SP MEDIA, ARTS & DESIGN

Media, Arts & Design:

Animation & Games

Creative Community Engagement with Psychology

Digital Media & Communications

Story & Content Creation

Experience & Product Design

Sound & Music

Visual Communication & Motion Design

SP Singapore Polytechnic

FIRST POLY
FUTURE INSPIRED
EST 1954

ANIMATION & GAMES (AG)
Diploma in Media, Arts & Design (S29)

One Diploma - A World of Possibilities

Remember the game that you couldn't stop playing?
The one that transported you to another world altogether? You could be making the next one. Craft t e 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 f today's digital environment and content creation. They are tools to reach out to audiences and help connect people and solve problems.

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

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 STUDIES
+ Local
- Digipen Institute of Technology Singapore
- LASALLE College of the Arts
- Nanyang Technological University
- National University of Singapore

+ Overseas
- RMIT Australia
- Ringling College of Art and Design
- Savannah College of Art and Design
- University of Hertfordshire
- University of London

ENTRY REQUIREMENTS
Range of Net 2023 JAE ELR2B2: 3 – 13
Aggregate Type: ELR2B2-D

SUBJECT	GRADE
English Language	1 – 7
Mathematics (Elementary/Additional)	1 – 7
Any one of the following subjects:	1 – 6

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

I am thankful for my animation education at SP, which laid the foundation for my career in game animation. Skills acquired, such as receiving and applying feedback, collaborative project work, and personal and team growth, were instrumental. Fuelled by my passion, experiences, and lessons from SP, I secured an internship as a Gameplay Animator at 343 Industries, known for the 'Halo' franchise on Xbox.

Skai Chow
Internship at 343 Industries

WHAT YOU'LL STUDY

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FIRST YEAR

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+ Semester 1

- Common Core Modules
- Experience Lab
- Financial Education 1
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Principles of Design
- Story Craft

+ Semester 2

- 3D Asset Creation 1
- Animation 1
- Common Core Modules
- Drawing
- Elective 1
- Principles of Interaction Design
- Visual Narrative

SECOND YEAR

+ Semester 1

- 3D Asset Creation 2
- Animation 2
- Common Core Modules
- Figure Drawing & Anatomy
- Mobile Game Development
- Elective 2

+ Semester 2

- Animation & Games Studio 1
- Common Core Modules
- Tinker Lab
- User Interface & Experience Design

3D Art Track
- 3D Asset Creation 3
- Animation 3
- Concept Art & Design

Interactive Media Track
- 3D Game Development
- Immersive Media Fundamentals
- Interactive Digital Design

Note: Students will choose one track from 3D Art Track & Interactive Media Track

THIRD YEAR

- Animation & Games Studio 2
- Common Core Modules
- Elective 3
- Innovation Lab
- Internship Programme

3D Art Track
- Effects for Animation & Games

Interactive Media Track
- Immersive Application Development

ELECTIVES

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CREATIVE COMMUNITY ENGAGEMENT WITH PSYCHOLOGY (CCEP)
Diploma in Media, Arts & Design (S29)

One Diploma - A World of Possibilities

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 fi ding 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
- Programme Development, Implementation and Evaluation
- Psychology
- Facilitation Skills
- Community Research
- Participatory Arts

CAREER OPTIONS
- Community Engagement Executive
- Community Partnership Executive
- Programme Executive
- Social Service Assistant
- Volunteer Management Executive
- Youth Work Assistant
- Teacher Aide

FURTHER STUDIES
+ 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

ENTRY REQUIREMENTS
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- Design & Technology
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- Food & Nutrition/Nutrition & Food Science
- Higher Art
- Media Studies (English/Chinese)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

Throughout my studies, I gained industry-based experience through master classes, arts residencies, and external projects, fostering my interest and building self-esteem with the support of dedicated lecturers. Now, I am a socially-engaged practitioner working with different communities. I work through creative approaches like games, drama education and performance making. I am also an Arts for Good fellow with the Singapore International Foundation, interested in international collaborations.

