NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE

School of Art, Design and Media
College of Humanities, Arts, and Social Sciences

INFORMATION

ADDITIONAL INFORMATION

UNDERGRADUATE PROSPECTUS 19/20

CONTENT PAGE

BOOKLET A

Bachelor of Fine Arts in Design Art 3
Interaction Design 5
Product Design 13
Visual Communication 19
Alumni Feature
- Kapilan Naidu 7
- Audrey Ng 15
- Nicole Tan 21

BOOKLET B

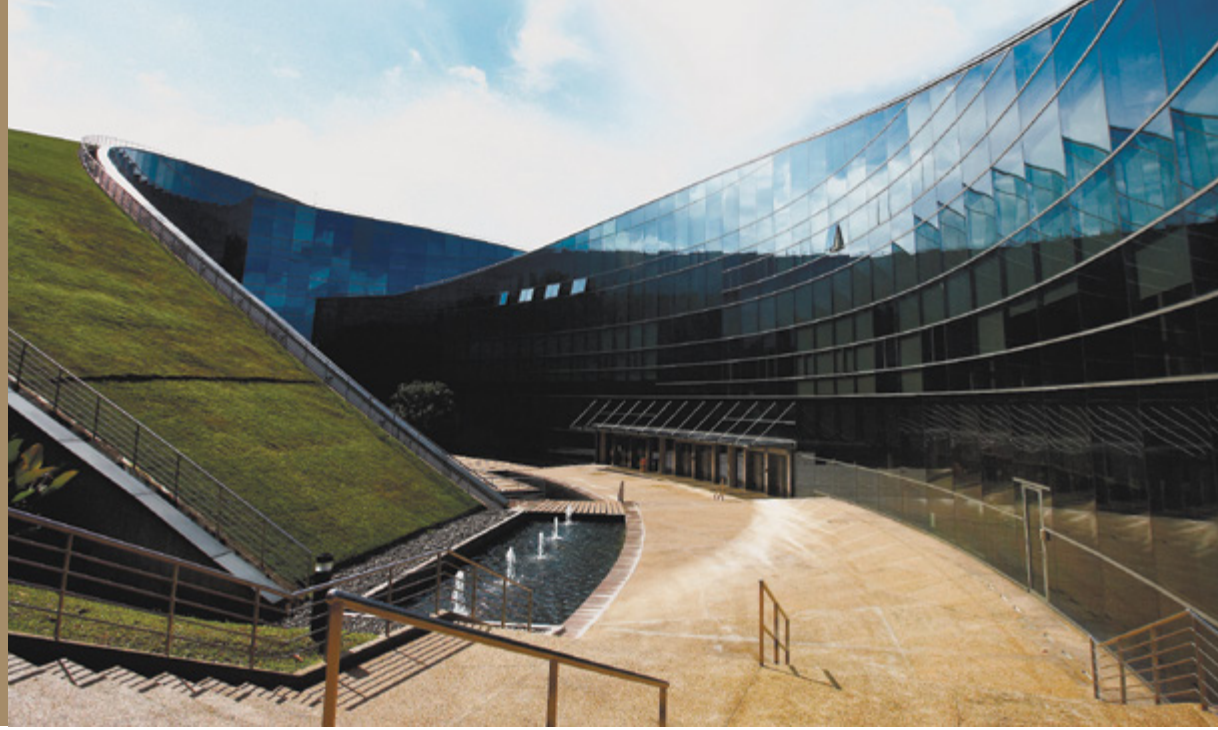
Bachelor of Fine Arts in Media Art 3
Animation 5
Filmmaking 11
Photography 19
Alumni Feature
- Amirul Afifi 7
- Jac Min 13
- Jasper Yu 21

BOOKLET C

About ADM 3
Chair's Message 5
ADM Faculty 7
Student Life 9
Programme Overview 11
Admission Criteria 15
- Application Requirements 16
- Submission Package 22
- Advanced Standing & Transfer of Credits 26

Art History 29
Double Major 31

ABOUT ADM



Since it was founded in 2005, NTU's School of Art, Design and Media (ADM) has become one of Singapore's most creative centres of tertiary education.

Underneath the building's distinctive, sloping grass roof you will discover five floors of highly equipped classrooms, auditoriums, studios, darkrooms and digital media labs where those who are curious and passionate can explore, play, learn and create.

Our classes combine rigorous training in the techniques and traditions of art, media and design, while developing critical thinking about ideas and concepts. They are delivered by an inspiring and dedicated faculty, who are established practitioners and researchers from all over the world, committed to sharing their knowledge, skills, ideas and insights. Since our first batch graduated in 2009, we've seen our students go on to extraordinary careers in many fields and disciplines, at home and abroad, and long may that continue!

In 2017 we launched our New Bachelor of Fine Arts degree, based on several years of consultation a nd review. During their Foundation year, students now select either Design Art or Media Art. Each Major offers the opportunity to select from Core classes along a range of specialized Pathways, and while students can choose to concentrate on a single path, we encourage you to explore and experiment across subjects and fields. The new programme is a response to the ways in which the Media and Design industries are converging, and employers are looking for candidates who are flexible, knowledgeable and skilled across more than one discipline.

If you have a passion for creativity and a budding talent for art, design and media, and are looking for a place where you can bring that to the next level, then come and take a walk with us.

CHAIR'S MESSAGE

Art, Design and Media are ways that we explore, contemplate, and improve the world around us. It's how we communicate our understanding of the natural, social, and built environments. To do this we apply sensitivity, aesthetics and ethics to all we create.

Each artist and each artwork has a unique story, a special context, and a direct and potentially profound effect upon the world. This means that imagination, innovation, and critical thinking are fundamental. The role that art, design, and media technologies play in the dialogue between cultures, and in transforming the way of life of people around the world is also an important consideration in all that we do. Because we are a young school located in Singapore in the heart of South East Asia, a major international port city that for hundreds of years has been the gateway between the East and West, new relationships between traditional and contemporary media, and local and world cultures are being pioneered here.

