

FACULTY OF DESIGN

SCHOOL OF DESIGN COMMUNICATION

Diploma Design Communication
BA(Hons) Design Communication

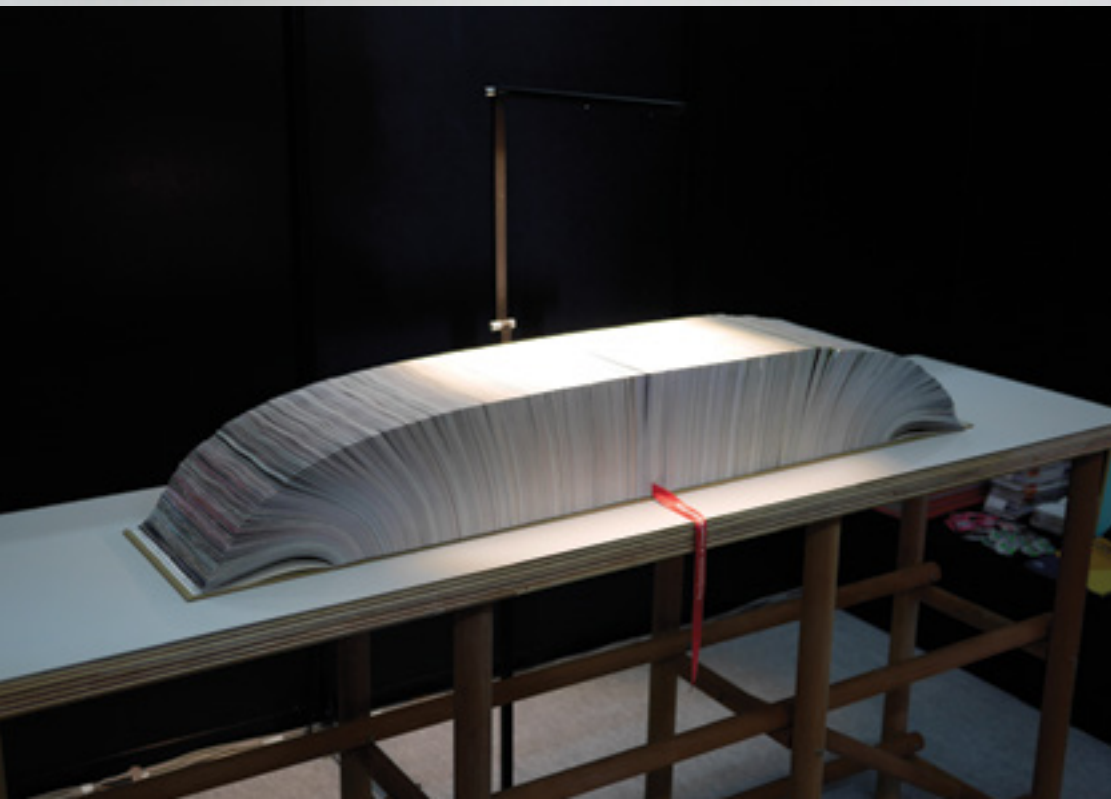


Visual communication is essential to civilised cultures and societies. In the School of Design Communication you learn to shape words and create iconic imagery, signs and symbols that help people connect with one another.

Understand contemporary visual culture and equip yourself with multi-disciplinary conceptual thinking skills via an appropriate balance between academic components and studio-based learning methods. This ensures a good grasp of theoretical knowledge and gives you the opportunity to hone your intellectual and creative thought processes by “thinking through making”.

The wide range of knowledge and experience you will acquire will enable you to engage in the industry in many capacities and in an increasing number of corporate and social sectors, opening the door to a slew of career options, including graphic designers, advertising consultants, copywriters, branding experts, motion graphics designers, photographers, illustrators, web designers, packaging designers, wayfinding specialists, exhibition designers, to name a few. Or would you prefer to push the disciplinary boundaries and design systems, user platforms, or services?

