

**FACULTY OF FINE ARTS,  
MEDIA & CREATIVE INDUSTRIES**

# **SCHOOL OF CREATIVE INDUSTRIES**

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



Run an art gallery. Lead a community arts project. Produce festivals and films. Provide art therapy. The scope of the arts and creative industries is broader than you think. If you are keen on playing a part in developing and expanding these burgeoning sectors, then the School of Creative Industries is the one for you.

Our alumni include Yuni Hadi (Producer, multi-award-winning film *Ilo Ilo*), Inch Chua (Singer-songwriter), Charles Liu (Founder, Charles Art Insurance), Faith Tan (Associate Producer, The Esplanade Co Ltd), Christiaan Haridas (Founder, Gajah Gallery), Vidya Gouresan (Founder, Gnani Arts), and Laurence Vandenborre (Founder, The Red Pencil).

Our programmes are all designed to educate and nurture the next generation of professionals and leaders for the arts and creative sectors. Be part of the creative industries.



## CERTIFICATE IN ENGLISH LANGUAGE FOR THE CREATIVE ARTS

The Certificate in English Language for the Creative Arts is a four-level programme. It is suitable for students who are planning to undertake an academic programme in English and want to improve their English language proficiency. You will experience the vibrant and energising arts community within the LASALLE McNally campus while developing your English language skills.

On successful completion of the programme you should have a level of English which is equivalent to an IELTS 5.5 or above. You will also develop a set of study skills, which will help prepare you for studying in a tertiary environment. The Advanced Course focuses on English for Academic Purposes and Academic Study Skills. This level is recommended for any international student who wants to develop their Academic Study Skills and further enhance their English Language skills prior to commencing a Diploma or Degree programme.

We believe you learn a language by using it and the classes are student-centred and interactive. You will be mentored throughout the programme and supported in setting individual goals and developing independent learning skills. Self-study and reflection are a core part of the programme and you are expected to develop learning plans, portfolios and reflective journals.

In addition to developing your language skills, you will be encouraged to widen your knowledge of the arts during your course. You can attend performances, exhibitions and talks in addition to undertaking study trips to places of interest in Singapore. Students offered places on LASALLE Diploma and Bachelor of Arts (Hons) programmes are encouraged to prepare for their future specialisms through attendance at College events, study trips and observation of classes.

### Programme Structure and Entry Requirements

There are four levels in the Certificate in English Language for the Creative Arts Programme. You can enter the programme at any of the four levels providing you meet the entry requirements for that level. You can take a language placement test to determine your level of entry to the programme or submit your IELTS or TOEFL score.

You will attend 20 hours of classes a week and will be expected to undertake a further 15 hours of directed self-study each week.

### The minimum entry requirements for each level:

Intake	Level	Duration	Entry Requirement – Diploma	Entry Requirement – BA(Hons)
Jul	Beginners	8 weeks	IELTS 3.5 (a minimum score of 3.5 is required in each of the Speaking and Writing components)	N/A*
Sept	Lower Intermediate	12 weeks	IELTS 4.0 (a minimum score of 4.0 is required in each of the Speaking and Writing components)	IELTS 4.5 (a minimum score of 4.5 is required in each of the Speaking and Writing components)
Jan	Intermediate	12 weeks	IELTS 4.5 (a minimum score of 4.5 is required in each of the Speaking and Writing components)	IELTS 5.0 (a minimum score of 5.0 is required in each of the Speaking and Writing components)
Apr	Advanced	12 weeks	IELTS 5.0 (a minimum score of 5.0 is required in each of the Speaking and Writing components)	IELTS 5.5 (a minimum score of 5.5 is required in each of the Speaking and Writing components)

\* Only students applying for Diploma programmes and the Foundation Certificate in Visual Arts are eligible to undertake the Beginner's English programme.

**Note:** A student may be allowed to join mid-way through the Lower Intermediate Course and Intermediate Course, if they can demonstrate their ability to follow the programme.