We consider ADM to be a living laboratory, a model of the global community where respect for life and diversity is fundamental, and each student is an ambassador. As our planet and its ecosystems are increasingly fragile, our collective responsibility as stewards of its resources means that our students are also asked to consider issues of sustainability in all that they do. Our green building, and our garden city and campus, are an inspiration to us all in this regard, a reminder of our ultimate goal of living in harmony with nature and the universe.

Finally, we are committed to fostering your voice as an independent artist, designer or scholar by providing you with the conceptual and technical skills necessary for professional employment, research or advanced study in the arts and related fields. With this, you will become part of an exciting new wave of dazzling talent that is already transforming Singapore into a major creative centre in South East Asia.

VIBEKE SORENSEN

Professor & Chair of
Nanyang Technological University
School of Art, Design & Media

ADM FACULTY

VIBEKE SORENSEN
Professor, Chair

PEER MOHIDEEN SATHIKH
Associate Professor and Associate Chair, Academic

ANDREA NANETTI
Associate Professor and Associate Chair, Research

ANG SONG NIAN Lecturer
ANGELINE YAM Lecturer
DAVIDE BENVENUTI Assistant Professor
BENJAMIN SEIDE Associate Professor
BEN ALVIN SHEDD Professor
BEN SLATER Senior Lecturer
BERNHARD SCHMITT Assistant Professor
BIJU DHANAPALAN Associate Professor
CHALIT KONGSUWAN Lecturer
CHUL HEO Associate Professor
CINDY WANG Associate Professor
DANNE OJEDA HERNANDEZ Associate Professor
DESMOND PANG HEE WEE Lecturer
DJORDJE ARAMBASIC Assistant Professor
ELKE REINHUBER Assistant Professor
ELLA RAIDEL Assistant Professor
GALINA MIHALEVA Assistant Professor
GRAY HODGKINSON Associate Professor
GUL INANC Lecturer
HANS-MARTIN RALL Associate Professor
INA CONRADI-CHAVEZ Associate Professor
JEFFREY HONG Lecturer
JENNIFER BURRIS STATON Assistant Professor
JESSE THOMPSON Assistant Professor
JESVIN YEO Associate Professor
JOAN MARIE KELLY Senior Lecturer
KRISTY KANG Assistant Professor
LAURA MIOTTO Associate Professor
LISA WINSTANLEY Assistant Professor
LOUIS-PHILIPPE DEMERS Associate Professor
LUCAS JODOGNE Senior Lecturer
MARC GLOEDE Assistant Professor
MICHAEL TAN Assistant Professor
MICHAEL WALSH Professor
MICHELLE LIM Assistant Professor
NANCI TAKEYAMA Assistant Professor
NICOLE MIDORI WOODFORD Lecturer
NG EE CHING (CANDICE) Senior Lecturer
NG WOON LAM Assistant Professor
OH SOON-HWA Associate Professor
PETER CHEN Senior Lecturer
ROSS WILLIAMS Assistant Professor
SEBASTIAN GROBLER Associate Professor
SOPHIE GOLTZ Assistant Professor
SUJATHA MEEGAMA Assistant Professor
UTE META BAUER Professor and Founding Director of Centre for Contemporary Art
VLADIMIR TODOROVIC Associate Professor
WONG CHEN-HSI Associate Professor
YIN KER Assistant Professor

VISITING LECTURERS

NIKOS PAPASTERGIADIS
Visiting Professor

DEJAN GRBA
Visiting Associate Professor

PHILIPPE PIROTTE
Visiting Professor

NIC MORRIS
Visiting Associate Professor

THOMAS PAUL THESEN (Aug 5 2019)
Visiting Associate Professor

DOE MAYER (March 2019 — TBC)
Visiting Professor

STUDENT LIFE

Housed in the new "green" Art, Design and Media (ADM) building, the School is equipped with exceptional studios, laboratories, workshops and open spaces.

ADM's building is a prime example of the importance that NTU places on creative expression and the integration of art and technology. Its long sloping roof functions as a social meeting point that is frequently used by students during such events as the Freshman Orientation and Moon Cake Festival. ADM seeks to actively engage students in campus life and encourages them to give their input on how to keep ADM a fertile and exciting place to study.

The Student Club is a platform for students to contribute such ideas and many student suggestions have been adopted such as: extended library hours, installation of personal lockers and the setting up of a lounge area for student use. The club also works with the Music District, both of which allow students to showcase and explore their creative passion.

Social networking opportunities are plentiful too where the Student Club organises many events that help foster a sense of belonging. The club serves as a vital link between the school and the university, garnering support for the school's activities and interacting with students from other schools within NTU. Members of the Student Club are always open to suggestions on how to make your four-year experience at ADM a truly fulfilling one.

PROGRAMME OVERVIEW

AU — Academic Units MA — Media Art DA — Design Art

DESCRIPTION	CORE						MAJOR PRESCRIBED ELECTIVE					UNRESTRICTED ELECTIVES	GER CORE								GER PRESCRIBED ELECTIVES		
	Year 1 Common Foundation Modules	Year 1 Specific Foundation Modules	Year 1 Art History Modules	Professional Attachment	Final Year Project (FYP)	Interdisciplinary Seminar	Year 1 Specific Foundation Module	Year 2 Area Specific History	Year 2 Art History Module	Major Area Studio/ Pathway Electives (Compulsory)	Prescribed Elective Modules	Unrestricted Electives Modules	Communication Skills	Singapore Studies	Digital Society	Making Sense of Big Data	Ethics and Moral Reasoning	Environmental Sustainability	Entrepreneurship and Innovation	Kickstart your Career Success	Liberal Arts	Business Management	Any two courses from three categories (Liberal Arts / Business Management / Science and Technology)
AU																							
DA	12	9	6	5	9	3	—	3	3	24	6	24	5	3	3	3	1	1	1	1	3	3	6
MA	12	6	6	5	9	3	3	3	3	24	6	24	5	3	3	3	1	1	1	1	3	3	6

TOTAL AUs
134

PROGRAMME SUMMARY

YEAR ONE

During the first semester of the first year, students participate in a common foundation where they learn the fundamentals of visual language including; drawing, design in two and three dimensions, time based media, writing narratives and art history.