Notable alumni include awardwinning practitioners in Singapore and beyond: Creative Director Ang Sheng Jin (MullenLowe Singapore); Art Director Sid Lim Xian Hao (DDB Singapore), Gold award Cannes Mobile Lions; Senior Art Director Germaine Chen (TBWA) Young Art Director of the Year, Gong Creative Circle, Best of Show, Mediacorp The Laurels People's Choice award for IKEA Bookbook; Tannia Suriadjaja and Ahmad Fauzan, Silver Pencil One Show Young Ones; Art Director Cheryl Seah Su Yin (Y&R Singapore), Cannes Future Lions Award 2015; Copywriter Lena Paik (TBWA) Young Copywriter of the Year, Gong 2015 Creative Circle Awards, Young Talent of the Year, The Singapore Advertising Hall of Fame; and Junior Art Director Larries Ng and Kimberly Cordeiro (TBWA) Best of Advertising Crowbar Awards.



Images:
Gold Editorial Award, Crowbar Awards 2016;
Feisty Girls by Claudia Natasha Aksha (Top)
Best of Design, Crowbar Awards 2016;
The Commute – A Visual Bookmarking by Class
of 2016 BA(Hons) Design Communication (Bottom)



Image: Wood Pencil, D&AD Awards 2016; Discovering the Aesthetic of Tradition by Bao Zhenyudie

DIPLOMA IN DESIGN COMMUNICATION

Duration: 3 years

The impact of design solutions on people's lives is constantly growing. Hence pursuing a design education today means acquiring the thinking capacity and necessary creative skills to shape the future, especially that of society, with human needs as the key driving force. Whether it's visual information, innovative objects for everyday use, or simply improving the way people move, behave and interact in public space, the aim of Diploma in Design Communication Programme is to enable its students to make the salient difference in exploring and developing effective solutions to real world issues and needs. Its vision is to have its students' creativity and originality make unexpected and meaningful connections between different professions; not just the classical disciplines of graphic design, advertising and illustration. Regardless whether it's about engineering the next "fish" to address the issue of overfishing or creating a phone application for a growing population with depression, students in Diploma in Design Communication Programme will be taught to think differently and to brave the world with their ideas and solutions to better living.

Given the programme's unique blend of Asian and Western cultures and influences, you will be part of a unique and dynamic learning community and collaborative environment, contributed by multi-disciplinary partnerships amongst programmes and faculties, and with the creative industries. Comprising studio practice, contextual studies and technical studies modules, your time spent on the programme would be a time to prepare yourself for a world that constantly demands creative ideas, initiative and collaborations. The programme's forward-thinking curriculum endeavors to prepare creative and unique designers, who are starting their professional careers in widely varying places and in an increasing number of corporate and social sectors.

"LASALLE has a clear track record in consistently developing many of the most innovative and creative graduates in Asia. Leading design and communication agencies across the region look to LASALLE to find the creative leaders for the future."

Matt Godfrey, Y&R Asia President

In **Level 1**, you will share some common modules across the Diplomas and you will also take discipline-specific modules. The shared modules aim to provide you with a comprehensive grounding in the basic creative processes, art and design fundamentals, technical and academic skills essential for your progression to Level 2 and Level 3. The discipline-specific modules will introduce you to core knowledge and skills required as the first layer to your specialist areas.

In **Level 2**, you will be taught technical and design skills specific to Design Communication with a directed approach, which encourages reflection and an understanding to design. These essential skills, which you will acquire through group and individual project briefs, are closely aligned to the demands of the design industry.

In **Level 3**, you will undertake modules, which may include self-devised/directed studies or projects. You will be tasked to problem-solve and articulate ideas through a variety of briefs. There will be self-initiated industry placements and/or live projects learning component designed to assist you in gaining an accurate understanding of the design industry associated with Design Communication.

Career Paths: Illustrator, Advertising Designer, Graphic Designer, Photographer, Visualiser, Concept Artist, Designer for Public Spaces, Designer for Exhibitions/Performances, Motion Graphic Designer, Branding Consultant, Data Visualiser, Layout Artist, Production Manager, Studio Manager, Web Designer, User Interface Designer

Teaching Methods: You will attend lectures, critiques, workshops, seminars, tutorials and field trips. Engaging in studio work and group and solo projects will also become part of your student life. As part of industry-based learning, you will be involved in either a live industry-related project or in an industry placement.

Admissions Test/Portfolio and Interview Requirements

All applicants are required to take an Admissions Test or submit a portfolio, and attend an interview.

Option 1: Admissions Test

The Admissions Test is only available to applicants from Singapore and in selected cities in China, India, Indonesia, Malaysia, Vietnam, and Myanmar subject to availability of test schedules. Applicants will be notified of the required materials to bring along for the Admissions Test.

