

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

# **PUTTNAM SCHOOL OF FILM & ANIMATION**

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



The media landscape today is complex and it will only grow more challenging in the future. To succeed in this dynamic, fast-changing industry, you will need to excel in a diverse, multi-disciplinary environment by utilising and integrating a wide range of emerging technologies. You will need to demonstrate a thorough and versatile understanding of the impact of these technologies on art and culture.

The degrees in Animation Art and Film, together with the diplomas in Animation and Broadcast Media offered by the Puttnam School of Film & Animation are designed to meet these rigorous demands. The School provides industry standard facilities, regular masterclasses conducted by industry practitioners, mentorships by established artist-educators, and strategic partnerships with industry heavyweights. All of this is designed to prepare you for a competitive employment market.

Our students' films across all programmes stand as a testament to the high standards of the School's namesake – Academy Award-winning film producer Lord David Puttnam – and have been showcased and won awards globally at events such as the *Festival Internacional de Animacion*, *Digicon Animation and Film Awards* (Singapore), and *European Union Film Festival*.

So, it is no surprise that some of our students have gone on to achieve great success: Filmmakers Boo Junfeng (*Cannes Film Festival*, *International Critics' Week*) and James Khoo (Writer & Director of Best Short Film, *Hentak Kaki* at *Singapore International Film Festival*), Installation artist Ryf Zaini (*iLight Festival/President's Young Talents*) and Elvin Siew (Technical Director, *Industrial Light & Magic*).



Image: Chong Jia En

## DIPLOMA IN ANIMATION

Duration: 3 years

Animation is one of the most rapidly developing areas of the creative industries and technical development. Animated sequences in feature films and television, digital special effects, animated simulation rides, education, games and interactive applications are some of the more visible applications of animation.

Animation represents the integration between art and technology. As practitioners in this innovative and dynamic field, you will need the skills necessary to demonstrate a good understanding of both the creative and the technical processes involved.

This programme is designed to develop in you an interdisciplinary culture that transcends the art/technology divide. It will form you into well-rounded professionals with broad-based animation skills by developing your creative skills as well as your technical skills. You will gain an in-depth understanding of the underlying technology and the creative practices in the field.

**Level 1** comprises of a generic foundation in concepts and practical skills required for visual arts and animation production. These include concept development, production planning, a variety of basic technical skills in traditional and contemporary practical techniques, software skills, visual analysis and contextual studies.

In **Level 2**, you will be taught technical and vocational skills specific to your chosen area of study with a directed approach which encourages reflection. This level allows you to specialise in either 2D or 3D animation. Group projects and professional practices are introduced and emphasis is to develop your visual and verbal communication skills in a specialised field of animation. You will continue to share overarching theoretical issues and practical skills such as Acting for Animation, Drawing Classes and Programming, but this will be specifically aimed at complementing your technical specialisation.

Watch Animation Prospectus video:  
[bit.ly/LASALLE\\_Animation](http://bit.ly/LASALLE_Animation)

**Level 3** integrates your knowledge and encourages the transference of specialist knowledge you have acquired. You will embark on a series of commercial productions, and undertake modules which may include self-devised/directed studies or projects. The studio projects are designed to allow you to apply your technical and academic understandings and achievements to the diverse expectations of a demanding industry. In the Community Engagement module, you are required to collaborate with non-profit organisations or community interest-led projects in informal groups or formal partnerships.

Across all three levels, you are encouraged to experiment, challenging assumptions and develop your imagination; constantly challenging yourself by taking risks as an artist and to push the boundaries of your work.

**Software Specifications:** Autodesk MAYA, Autodesk Matchmover, Adobe Photoshop, Adobe Premier, Adobe AfterEffects Adobe Flash, Zbrush, TVPaint

**Career Paths:** 2D/3D Animation producer

**Related Careers:** Animation/Video/Film Developer and Producer, Computer/Mobile Games Developer, Illustrator

**Teaching Methods:** You will attend regular lectures, seminars and practical presentations. Additionally, you will have access to a fully equipped production studio and attend subject specific workshops. There are also regular masterclasses conducted by leading industry professionals and projects conducted by visiting artists, who provide valuable insight and experience to current methods and practices.

### 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 and passed the Admissions Test, a Skype/phone interview will be arranged at a later date.