Selection of Major occurs at the end of the first semester. Following this, students will join either Design Art or Media Art and in the second semester they will take Core classes that introduce them to Design or Media.

YEAR TWO

Students will embark on more focused studies based on their Major selection and the Pathways they wish to explore.

YEAR THREE

Students continue to explore their Majors and move onto more advanced Core classes. Students who've chosen to study abroad as part of the International Exchange Programme will spend one semester overseas. A compulsory professional internship will take place within the three-month hiatus between Years Three and Four.

YEAR FOUR

Students complete their studies with remaining Prescribed Electives and GER classes. Both semesters are concentrated on the development and execution of their Final Year Project (FYP), in which they work independently under the mentorship of faculty supervisors.

ART HISTORY

Art History at ADM provides an important academic foundation for studio practice. The curriculum includes critical explorations of works and ideas about Art, Design and Media, drawn from art historical canons from around the globe. Via lectures, seminars, tutorials and excursions to exhibitions students are provided the tools with which to analyse and engage with historic and contemporary visual cultures. In addition students will study the specific histories of their Majors.

GENERAL EDUCATION REQUIREMENT (GER)

A quota of each student's study at NTU will take the form of General Education Requirement (GER) classes, beginning in the second semester of their first year. As part of their GER Students are expected to fulfill courses in Communication, Digital Literacy, Singapore Studies, Environmental Sustainability, Enterprise, Ethics and Career Basics. They will also select GER classes in schools outside of ADM in categories such as 'Liberal Arts', 'Business Management' and 'Science and Technology'.

UNRESTRICTED ELECTIVES (UES)

These are classes taught across NTU that can be joined by most levels of students without prerequisites and are a further way for students to widen their horizons and accrue new skills and knowledge.

MINORS AND SECOND MAJORS

Students can also take academic Minors and Second Majors in other schools and colleges within the University. Fulfilling them requires taking a certain amount of additional Core classes and Prescribed Electives. There are more than 30 available Minor Programmes available currently, which include: Art History, Communication Studies, Drama and Performance, Creative Writing, English Literature, History, Chinese, Environmental Management, Entrepreneurship and Computing.

ADMISSION CRITERIA

Before applying to study at the School of Art, Design and Media (ADM), please ensure that you satisfy the general entry requirements of NTU. You are then required to submit the following material for evaluation into the Bachelor of Fine Arts programme.

NOTE

Please refer to this link for the deadlines for submission:

http://admissions.ntu.edu.sg/UndergraduateAdmissions/Pages/ApplytoNTU.aspx

STEP 1 PORTFOLIO

- 15–20 best works in any media

STEP 2 PRESCRIBED ASSIGNMENT

- Personal Statement & Writing Sample
- Creative Project
- Visual Aptitude

STEP 3 SUBMISSION

- Submission Deadline

APPLICATION REQUIREMENTS

PORTFOLIO

Please select and prepare a portfolio consisting of 15 to 20 best examples of your creative works. Your portfolio should reflect your personal interests, experiences and competencies in the arts.

All materials submitted should be original work created by the applicant. Work copied from other sources such as magazines, film, work of other artists, will not be considered.

Portfolio pieces may represent classroom assignments* or independent projects. Submissions may include, but not limited to, two-dimensional, three-dimensional, and/or time-based work (e.g. games, audio recording, scripts, website, etc.). Preparatory work such as sketches and concept drawings may be included as components of your portfolio.

All submitted work for this section must be digital reproductions of your original work.

NOTE

In the case of group or collaborative projects, please specify your role and contribution in the project. A failure to declare will result in disqualification of the particular work from review.

PERSONAL STATEMENT AND WRITING SAMPLE

PLEASE RESPOND TO ALL FOUR QUESTIONS IN WRITING

1. What is unique and interesting about you? 200 words maximum
2. Choose and identify ONE piece of art, design, or media work by a recognised artist and briefly discuss why it inspires or excites you? The piece may be a film, painting, sculpture, game, website, installation, designed object, visual image, etc. 150 words maximum
3. Where and what do you foresee yourself doing 10 years from now? 100 words maximum
4. Which is your preferred major, Design Art or Media Art, in ADM and why?

NOTE

This will only serve as an indication of your preference. It does not constitute a guarantee to get into your area of choice.

APPLICATION REQUIREMENTS PRESCRIBED ASSIGNMENT

CREATIVE PROJECT

Consider the two words CULTURE and IMAGINATION. How would you approach and interpret them together as themes and/or concepts?

PLEASE CHOOSE ONE OF THE FOLLOWING FORMATS FOR THIS CREATIVE PROJECT

- Create a video/film or animation (that lasts no longer than 1 minute) about CULTURE and IMAGINATION.
- Create 5–10 photographic images about CULTURE and IMAGINATION.
- Create a media piece (sound, interactive, or other) (that lasts no longer than 1 minute) about CULTURE and IMAGINATION.
- Create a 3D object or space about CULTURE and IMAGINATION and submit 5 images (documentation or renderings).

VISUAL APTITUDE

Please respond to all THREE questions according to the specified instructions:

- Begin each creative response on a new sheet of A4 white paper measuring 29.7cm X 21cm.
- Ensure that your full name and official application number is labelled on the back of each submission.
- Any tools or techniques can be use.
- Please submit the actual work, not its reproduction.

QUESTION 1 OBSERVATION DRAWING

Draw an object you observe in front of you. Pay attention to its shape, proportion, scale and shades. You should not draw based on photographic reference i.e. copying from a photograph.

QUESTION 2 IMAGINATION & INVENTION

Use the shapes given below to express the idea of TENSION. Make an interesting composition using these shapes. Make ONLY abstract responses (in other words, no cats, faces, or any recognizable objects). Shapes may be repeated. Pay attention to scale, contrast, composition and depth.