Muhammad Muazzam

Singapore International Foundation Arts for Good Fellow

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+ Semester 1

- Common Core Modules
- Experience Lab
- Financial Education 1
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Principles of Design
- Story Craft

+ Semester 2

- Common Core Modules
- Community Psychology
- Elective 1
- Facilitation Skills
- Lifespan Psychology
- Understanding & Supporting Communities

SECOND YEAR

+ Semester 1

- Common Core Modules
- Educational Psychology
- Elective 2
- Participatory Arts Studio 1
- Programme Development & Management

+ Semester 2

- Common Core Modules
- Health Psychology
- Social Media Marketing & Communication
- Tinker Lab
- Participatory Arts Studio 2

THIRD YEAR

- Common Core Modules
- Elective 3
- Final Year Project
- Innovation Lab
- Internship Programme

ELECTIVES

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DIGITAL MEDIA & COMMUNICATIONS (DMC)
Diploma in Media, Arts & Design (S29)

One Diploma - A World of Possibilities

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.

WHAT YOU'LL LEARN
- Advertising and Public Relations
- Digital Content Creation and Writing
- Digital Marketing and Analytics
- Social Media Marketing
- Research and Strategy
- UX Design & Research
- Photography and Video Creation

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 STUDIES
+ Local

- Nanyang Technological University
- National University of Singapore
- Singapore Institute of Technology
- Singapore Management University
- Singapore University of Social Sciences

+ Overseas

- Monash University
- Murdoch University
- RMIT Australia
- University of Mebourne

ENTRY REQUIREMENTS
Range of Net 2023 JAE ELR2B2: 3 – 13
Aggregate Type: ELR2B2-D

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- Design Studies
- Design & Technology
- Electronics/Fundamentals of Electronics
- Food & Nutrition/Nutrition & Food Science
- Higher Art
- Media Studies (English/Chinese)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

In DMC, I explored diverse media forms, gaining valuable hands-on experience. The classes went beyond theoretical learning, offering practical applications from traditional to digital media. This practical foundation gave me an edge in my internship, university studies, and eventual full-time career, providing insight into real-world media practices ahead of my peers.

Renae Cheng
Senior Sub-Editor at TheSmartLocal (TSL)

WHAT YOU'LL STUDY

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FIRST YEAR

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+ Semester 1

- Common Core Modules
- Experience Lab
- Financial Education 1
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Principles of Design
- Story Craft

+ Semester 2

- Common Core Modules
- Developing a Brand
- Elective 1
- User Experience Design & Research
- Visual Design & Photography

SECOND YEAR

+ Semester 1

- Common Core Modules
- Digital Content Development
- Digital Marketing
- Elective 2
- Research & Strategy
- Writing for News, Features & Branded Content

+ Semester 2

- Advertising
- Common Core Modules
- Creative Video Content Creation
- Digital Analytics
- Public Relations
- Tinker Lab

THIRD YEAR

- Common Core Modules
- Elective 3
- Final Year Project
- Innovation Lab

- Internship Programme
- Media Law & Ethics

ELECTIVES

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EXPERIENCE & PRODUCT DESIGN (XPD)
Diploma in Media, Arts & Design (S29)

One Diploma - A World of Possibilities

How have platforms like Netflix and Instagram captivated millions of users worldwide? How has their deep understanding of users, combined with innovative thinking helped to create digital experiences that are so irresistibly successful? User Experience (UX) Design stands as a powerful tool for solving problems, enhancing accessibility, and revolutionising interactions between humans.

At XPD, we explore how design blends with psychological insights. You will learn to create innovative solutions that are compelling both in functionality and emotional connection. Through hands-on industry projects, design for both digital and physical realms and open up yourself to opportunities in various fields f design.

WHAT YOU'LL LEARN
- Design Research
- Human-Centered Design
- Service Design
- User Experience (UX) Design
- User Interface (UI) Design
- Web Design
- **3D Modelling**

CAREER OPTIONS
- **Experience Designer**
- **Mobile App Designer**
- **Product Designer**
- **Service Designer**
- **UI Designer**
- **UX Researcher**
- **UX Designer**
- **Web Designer**

FURTHER STUDIES
+ Local
- LASALLE College of the Arts
- Nanyang Academy of Fine Arts
- Nanyang Technological University
- National University of Singapore
- Singapore Institute of Technology

+ 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

ENTRY REQUIREMENTS
Range of Net 2023 JAE ELR2B2: 3 – 13
Aggregate Type: ELR2B2-D

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

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 confide ce to explore the thinking process that shaped my design style. I am currently pursuing a degree in User Experience Design at UAL.

