



- Architecture
- Industrial Design
- Spatial Design
- Visual Communication

**SCHOOL OF  
DESIGN**

**2019/  
2020**

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For more information on the Diploma courses offered at the School of Design, please call 6550 0600 or visit [www.nyp.edu.sg/SDN](http://www.nyp.edu.sg/SDN)

Need more information on application procedures? Please visit [www.nyp.edu.sg](http://www.nyp.edu.sg) or call 6455 0500.



school of design



I N S I G H T • I N S P I R E • I N N O V A T E



# Why Choose SDN?

## WE SHOW YOU THE WORLD

From faraway Barcelona and London, to closer-to-home Seoul and Tokyo, our students travel extensively to gain global perspectives on different social and design cultures, as well as consumer lifestyles and trends. Your journey to meaningful design begins with us.





# THE BYSTANDER CATS

When someone is in need  
are you a saviour  
or a bystander cat?



# THE BYSTANDER CATS



## DESIGN IS AN INTEGRAL PART OF OUR LIVES

From the bags we carry  
and the chairs we sit on,  
to the electronics we use  
and the visual messages  
that connect us with daily  
happenings, design is  
everywhere. Your journey  
to designing and creating  
innovative solutions that  
will touch people's lives  
begins with us here at NYP's  
School of Design.



# Gain Insights

You will gain insights into design through foundation studies, domain studies, studio projects and internships. Our overseas exchange programmes and study trips will also provide you with a global perspective.





### Passionate Pursuit

“ I decided on Spatial Design as it provides me with a good design foundation as well as the necessary skills and exposure. I'm learning different design elements, and how to think out of the box. I'm on my way to becoming an empathetic designer who creates meaningful spaces for people.”

**SOON WEI TA**

Diploma in Spatial Design  
Year 1 student

### Inspired to Succeed

“ The Poly Foundation Program provided me opportunities to freely explore ideas and materials to create my artwork. It gave me a good art foundation and better time management skills hence I could cope pretty well in my first year of studies. I aspire to create designs with multiple interpretations that people all over the world can relate to.”

**NGOO SIYAN PHOEBE**

Diploma in Visual Communication  
Year 1 student



### Making a Positive Impact

“ This diploma pushes me to try new things and to see things from different perspectives. I can see the magic and the soul in architecture, in my life and surroundings. The course is demanding, but at the end of each day, I feel accomplished, and proud of what I have done. It helps me to grow, both professionally, and as a person.”

**JUSTIN QUEK BING**

Diploma in Sustainable Architectural Design (Renamed Diploma in Architecture from 2019)

Year 1 student  
NYP Scholar

### Preparing for the Future

“ I've always wanted to design products for myself. I'd never thought that I'd find a diploma that would support my passion – until I joined the School of Design. I'm now learning so much, and I am so excited about designing products not just for myself, but for others.”

**JAMES CHEN**

Diploma in Industrial Design  
Year 1 student





# Be Inspired

## OUR GRADUATES

We pave the way for you to enter university and pursue a meaningful career. Be inspired by your experienced lecturers and motivated seniors!

**“** I had to work part-time during my studies in NYP to support myself. I struggled during the first year but eventually, through the guidance of my lecturers, I achieved a GPA of 4.0, which was beyond my expectations. Also, with the many opportunities provided by the School of Design, I won the Plog Packaging Design Award and a scholarship from Moove Media. My most memorable experience was my three-month overseas internship in Tokyo. I was attached to a phone cover design company, and saw my designs come to fruition! What an awesome experience! I hope to create my own product line in the future.”

### **SHEVON LEE**

Executive Creative Designer, Moove Media  
Diploma in Industrial Design  
Class of 2018



**“** SDN has a unique way of teaching students through exciting and challenging self-initiated and industry projects. My learning journey in SDN has always been fun-filled and fruitful with modules that impart critical thinking and design skills. The lessons learnt have been beneficial both in design and in our daily lives. After going through the course, and with the encouragement of my SDN lecturers, I decided to explore my passion and pursue a degree in this field.”

