DIPLOMA IN COMMUNICATION DESIGN (T59)

Course Overview

Are you intrigued by how design and technology is used to enhance brand experiences? Do you take a second look at beautifully crafted packaging, user-interface designs on apps, websites and engaging outdoor advertising? Humans are visual creatures, and eye-catching designs and messages can influence how we perceive products and brands.

Our unique and diverse curriculum cuts across graphic design, business and technology. Gain a strong understanding of visual communication and equip yourself with skills in persuasive advertising, digital and interactive design, visual story-telling and more. This will help you to create human-centered designs that are strategic, meaningful, and captivating.

Develop critical thinking and problem-solving skills that are necessary for creative careers in growing sectors such as media, healthcare, retail, financial services and infocomm technology.

Through exposure to real-world industry projects, you will learn to dissect briefs and deliver convincing pitches. Become a versatile professional who creates fresh and impactful designs to communicate messages effectively in evolving environments.

The future is yours to design.

EXPLORE YOUR PATH
Explore multiple pathways through a large offering of exciting electives, including Foundation Psychology, Game Design, Design for Business Impact, Sustainable Space Planning, Experimental Printmaking, Expressive Illustration, Creative Coding and Self-Publishing.

BE PART OF THE BEST
As Singapore's first visual communication course, we have grown an extensive network of alumni who have consistently been awarded at prestigious local and international competitions, including Crowbar Awards, D&AD New Blood Awards, and more. Join the ranks of this network to be recognized as one of the best in the industry.

INDUSTRY-FOCUSED CURRICULUM
Get the opportunity to work closely with real clients and industry partners, providing the best learning experience to prepare you for the industry.

Entry Requirements

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Subject	Grade
English Language (EL1)*	1-7
Mathematics (E or A)	1-7
Any two other subjects, excluding CCA	1-6
2023 Planned Intake	**75**
Net ELR2B2 aggregate range (2023 JAE)	**3 - 15**

Applicants must also have sat for at least one of the following subjects: Additional Combined Science, Additional Science, Art / Art & Design, Biology, Biotechnology, Chemistry, Combined Science, Computer Studies, Creative 3-D Animation, Design & Technology, Engineering Science, Food & Nutrition, Fundamentals of Electronics, General Science, Higher Art, Human & Social Biology, Integrated Science, Media Studies (English), Media Studies (Chinese), Physics, Physical Science, Science (Chemistry, Biology), Science (Physics, Biology), Science (Physics, Chemistry), Science (Physics, Chemistry, Biology).

Note: *Applicants who have partial or complete colour appreciation deficiency should not apply for this course.*

What You'll Learn

Learn everything you need to know about the fundamentals of good graphic design – from the digital toolkits to photography, editorial work, typography and more. Hone your design sensitivity with the many briefs, projects and critiques coming your way.

Diploma Subjects - Core Subjects   —

Subject Code	Subject	Credit Units	
DIM2384	**Applied Typography** This subject focuses on how typography and grid systems are applied to produce consistent and effective layouts using a desktop publishing software. Technical topics such as type anatomy, classification, measurements and the construction of grid systems will be discussed with factors that influence the selection, manipulation and composition of type in a layout design. The subject also explores typography as an expressive medium for communication.	4	∧
DIM2385	**Art Direction** This subject focuses on using art direction to guide and strategise the generation and communication of creative ideas. It provides an understanding of visual literacy through elements, principles, metaphors and tonality for designers to craft mood boards, style boards and content guides. By applying the mood board into visual designs targeted at the identified audience, designers will effectively respond to professional client briefs in a directed manner.	2	∧
DIM2386	**Creative Storytelling** This subject focuses on the importance of storytelling and content writing. It introduces the function and purpose of crafting a story through	2	∧

writing, and then examining our human-content relationships. It provides the fundamentals of storytelling and writing for the new communication landscape. Topics include creating compelling stories that sell products, brands and values, how storytelling add value to a campaign, and how brands connect with the audience more effectively.

| DIM1368 | **Design for Print** | **4** | ∧ |

This subject focuses on the crucial aspects of design for print production. It will cover topics such as final artwork preparation, pre-production and finishing techniques, offset and digital printing processes, sustainability considerations in materials, and packaging formats in design.

| DIM1369 | **3D Visualisation** | **4** | ∧ |

This subject will introduce the use of 3D images in a design context. Using relevant digital software, it will focus on creating 3D images by exploring different forms, lighting and dimension. Topics will also include the principles and elements of 3D form production for application in digital environments and 3D printing outcomes.