QUESTION 3 VISUAL NARRATIVE

Create a narrative using the theme SURREAL. Please illustrate this in a comic strip or storyboard of 6–9 images on one piece of paper. This sequence will show your ability to tell a story with visuals.

NOTE

You are free to illustrate this with any media.

APPLICATION REQUIREMENTS SUBMISSION

Please ensure that all relevant files in the Submission Package are put on a standard USB flash drive of sufficient storage capacity, containing only the Submission Package documents.

THE ORGANIZATION OF THE FLASH DRIVE IS AS FOLLOWS

1. The name of flash drive must be:

   AdmissionsNumber
   e.g. A00075881

2. Inside the flash drive, there must be THREE folders:

   a. Portfolio folder
   b. Writing_Sample_and_Personal_Statement folder
   c. Creative_projects & Visuals folder

3. All material in all folders should be named according to the following format:

   FileNumber_FamilyName_Initial. FileExtension
   e.g. 01_WONG_J.jpg

Submission of admission assessment materials must include a self-addressed stamped envelope or box of correct size and with sufficient postage for the return of your materials and/or flash drive. Applicant should ensure that the envelope is padded for protection of their portfolio materials. We cannot be held responsible for any damages that may occur during postage. All Undergraduate applicants must send their portfolio to the Office of Admissions directly.

Refer to p.25 for the instructions of the submission package and details of the Document Drop box located at **Level 1**, Student Services Centre (next to SASD Lobby).

Document Drop Box facility is strictly applicable to applicants with application number starting with **A** or **PF**.

For applicants with application number starting with **D** or **E**, please send by post to Office of Admissions, 42 Nanyang Avenue, Student Services Centre #03-01, Singapore 639815, within 1 week after stipulated closing deadlines for admission.

THE SUBMISSION PACKAGE

FILE FORMATS IN THE SUBMISSION PACKAGE

The Submissions Package should follow EXACTLY the following guidelines:

TWO-DIMENSIONAL AND THREE-DIMENSIONAL WORK

With the exception of the work for the Visual Aptitude Section 4 questions which must be submitted in hard copies (do not submit any other actual two-dimensional or three-dimensional work), please submit all other works as digital files.

All images of work must be submitted as JPG or PDF files.

TIME BASED WORK

Time based work such as film, video, sound or performance must be prepared according to the following formats:

Videos (.avi, .mov, .mp4, Quicktime)
Up to 200 MB each

Audio (.mp3)
Up to 30 MB each

NOTE

Please keep your submissions to under 5 minutes. This is a requirement. Your submission may include multiple clips of different projects within this 5-minute limit (i.e. 'showreels'). Remember: Your (applicant's) role in group projects must be clearly stated or the work will not be reviewed.

INTERACTIVE MULTIMEDIA WORK:

All games, websites, audio works and interactive documentation must be prepared according to the following formats:

Videos (.avi, .mov, .mp4, Quicktime)
Up to 200 MB each

Audio (.mp3) Up to 30 MB each

Flash & Web
URL and HTML files with all links operational

NOTE

Executable game & interactive files, including Flash, must be playable on both the Macintosh and Windows operating systems. Please include a map and instructions showing sample navigation. Reminder: Your (applicant's) role in group projects must be clearly stated or the work will not be reviewed.

SAMPLES OF WRITTEN CREATIVE AND RESEARCH MATERIALS

Creative writing, stories, scripts, narratives or research papers may be submitted as part of the applicant's portfolio. Applicants are to submit your works as PDFs.

SUBMISSION NOTES

Please test your files on both PC and Macintosh to ensure that the files open and run smoothly. Please pay attention to all submission deadlines.

ACADEMIC HONESTY

By placing your name on submitted work it is understood that the applicants are claiming sole authorship of the work (with the declared exception of collaborative projects).

Any applicant who is found to be plagiarizing someone else's work or engaging in other forms of academic dishonesty, will not be considered for review.

SUBMISSION PACKAGE SAMPLE

STAMP

1 APPLICANT'S NAME
(as indicated in your application)

2 APPLICANT'S MAILING ADDRESS

3 APPLICATION NO.
A XXXXXXXX (for A-level applicant)
PF XXXXXXXX (for Polytechnic applicant)

4 ADDITIONAL ITEMS FOR ART, DESIGN AND MEDIA

Submission Package Sample

Do note the deadline for Submission Package to reach our office as follow:

A-LEVEL APPLICANT
by 19 March 2019 (Tuesday)

POLYTECHNIC APPLICANT
by 21 February 2019 (Thursday)

INSTRUCTION FOR SUBMISSION PACKAGE

1. Place all admission assessment materials into an envelope.
2. Indicate the 4 important information on the envelope. Refer to sample (p.24)
3. Drop your submission package into the Document Drop box.

NOTE

Only applicable to Singapore-Cambridge GCE A-level and Local Polytechnic Diploma Certificate holders.

LOCATION OF DOCUMENT DROP BOX

Level 1, Student Services Centre,
(outside the main entrance)
42 Nanyang Avenue, Singapore 639815

Do contact Office of Admission (OA) at 67905055 or 67905972 for advice if you are submitting bulky item by hand.

FOR SUBMISSION PACKAGE SENT BY MAIL/COURIER, PLEASE MAIL/COURIER TO THE FOLLOWING ADDRESS:

Office of Admissions
Nanyang Technological University
Student Services Centre, #03-01
42 Nanyang Avenue, Singapore 639815

- Please ensure there is sufficient postage to mail back your submission package after the admission exercise. You will be notified via email in September/October after we have mailed out the submission package.
- Applicant should ensure that the envelope is padded for protection of their portfolio materials. We shall not in any case be liable for any loss of contents or damages during the application process.

ADVANCED STANDING & TRANSFER OF CREDITS

SUBJECT TYPE	AU REQUIREMENT	MAXIMUM NUMBER OF AUS TO BE TRANSFERRED
GERs (Core and Prescribed Elective) and Unrestricted Elective	54 AUs	9 AUs
Compulsory Major Area Studio Electives	69 AUs	3 AUs in Compulsory Major Area Studio Courses (Portfolio to be submitted)
Compulsory Internship and Prescribed Studio Electives	12 AUs	Determined on case by case basis

AU — Academic Units

If you have successfully completed a diploma course at a local polytechnic, LaSalle College of the Arts or NAFA, advanced standing is available and determined based on courses completed at the previous tertiary institution and portfolio review on an individual basis.