### **MUHAMMAD ZHARIFF BIN JOHAN**

Undergraduate, Bachelor of Arts in Architecture,  
School of Design & Environment, National  
University of Singapore

Diploma in Space & Interior Design  
(now known as Diploma in Spatial Design)  
Class of 2013





“

SDN gave me great exposure to real-life projects. I participated in industry projects and competitions such as designing for USS Halloween Horror Nights and a window display for Robinsons. I also came in second for Merchandise and Marketing at the Singapore Army Open House 2017. I was on the School Director's List and received an Edusave Skills Award for good academic performance. All these prepared me for my current job.”

**JOBELLE MOK WENG YI**

Creative Services Designer, Teabreak Asia Pte Ltd  
Diploma in Visual Communications  
Class of 2018

Calyon Creativity Award, Robinson &  
Co Awards For Outstanding Project Work



# Be Inspired

## OUR LECTURERS

“Architecture education is a holistic one. Students develop new experiences, skills and thinking which go beyond creating forms and spaces in the built environment. The design process is key to revealing the layers of magic in our daily lives. SDN gives students the exposure to multiple facets of designing that impact people’s lives and foster relationships with their environment.”

**LEE WEOI MIN**  
Lecturer, Architecture

“Welcome to SDN, the school where you can unlock your creativity! Every individual is unique and each of us has our own method of learning. At SDN, I help my students discover and rediscover their passion. I look forward to working hand-in-hand with you to maximise your potential.”

**CHEVADY CHANG**  
Senior Lecturer,  
Visual Communication





“

At SDN, you will have the opportunity to discover and learn product innovation, design entrepreneurship, and bring impactful ideas to life. I encourage our learners to think of design as both an art and a science. Join our family of passionate and curious people, where you will meet classmates and faculty who share your fervour for creating impactful and creative products and services that improve today and advance tomorrow.”

**ALICIA TOH**

Lecturer, Industrial Design





# Innovate!

We encourage our students to push the boundaries and innovate through industry projects and design competitions.

From the yearly Resorts World Sentosa's Halloween Horror Nights to redefining and creating the design language for Stabilo writing instruments, our students have opportunities to work on numerous industry projects.

You can also look forward to participating in a number of high-profile competitions. Our students have won top honours in numerous international and local design competitions, such as the prestigious WorldSkills competition, Red Dot Awards, Singapore Design Awards, Design Excellence SPADE Award, Singapore Packaging Star Awards and Asia Star Awards.



“

Studying at SDN was fun and memorable. I met many

great friends and lecturers who helped and guided me throughout my journey as a designer.

We had many opportunities to work on real industry client-based projects. I also participated twice in WorldSkills Singapore's Visual Merchandising Category. With carefully structured and intensive training, I won the Gold Medal at WorldSkills Singapore 2018! I would like to credit this to my supportive lecturers and friends. They have been my strong pillars of support along this journey.”

**ELYSIA TJANDERAWASI**

Diploma in Visual Communication, Class of 2018  
Winner of Gold medal in Visual Merchandising Category, WorldSkills Singapore 2018



I was given opportunities throughout my three years of studies to participate in both local and international design competitions. I submitted my final year project and won the prestigious Spatial Design Awards (SPADE). SDN also provided me with continuing educational opportunities, and I am now enrolled in SDN's SkillsFuture Earn and Learn Programme – Specialist Diploma in Spatial Design. This programme provides a pathway for me to deepen my skills and knowledge through its structured on-the-job training and mentorship.”

**ZULHAFFEQ ZUFFEAN  
BIN ZAMRI**

Architectural Assistant,  
Studio JP

Diploma in Space &  
Interior Design

Class of 2015

Winner of Spatial Design  
Awards (SPADE)



Although I have graduated from NYP, I remember the nurturing lecturers and awesome friends I met during the three years I spent there. SDN not only taught me practical skills but also broadened my horizons. It provided me with opportunities to work with clients, and prepared me for the real world. With encouragement from my lecturers, I submitted my packaging designs for the Singapore Packaging Star Awards and AsiaStar Awards. I was thrilled to have won two prizes for each competition.”

