persuasive Communication with Data Storytelling</td>
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<td>- Polywide Elective 1</td>
<td>- Pre-Specialisation Module 2</td>
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<tr>
<td>- Sports For Life</td>
<td>- Polywide Elective 2</td>
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*Programme may be subject to changes

**This module will run from 5-7 June 2023.

I really enjoy how this course is very multidisciplinary in nature. It has equipped me with a variety of skills that I believe will give me an edge when I join the industry in the future.

I loved the structure of the Foundry programme — how the modules were informative but also fun. For example, we were taught how to use various schools of thought when designing things but in a fun and creative manner. In one of the lessons we had to come up with a drink that represented Singapore as an exercise to understand the Scamper Technique.

Shean Bin Shahrin Buligis, student

In DMC, I was able to dabble in numerous forms of media to discover what I liked and wanted to delve deeper into, while gaining invaluable knowledge and experience in other fields of media as well.

I loved that the classes weren’t just rote learning of theories, but practical applications of various forms of media - from traditional to digital and new age. Throughout my internship, university studies and stepping into my full-time career, I had an advantage over my peers as I already knew how media is practised in the real world.

Renae Cheng, alumna and senior sub-editor at TheSmartLocal.com
What attracts you to a certain product? Does design matter? We often don’t think of design when selecting products, but subconsciously, how something feels, or how well it fits in your hand makes all the difference.

Design is a tool that can solve problems, improve people’s lives, and transform experiences. You could help others by using design in practical ways. It is not just about pretty things. Instead design is about creating products and services that are practical and functional.

SPECIALISATION: EXPERIENCE & PRODUCT DESIGN (XPD)

ALL ABOUT XPD

What You’ll Learn:
- User Experience (UX) Design
- User Interface (UI) Design
- Product Design
- 3D Prototyping
- Service Design

Your Future Career Options:
- Product Designer
- UI Designer
- UX Designer
- Entrepreneur
- Creative Technologist
- Design Researcher
- Experience Designer
- Graphic Designer
- Industrial Designer

Further Study Options:

Local:
- Nanyang Academy of Fine Arts
- Nanyang Technological University
- National University of Singapore
- LASALLE College of the Arts
- Singapore Institute of Technology
- Singapore University of Technology and Design

Overseas:
- Goldsmiths, University of London
- Glasgow School of Art
- Loughborough University
- Norwich University of the Arts
- Queensland University of Technology
- University of the Arts London

ELECTIVES

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### THE MODULES

**FIRST YEAR**

**Semester 1**
- Story Craft
- Principles of Design
- Experience Lab
- Creative Entrepreneurship Fundamentals
- Collaboration in the Digital Age
- Digital Communication for Impact
- Thinking Critically about the UN SDGs
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Education & Career Guidance 1

**Semester 2**
- Visual Design
- Research Methods
- Digital Product Design
- Digital Photography & Imaging
- Prototyping Fundamentals
- Data Fluency
- Artificial Intelligence and Its Impact
- Problem Solving with Creative and Computational Thinking
- Polywide Elective 1
- Sports For Life

**SECOND YEAR**

**Semester 1**
- Experience Design Studio 1
- Digital User Experience Design
- Form, Function & Emotion for Product Design
- Prototyping & Visualisation
- Sustainable Innovation Project
- Polywide Elective 2

**Semester 2**
- Experience Design Studio 2
- Creative Innovation & Technology
- Creative Video Content Creation
- Digital User Interface Design
- MAD Studio Project
- Persuasive Communication with Data Storytelling

**THIRD YEAR**

**Semester 1 or 2:**
- Final Year Project
- Transdisciplinary Project
- Polywide Elective 3

**Semester 1 or 2:**
- Internship Programme
- Personal Branding and Career Agility
- Effective Writing for the Workplace

*Programme may be subject to changes

**This module will run from 5-7 June 2023**

The creative field has always been a passion of mine since I was in secondary school. My interest in design stems from the knowledge that design is integral to our everyday lives. In the course, I got to learn how to create user experiences in a way that would benefit the user through physical and digital product design. Students also get a chance to experience what it’s like to work on real-world projects in the different modules across the years.

When I look back, it is my lecturers’ support that makes the course enjoyable. As a student, sometimes I feel like I am not good enough. In spite of this, my lecturers opened my eyes to their passion. The lectures, consultations, and fun chats made me feel supported, and their confidence motivated me to work hard and enjoy what I am learning.

Furthermore, I thoroughly enjoyed the modules. Upon reflection, I realised how intense the programme is, and how each module has a profound impact on me.