Students may apply for advanced standing upon admission to ADM in Year One, Semester One. Each student applying for advanced standing must submit an official transcript from the previous tertiary institution.

GUIDELINES ON TRANSFER

Only applicants with tertiary study and a significant portfolio are eligible for advanced standing.

Evaluation of Academic Units (AUs) transferred is based on courses passed with at least a grade B or better.

For applicants with a Polytechnic diploma, generally, only third-year courses will be considered for advanced placement transfer of credits at ADM.

In specific cases, some courses may be considered based on course content and how comparable these are to ADM courses. Evaluation is on a case-by-case basis and subject to approval by the Associate Chair (Academic).

Information is correct as of December 2018. © 2018 Nanyang Technological University, School of Art, Design and Media.

NOTE

For more information, please contact:

Mrs Julie Lim-Tay Bee Neo
Assistant Director
(Undergraduate Programmes)

Nanyang Technological University
School of Art, Design and Media
81 Nanyang Drive, Level 3
Singapore 637458

T +65 6790 6667
F +65 6795 3140
E adminfo@ntu.edu.sg

ART HISTORY

Art History at ADM provides an important academic foundation for studio practice. The curriculum includes critical explorations of works and ideas about Art Design and Media, drawn from art historical canons from around the globe.

Via lectures, seminars, tutorials and excursions to exhibitions students are provided the tools with which to analyse and engage with historic and contemporary visual cultures and the diverse incarnations of these in Art Design and Media practice. Art History is, importantly, also the arena in which students are exposed to the rigours and methods of researching and writing about Art Design and Media. Writing is regarded as at once a tool for reflection, communication and critique, and also as an art form in its own right. Students will be encouraged to find a written voice that is exacting and enabling in the development and communication of creative ideas and arguments about art. These are professional tools and skills that will be welcomed by employers, post-graduation.

Art History at ADM has also pioneered a series of combined theory-and-practice modules, where students are encouraged to apply art historical and theoretical problems to specially-devised studio assignments pertaining to regional issues and problems with a 'hands-on' immediacy.

DOUBLE MAJOR IN ENGLISH LITERATURE & ART HISTORY

The School of Art, Design and Media and the College of Humanities and Social Sciences are pleased to offer a Double Major Degree in English Literature and Art History — alongside other Double Majors across the three schools of the College of Humanities, Arts and Social Sciences.

For English Literature, students will focus on the traditional areas and contemporary innovative approaches to the subject. Specialisations offered include comparative literature, Singaporean and Asian literatures, critical and literary theory, cultural studies, film studies, postmodernism, and gender studies. The Art History programme aims to equip students with a thorough knowledge and critical awareness of the global histories of art, culture and heritage, which will be taught through lectures, seminars and practical projects.

Students will be trained in the rigours and methods of researching and writing about art, including specialisations in Global Art History, Asian Art History, Museums, Heritage, Curating and Contemporary Art and Theory. They will also benefit from ADM's relationship to professional arts spaces such as the Centre for Contemporary Art (CCA). Students will have the opportunity to receive the strengths of each major academic discipline while developing an intellectual flexibility and diversity that will offer a broader range of analytical skills. Graduates from this programme will be suitable employees in both the public and private sectors in Singapore, and the global employment market. They'll also be well positioned for post-graduate studies.

NOTE

The programme is offered as a single degree programme with two distinct majors; each major carries equal weight in the degree.

For more information, please email to AD-HASS-US@ntu.edu.sg.

The School of Art, Design and Media would like to extend our sincere appreciation to the editorial team behind the AY2019/2020 ADM Undergraduate Prospectus.

EDITORIAL DIRECTION

Peer M. Sathikh
Associate Professor
Associate Chair (Academic)

Benjamin Alexander Slater
Coordinator for Publicity and Outreach
Senior Lecturer

Muhammad Mustajab Bin Mohamad
Publicity, Outreach and Alumni Affairs

CREATIVE DIRECTION

Currency Design
currencydesign.info

Copyright © 2019 Nanyang Technological University. All Rights Reserved.
No part of this publication may be reproduced without written permission

NANYANG
TECHNOLOGICAL
UNIVERSITY
SINGAPORE

School of Art, Design
and Media
College of Humanities, Arts, and Social Sciences

DESIGN ART

PRODUCT DESIGN
VISUAL COMMUNICATION
INTERACTION DESIGN

PRODUCT DESIGN
VISUAL COMMUNICATION
INTERACTION DESIGN

UNDERGRADUATE PROSPECTUS 19/20

CONTENT PAGE

BOOKLET A

Bachelor of Fine Arts in Design Art 3
Interaction Design 5
Product Design 13
Visual Communication 19
Alumni Feature
- Kapilan Naidu 7
- Audrey Ng 15
- Nicole Tan 21

BOOKLET B

Bachelor of Fine Arts in Media Art 3
Animation 5
Filmmaking 11
Photography 19
Alumni Feature
- Amirul Afifi 7
- Jac Min 13
- Jasper Yu 21

BOOKLET C

About ADM 3
Chair's Message 5
ADM Faculty 7
Student Life 9
Programme Overview 11
Admission Criteria 15
- Application Requirements 16
- Submission Package 22
- Advanced Standing & Transfer of Credits 26

Art History 29
Double Major 31

CAREER OPPORTUNITIES FOR

BFA IN DESIGN ART

INDUSTRIAL DESIGN
INTERACTIVE
INSTALLATION DESIGN
EVENT DESIGN
EXPERIENCE DESIGN
CONCEPTUAL DESIGN
FURNITURE DESIGN
INTELLIGENT OBJECT
DESIGN
USER-CENTRIC DESIGN
COMPUTER-AIDED
DESIGN
GRAPHIC DESIGN
CREATIVE DIRECTION
CORPORATE BRANDING
EDITORIAL DESIGN
PUBLICATION DESIGN

BACHELOR OF FINE ARTS IN DESIGN ART

INTRODUCTION

After one semester of common foundation courses, students will select either the Design Art or Media Art Major. During the second semester they take introduction classes in this Major. From Year 2 onwards they embark upon specialised Core classes and Prescribed Electives.