**LEE HUI QIN**

Designer, 3AD Pte Ltd

Class of 2017

Winner of two Singapore Packaging Star  
Awards and two AsiaStar Awards



# Innovate!

***Black Organs***, short for ***Black Market Organs***, a theme game created by an SDN student who won the prestigious Red Dot Award





**SDN students swept a total of 18 awards at the 2017 Singapore Packaging Star Awards**

Expressions of creativity abound at SDN. Students often work with lecturers and alumni to stage shows, like this one for the Singapore Night Festival

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# Life in SDN

At the School of Design, we emphasise progressive creativity, ambition, ingenuity and self-discovery in a studio environment.

You will be exposed to an array of experiences and activities, including a number of social responsibility programmes, student development projects and international programmes.



SDN students celebrate  
Racial Harmony Day





Celebrating SDN Day

Setting up a booth during Racial Harmony Day



# Architecture

**T**hrough this course, you will be groomed into a new breed of future-ready architectural designers and technologists who can meet the growing demand for multidisciplinary applications in the built environment industry. Taught by faculty from NYP's School of Design and School of Engineering, this integrated course will give you sound grounding in architectural design and the industry's statutory requirements and regulations. You will learn holistically, from history, social contexts and indigenous practices to current architectural practices. You will also learn to use advanced technology to create and execute ecological architectural and urban solutions, as well as to become competent in sustainable green design services.

Look forward to a rewarding career where you will be able to use and evaluate current and emerging technology as an entry-level professional to support building projects and design buildings that comply with the principles of sustainability to make the world a better place.



## COURSE CURRICULUM

### YEAR 1

#### CORE MODULES

- ◆ Architectural Visualisation
- ◆ Building Structures
- ◆ Building Information Modelling & Management
- ◆ Presentation Skills for Designers
- ◆ Building Construction
- ◆ Building Systems
- ◆ History, Theory & Culture
- ◆ Writing Skills for Designers
- ◆ Studio SA1 & SA2
- ◆ General Studies

### YEAR 2

#### CORE MODULES

- ◆ Digital Modelling & Environment Simulation
- ◆ Digital Engineering in Architecture
- ◆ Architectonic Studies
- ◆ Smart Building Technologies
- ◆ Architectural Practices & Policies
- ◆ Green & Sustainable Design Strategies
- ◆ Built Environment Management
- ◆ Urban Systems
- ◆ Studio SA3 & SA4
- ◆ General Studies

### YEAR 3

#### CORE MODULES

- ◆ Internship Programmes
- ◆ Communication & Portfolio Presentation
- ◆ Design Entrepreneurship
- ◆ Studio SA5 & SA6
- ◆ General Studies





## BEST CAREER CHOICES!

Look forward to a dynamic and rewarding career in:

- **Architecture**
- **Building information modelling**
- **Green & smart building development**
- **Urban design & planning**
- **Real estate development**



“ This course will expand the manpower pipeline for the built environment industry and produce entry-level professionals with the skills and versatility to support multidisciplinary companies like ours. It has not been easy to find architectural design talents locally who are hands-on, technology-driven and versatile. We need people who can support integrative solutions for different clients and design briefs, and I believe this programme is a step in the right direction.”

**TAI LEE SIANG**

Chair, Board of Directors, World Green Building Council

# Industrial Design

**T**hrough this course, you will learn how to create trendsetting products and services to improve people's lives through design and technology. Industrial designers play a significant role in today's innovation economy as technology becomes part of our lives with more digital experiences. Whether conceptualising new products or services, you will use your understanding of technologies, materials, fabrication techniques and user behaviours, to improve product usability and user experience. Your work involves research, designing, computer-aided modelling, making and testing of prototypes. In addition, you will also learn entrepreneurship through action as opportunities are provided for you to test-sell your creative work on an online funding platform.