Paul Seet,
Student and SP Scholar

The course prepared me to tackle more complex concepts after graduation as fundamental thinking methods were taught. I was allowed to experiment with a lot of interdisciplinary materials and abstract briefs. This gave me confidence to explore the thinking process that shaped my design style.

I treasure the life-long friendships and memories formed alongside the industry connections that I’ve made through the course.

Rachel How,
Alumna now studying Bachelor of Arts – User Experience Design at University of the Arts London (UAL)
SPECIALISATION:
SOUND & MUSIC (SM)

Music and sound fill every part of our lives. Music is more than just entertainment, it is a form of expression, affects emotions and even our intellectual state. Music is a media for communication at a very primal level. Music is the primary focus of this specialisation: you will learn to compose, arrange, produce and manage musical and audio content for various contexts.

Has a piece of music, or some evocative soundscape ever affected you in a way you could not explain? Harness your love of music and the power of sound to connect with your audiences.

ALL ABOUT SM

What You’ll Learn:
- Music Creation: Composition, Arranging, Editing and Production
- Sound Production: Recording, Engineering, Mixing, Live Sound
- Music Performance
- Show Production
- Music Business

Your Future Career Options:
- Music Producer, Director, Composer or Arranger
- Music Educator
- Musician
- Song Writer
- Boom Operator
- Production Assistant
- Sound Designer, Editor, Engineer, Recordist
- Stage Manager

Further Study Options:

Local:
- Nanyang Technological University
- National University of Singapore
- LASALLE College of the Arts

Overseas:
- Berklee College of Music
- Full Sail University
- Goldsmiths, University of London
- Liverpool Institute for Performing Arts

ELECTIVES

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## THE MODULES

**FIRST YEAR**
- **Semester 1**
  - Arranging & Composition 1
  - Musicianship & Performance 1
  - Production Workshop 1
  - Data Fluency
  - Artificial Intelligence and its Impact
  - Problem Solving with Creative and Computational Thinking
  - Polywide Elective 1
  - Sports For Life

**Semester 2**
- Arranging & Composition 2
- Musicianship & Performance 2
- Music Production Techniques 2
- Production Workshop 2
- The Business of Music
- Sustainable Innovation Project
- Polywide Elective 2

**SECOND YEAR**
- **Semester 1**
  - Arranging & Composition 3
  - Musicianship & Performance 3
  - Music Production Techniques 3
  - Production Workshop 3
  - Scoring for Visuals
  - MAD Studio Project
  - Persuasive Communication with Data Storytelling

**Semester 2**
- Internship Programme
- Personal Branding and Career Agility
- Effective Writing for the Workplace
- Story Craft
- Principles of Design
- Experience Lab
- Creative Entrepreneurship Fundamentals
- Collaboration in the Digital Age
- Digital Communication for Impact
- Thinking Critically about the UN SDGs
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Education & Career Guidance 1

**THIRD YEAR**
- **Semester 1 or 2:**
  - Portfolio Development
  - Show Production
  - Ensemble Lab
  - Transdisciplinary Project
  - Polywide Elective 3

- **Semester 1 or 2:**
  - Internship Programme
  - Personal Branding and Career Agility
  - Effective Writing for the Workplace

*Programme may be subject to changes

**This module will run from 5-7 June 2023**

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I really love the culture here. The lecturers are really approachable, and I love the small class sizes that make learning comfortable. My course mates are super fun, and I love that there are many opportunities for collaboration. I also like how there are many modules that allow us to understand the different aspects of the music industry, from the business side to the production end.

Cameron Jordan Tan Wen Jie student

My biggest takeaways from SP was meeting different people from different walks of life. When I say this, I don't just mean my peers but the lecturers as well. I met people who were exposed to different arts and forms of music. This meant that subconsciously, we would have heard each other’s inspirations and in one way or another I’m sure that it impacted the craft that we were creating.

The course essentially equipped me with the skillsets that I need to function as a music producer / director in the international industry. There were modules which focused on music business which is super essential as it is in my opinion as important as the craft itself. The course also taught me how to interact with musicians from different backgrounds giving me an understanding of the different “languages” of music, for instance, understanding Raags in Indian Cultural Music and understanding bowing methods of an erhu player.

Buvaneswaran Ganesan, Co-founder / executive music producer of Shabir Music Asia
SPECIALISATION:

STORY & CONTENT CREATION

Are you captivated by a good story? It could be a great book, an action-packed movie, a tear-jerking soap opera or an insightful analysis of a new policy in the news. Stories are an integral part of communication, from journalism and documentaries, to drama and comedy.

It takes skill and creativity to produce content that educates, entertains, informs and inspires. Do you have what it takes? Are you passionate about telling stories with a purpose? You will learn how to develop a story idea into a great concept, write a script and then film and edit it.