Design is an interdisciplinary set of fields encompassing a wide variety of approaches to visual material and culture. At a fundamental level it is about form and composition, which are then applied to communication, problem-solving and creating compelling products and experiences for viewers and users. Design guides us through our lives, informs us, and challenges our perceptions of the world.

In Design Art, students are taught to be critical, creative and skilled designers and artists, developing innovative and exciting new visions across fields and disciplines.

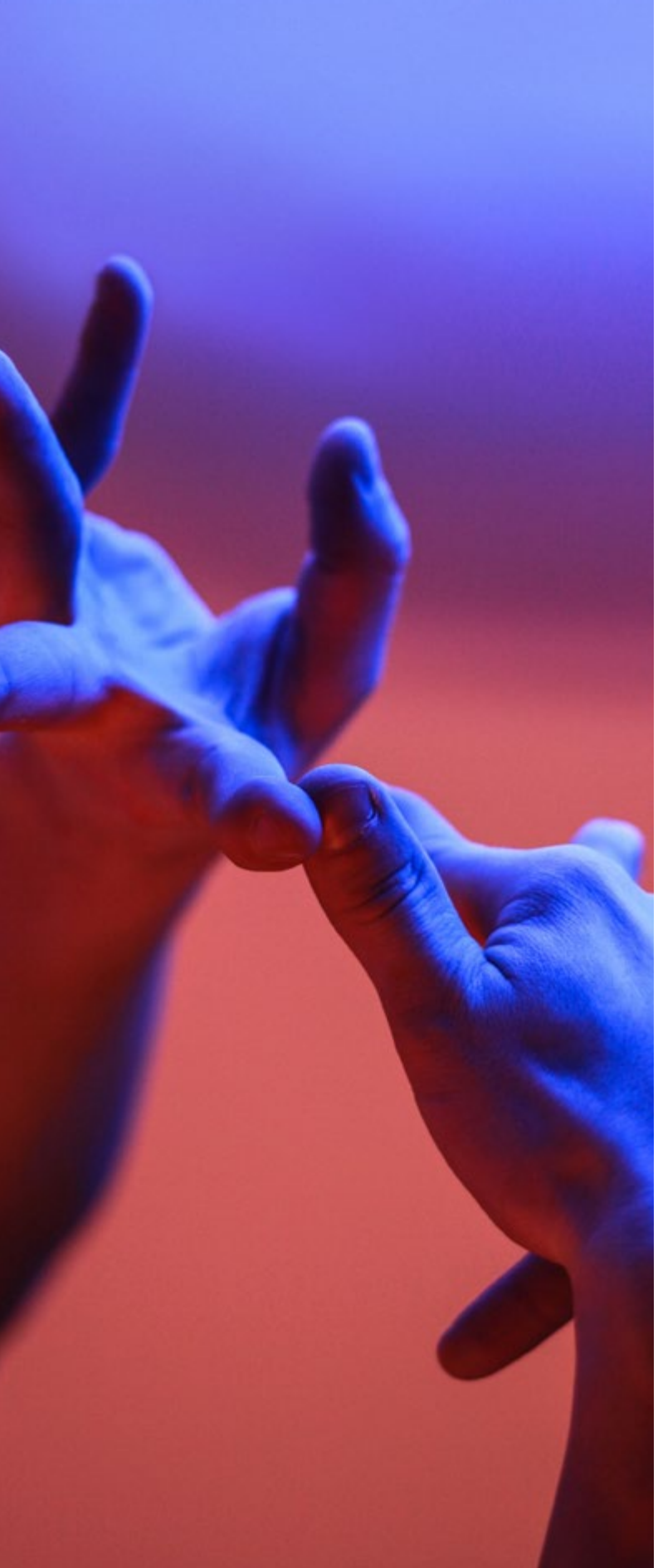
At ADM there are three Design Art Pathways:

PATHWAYS

1 Interaction Design

2 Product Design

3 Visual Communication



INTERACTION DESIGN

Interaction expands the possibilities of new methods and theories needed to be a creative practitioner in an increasingly interactive world.

Students explore technology and software and study theories and concepts around narratives, space and play. Among other things, they'll be creating installations, games, sound and web-art and devices. The focus is on having technology serve the creativity and experimentation of the artist and designer.

DESIGN ART PATHWAY ONE

CORE CLASSES

- Interactive 1 & 2
- Programming for Interaction
- Narratives for Interaction
- Interactive Devices
- Interactive Spaces & Environments

ALUMNI FEATURE

KAPILAN NAIDU

BFA INTERACTION DESIGN, 2018
Interaction Designer & Creative Technologist
designed.bykapilan.com

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

I am currently the Creative Lead of 'The Department' — a digital experience and interaction studio that I co-founded alongside my fellow alumni, Darryl Lim. I've since had the opportunity to work on projects that vary across game design, media installations, brand activation campaigns, and mixed-reality experiences. As a studio, we work alongside our clients to craft compelling brand experiences. In the role of Creative Lead, I balance fulfilling our clients' objectives with ensuring our studio's style is reflected in the work that we do. As such my creative practice has expanded beyond the conceptual and technical, into the communicative and leadership aspects as well.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

A large part of what I do involves exploring and adapting emerging technologies for use in creative ways. Some of the more exciting projects on my plate right now include real-time data driven art installations designed for public urban spaces, interactive campaigns, and integrating mixed reality experiences into existing building infrastructures to create virtual worlds for work and play.

Datengeist, 2018, Generative Digital Artwork

DID YOU GO FOR AN OVERSEAS EXCHANGE PROGRAM / INTERNSHIP?