Our graduates have embarked on exciting careers in product design, user experience design and research strategy. They are playing a part in how technological innovations will impact future lifestyles and create new markets through consumer products and services.





## COURSE CURRICULUM

### YEAR 1

#### CORE MODULES

- ◆ Colours, Materials & Finishes
- ◆ Production Technology
- ◆ Fundamentals of Innovation & Enterprise
- ◆ Ergonomics & Design Semantics
- ◆ Technical Sketching & 2D Rendering
- ◆ 3D Modelling & Rendering
- ◆ Studio ID1 & ID2
- ◆ Sculptural Foam Models
- ◆ Functional Mock-ups
- ◆ Presentation Skills for Designers
- ◆ Managing Creativity & Design Projects
- ◆ General Studies

### YEAR 2

#### CORE MODULES

- ◆ Business & Market Strategy
- ◆ Culture, Creativity & Critique
- ◆ Product, Service & System Approaches
- ◆ Contextual Inquiry
- ◆ 3D Hybrid Modelling & Rendering
- ◆ Modelling & Rendering for Prototyping
- ◆ Studio ID3 & ID4
- ◆ Subtractive Prototyping
- ◆ Additive Prototyping
- ◆ Writing Skills for Designers
- ◆ Professional Design Practice & Ethics
- ◆ General Studies

### YEAR 3

#### CORE MODULES

- ◆ Internship Programmes
- ◆ Communication & Portfolio Presentation
- ◆ Design Entrepreneurship
- ◆ Studio ID5 & ID6
- ◆ General Studies



## BEST CAREER CHOICES!

Look forward to a dynamic and rewarding career in:

- Industrial/Product design
- Product styling
- New product conceptualisation
- 3D modelling & rendering
- Service/Experience design
- User interface design
- Furniture design
- Automobile design
- Product packaging design
- Event management & design
- Market & trends research



“ My passion to create products that can make a positive impact was sparked when I was studying Industrial Design at NYP. I was able to apply the technical skills acquired in the course during my internship. I am grateful for the guidance and support of my NYP lecturers. They paved the way for me to become a better designer.”

### LOREN LIM TIAN HWEЕ

UI/UX Designer, IBM  
Bachelor of Arts in Industrial Design (Hons), National University of Singapore  
Diploma in Industrial Design  
Class of 2011

# Spatial Design

**T**hrough this course, you will learn how to explore the dynamic relationships between people, objects and spaces. You will have opportunities to demonstrate your design talent with a holistic view, develop the ability to critically evaluate situations and apply your expertise in diverse spatial contexts. You will learn to use advance software to generate digital visualisations and animated walk-through of your designs. What's more, you will also use augmented & virtual reality tools in your design process and articulation of spatial solutions. In short, you will acquire well-rounded design expertise to become a versatile designer who dares to take risks and articulates ideas clearly.

Our graduates have embarked on rewarding and exciting careers in interior and exhibition design. They are providing design solutions for major retail brands, hospitality spaces such as International Banyan Tree Resorts, and major exhibitions and trade shows such as BroadcastAsia and International Motor Show.





### YEAR 1

#### CORE MODULES

- ◆ Spatial Visualisation 1 & 2
- ◆ Model-Making & Construction Techniques 1 & 2
- ◆ Environmental Design & Technology 1 & 2
- ◆ History & Elements of Spatial Design 1 & 2
- ◆ Presentation Skills for Designers
- ◆ Structure, Materials & Detailing
- ◆ Studio SD1 & SD2
- ◆ General Studies