| DIM1370 | **Brand Strategy** | **2** | ∧ |

This subject focuses on using brand strategy as a tool to develop a brand proposal. The topics covered include analysing the competitive landscape, market differentiation and positioning, brand archetypes, brand blueprint, defining target audience and identifying the best way to engage them.

| DCF1038 | **Aesthetics for Design** | **4** | ∧ |

This subject introduces the aesthetic and communicative aspects of design. Key topics include the elements of visual art, principles of design, basic

	drawing techniques and fundamental applied typography, and will explore integrating different sensorial qualities to expand the aesthetic experience for effective design communication.		
DCF1037	**Design in Context**	2	⌃
	This subject explores the context, influence and motivations in creative practices led by global art, design and film movements across various periods. It will cover the study of design trends and socio-political climates to translate design inspirations using the appropriate terminology and language in both writing and oral presentations.		
DCF1036	**Discovering Design**	2	⌃
	This subject will cover the essential ideas, tools, processes and techniques of the various disciplines within design. It provides the framework to develop creative confidence towards learning in design by acquiring fundamental knowledge, attitudes, and mindsets necessary to build design conversance.		
DCF1039	**Form & Materiality**	4	⌃
	This subject will introduce prototyping and tactile manipulation in relation to form and function. The subject provides the framework for exploring form, proportion and hierarchy, with a focus on 2D and 3D drawings, interacting with both hard and soft materials, and journaling.		
DCF1040	**Visual Narratives: Photography**	2	⌃
	This subject provides an overview of the power of visual narratives through a variety of photographic directions. It includes the fundamentals of camera skills such as shutter speed control, depth of field, sensor sensitivity, exposure and angle of lenses, basic principles of photography, and the narration of a story through a series of photographic images.		

DCF1041	Visual Narratives: Videography	2	^
	This subject will cover the use of electronic cinematography techniques to tell a story. Key topics include mobile videography, visual composition, shutter speed control, depth of field, sensor sensitivity, exposure and angle of lenses, lighting concepts, audio and post-production, and video sequencing in creating visual narratives.		

YEAR 1   **YEAR 2**   YEAR 3   TPFUN

Start specialising! With advice from your tutors, you can choose to go deeper into areas like branding design, integrated communication or image design. Meanwhile, projects, sometimes 'live' briefs with industry and competitions will keep your creative juices flowing.

Diploma Subjects - Core Subjects —

Subject Code	Subject	Credit Units	
DIM2387	Design for Screen	4	^
	This subject will introduce the process and principles of user-centered design for designers to identify needs and opportunities for positive interaction based on user personas. Using appropriate tools, it will cover the creation of interactive screen design for desktop, tablet and mobile devices, usability and interaction principles, interface design elements, wireframes and screen flow for prototyping.		
DIM2388	Visual Identity	4	^
	This subject provides knowledge in planning an effective brand strategy and the implementation of a brand proposal. It will reinforce the importance of a brand strategy, and focus on synthesising a brand blueprint, constructing a brand architecture, conceptualising and designing a logo with the create of a coherent and unified identity system across brand touchpoints.		

DIM3380	**Integrated Campaign**	**4**	⌃
	This subject introduces several aspects of the new economy and how marketing and advertising can effectively deliver timely and relevant advertising messages to achieve business objectives. It will focus on how strategic, collaborative, and promotional marketing can be communicated effectively through various marketing channels in a consistent and persuasive message.		
DIM1371	**Motion Graphics**	**2**	⌃
	This subject will introduce the translation of graphics from static print to motion on screen. It covers techniques and processes of time-based media including visual effects, animated transitions, sequencing and storyboarding for motion graphics.		
DIM2389	**Studio Project 1**	**6**	⌃
	This subject covers in-depth research and analysis of information to identify problems based on insights gathered. Through the ideation and creative process, solutions are then proposed, in the form of a brand identity for a product, service, or organization. Technical and production skills taught in previous subjects are integrated into a well-resolved cross-platform solution with the creation of multiple deliverables and touchpoints. This includes project management, time management, and presentation skills.		
DIM2390	**Digital Innovation**	**4**	⌃
	This subject focuses on the role of technology in design and how technology can be used to solve problems or create an immersive experience for consumers. Topics will cover current and emerging technologies in modern society, digital product design principles, and how to integrate technology for an innovative user experience.		