#### Option 2: Portfolio

Portfolios should contain a minimum of 10 pieces of original, recently completed 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 has been 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) Animation Art on page 8





Image: Andrew Kose



Image: Chervin Chua



Image: Luqman Nurhakim Bin Abdul Gafor,  
Nurhayati Emilia Ileana Hayaya Ibrahim



Image: Justin Chua

## DIPLOMA IN BROADCAST MEDIA

Duration: 3 years

The Diploma in Broadcast Media Programme aims to produce the next generation of highly versatile moving image creatives for a variety of media-related industries, both in Singapore and around the world. The programme will successfully prepare students for job roles in fields such as broadcast television, Internet and mobile technology broadcasting, as well as other emerging media formats, such as VR and 360 degree video production.

The demand for video-related content has never been higher. With the proliferation of cable and satellite television channels, and the exponential growth of the Internet and mobile technology, video content has never been in so much demand, whether it be in the form of in-print ads and commercials, documentaries, music videos, social awareness campaigns, short fiction films, dance and fashion films, or educational and corporate videos.

You will be engaged in producing highly creative and exciting collaborative projects, including music, fashion and dance videos, as well as live 4K multi-camera filming and live switching of important events. You will collaborate with other students at the College, including fashion designers, musicians, actors and actresses, dancers, as well as fine and interactive artists, all under one roof.

This visually-oriented programme will provide you with the technical skill-sets, conceptual problem-solving skills and creative acumen to embark on a successful career in this dynamic media landscape, as well as furnishing you with a solid foundation for further study in the LASALLE BA(Hons) Film Programme.

Watch Diploma in Broadcast Media video:  
[bit.ly/BroadcastMedia\\_Video](http://bit.ly/BroadcastMedia_Video)

In **Level 1**, you will receive a general arts education as well several broadcast media specific modules and components, which will allow you the opportunity to explore aspects such as basic video shooting and editing. You are encouraged to develop an awareness of the potential for communicating meaning through the use of video imagery.

In **Level 2**, you will be introduced to the necessary technical skill-sets to produce visually engaging video projects.

In **Level 3**, you will be encouraged to engage in experimentation with students from other programmes. This will provide you an indispensable educational experience, in terms of the essential personal and professional development skills that successful collaboration requires.

Throughout Level 2 and 3, you will cover a range of topics which include digital effects, non-linear editing, creative lighting for TV and Film, audio recording and soundtrack composition, scriptwriting as well as TV studio production, design for broadcast and new media, directing and basic voice training for narration. All filming will be performed using high-end professional quality high-definition cameras and a range of other state-of-the-art media equipment.

**Career Paths:** Broadcast Video Producer/Editor, Broadcast Production Manager, TV/Internet Journalist, Videographer, Independent Media Producer, TV Commercial Producer, Live Events Coverage Producer, Broadcast Field Producer, Media Consultant

**Related Careers:** Broadcast Graphic Designer, Visual Effects Artist, Documentary Filmmaker, Multimedia Designer, Video Artist, Media Arts Educator

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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) Film on page 10

