2021
SCHOOL OF DESIGN
#becausewecan
Design is everywhere — from the bags we carry, the devices we use, the visual messages we see daily, to the spaces we live and work in. Your journey to producing innovative designs and solutions that touch people’s lives and make a difference, begins here at the School of Design.
why choose sdn?

We give you the necessary skills and knowledge to embark on a rewarding career in design. You will gain insights from studio projects, industry collaborations and internships. Plus, you get a global perspective through overseas exchange programmes and study trips.

Look forward to…

A MEANINGFUL LEARNING JOURNEY
Be inspired as your experienced and caring lecturers guide you towards your dream career.

EXERCISING YOUR CREATIVITY
Push your boundaries and bring innovative ideas to life through industry projects.

AN ENRICHING STUDENT LIFE
Be exposed to a broad spectrum of enriching experiences and activities, including social responsibility programmes, student development projects and more.

PARTICIPATING IN COMPETITIONS
Our students get opportunities to win top honours in numerous international and local design competitions.

Industry partners
Learn from the following renowned companies:

• Accenture
• architects 61
• Atelier Ten
• Banyan Tree Holdings
• DBS
• Dyson Electronics
• Essilor International
• Kingsmen Creatives
• Novotel Hotels & Resorts
• Robinsons
• Scanteak
• Shimano
• Surbana Jurong
• WOW Architects
• Zarch Collaboratives
Diploma in Architecture
The Diploma in Architecture is for you if you want to be part of a new generation of future-ready architectural designers and technologists.

Jointly offered with the School of Engineering, this interdisciplinary course gives you holistic and robust training in architectural design and technology – you will apply emerging technologies such as computational design, virtual reality and artificial intelligence to your projects, within historical and social contexts. You will also become competent in sustainable green design services.

This diploma lets you...

Create smart buildings, and execute ecological, architectural and urban solutions using advanced technologies. You will also obtain insights to, and understand the industry’s statutory requirements and regulations.

Build your skill sets through hands-on, studio-based design experimentations, and by harnessing technologies in design, modelling and visualisation.

Look forward to a career at renowned architecture firms like Atelier Ten, architects 61, WOW Architects, Surbana Jurong and Shimizu.

Career Paths

- Architectural Coordinator
- Architectural Designer
- Architectural Technologist
- Architectural Visualiser
- BIM Coordinator
- BIM Manager
- Construction Management Coordinator
- Facilities Management Coordinator
- Project Coordinator
- Project Manager
- Real Estate Executive
- Spatial Designer
- Urban Design/Planning Assistant
- Design Entrepreneurship
- General Studies
- Internship Programmes
- Portfolio Design & Presentation
- Studio SA5 & SA6
- General Studies
- Green & Sustainable Design Strategies
- Smart Building Technologies
- Studio SA3 & SA4
- Urban Systems

YEAR 1
CORE MODULES
- Architectural Visualisation
- Building Construction
- Building Information Modelling & Management
- Building Structures
- Building Systems
- Communication & Personal Branding
- Effective Communication Skills
- Fundamentals of Innovation & Enterprise
- General Studies
- History, Theory & Culture
- Studio SA1 & SA2

YEAR 2
CORE MODULES
- Architectural Practices & Policies
- Architectonic Studies
- Built Environment Management
- Digital Engineering in Architecture
- Digital Modelling & Environment Simulation
- General Studies
- Green & Sustainable Design Strategies
- Smart Building Technologies
- Studio SA3 & SA4
- Urban Systems

YEAR 3
CORE MODULES
- Design Entrepreneurship
- General Studies
- Internship Programmes
- Portfolio Design & Presentation
- Studio SA5 & SA6
JAE CODE C32

Diploma in Experiential Product & Interior Design
The Diploma in Experiential Product & Interior Design is for you if you want to be a multi-disciplinary designer who can develop and design innovative products and interior spaces.

You will learn methodologies to create user- and emotion-centred designs while gaining a strong foundation in developing impactful product and interior design solutions. There will be many opportunities to apply the latest technologies in your creative design processes. In addition, you will also learn to apply qualitative research methodologies in creating user personas, customer journeys and stakeholder maps.

This diploma lets you...

- Create experiential and impactful design solutions using multi-disciplinary design processes and digital technologies.
- Build a comprehensive set of transferrable skills in product and interior design through studio-based learning, and become competent in executing and delivering real-world projects for industry clients.
- Look forward to a rewarding career at leading product & interior design companies such as Osim, Electrolux, Great Eastern Life, Novotel, Hassell Design (Singapore), Kingsmen Group, Club 21 and Banyan Tree Resorts.