I took on a role of Motion Designer in a freelance capacity at The Secret Little Agency during my 2nd and 3rd year of school. During my time there, I worked on designing and animating social posts for brands. This experience was very insightful — showing me the inner workings of a creative agency and how projects developed from ideas to execution in a real-world environment. Many of these lessons have come really useful in helping me run and manage my own studio.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

In my final year I met one of my art world heroes: media artist Refik Anadol. I had the rare opportunity to have a one-on-one critique session with him about my own work, receiving invaluable feedback on my final year project and advice on how to develop my practice and creative processes. This remains one of my most cherished memories in ADM.

IN WHAT WAYS HAS YOUR EDUCATION IN ADM PREPARED YOU FOR THE REAL WORLD?

In addition to the standard curriculum, I was offered the opportunity to take part in the Undergraduate Research Experience on Campus (URECA). The programme exposed me to the academic world within art and design, allowing me to conduct first-hand research into issues surrounding the field. I constantly find myself applying the critical and analytical skills I developed when approaching research for client briefs and solving creative problems. I also had the opportunity to pursue some Graduate Classes in my area of specialization that further honed my conceptual capabilities and knowledge within my specialization.

Macrocosmic Flux, 2016, Public Art Installation

HOW DO YOU THINK THAT STUDYING ART AND MEDIA IN ADM HAS PREPARED YOU FOR THE INDUSTRY?

One aspect to studying in ADM is the vast access to technology that students have at our disposal. As an undergraduate, experimenting with large scale laser projectors, urban media walls, motion capture studios and rapid-prototyping equipment has imparted relevant technical skills that apply directly to the work that I now do. ADM's unique blend of arts and technology has positioned me to be well-informed about current industry trends, as well as the general trajectory that the industry is headed towards.

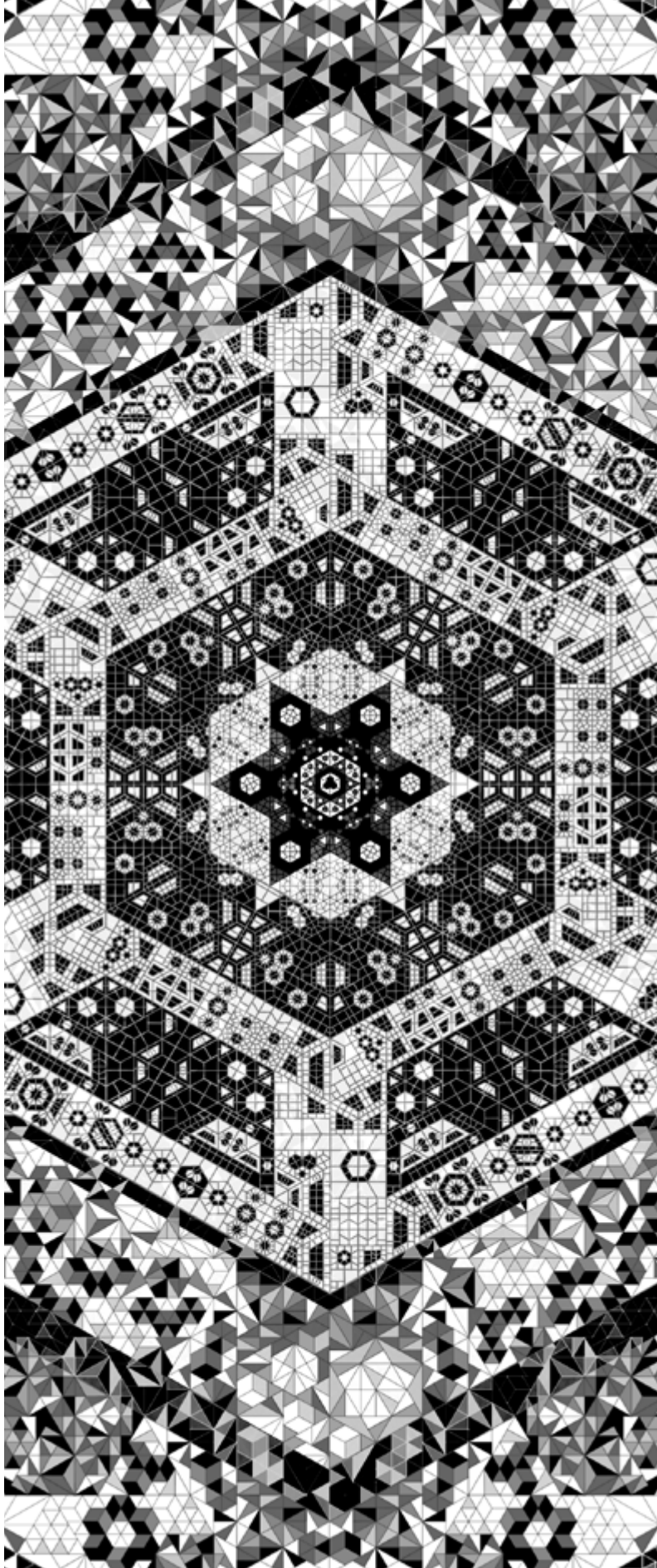
WHAT IS THE PROUDEST MOMENT YOU HAD IN ADM?

Being a Co-Chair on the Graduation Show Committee (2018). After years of having the show exclusively held on campus, I was excited to help head a team in bringing the show to a wider audience. Despite the challenges faced in organizing the logistics of showcasing the various final year projects, we successfully produced a show that reached more people. I was glad that even as students, we were able to play a role in expanding arts outreach within our community, hopefully inspiring others to pursue their passions in the process.

WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Throw caution to the wind and make unconventional creative decisions; you often end up gaining valuable lessons from each encounter. Never be afraid to push things until they break — learn from that experience and use it to your advantage to further your craft.

Interview conducted in 2018.



Quantum Divinity, 2016, Generative Data Visualization

PRODUCT DESIGN

It might be the latest consumer technology or a simple utensil, but each and every object we encounter profoundly affects the way we live our lives.

