

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

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|---|-------------|
| 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 for more information.

JAE CODE:
C63

DIPLOMA IN **VISUAL COMMUNICATION**

This course will train you to be skilled in the art of communicating effectively through visual and graphical elements. You will learn to be a thinking and discerning designer, and acquire knowledge and experience in business and design communication.

You will learn how to develop and present ideas that will convince and delight consumers through advertisements, packaging design, graphics, corporate identities, displays and events. With your Diploma in Visual Communication, you can enhance your clients' products and/or services by generating cutting-edge designs.

This fits me to a T!

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

- Curious and interested in people and the visual world around you
- Able to see things from different perspectives
- Good with language and have good communication skills
- Able to connect elements together to convey ideas

What will I learn?

- Design thinking skills
- Communication skills
- Transformation of concepts into communicative ideas
- Creative thinking

I want a great career!

Look forward to a great design career in:

- Graphics Design
- Packaging Design
- Publication Design
- Point-of-sale Design
- Market and Trend Research
- Product Planning and Marketing
- Product Identity and Branding
- Advertising
- Event Management and Design



"I'm proud to be a pioneer graduate from NYP's Visual Communication course. My three years in SDN have truly spiced up my life and made me a better individual. Special thanks must also go to my lecturers, who never failed to help and guide me, even after I graduated. Thanks to them and SDN, I am now well-equipped for an exciting career in the industry."

Dorries Lok

Diploma in Visual Communication
Class of 2010

Designer
Fossil Singapore

Uni, here I come!

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

Singapore

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

Australia

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

Europe

- University of the Arts, London