### YEAR 2

#### CORE MODULES

- ◆ Architectonic Studies
- ◆ Environmental Design & Infrastructure 1 & 2
- ◆ Theory of Spatial Design 1 & 2
- ◆ Writing Skills for Designers
- ◆ Digital Modelling & Simulation
- ◆ Project Management, Practice & Policy
- ◆ Studio SD3 & SD4
- ◆ General Studies

### YEAR 3

#### CORE MODULES

- ◆ Internship Programmes
- ◆ Communication & Portfolio Presentation
- ◆ Design Entrepreneurship
- ◆ Studio SD5 & SD6
- ◆ General Studies



## BEST CAREER CHOICES!

Look forward to a dynamic and rewarding career in:

- Interior design
- Exhibition design
- Workplace design
- Hospitality design
- Medical & healthcare design
- Food & beverage design
- Retail design
- Furniture design
- Stage & lighting design
- Event management & design



“SDN encouraged me to be versatile in generating design concepts. I was also given the opportunity to participate in different design events, talks and competitions. In my final year, I interned at WOHA Architects and was fortunate to be able to join the firm as a project coordinator right after graduation. Throughout my three years of studies, I was nurtured and encouraged to develop a passion for and curiosity in design, and to be unafraid of making mistakes.”

### LEE HONG XUAN

Project Coordinator (Interior Design), WOHA Architects Pte Ltd  
Diploma in Space & Interior Design (now known as Diploma in Spatial Design)  
Class of 2016



# Visual Communication

**T**hrough this course, you will be able to self-direct and navigate a rapidly changing world, meet challenges head-on and seize the opportunities to create impactful visuals using technological and social advances. In a world of information overload, there is a strong demand for creative and persuasive communication specifically designed for a message to cut through clutter to capture public attention and imagination. You will be trained and developed to be the analytical and entrepreneurial visual communication designer who can create social impact by delivering imaginative ideas, information and business solutions through design.

Embark on creative careers in areas such as brand management and marketing, creative and digital industry, design and publishing, visual merchandising, events, media, retail and design start-ups.



## COURSE CURRICULUM

### YEAR 1

#### CORE MODULES

- ◆ Art Foundation
- ◆ Design Fundamentals
- ◆ Design Methodology
- ◆ Design Immersion
- ◆ Fundamentals of Photography
- ◆ Drawing & Rendering
- ◆ Basic Web & Interaction Design
- ◆ Fundamentals of Digital Media
- ◆ Typography
- ◆ Presentation Skills for Designers
- ◆ Studio VC1 & VC2
- ◆ General Studies

### YEAR 2

#### CORE MODULES

- ◆ Writing Skills for Designers
- ◆ Creative Storytelling
- ◆ Advanced Digital
- ◆ Marketing & Creative Strategy
- ◆ Cultural & Trend Studies
- ◆ Studio VC3 & VC4
- ◆ Infographics & Data Visualisation
- ◆ General Studies

**Besides the Common Core Modules, Year 2 students will choose one of the following three specialisations:**

#### Visual Design Specialisation

- ◆ Editorial Design
- ◆ Experimental Image Making
- ◆ Corporate Identity
- ◆ Sustainable Packaging Design

#### Visual Branding and Identity Specialisation

- ◆ Social Media Marketing
- ◆ Brand Identity & Experience
- ◆ Enterprise Through Design
- ◆ Experimental Branding

#### Visual Merchandising Specialisation

- ◆ Campaign & Events Management
- ◆ Display Design & Management
- ◆ Exhibition Design & Curatorship
- ◆ Retail Experiential & Space Design

### YEAR 3

#### CORE MODULES

- ◆ Design Seminars
- ◆ Internship Programmes
- ◆ Communication & Portfolio Presentation
- ◆ Studio VC5 & VC6
- ◆ General Studies





## BEST CAREER CHOICES!

Look forward to a dynamic and rewarding career in:

- Graphic design
- Brand identity & experience
- Integrated brand communication
- Social media marketing
- Advertising & media
- Digital/Interaction design
- UX/UI design
- Visual merchandising
- Event & exhibition design
- Packaging design



“A passion for design is something I have had since an early age. My experience in NYP nurtured this little seed of passion in me to grow and blossom for my next milestone in life. SDN provided me a solid technical foundation that has set me apart from other students in my university. The software skills and industrial experience I gained during my three years in SDN were invaluable. They enabled me to view design problems from a different perspective to produce innovative solutions and ideas. My time in SDN was truly fruitful and beneficial for my future endeavours.”

