

MEDIA RELEASE

LASALLE redesigns Diplomas to empower a new generation of arts and design students

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From August 2020, new Diploma students at LASALLE College of the Arts will reap the benefits of a refreshed Diploma framework, designed to prepare a new generation of arts and design learners to respond to evolving needs and opportunities in a transforming economy.

Dr Venka Purushothaman, Provost of LASALLE, said, “We are moving our diploma curriculum from a diagnostic to a professional, self-directed approach – encouraging students to be enterprising, forward-looking and to be co-creators of their creative journey. This is also in keeping with the aspiration of young students who want to be co-authors of their education.”

“This approach was developed and designed over two years through consultation with various curriculum specialists and stakeholders, including students. It will enable arts graduates to engage more deeply with the fast-evolving cultural and creative sectors where opportunities are abundant. Today, artists and designers have a wonderful space to redefine the future of their work and establish organisations that respond to their generation,” he added.

Across all Diplomas, students will further their learning in a range of areas outside of their core subjects such as emerging technologies, self-management and professional skills as well as cross-disciplinary studies. Modules on critical thinking and imagination will expose students to diverse learning methods such as looking at communities as a source of creative inspiration, or understanding the fast-changing visual culture through interdisciplinary studio exercises.

New modules on professional skills and career planning aim to provide a pathway for students to be more work-ready. Students can undertake mentorships with young and successful artists and designers, as well as explore career options in diverse sectors by working alongside non-arts colleagues.

Two Diploma programmes that have been significantly reworked to meet the needs of a changing industry landscape are the Diploma in Design for Communication and Experiences (formerly Diploma in Design Communication) and Diploma in Creative Direction for Fashion (formerly Diploma in Fashion).

- Diploma in Design for Communication and Experiences seeks to prepare designers for a mixed creative industry by merging different design communication areas. While retaining the original Diploma’s rigour and emphasis on design craft and the experimental, the new Diploma will now introduce students to digital communication, experience design, design as narrative and aspects of social and service design fundamentals at an earlier stage in their learning journey. Another

- key difference is that the final year will be flexible, and cater to the individual student's interests and aspirations.
- Diploma in Creative Direction for Fashion will take on a communication and media focus on business awareness, digital and social media marketing, branded content creation, retail marketing, social media retailing and digital strategies. Course studies will be underpinned by branding, brand management, public relations, traditional marketing, and take into consideration UI/UX and e-tailing.

Ms Nur Hidayah, Dean, Faculty of Design, shared, "We conducted a thorough review of the sector and also looked at skills mapping for DesignSingapore Council. With the updated curriculum, these two diplomas are not only now much more in line with current industry needs, but will also equip students with soft skills to serve them well in any future career they choose."

LASALLE offers eleven Diploma programmes in total across the Faculties of Fine Arts, Media & Creative Industries, Design, and Performing Arts. Singaporeans and Singapore Permanent Residents are eligible for subsidised fees from the Ministry of Education.

About LASALLE College of the Arts

Asia's leading tertiary institution in contemporary arts and design education and practice.

LASALLE College of the Arts offers 30 diploma, undergraduate and postgraduate programmes in fine arts, design communication, interior design, product design, film, animation, fashion, dance, music, theatre, arts management, arts pedagogy and practice, art therapy, Asian art histories and creative writing.

LASALLE provides a nurturing, interdisciplinary learning environment to inspire the next generation of forward-looking, globally engaged artists, designers and leaders of creative industries.

Its faculty is led by a community of award-winning artists, designers, educators and researchers, and their practice-led research sets LASALLE apart as an international centre of excellence.

Founded in 1984 by the late De La Salle Brother Joseph McNally – a visionary artist and educator – LASALLE is a non-profit private educational institution. The College receives tuition grant support from Singapore's Ministry of Education. Its degree programmes are validated by Goldsmiths, University of London.

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