Rachel How
Currently studying at University of the Arts London (UAL)

WHAT YOU'LL STUDY

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FIRST YEAR

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+ Semester 1
- Common Core Modules
- Experience Lab
- Financial Education 1
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Principles of Design
- Story Craft

+ Semester 2
- Common Core Modules
- Digital Product Design
- Elective 1
- Prototyping Fundamentals
- Research Methods
- Visual Design
- Visual Design & Photography

SECOND YEAR

+ Semester 1
- Common Core Modules
- Elective 2
- User Interface Design
- UX Research & Design Evaluation
- Visual Design for Digital Products
- 3D Modeling & Animation

+ Semester 2
- Common Core Modules
- Behavioural Design & Human Factors
- Capstone Project: Service Design
- Creative Web Design & Development
- Motion Analysis & Techniques
- Tinker Lab

THIRD YEAR
- Common Core Modules
- Elective 3
- Final Year Project
- Innovation Lab
- Internship Programme

ELECTIVES

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SOUND & MUSIC (SM)
Diploma in Media, Arts & Design (S29)

One Diploma - A World of Possibilities

Music and sound fill every part of our lives. Music is more than just entertainment, it is a form of expression and affects our emotional and intellectual state. Music is a medium 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 audiences.

WHAT YOU'LL LEARN
- Music Creation: Composition, Arranging, Editing and Production
- Sound Production: Recording, Engineering, Mixing, Live Sound
- Music Performance
- Show Production
- Music Business

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 STUDIES
+ 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

ENTRY REQUIREMENTS
Range of Net 2023 JAE ELR2B2: 3 – 13
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- Higher Art
- Media Studies (English/Chinese)
- Physics
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- Science (Physics, Chemistry)

Interacting with people from diverse backgrounds during my time at SP exposed me to various arts and music forms, influencing our creative processes. The course equipped me with vital skills for international music production, emphasizing the importance of music business. Engaging with musicians from different cultures, I learned nuances like raags in Indian cultural music and erhu bowing methods, deepening my comprehension of diverse musical languages.

Buvaneswaran Ganesan
Co-founder / Executive Music Producer of Shabir Music Asia

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- Common Core Modules
- Experience Lab
- Financial Education 1
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Principles of Design
- Story Craft

+ Semester 2
- Arranging & Composition 1
- Common Core Modules
- Elective 1
- Musicianship & Performance 1
- Music Production Techniques 1
- Production Workshop 1

SECOND YEAR

+ Semester 1
- Arranging & Composition 2
- Common Core Modules
- Elective 2
- Musicianship & Performance 2
- Music Production Techniques 2
- Production Workshop 2
- The Business of Music

+ Semester 2
- Arranging & Composition 3
- Common Core Modules
- Musicianship & Performance 3
- Music Production Techniques 3
- Production Workshop 3
- Scoring for Visuals
- Tinker Lab

THIRD YEAR
- Common Core Modules
- Elective 3
- Ensemble Lab
- Innovation Lab
- Internship Programme
- Portfolio Development
- Show Production

ELECTIVES

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One Diploma - A World of Possibilities

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 a d edit it.

WHAT YOU'LL LEARN
- Storytelling for Creative, Factual and Entertainment Content
- Digital Content Creation
- Scriptwriting
- Journalism
- Documentary
- Video Production

CAREER OPTIONS
- Writer
- Producer
- Director
- Editor
- Scriptwriter
- Journalist
- Content Creator
- Documentary Filmmaker

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

+ Overseas
- Communication University of China
- 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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- Design & Technology
- Electronics/Fundamentals of Electronics
- Food & Nutrition/Nutrition & Food Science
- Higher Art
- Media Studies (English/Chinese)
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)

In SP's learning environment, I honed my voice and style in writing and visual language, collaborating with coursemates and lecturers. Upon graduation, my multimedia storytelling portfolio showcased strength in journalism and film p oduction. Now, as a visual journalist at CNA Digital, I am prepared for diverse assignments, from covering breaking news to producing mini-documentary series for a broad online audience.

Sutrisno Foo

Visual Journalist at Channel News Asia (CNA)

WHAT YOU'LL STUDY

The Diploma in Media, Arts & Design is a three-year full-time programme.

FIRST YEAR

Your DMAD experience begins with the common programme in the fi st semester known as the Foundry. Regardless of the specialisation you will take, you will defini ely need some basic foundational skills. In the Foundry, you will learn basic basic psychological principles, how to tell compelling stories, create effective designs, develop creative thinking and build an entrepreneurial mindset.

Along with the modules in Foundry programme, you will have the choice of taking two pre-specialisation modules in your fi st 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.