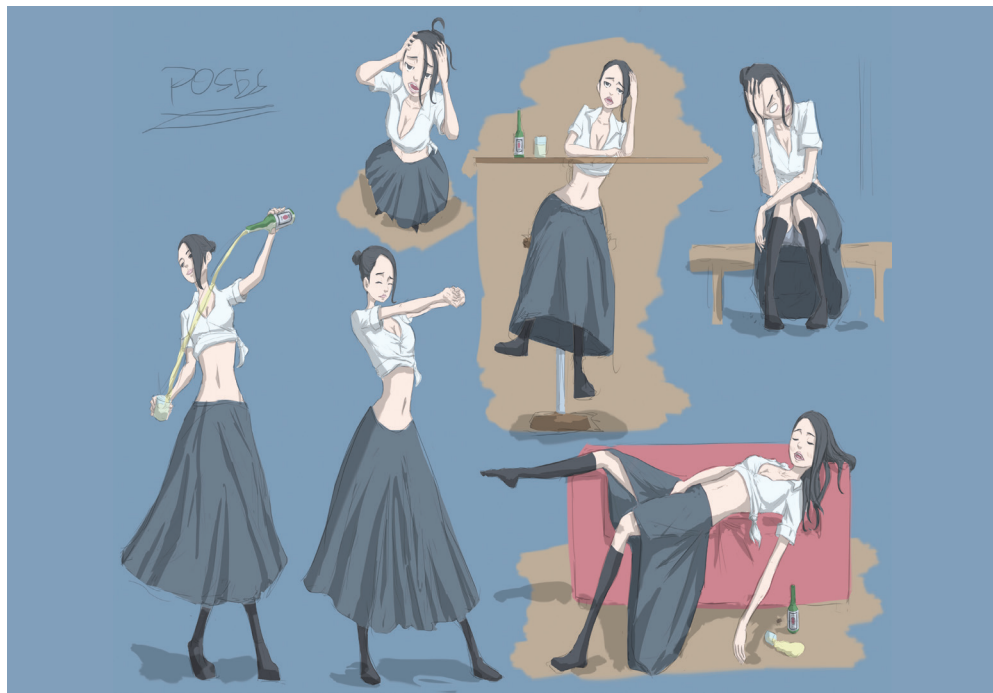


Image: Yeung Boaz Yik Ki

## BA(HONS) ANIMATION ART

Duration: 3 years

The BA(Hons) Animation Art Programme provides students with the necessary skills, knowledge, and learning opportunities for the conceptualisation, development and production of animated short films.

The programme is designed to provide an interdisciplinary learning environment that exceeds the art/technology divide and surpasses the limitations of mere technical skillsets. It provides you with a learning environment and experience to develop as well-rounded artists, equipped with specialised animation and broad-based creative skills.

The programme is first and foremost concerned with the acquisition and application of knowledge through reflective artistic practice, and with the creation, development and the constant evaluation and dialogue to develop successful ideas suitable for the production of animated movies.

Ultimately, it is the aim of the programme to produce future leaders for the Creative Industries, who challenge assumptions, provide imaginative solutions and problem solve. Equipping them with the capability to be creative content decision makers, and the ability to create IP.

**Level 1** provides a generic foundation of the skills necessary for conceptualising, developing and production of an animated film for a wide variety of assignments. You will be introduced to development processes and methods, animation/film theory and technical skills for traditional, digital and experimental animation. Additionally, you will be exposed to the history and creative practices in film through contextual studies. Level 1 also establishes a systematic workflow necessary for creative problem solving and decision-making. You will regularly engage in reflective dialogue regarding their artistic practice and progress.

**Level 2** provides you with the opportunity to focus your technical skills by specialising in either 2D or 3D animation. This level introduces narrative development and storytelling structure for animated films through adaption. You are exposed to acting theory and methodology as well as more advanced production techniques for the enhancement of your chosen specialisation. Group projects and professional and emphasis is placed on you developing your visual and verbal communication skills. Opportunities are also generated for cross-faculty collaborations. Level 2 also includes portfolio development projects which aim to provide you with an opportunity to conceive, develop and produce a project in a short period of time. 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** is concerned with the integration of skills into professional practice, through industry and community engagement, and a major graduation project. You will propose and embark on a series of self-directed productions, either narrative or conceptual in nature. You will attend regular master classes and embark on short portfolio development projects. The objective is to provide you with the necessary skills and opportunities to produce a portfolio suitable for employment in the animation industry, and prepares you for further studies or allows you to embark on independent film production. You are also required to produce analytical essays and seminar presentations.

The programme is designed to encourage you to be experimental, flexible and adaptable for entry into the creative industries with a range of transferable skills.

**Software Specifications:** Autodesk MAYA, Autodesk Matchmover, Adobe Photoshop, Adobe Premier, Adobe AfterEffects, Adobe FLASH, ZBrush, TVPaint

**Career Paths:** 2D/3D Animation developer and producer

**Related Careers:** Animation/Video/Film Developer and Producer, Computer/Mobile Games Developer, Illustrator, Producer, Art Director, Storyboard Artist

**Teaching Methods:** You will attend regular lectures, seminars and practical presentations. Additionally, you will have access to a fully equipped production studio and attend subject specific workshops. There are also regular masterclasses conducted by leading industry professionals and projects conducted by visiting artists, who provide valuable insight and experience to current methods and practices.

### Portfolio and Interview Requirements

All applicants for the programme are required to submit a portfolio and attend an interview.

Portfolios should contain a minimum of 15 pieces of original, recently completed work.

The selection of work should demonstrate the following:

- Observation and drawing skills, ideally through life drawing, still life, and storyboards;
- Sketchbooks: quick observational sketches are particularly encouraged;
- A cross-section of the applicant's work, including a variety of 2D rendering skills, e.g. painting, photography, digital imaging;
- Additional supporting work may include 3D work (Ceramics, Sculptures, etc), or Multimedia work (e.g. animation, website design, etc);
- Evidence of Animation is not required.