After the Admissions Test, an interview will be conducted for applicants. During the interview applicants are required to share their motivation in pursuing the Diploma programme that he/she has applied to. For international applicants who have undertaken the Admissions Test, a Skype/phone interview will be arranged at a later date for those who have passed the Admissions Test.

Option 2: Portfolio

Create a portfolio containing minimum 10 pieces of original work.

Label each work as follows: (i) title of your work (if any), (ii) medium used and (iii) month/year created. Your work may be inspired by a movie or book.

Your portfolio should include at least two of the following categories: Paintings, drawings, collages, posters, sculptures, digital images (Photoshop, Illustrator, etc), photographs, and/or video clips.

Your portfolio should consist of works created solely by yourself (not from a photograph, magazine, or copied from a reproduction of another source). Provide artwork that have been recently completed within the last five years.

During the interview applicants are required to participate in a discussion about the content of their portfolio.

We are looking for applicants who demonstrate:

- Readiness to participate in different learning environments
- An inclination to learn through exploration and experimentation
- A keen interest to acquire knowledge of the Visual Arts
- Good studentship i.e. time management, independent, learning integrity, etc.

Also read BA(Hons) Design Communication on page 6

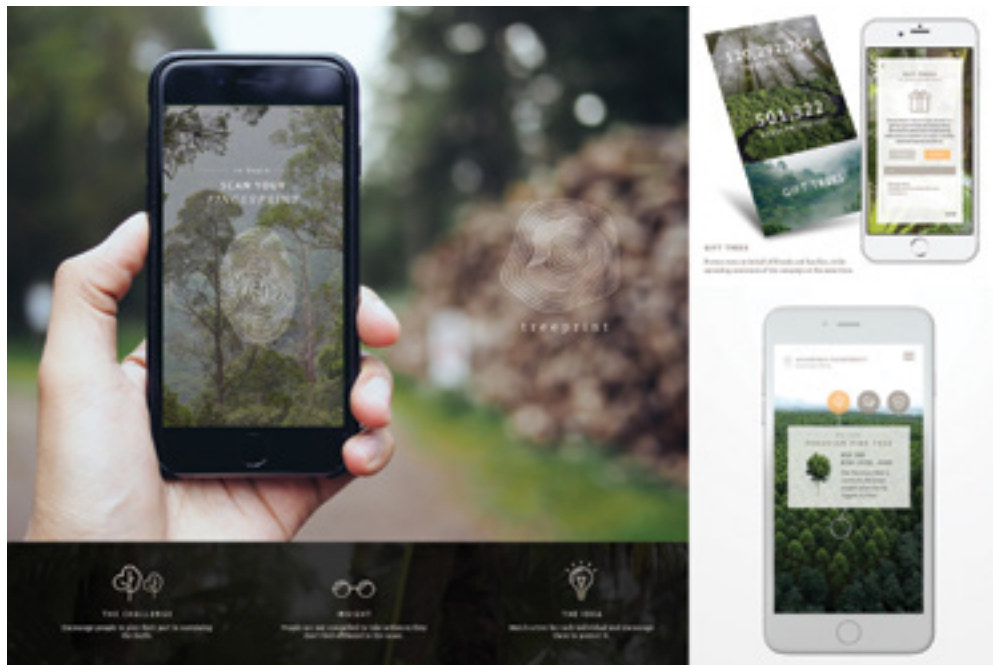


Image: Future Lions Award 2015, Treeprint by Cheryl Seah

BA(HONS) DESIGN COMMUNICATION

Duration: 3 years

Design has become relevant to everyday communication in the way it changes, influences, and improves lives. A meaningful design solution not only informs our social and cultural norms, but also inspires creativity and new forms of expression. With the creative industries expanding in Singapore, designers will become increasingly responsible for shaping the collective ethos of an interconnected age.

The programme fosters the concept of 'the designer as a reflective practitioner' and encourages independent learning through an intellectual and creative process. This promotes an awareness and understanding of contemporary visual culture that focuses on the eastern and western visual language. Towards the end the programme, students learn to generate creative and innovative responses to perceived socio-cultural challenges and opportunities. The unique selling point of the programme is to mould students into thinking designers, who articulate novel ideas, innovate design practices and help shape the future design industry.