+ Semester 1

- Common Core Modules
- Experience Lab
- Financial Education 1
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Principles of Design
- Story Craft

+ Semester 2

- Common Core Modules
- Elective 1
- Fundamentals of Journalism
- Introduction to Scriptwriting
- Media Fundamentals
- Video Storytelling

SECOND YEAR

+ Semester 1

- Common Core Modules
- Elective 2
- Introduction To Documentary
- Introduction to Entertainment Content
- Media Law & Ethics
- Visual Storytelling

+ Semester 2

- Common Core Modules
- Entertainment Content Production
- Scripted Concept Development
- The Digital Journalist
- Tinker Lab
- Video Production for Narratives

THIRD YEAR

- Common Core Modules
- Documentary Filmmaking
- Elective 3
- Final Year Project
- Innovation Lab

- Internship Programme
- Narrative Filmmaking

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 to explore additional new skills and abilities will have the opportunity to take up to fi e electives. Certifica es and minors will be awarded when students complete a suite of related elective modules. Please visit htt s://www.sp.edu.sg/sp/education/elective-modules for details of this elective scheme and the full list of electives.

COMMON CORE CURRICULUM

The Common Core Curriculum is designed to prepare students for a disruptive world that is ever-changing. Comprising critical human and emerging digital skills, the common core modules offer students an integral and inter-disciplinary learning experience to address the wicked problems of the world (framed by the United Nations' Sustainable Development Goals).

Through the Common Core modules, students will think critically about real-world problems, empathise with local and global communities and be challenged to effect change. For more information on the Common Core Curriculum, please visit htt s://www.sp.edu.sg/sp/education/common-core-curriculum.

All full-time diploma students are required to take a compulsory Education and Career Guidance module in SP. Students will take Education and Career Guidance – Personal Development (30 hours) in their fi st year.

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

VISUAL COMMUNICATION & MOTION DESIGN (VCMD)
Diploma in Media, Arts & Design (S29)

One Diploma - A World of Possibilities

Ever wondered how to turn your imagination into inspiring visuals. Are you ready to "design" your future? Perhaps our family of passionate designers is where you belong, to embark on a journey to bring your ideas to life... together.

Visual Communication & Motion Design (VCMD) requires a blend of creativity, technical skills, and a deep understanding of human psychology. Cultivate a keen eye for aesthetics, overcome creative blocks, hone your design expertise, and translate your ideas into impactful visuals.

WHAT YOU'LL LEARN
- Graphics Design
- Photography
- Motion Graphics Design
- Packaging Design
- Advertising Design

CAREER OPTIONS
- Junior Art Director
- Brand Designer
- Freelance Designer
- Graphic Designer
- Motion Graphics Designer

FURTHER STUDIES
+ Local
- Digipen Institute of Technology Singapore
- Nanyang Academy of Fine Arts
- Nanyang Technological University
- LASALLE College of the Arts
- Singapore Institute of Technology

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

ENTRY REQUIREMENTS
Range of Net 2023 JAE ELR2B2: 3 – 13
Aggregate Type: ELR2B2-D

SUBJECT	GRADE
English Language	1 – 7
Mathematics (Elementary/Additional)	1 – 7
Any one of the following subjects:	1 – 6

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

My experience in SP has been a journey filled with nu erous fi sts – from my fi st exposure to design soft ares to my fi st time working in group projects, exposing myself to different work styles. Though the path was challenging, it proved to be a valuable learning experience filled with eaningful lessons that have polished my design skills and shaped me into the designer I am today. As I reflect on this transformative period, I am grateful for the growth and excited about the creative future that awaits.

Afiqah te Nazarudin
VCMD Student

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+ Semester 1

- Common Core Modules
- Experience Lab
- Financial Education 1
- Pre-Specialisation Module 1
- Pre-Specialisation Module 2
- Principles of Design
- Story Craft

+ Semester 2

- Common Core Modules
- Elective 1
- Motion Graphics 1
- User Experience Design & Research
- Visual Design & Photography

SECOND YEAR

+ Semester 1

- 3D Fundamentals
- Common Core Modules
- Creative Video Content Creation
- Design History
- Design Studio 1
- Elective 2

+ Semester 2

- Advertising Design
- Common Core Modules
- Design Studio 2
- Digital Compositing
- Motion Graphics 2
- Tinker Lab

THIRD YEAR

- Common Core Modules
- Creative Freelancing & Media Law
- Elective 3
- Final Year Project

- Innovation Lab
- Internship Programme

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