### NAHLAH ALSREE

Undergraduate, University of the Arts London, UK  
Diploma in Visual Communication  
Class of 2016



Unleash your creativity in SDN!

# Minimum Entry Requirements

Applicants for the diploma courses must have obtained the following minimum GCE O-Level results taken at not more than two sittings of the Singapore-Cambridge GCE O-Level Examination. The minimum GCE O-Level entry requirements for the courses under the **EAE**, **JAE** and **SDAE** are:

SUBJECT	GRADE
English Language	1-7
Elementary or Additional Mathematics	1-7  1-6 For Diploma in Architecture
Any two other subjects	1-6

To be eligible for admission to Architecture, you must have also sat for one of the following subjects in Group A: Additional Combined Science, Additional Science, Biology, Biotechnology, Chemistry, Combined Science, Computing/Computer Studies, Creative 3D Animation, Design & Technology, Electronics/Fundamentals of Electronics, Food & Nutrition, General Science, Human & Social Biology, Integrated Science, Physical Science (Physics/Chemistry/Biology), Physics/Engineering Science, Science (Chemistry/Biology), Science (Physics/Biology), Science (Physics/Chemistry).

To be eligible for the remaining courses, you must have also sat for one of the subjects in Group A (listed above) or one of these following subjects: Art/Art & Design, Design Studies, Higher Art, Media Studies (English), Media Studies (Chinese).

The minimum GCE N-Level entry requirements for the courses under the **PFP** are:

## ELMAB3 <sup>①</sup> RAW AGGREGATE SCORE (EXCLUDING CCA BONUS POINTS) ≤12

SUBJECT	GRADE
English Language Syllabus A	3
Mathematics (Syllabus A/Additional)	3
One of the following relevant subjects: • Science (Chemistry/Biology) • Science (Physics/Biology) • Science (Physics/Chemistry) • Food & Nutrition • Design & Technology	3
Any two other subjects excluding CCA	3

<sup>①</sup> On the day of the release of the GCE O-Level examination results, Sec 4N(A) students who obtained an ELMAB3 (English, Maths, Best 3 Subjects) raw aggregate score of 12 points or better (excluding CCA bonus points) will be eligible to apply to NYPFP, provided that they have also obtained the minimum required grades listed in the table above.

## ADMISSION PROCEDURES FOR DIPLOMA COURSES

Depending on your qualifications, you may apply through one of the following Admissions Exercises:

QUALIFICATIONS	METHOD OF APPLICATION
GCE O Levels	<b>Early Admissions Exercise (EAE)</b> Application opens in June. <b>Joint Admissions Exercise (JAE)</b> Application commences on the day of release of the GCE O-Level results.
GCE N Levels	<b>Polytechnic Foundation Programme (PFP)</b> Application commences on the day of release of the GCE O-Level results.
ITE Certificates	<b>Joint Polytechnic Admissions Exercise (JPAE)</b> Application opens in February. <b>Early Admissions Exercise (ITE) [EAE(1)]</b> Application opens in June.
Holders of GCE O Levels (those who did not participate in JAE), <b>Integrated Programme (IP), or foreign qualifications</b> (equivalent to GCE O Levels)	<b>Special Direct Admissions Exercise (SDAE)</b> Application opens during NYP Open House.
Malaysian SPM	<b>Special Direct Admissions Exercise (SDAE)</b> Application opens during NYP Open House.



DISCOVER YOURSELF AND BECOME YOUR BEST  
**BECAUSE WE CAN**

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**6455 0500**

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