During the interview, applicants are required to participate in a dialogue regarding the content of their portfolio. Applicants should note that emphasis is placed on the originality of artwork (copied and fan artwork is not appropriate).

In addition to artistic skills, the programme team is looking for applicants with the potential to conceptualise, develop and produce animated films to the highest possible standards. During the interview, applicants will be expected to demonstrate a strong motivation and commitment to the programme and subject area.





## BA(HONS) FILM

Duration: 3 years

Film resembles so many other arts, however it is in itself a unique medium. Film prizes the collaborative process, and the programme sits in a privileged position of being able to tap into the ecosystem of the various arms of an arts college. While doing so, the primary focus of the programme is to nurture its students to find their own voice through the art of cinematic storytelling.

This programme answers the call of the local and international film community, which seeks reflective practitioners empowered by the capacity for creativity and authenticity. Through practice-based learning, instilled with critical thinking, you will be inspired to communicate within a cinematic framework and explore various narrative environments, such as short and feature films, documentaries and television commercials, with an emphasis on professional and broadcast standards.

While keeping with the current advances in technology, the programme also observes that these are mere tools in the overall architecture of content. Although new technologies always have and will continue to have an impact on the realisation of artistic works, the programme emphasises skills and knowledge that refer to the artistic and conceptual traditions in film, especially in the area of storytelling, in all the film-related disciplines, from screenwriting, directing and producing, to cinematography, sound, editing and production design.

**Level 1** establishes the groundwork of filmmaking and presents the theoretical approaches needed for the study of film. You will be introduced to the disciplines of screenwriting, producing, directing, cinematography, sound recording, sound-designing, editing and production design.

**Level 2** develops the practical and academic work begun in the previous level and takes the collaborative process of film practice further, through various exercises and a short film project. You will also have the option to undertake a semester of overseas student exchange to gain a global perspective and enrich your learning experience.

Central to **Level 3** are the complex demands of professional filmmaking. Work undertaken in the final year combines your developed artistic approach and technical skills, culminating in a Thesis Film where you will select two areas of focus. You will also have the opportunity to undertake internships and/or industry and community projects.

"I feel that the most important thing I've learnt from The Puttnam School of Film is how to collaborate with and appreciate other creative individuals during the production of a film. Being ethical, respectful, and creatively open to your fellow filmmakers in the process of making a film whilst also ensuring one's own artistic integrity remains is something I strive for."

*James Khoo, alumnus, BA(Hons) Film, Winner of Best Short Film for Hentak Kaki at the Singapore International Film Festival 2011*



**Career Paths:** Screenwriter, Producer, Fiction or Documentary Director, Cinematographer, Editor, Sound Designer, Production Designer

**Teaching Methods:** You will have opportunities to work in studios and attend special workshops and masterclasses. You will attend lectures, tutorials, seminars and screenings. You will participate in class presentations and complete written assignments. You will be assessed at the end of every semester on your studio practice.

### Portfolio and Interview Requirements

You are requested to present a story, or a treatment for a story, that you would like to make for the screen. The premise of the story is important.

- You will be asked to articulate why you think your story will be appealing, and worthy of being produced as a film. To assist your presentation, you may use still-photographs to reflect the mood, style and form of your end product – the film.
- In addition you may submit the following as evidence of your pursuit to study film and be able to reflect on these works
  - Moving Images which may include video clips, music videos, television commercials, corporate videos
  - Shorts films as well as school film projects
  - Moodboards and storyboards
  - Photographs
  - Short screenplay, prose or poems
- Testimonials to state relevant experience
- Referral letters

### What we are looking for?

We are looking for a student who possesses commitment, motivation, determination and a passion for storytelling. Your presentation should reflect your dedication to creating stories with universal appeal.

Good communication skills and the capacity to work unselfishly in a team, are essential. It is not necessary to have made films, although any professional experience and practice in filmmaking will add credence to your portfolio.

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BA(Hons) Acting  
BA(Hons) Musical Theatre

## **CONTACT US**

LASALLE College of the Arts  
1 McNally Street  
Singapore 187940

 +65 6496 5111

 [admissions@lasalle.edu.sg](mailto:admissions@lasalle.edu.sg)

 [www.lasalle.edu.sg](http://www.lasalle.edu.sg)

LASALLE College of the Arts is registered with the Committee for Private Education (CPE).  
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Cert No: EDU-1-1002  
Validity: 1/10/2015 - 30/09/2019

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