ALL ABOUT SCC

What You’ll Learn:
- Storytelling for Creative, Factual and Entertainment Content
- Scriptwriting
- Journalism
- Documentary
- Video Production

Your Future Career Options:
- Assistant Producer
- Journalist
- Online Content Creator
- Production Assistant
- Junior Scriptwriter
- Writer

Further Study Options:

Local:
- Nanyang Technological University
- National University of Singapore
- SIM Global Education
- Singapore Management University
- Singapore University of Social Sciences
- Singapore Institute of Technology

Overseas:
- Monash University
- Murdoch University
- Queensland University of Technology
- RMIT University Australia
- Taipei National University of the Arts
- Underwood International College, Yonsei University
- University of Melbourne
- University of Queensland
- Waseda University

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#### FIRST YEAR

**Semester 1**
- Story Craft
- Principles of Design
- Experience Lab
- Creative Entrepreneurship Fundamentals**
- Collaboration in the Digital Age
- Digital Communication for Impact
- Thinking Critically about the UN SDGs
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Education & Career Guidance 1

**Semester 2**
- Media Fundamentals
- Video Storytelling
- Introduction to Scriptwriting
- Fundamentals of Journalism
- Data Fluency
- Artificial Intelligence and Its Impact
- Problem Solving with Creative and Computational Thinking
- Polywide Elective 1
- Sports For Life

#### SECOND YEAR

**Semester 1**
- Visual Storytelling
- Introduction to Documentary
- Introduction to Entertainment Content
- Creative Freelancing and Media Law
- Sustainable Innovation Project
- Polywide Elective 2

**Semester 2**
- Entertainment Content Production
- Scripted Concept Development
- The Digital Journalist
- Video Production for Narratives
- MAD Studio Project
- Persuasive Communication with Data Storytelling

#### THIRD YEAR

**Semester 1 or 2:**
- Final Year Project
- Studio Options (Choose 1):
  - Narrative Filmmaking
  - Documentary Filmmaking
  - Transdisciplinary Project
  - Polywide Elective 3

**Semester 1 or 2:**
- Internship Programme
- Personal Branding and Career Agility
- Effective Writing for the Workplace

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*Programme may be subject to changes*

**This module will run from 5-7 June 2023**

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I was a shy kid in secondary school but coming to SP really helped get me out of my shell. I met so many interesting people across my three years and matured a lot in terms of how I handle interpersonal situations. I really value my growth.

There are so many transferable skills I learned in this course that I find myself going back to now that I’m in university. My lecturer’s advice of “turning the tap to let the dirty water come out first, so the clean water can come out after” to write first drafts (of anything) has stuck with me since I first heard it. The interview skills I learned for journalism carry over to interviewing research subjects for sociology as they employ similar methods. Surprisingly, even learning film language has given me a boost in my Asian Studies & Cinema Studies seminar I’m doing right now as a senior.

Kirstin Yip, alumna and PSC Scholar

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It was in this learning environment that I was able to develop a ‘voice’ and style in both my writing and visual language. The best part was being able to do this alongside my coursemates as well as my lecturers. By the time I had graduated from SP, I had a portfolio which demonstrated the breadth and strength of my craft as a multimedia storyteller, particularly in journalism and film production.

As a result, in my current position as a visual journalist with CNA Digital, I am ready to take on most, if not any, assignments editors have for me – from filing photos and lines during a breaking news situation to producing episodes of a mini documentary series for a broad online audience.

Try Sutrisno Foo, alumnus, Visual Journalist, CNA Digital
SPECIALISATION: VISUAL COMMUNICATION & MOTION DESIGN (VCMD)

Have you been attracted by moving images on a digital billboard? Do action scenes in movies make you gasp? It is almost impossible to hold attention these days without arresting visuals and designs. Are you interested in crafting visual and multi-media experiences that grab audiences and touch hearts?

In today’s digital culture, visuals and design are important in business and for entertainment. Being able to present ideas and stories in visually appealing ways is essential. As we spend more time looking at screens, the visual has become ever more important, moving beyond stat...

ALL ABOUT VCMD

What You’ll Learn:

- Visual Communication
- Graphics Design
- Motion Design
- 3D Design
- Cross-Platform Design

Your Future Career Options:

- Brand Designer
- Design Researcher
- Graphic Designer
- Junior Art Director
- Motion Graphics Designer
- Visual Designer

Further Study Options:

Local:

- Digipen Institute of Technology Singapore
- Nanyang Academy of Fine Arts
- Nanyang Technological University
- National University of Singapore
- LASALLE College of the Arts
- Singapore Institute of Technology

Overseas:

- Glasgow School of Art
- Savannah College of Art
- RMIT Australia

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.