DIM3381	**Brand Experience**	2	⌃
	This subject covers the design of a holistic brand experience in response to the needs of modern day consumers. The topics include factors that contribute to customer experience, brand loyalty and consumer engagement through various touchpoints such as products, services, and environments.		
DIM3382	**Studio Project 2**	6	⌃
	This subject will provide an opportunity to integrate knowledge from various areas of learning to produce experiential cross-platform solutions. It will focus on the research and analysis of current issues, as well as the combination of creative thinking with technical and production skills to produce engaging and innovative outcomes. It will also touch on project management, time management and the delivery of a final presentation.		
DCF2042	**Sustainable Practices in Design**	2	⌃
	The subject focuses on how design drives sustainable living in a circular economy, emphasising the primary foundational understanding of ethical, responsible, and meaningful design and its impact on the environment and society. The interdisciplinary nature of the subject will drive students to organise and drive activities, stimulate analysis, encourage application, and synthesise ideas through collaborative strategies.		
DIM2391	**Design for Business Impact ***	4	⌃
	This subject provides an overview of how to make a business desirable through design. It includes key topics such as business model blueprint, design canvas, value proposition, customer profiling and strategic positioning of design as a core competency for businesses.		

CGE2C20	Game Design *	4	^

The subject emphasises the use of game design to improve ideas before and during implementation. It covers various aspects of game design, from initial target audience, player behaviour and attitude to aspects affecting implementation within the actual video game. By examining various successful video games within different genres, you will learn to include a variety of attributes in your video games such as motivation for the player and being able to generate re-playability.

DIA2244	Sustainable Space Planning *	4	^

The subject focuses on the understanding of human behaviour through the sustainable planning of spaces that set the stage for an effective user experience. The subject addresses issues pertaining to ergonomics, anthropometry, human behaviour, universal design and design programming that provides a platform for exploring various techniques to creatively resolve challenges related to the function and quality of human environments.

GPS1001	Foundation Psychology *	4	^

This subject provides you with an overall perspective and understanding of psychology as a scientific study of mental processes and human behaviour. Fundamental concepts, theories and methodology in the study of psychology will be explored to enhance your understanding of the

biological, cognitive and social bases
of behaviour.

*Students must choose ONE of these electives

YEAR 1   YEAR 2   **YEAR 3**   TPFUN

Go out into the big, wide world of design studios, brand consultancies, advertising agencies and communication firms through 16 weeks of local or overseas internship. Your major project will also be an opportunity for you to utilise all the skills, knowledge and experience gained over this learning journey.

Diploma Subjects - Core Subjects —

Subject Code	Subject	Credit Units	
DIM2392	**Experimental Printmaking Lab *** This subject explores the possibilities of print production techniques to enhance the tactile experience. It covers alternative print processes and techniques, material and surface exploration, and creative technology to produce meaningful and expressive analogue solutions.	2	∧
DIM2393	**Expressive Illustration Lab *** This subject explores the possibilities of creating memorable characters for compelling storytelling. It will cover various illustrative techniques to achieve function, aesthetics, style and personality that contribute to character development and expression.	2	∧
DIM2394	**Creative Coding Lab *** This subject explores the possibilities of computer programming to create code-based interaction that is expressive and experiential. The topics include fundamentals of computational thinking, programming concepts to work in a variety of mediums such as design, art or games, and to create interactive visuals and experiences.	2	∧

DIM2395	**Self-Publishing Lab ***	2	^
	This subject explores the possibilities of printed publication as a medium for expression and communication. Topics include typographic and image manipulation, material, form and print experimentation, content strategy, and platforms to support the publishing intent.		
DIM3378	**Industry Studio Project**	6	^
	This subject provides an authentic industry experience of working in a creative team to solve live briefs provided by design professionals and clients from a spectrum of industries. The project will require the application of the design process to generate ideas, develop strategies and produce realistic solutions that respond to the brief.		
	Essential soft skills such as communication, conflict management, decision making and team organisation, as well as professional skills, like project management, pitching and managing feedback will also be inculcated through the process.		
DMP3026	**Major Project: CMD**	8	^
	This subject begins with a self-initiated design project that focuses on a design discipline within the scope of Communication Design that is of personal interest or of academic capability. The subject will end with the production of a set of design solutions that is reflective of creative independence, critical conceptual thinking and industry-ready design execution skills.		
	Time management skills, independent responses to critique, and pursuit of high-level design competency will be expectations of this subject.		

*Students must choose ONE of these electives

You will also take this set of subjects that equips you with the crucial 21st-Century life skills you need to navigate the modern world as an agile, forward-thinking individual and team player.

