

# SCHOOL OF DESIGN



## DESIGN YOUR FUTURE

What will the future look like? Whatever you shape it to be, as the possibilities are endless with the design skills you will gain at NYP's School of Design (SDN). At our School, we will help you channel your creative talents to transform and shape the future.

SDN offers you a lively and vibrant learning environment, with experienced lecturers and practising design professionals to guide you. Besides the skills that you will learn at the School, we also have industry projects to challenge your creativity. Your learning journey will be hands-on and fast-paced. The future is what you make it to be. Choose SDN, and take your future into your own hands.

### Why Design?

- There's great demand in the creative industry for talented designers.
- You will have many opportunities to venture abroad and to work in different environments.

### Why SDN?

- SDN offers you a friendly, student-oriented environment.
- Benefit from well-established programmes that are actively supported by industry players and professional organisations.
- Our lecturers are highly qualified design professionals with extensive industry experience.
- Acquire first-hand knowledge and experience of the design process through industry projects and our industrial attachment programme.
- Gain valuable exposure to the international design scene through overseas attachment programmes and study trips.
- Enjoy good prospects for an exciting design career in the creative industries, as well as further studies, with our robust training.

### Industry-linked

We believe in offering you the best training in design. As an SDN graduate, your skills and knowledge will be well-received by the industry, including our partners like:

- ADtitude
- Asmara Lifestyle
- Borneo Motors
- Health Sciences Authority
- Kimberly-Clark
- Moove Media
- Nestlé (Singapore)

### Minimum Entry Requirements

- |   |             |
|---|-------------|
| a) English Language                     | Grade 1 - 7 |
| b) Elementary or Additional Mathematics | Grade 1 - 7 |
| c) Any three other subjects             | Grade 1 - 6 |

### Enquiry Hotline

Please contact us **6550 0600** or visit [www.nyp.edu.sg/sdn](http://www.nyp.edu.sg/sdn) for more information.

JAE CODE:  
**C83**

## DIPLOMA IN **INDUSTRIAL DESIGN**

As an industrial designer, you'll create useful and attractive industrial and consumer products to make everyday life more comfortable and enjoyable. You will be trained to look at products and services holistically, and learn to improve the way people interact with them.

You will also learn how to transform ideas into exciting new products and services that captivate and sell. Materials technology, ergonomics, usability studies, design methodology, aesthetics, product packaging, graphic layout and computer-aided design – these are among the interesting topics that you will tackle in this course. With your expertise, you will be well-prepared for the new challenges and unlimited opportunities in the dynamic creative industry.

### **This fits me to a T!**

This is the perfect course for you, if you are:

- Curious and interested in people and their living environment
- Able to see things from different perspectives
- Always brimming with ideas and eager to turn these into cutting-edge products
- Able to work well both in teams and independently

### **What will I learn?**

- Design skills and product knowledge
- Communication skills
- Production technologies and knowledge of materials
- Creative thinking

### **I want a great career!**

Look forward to a great design career in:

- New Product Conceptualisation
- Computer-aided Industrial Design
- Furniture Design
- Environment Design
- Market and Trend Research
- Product Planning and Marketing
- Product Identity and Branding
- Innovative Product Packaging Design
- Event Management and Design
- Automobile Design
- User Interface Design

### **Uni, here I come!**

With a Diploma in Industrial Design, you can further your studies with attractive advanced standing at local and overseas universities, including:

#### **Singapore**

- National University of Singapore
- Nanyang Technological University
- Singapore Management University
- SIM University

#### **Europe**

- Chelsea College of Art & Design, London
- Central Saint Martins College of Art & Design, London
- Domus Academy
- University of Liverpool
- Coventry University

#### **Australia**

- Australian National University
- University of Canberra
- University of New South Wales
- Monash University
- Swinburne University of Technology
- RMIT University
- Queensland University of Technology
- Curtin University of Technology

"The skills I acquired in SDN have enabled me to pick up new design concepts and methods much faster and more confidently. The exposure to industry projects has taught me a lot about the design process – from researching about the target market and user, coming up with ideas, developing concepts, CAD modelling, creating models and even rapid prototyping.

These experiences have prepared me well for university and earned me a second-year entry into the industrial design programme at NUS. Thank you, NYP, for giving me a strong foundation on which to build my dreams."

#### **Nicolette Tan**

Diploma in Industrial Design  
Class of 2010

Undergraduate  
Bachelor of Arts in Industrial Design  
National University of Singapore