Career Paths

- 2D Building Technologist
- 3D Modelling & Rendering Technologist
- BIM Technologist
- Furniture Designer
- Hospitality Designer
- Interior Designer
- Market & Trends Researcher
- Product Designer
- Product Stylist
- Retail Display & Promotional Designer
- Service Experience Designer
- User Interface Designer

### Course Curriculum

#### Year 1

**Core Modules**

- 2D Digital Visualisation
- 2D Visualisation Techniques
- 3D Model-making & Prototyping
- Colour, Materials, Detailing & Finishes
- Design History and Culture
- Design Research Methodologies
- Design Semantics & Ergonomics
- Effective Communication Skills
- Fundamentals of Innovation & Enterprise
- General Studies
- Studio Project 1 & 2
- Visual Design

#### Year 2

**Core Modules**

- 3D Modelling & Rendering
- 3D Spatial Modelling & Simulation
- Business & Market Strategy
- Communication & Personal Branding
- General Studies
- Interior Space Technology & Infrastructure Design
- Product Technology & System Design
- Professional Design Practice
- Project Management
- Service Experience & Interior Design
- Service Experience & Product Design
- Studio Project 3 & 4

#### Year 3

**Core Modules**

- Design Seminar & Entrepreneurship
- General Studies
- Internship Programme (12 Weeks)
- Internship Programme (24 Weeks)
- Portfolio Design & Presentation
- Studio Project 5 & 6
- Work-based Learning Programme (39 Weeks)

This diploma lets you...

Create experiential and impactful design solutions using multi-disciplinary design processes and digital technologies.
The Diploma in Visual Communication is for you if you want to be trained as a user-centred designer able to navigate fast-changing business environments.

In a world of information overload, there is strong demand for creative and persuasive communication that cuts through clutter and captures public attention. You will be trained and developed as an analytical and entrepreneurial visual communication designer, who can create social impact by delivering imaginative ideas, information and business solutions.

This diploma lets you...

Gain practical experience in producing high-impact business solutions using technological and social advances to create persuasive communication.

Immerse in a curriculum designed and delivered by industry professionals who recognise the importance of real-world project experiences for learners.

Get a head start working for leading companies like M&C Saatchi, Ogilvy, DDB Group, Design Bridge, Jones Knowles Ritchie, Publicis Sapient, Accenture, Robinsons, L’Oréal, LVMH and more.

Career Paths

- Advertising & Media Professional
- Brand Identity & Experience Designer
- Digital/Interaction Designer
- Events & Exhibition Designer
- Graphic Designer
- Integrated Brand Communications Designer
- Packaging Designer
- Social Media Marketer
- UX/UI Designer
- Visual Merchandising Designer
- Integrated Brand Communications Designer
- Packaging Designer
- Social Media Marketer
- UX/UI Designer
- Visual Merchandising Designer

YEAR 1

CORE MODULES
- Art Foundation
- Basic Web & Interaction Design
- Design Fundamentals
- Design Immersion
- Design Methodology
- Drawing & Rendering
- Effective Communication Skills
- Fundamentals of Innovation & Enterprise
- Fundamentals of Photography
- Fundamentals of Digital Media
- General Studies
- Studio VC1 & VC2
- Typography

YEAR 2

CORE MODULES
- Advanced Digital
- Communication & Personal Branding
- Creative Storytelling
- Cultural & Trend Studies
- General Studies
- Infographics & Data Visualisation
- Marketing & Creative Strategy
- Studio VC3 & VC4

VISUAL DESIGN SPECIALISATION*
- Editorial Design
- Experimental Image Making
- Corporate Identity
- Sustainable Packaging Design

VISUAL MERCHANDISING SPECIALISATION*
- Campaign & Events Management
- Exhibition Design & Curatorship
- Retail Experiential & Space Design

YEAR 3

CORE MODULES
- Design Seminars
- General Studies
- Internship Programmes
- Portfolio Design & Presentation
- Studio VC5 & VC6

VISUAL BRANDING AND IDENTITY SPECIALISATION*
- Brand Identity & Experience
- Enterprise Through Design
- Experimental Branding
- Social Media Marketing

*Students will select one of the three specialisations in Year 2.
Sean Teo Chee Kiat
Diploma in Architecture

Sean was given a chance to be part of the Cambodia Summer Workshop conducted by the world-renowned Architectural Association School of Architecture in London. Together with university students from Hong Kong, Vienna, Australia, Cambodia and Canada, SDN students worked on various architectural design processes and built additions to an existing village school.