### Programme Content

You will cover the following areas:

- General English
- English for Academic Purposes
- Study Skills
- English Language for the Arts

### Assessment

You are required to pass each level in order to progress to the next level of the programme.

On completion of the Advanced Course, you must pass the final exam and pass the coursework, in order to join a LASALLE Diploma or Degree programme.

For LASALLE programmes, the English language requirements are:

- Diploma – IELTS 5.5 or TOEFL iBT 71
- Bachelor of Arts (Hons) – IELTS 6.0 or TOEFL iBT 80





Image: Art Walk Little India

## BA(HONS) ARTS MANAGEMENT

Duration: 3 years

### Study Arts Management @ LASALLE

The LASALLE BA(Hons) Arts Management Programme offers a three year course of study intended for aspiring arts managers. Located in Singapore with its stimulating and extensive arts scene, the programme offers diverse opportunities to study all key aspects of the field, to acquire professional experience through placements and internships, meet and learn from professional arts managers both local and international, and to engage in research in a topic of your choice.

The programme is designed as an interdisciplinary curriculum. You will draw from exposure to numerous art forms; acquire an understanding of the needs of both artists/creators and audiences or consumers; acquire business, communication, and entrepreneurial skills; and learn about legal frameworks, cultural policy and diplomacy. You will be poised to become a leader in your field, both in the region and beyond.

### Arts Management Clusters

The programme emphasises a balance of theoretical and practice-based learning, and is designed within a framework of four required clusters of study:

- History and Contextual Studies
- Principles of Arts Management
- Arts Management Practice (including Projects and Internship)
- Academic skills, Communications and Research

**Level 1** constitutes an introduction to the programme and establishes its methodological and practical base. It presents the different disciplines and theoretical approaches needed for the study of arts management and provides an historical, social, and artistic framework for critical reflection and consideration. You will take part in practical placements in arts working environments, and be exposed to art showcases and industry professionals.

**Level 2** allows you to be intensely involved in inquiry and analysis of theories and issues in the arts. You will apply fundamental tools and skills acquired in Level 1 to a range of professional arts contexts. In addition, you will be given hands-on practical experience in realising an arts management project in an actual professional setting in Singapore. You will also have the option to undertake a semester of overseas student exchange to gain a global perspective and enrich your learning experience.

**Level 3** provides you with the opportunity to acquire critical professional skills relevant to contemporary practice, through coursework as well as through internships or self-initiated projects. In this final year topics covered include Arts Policy, Arts Law, and Arts Leadership. You will complete your programme of study with a research dissertation.

Career Paths: Arts Administrator/Manager; General Manager; Marketing/Public Relations Manager; Exhibition Manager; Event and Operations Manager; Programme Manager; Sponsorship Manager; Education Manager in small and medium public and private arts, culture or heritage organisations; Policy Maker or Community Liaison Manager in government agencies; Festival Manager; Theatre Manager; Curator

Teaching Methods: The programme of study is delivered through lectures, workshops, tutorials, seminars, internships and projects. There will be regular guest lectures by arts management practitioners from Singapore and abroad. You will be expected to complete written assignments in the form of essays and projects, participate in class presentations, undertake internships, and write a research dissertation.

Yuni Hadi, who achieved both the BA(Hons) Arts Management and MA Arts & Cultural Management degrees at LASALLE, is one of the producers behind Singapore's claim to international cinematic glory — Ilo Ilo — which clinched the coveted Caméra d'Or for Best First Feature Film at the 66<sup>th</sup> Cannes Film Festival (2013).



Image: Art Walk Little India

### Written Assignments and Interview Requirements

Please submit a 500-800 word essay sharing with us your experience/involvement in the arts through practice, studies or work in the past two years. Arts experience can include work done with arts organisations or arts events such as performances, exhibitions, concerts, films or design projects. These can be projects you were involved in or attended as a spectator. In addition to that, tell us something about yourself that is not related to arts, that you are passionate about.

You are required to attend an interview and take a written test conducted by the Arts Management programme lecturers.

# 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  
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## 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**  
UNIVERSITY OF LONDON