TP Fundamentals (TPFun) Subjects —

Subject Code	Subject	Credit Units	
DSI3024	**Student Internship Programme**	12	⌃
	This structured programme is designed to link your learning with the real work environment. You will be placed in organisation(s) with opportunities to apply the concepts and skills acquired in the course of your study. Besides reinforcing technical concepts and mastering of skills in areas that you have been trained, the practical training will enable you to build important skills such as problem-solving, communication, teamwork, and to cultivate good attitude and a strong work ethic.		
DTX1001	**Effective Communication**	3	⌃
	This subject introduces the fundamentals of effective communication. It also covers how to communicate with and convince an audience through writing and speaking tasks. The skills in this subject will include the application of strategies for communication, appropriate vocabulary, language features, visual aids, tone and style. The **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) framework will also be applied when planning and engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.		
DTX1002	**Professional Communication**	3	⌃

This subject covers professional communication skills for the workplace and employability skills in the areas of career preparation. It covers communication and interpersonal skills, including effective virtual communication etiquette, and conducting oneself professionally in the workplace. In addition, essential career preparation skills such as resume writing and interview skills, needed to seek and secure work would be included. The **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) framework would also be applied when engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.

GTP1301	**Current Issues & Critical Thinking**	3	^

This subject covers current issues, including diverse local and global concerns, that will impact lives and may have critical implications for Singapore. There will be opportunities to build competence through self-directed learning, communicate and collaborate in active discussions and objectively analyse issues using digital and information literacy skills and critical thinking scaffolds.

GTP1201	**Career Readiness**	1	^

This subject focuses on personal management skills. It develops an understanding of one's career interests, values, personality and skills for career success. It covers the necessary knowledge, skills and attitudes needed to succeed in the workplace and achieve professional goals. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning methods, and acquire the skills of being a lifelong learner.

GTP1202	Career Management	1	∧

This subject focuses on career management skills. It covers the importance of workplace readiness skills to adapt and respond to the changing job market environment. Career ownership and continuous learning for lifelong employability will be emphasised. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning, and acquire the skills of being a lifelong learner.

DGS1002	Global Studies	3	∧

This subject provides essential skills and knowledge to prepare students for an overseas experience. They will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, they will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment. The subject prepares students to be responsible global citizens and leaders who can contribute to the global community through effective communication and collaboration.

GTP1302	Guided Learning*	3	∧

The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills. Students will enhance their problem solving and digital literacy skills through this subject.

DIN1001	Innovation & Entrepreneurship	2	^

Innovation & Entrepreneurship

The subject is designed for learners from all disciplines to embrace innovation in either their specialised field or beyond. Learners will be taught to apply the Design Thinking framework to develop problem statements, ideate and identify feasible solutions. Learners will be exposed to several tools for prototyping. In addition, commercial awareness will be imbued in learners through various innovation and entrepreneurship concepts or tools. This subject also prepares students to be self-directed lifelong learners who are digital and information literate. It nurtures communicative and collaborative citizens who can use objective analysis in problem-solving.

GTP1101	Leadership Fundamentals	2	^

Leadership Fundamentals

This subject focuses on self-leadership based on the values of integrity, respect, and responsibility. Increasing awareness of self and others will lay the foundations for personal and relationship effectiveness. Consequential thinking, clear articulation of personal values and visions, emphatic listening, and collaboration in serving others are some of the essential skills covered in this leadership journey. There will be opportunities to build and to apply the concepts of being a values-centred leader.

GTP1102	Leadership in Action	1	^

Leadership in Action

This subject focuses on Service Learning as an experiential platform to apply the tenets of Self and Team Leadership. Service Learning will be the capstone project for this subject, which will require an analysis of the diverse needs of the community, collaboration with community partners and demonstration of learning, including key elements of empathy. There will be opportunities to build and

	to apply the concepts of being a values-centred leader.		
LSW1002	**Sports & Wellness**	2	^
	The subject enables students to build a good foundation for healthy living. Students will have the opportunity to participate in hands-on practical sessions where they will experience and develop both physical and technical skills in their chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, students will be able to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will also be supplemented by health-related topics that span the dimensions of health, such as diet, nutrition, stress and weight management, to provide students with a holistic approach to healthy living. This subject also prepares students to be self-directed and accountable for lifelong learning for good health.		
TGS1001	**Sustainability & Climate Action***	3	^
	This subject prepares students to be responsible global citizens and future leaders who can contribute to the global community. It introduces the topics of sustainability and explores how human societies can act to build a sustainable future. This subject focuses on the impact of climate change, potential solutions to climate change, and the future of the green economy from global and local perspectives.		

* Students must choose to take either **Sustainability & Climate Action** or **Guided Learning**.

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	36 credit units
Diploma Subjects - Core Subjects	82 credit units
Diploma Subjects – Elective Subjects	min 6 credit units
Total Credit Units Completed	min 124 credit units