Personally, Sean helped to build a play structure for the children in a village school, and set up communal dining facilities on the campus. “We tend to think that architecture is all about tall glass skyscrapers, but on this trip, I have learnt that it involves so much more,” says Sean. “It was awesome seeing our work being used by the local community, and how much joy we brought to the children. Sometimes, the simplest form of architecture can provide much more to others than what we can imagine.”
Let industry professionals and lecturers mentor you

JOEL KOH ZI JIE
DIPLOMA IN SPATIAL DESIGN (NOW KNOWN AS EXPERIENTIAL PRODUCT & INTERIOR DESIGN)

Joel was part of Resorts World Sentosa’s design team for its annual Halloween Horror Nights. It gave him the valuable hands-on experience he wanted, as mentors from SDN and the industry shared important design knowledge, and industry best practices.

He says, “The entire process of ideation and conceptualisation was an amazing learning experience, and my greatest motivation was to see my spatial design ideas come to life, and eventually enjoyed by the public.”

Joel was later offered an internship with Resorts World Sentosa, which he readily accepted. “I am truly glad for the many learning opportunities during my studies at NYP!”

Follow your passion and don’t look back

EVELYN ENG
DIPLOMA IN SPATIAL DESIGN (NOW KNOWN AS EXPERIENTIAL PRODUCT & INTERIOR DESIGN)

Coming from the Science stream, Evelyn didn’t initially consider design as a career option. But an animated sharing session by an NYP lecturer about the Diploma in Spatial Design sparked her interest. She was intrigued by how design can physically and emotionally reach people, and she loved that the diploma brings together spatial quality, environmental considerations and architecture elements.

Evelyn graduated with a perfect GPA of 4.0 – a rare achievement in a design course. She attributes her success to her classmates and recalls how they bonded through the three years. She says that they were there for each other through thick and thin. Where there were tears, there was also laughter – and lots of it. “I could not have done it without the support of my lecturers and friends.”

Evelyn says her internship experience at a local architecture firm was an excellent opportunity. Her innovativeness and performance so impressed her supervisors that they asked her to continue working until she enters university – it was an offer that she was happy to accept.

Winner of the HP Innovation Design Award and the LTW Designworks Gold Medal, Evelyn has been accepted to read Architecture at the National University of Singapore.
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:

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

ELMAB3 \(^\circ\) raw aggregate score (excluding CCA bonus points) ≤ 12

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<thead>
<tr>
<th>Subject</th>
<th>Grade</th>
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<tbody>
<tr>
<td>English Language Syllabus A</td>
<td>3</td>
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<tr>
<td>Mathematics (Syllabus A/Additional)</td>
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One of the following relevant subjects:
- Science (Chemistry/Biology)
- Science (Physics/Biology)
- Science (Physics/Chemistry)
- Food & Nutrition
- Design & Technology

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).

Admission procedures for diploma courses

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

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Method of application</th>
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</thead>
<tbody>
<tr>
<td>GCE O-Levels</td>
<td>Early Admissions Exercise (EAE) Application opens in June. Joint Admissions Exercise (JAE) Application commences on the day of release of the GCE O-Level results.</td>
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<tr>
<td>GCE N-Levels</td>
<td>Polytechnic Foundation Programme (PFP) Application commences on the day of release of the GCE O-Level results.</td>
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<tr>
<td>ITE Certificates</td>
<td>Joint Polytechnic Admissions Exercise (JPAE) Application opens in February. Early Admissions Exercise (ITE) [EAE(I)] Application opens in June. Please refer to our website for more details on Special Direct Admissions Exercise (SDAE) Application opens</td>
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<tr>
<td>GCE A-Levels/IB</td>
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<tr>
<td>ITE Certificates/Malaysian SPM/STPM</td>
<td>Mar</td>
</tr>
<tr>
<td>Other foreign qualifications</td>
<td>Nov</td>
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ELR2B2

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<td>Architecture</td>
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<td>11-17</td>
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<tr>
<td>Experiential Product &amp; Interior Design (merger of Diplomas in Industrial Design and Spatial Design)</td>
<td>C32</td>
<td>-</td>
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<tr>
<td>Visual Communication</td>
<td>C63</td>
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