

For Diploma in Communication & Motion Design

NYP's Diploma in Communication & Motion Design is for you if you love to creatively express and create content in fast-changing business environments. If your vision is to wow audiences with visual ideas built on innovative business strategies, this diploma is for you. Our leading industry instructors will guide you on how to become compelling storytellers and strategists for advertising, brand identity, social media marketing, edutainment, infographics, corporate communications, and the performing arts. Dare to innovate and influence the status quo!

Ideal Applicant:

Applicants should demonstrate:

- Good visual sense and enjoy storytelling;
- Bold thinking and enjoy experimenting with ideas;
- Ability to learn from mistakes, to think out-of-the-box and experiment with ideas;
- An interest in seeking a career as a designer to make a difference in society through visual solutions;
- Some experience in exhibiting their talents and skills in areas related to art and design (e.g. through CCA, community activities, class participation, competitions, personal projects etc.);
- 21st century attributes such as teamwork, agility, resilience and responsibility; and
- Good communication and presentation skills.

Shortlisted applicants will be assessed as follows:

1. Aptitude Test

Shortlisted applicants are required to take a writing and drawing aptitude test. The 45 minutes aptitude test is designed to assess applicants on their suitability for the course through their knowledge, skills, and understanding of this course.

2. Interview

If you are shortlisted, you will be invited for an interview to share more about your passion for the course with a panel of interviewers. You will be assessed on your interest, aptitude and understanding of the course. The duration of the interview will be about 10-15 minutes.

Some of the questions which you may be asked during the interview include:

- Why did you choose to apply for Communication & Motion Design?
- Share your experience and participation in any course-related activities and how it has benefitted you.
- What are some of the special skills or talents which you possess and how do you think these may help you in your journey in the course?
- Share your views about the important skills that you should possess to be ready for work and life.
- Share with us your career aspirations and how the course can help you fulfil them.

3. Portfolio (Mandatory)

You should include in your portfolio, any evidence and/or activities (e.g. art or design competitions, CCAs, etc) that showcase your achievements.

Criteria for your portfolio:

- Your portfolio should ideally be around six to ten recent pieces, from **at least two (2)** of the following categories:
 - Observational drawings (e.g. perspective drawing, landscape and architecture, still life drawing, human figure drawing)
 - Object design & prototyping (e.g. D&T project work, product drawings)
 - Digital graphic design (e.g. 2D or 3D asset creation, digital imaging, digital illustration, infographics, collage, poster design, book/magazine design)
 - Photography, video and animation (e.g. photography, motion graphics, shorts, /experimental films, storyboards)
 - Sketches/doodles (e.g. comics/cartoon, fan art, fantasy style imagery, concept/ideation sketches)
- We are looking for evidence of creativity, conceptualisation, variety, drawing and presentation skills, and finishing in your works. Quantity is not the deciding factor.
- Your portfolio should show a high degree of finishing and diversity, and all works should be related to the course, cited and clearly explained.
- **All submitted works must be created by you.** If you are submitting group projects, a brief description of your role and contribution in creating the work must be clearly stated. The selected works should reflect your experience and competencies in the course you are applying to.
- Preparatory work such as sketches and concept drawings may also be included.
- **All submissions must be done digitally.** For traditional works, please scan or take a photograph of them for submission.