The programme's teaching philosophy focuses on practice-based learning, enriching you within an interdisciplinary environment. Coursework is structured to provide you with a range of analytical, reflective and communicative skills, equipping you to meet emergent professional and industry needs.



Image: Silver Pencil, One Show Young Ones; Organic by John Patrick Brand Identity Campaign by Tannia Surijadaja and Ahmad Fauzan

Level 1 establishes design methodologies and the knowledge base of design principles. It also highlights the rules and core skills that govern the design process, while providing a historical, social and creative introduction to the design practice.

At **Level 2**, you will become more proficient, and learn to address specialist briefs. You will also experience working as part of multi-disciplinary teams, and you will work on live industry projects and/or on competition projects. Concurrently, you may engage in a student exchange elective module and develop your individual areas of interest. You will also have the option to undertake a semester of overseas student exchange to gain a global perspective and enrich your learning experience.

At **Level 3**, you will get a chance to engage in an internship or alternative activities to strengthen your design professional skills. You will take on specific coursework and projects to define your area of specialty, bringing together the diverse skills acquired in Level 1 and 2 to refine professional skills that are relevant to practical, contemporary practice.



Image: RSA Student Design Award 2017, LIT, by Christie Cheng, Low Jin Hui and Chanisa Chalermchaiwat

Career Paths: Graphic Designer, Art Director, Creative Director, Illustrator, Photographer, Typographer, Multimedia Designer, Corporate Identity Designer, Motion Graphics Designer, Design Manager, Web Designer, User Experience Designer

Related Careers: Copywriter, Design Curator, Design Educator, Information Designer, Entrepreneur

Teaching Methods: You will attend lectures, critiques, workshops, seminars, tutorials and practical presentations. There will be regular guest lectures by international designers who will bring valuable experience and advice. Engaging in studio work and group and solo projects will also become part of your student life.

Portfolio and Interview Requirements

- A portfolio containing at least 10 pieces of original work (actual or documented) that demonstrate your creative development and process. These projects will need to be explained by you during the interview process.
- Your portfolio should include drawings, sketches, creative idea developments and demonstrate relevant 2D work (e.g. posters, editorial, photography, graphic design artwork, advertising concepts, printmaking, digital imaging, web design, etc) and 3D work (e.g. 3D design, 3D paper structures, packaging design, etc).
- Your portfolio should consist of design related works solely created by yourself in order to perform an appropriate assessment of your entry level.

LASALLE OFFERS THE MOST COMPREHENSIVE RANGE OF DIPLOMA AND DEGREE PROGRAMMES IN FINE ARTS, DESIGN COMMUNICATION, INTERIOR DESIGN, PRODUCT DESIGN, FILM, ANIMATION, FASHION, DANCE, MUSIC, THEATRE, ARTS MANAGEMENT, ARTS PEDAGOGY, ART THERAPY AND ART HISTORY IN THE REGION.

**DEFINITELY
A PROGRAMME
FOR YOU**

FACULTY OF DESIGN

School of Design Communication

Diploma in Design Communication
BA(Hons) Design Communication

School of Fashion

Diploma in Fashion
BA(Hons) Fashion Design and Textiles
BA(Hons) Fashion Media and Industries

School of Spatial & Product Design

Diploma in Interior Design
BA(Hons) Interior Design
BA(Hons) Product Design

FACULTY OF FINE ARTS, MEDIA & CREATIVE INDUSTRIES

McNally School of Fine Arts

Diploma in Fine Arts
BA(Hons) Fine Arts

Puttnam School of Film & Animation

Diploma in Animation
Diploma in Broadcast Media
BA(Hons) Animation Art
BA(Hons) Film

School of Creative Industries

Certificate in English Language
for the Creative Arts
BA(Hons) Arts Management

FACULTY OF PERFORMING ARTS

School of Contemporary Music

Diploma in Audio Production
Diploma in Music
BA(Hons) Music

School of Dance & Theatre

Diploma in Dance
Diploma in Performance
Diploma in Technical and
Production Management
BA(Hons) Acting
BA(Hons) Musical Theatre

CONTACT US

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LASALLE College of the Arts is registered with the Committee for Private Education (CPE).
The Committee for Private Education is part of SkillsFuture Singapore (SSG).
Registration No.: 199202950W
Validity: 25/03/2015 - 24/03/2019



Cert No: EDU-1-1002
Validity: 1/10/2015 - 30/09/2019

Partner Institution

Goldsmiths
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