Students who are interested in exploring additional new skills and abilities will have the opportunity to take up to five electives. Certificates and minors will be awarded when students complete a suite of related elective modules. Please visit https://www.sp.edu.sg/sp/education/elective-modules for details of this elective scheme and the full list of electives.
THE MODULES

All DMAD students will take the same modules in Year 1 Semester 1. After that, students will take modules specific to their chosen specialisation.

### FIRST YEAR

**Semester 1**
- Story Craft
- Principles of Design
- Experience Lab
- Creative Entrepreneurship Fundamentals**
- Collaboration in the Digital Age
- Digital Communication for Impact
- Thinking Critically about the UN SDGs
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Education & Career Guidance 1

**Semester 2**
- Visual Design
- Research Methods
- Web & Interaction Design Fundamentals
- Digital Photography & Imagining
- Motion Graphics 1
- Data Fluency
- Artificial Intelligence and Its Impact
- Problem Solving with Creative and Computational Thinking
- Polywide Elective 1
- Sports For Life

### SECOND YEAR

**Semester 1**
- 3D Fundamentals
- Motion Graphics 2
- Design Studio 1
- Sustainable Innovation Project
- Polywide Elective 2
- Creative Video Content Creation

**Semester 2**
- Advertising Design
- Compositing Lighting & Texture
- Design Studio 2
- Design & Comm Elective
- MAD Studio Project
- Persuasive Communication with Data Storytelling

### THIRD YEAR

**Semester 1 or 2:**
- Final Year Project
- Creative Freelancing & Media Law
- Transdisciplinary Project
- Polywide Elective 3

**Semester 1 or 2:**
- Internship Programme
- Personal Branding and Career Agility
- Effective Writing for the Workplace

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The course exposed me to different roles in the media industry, and made me into a “jack of all trades”, which is incredibly helpful when looking for jobs, as a lot of employers I’ve encountered preferred someone with a wider variety of skillsets. I am now working full-time at Nicosia Creative Expresso as a 2D/3D Visualizer. I create key visuals for skincare and haircare brands.

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Tan Hui Yan,
alumna,
2D/3D Visualiser,
Nicosia Creative Expresso

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I enjoy this specialisation a lot mainly because of the people in it. I have met many like-minded individuals who are always willing to learn, which really motivates me to improve. Additionally, the lecturers are really nice and helpful. Coming from secondary school, I have never had such chill teachers! We communicate like friends and whenever I’m in doubt, I would ask away and they would gladly answer.

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Earnest Chua,
student
MORE EXCITING MAD EXPERIENCES

It is not just about the course and the specialisation. At DMAD you can try out different things and pick up all kinds of different skills. Or you could indulge in some of your other passions as well.

**SPARK AGENCY**

It is a real agency, staffed by students. Here, guided by lecturers, you take on real agency projects for real clients. You will gain real world experience and add real projects to your resume and portfolio.

**RE/DEFINE**

If you are passionate about using digital media to connect with other young people, this could be the place for you. This is a digital media organisation for youth, by youth. Our students get to produce content to engage and connect with other young people.

**ICS CLUB**

If you are passionate about illustrations and comics, this club will give you a chance to practise and expand your portfolio. Members’ works are published regularly and you could also take part in regular events. Johnny Lau, the creator of the Mr Kiasu comics will be one of the mentors.

**THE CREATIVE ENTREPRENEURSHIP TRACK**

You have a passion. It could be communication, games or product design, music, animation, or community engagement. You want to know how to harness that passion, and turn it not only into a career, but a profitable and meaningful endeavour. Yes, you can turn your passion into an income, either as a business or as a creative freelancer.

The Creative Entrepreneurship track has a range of modules to equip you with what you need to survive and flourish in the creative industries, from the compulsory Creative Entrepreneurship Fundamentals 3-day bootcamp in your first semester, to electives focusing on various aspects of entrepreneurship, and projects that give you a chance to hone your entrepreneurial spirit.

**ADVANCED PRODUCTION TRACK**

Interested in blending the real and virtual? Our new MAD Production Studio will be a place to explore, experiment and create content that caters to both the physical and virtual worlds.
**STEPS TO FOLD A MAD HEART**

1. Fold to make creases vertically & horizontally.

2. Next, use top flap to fold into half.

3. Fold lower flap at the dotted line.

4. Fold left and right flap diagonally to form the edges of the heart.

5. Fold backward in the dotted line.

6. Lastly, fold down the sharp edge at the top.

**SHOW US SOME MAD LOVE!**

Cut out this page, fold the heart and pose with it on Instagram/Tiktok!
Remember to hashtag #sp_mad and tag us @sp_mad!

Folded MAD Heart

Cut Origami Square to fold