Creating these products is both a refined craft and an art, requiring the designer to ask fundamental questions about what we want and need, and to tackle the pragmatic issues of material, construction and usability. Students will be required to consider the user, the environment and impact on the world, and employ "Design Thinking" in all they do.

DESIGN ART PATHWAY TWO

CORE CLASSES

- Product Design 1 & 2
- Computer Aided Design
- Conceptual Design
- Studies in Form
- Development & Prototyping

ALUMNI FEATURE

AUDREY NG

BFA PRODUCT DESIGN, 2015
Post-Graduate Studies

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

I am doing a Masters in ADM, and I'm also a graduate of ADM with a Product Design major. I manage my own makeup company—Audblush. I work as graphic and concept designer and product maker for different projects and I have been involved in makeup artistry for almost four years, which all started from helping Film major school mates during their Final Year Projects. And sometimesI teach in ADM too!

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

The major work I am occupied with lately will be my thesis project, an exploration on Kombucha cellulose produced by microorganisms. Excitingly, my research subject also evolved as an "Alien" character in a recent film, and I will collaborate with a poet on a series of Kombucha wearables and products for a dance piece. These collaborations have proven that there are no boundaries in applying knowledge. As an art lover, I don't limit myself to only graphic and product design. I was honoured to work on few exhibition projects with A/P Prof Galina Mihaleva including a massive outdoor exhibition Pulse for Singapore Night Festival and co-producing the video element of Talking Cheongsam for National Museum of Singapore. As a strong believer in multidisciplinary forms, I am grateful that all sorts of skillsets that practiced in school included graphic design, prototyping, hands-on sewing, coordinating and networking skills. They have all been put to good use.

AVA, 2017, Fiber art

DID YOU GO FOR AN OVERSEAS EXCHANGE PROGRAM / INTERNSHIP?

I missed the opportunity. But I am fortunate enough to be sent by ADM to attend an exhibition and conference in Hawaii. In addition, I had a chance to stay in Arizona, Phoenix for a research trip that was eye opening and fruitful.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

I enjoyed almost every moment of my study years. Days to chill and take a cup noodle break were memorable. Days of rushing deadline will never be onely because most of my classmates were perfectionists and united so labs and classrooms will always be surrounded with music, laughter and sleepy working 'minions'. We work hard, play hard!

IN WHAT WAYS HAS YOUR EDUCATION IN ADM PREPARED YOU FOR THE REAL WORLD?

The flexible syllabus definitely helped me a lot in gaining essential skills that are in demand from the industry such as 3D modelling, prototyping, critical analysis of product research and creative thinking. Constant involvement with peers, teachers and activities other than school projects definitely polished up my soft skills to be resilient, working well in teams and interpersonal skills.

WHAT IS THE PROUDEST MOMENT YOU HAD IN ADM?

I have my proudest moments during my FYP exhibition when my entire family came by to support my work, which was the fruit of intense effort and sleepless nights that lasted for a good year. Also, presenting my first official talk in the International Wearable Symposium and exhibiting my FYP and thesis pieces for the Prime Minister of India during my post-graduate programme.

WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Don't shy away from opportunities, collaborations or new explorations. Don't be overwhelmed by homework and remind yourself grades are not everything. Instead, enjoy and do your best for your project like there is no tomorrow, because hard work pays off.

Interview conducted in 2018.

Pulse, 2018, Outdoor Piece

VISUAL COMMUNICATION

While the histories and traditions of graphic design and typography remain fundamental to the discipline, Visual Communication is an exciting space for creativity and innovation.

Studies encompass many outcomes in a variety of media and forms, from 2D printing to motion and environmental graphics, interactive and spatial design. As technologies converge, new forms of communication become possible.

CORE CLASSES

Typography 1 – 3

Visual Communication 1 – 4

Production for Graphic Design

ALUMNI FEATURE

NICOLE TAN

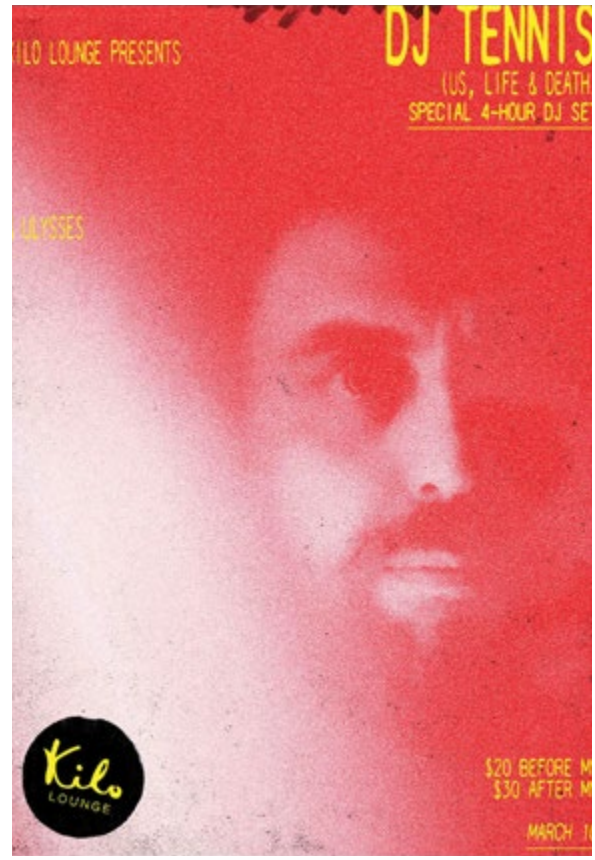
BFA VISUAL COMMUNICATION, 2015
Brand Design Lead at ARCC Holdings
www.behance.net/nic-oktober

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

I am a Graphic Designer. I graduated from NTU ADM four years ago, and since then, I went to work for a few local design studios such as Do Not Design and Currency Design, and one of Singapore's largest hospitality companies, The Lo & Behold Group. More recently, I was the Design Lead for Series of Intentions (SOI), the collective behind the Kilo Kitchen and Kilo Lounge in Singapore, Bali and Jakarta.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

Since leaving SOI in August 2018, I went to take up the role as Brand Design Lead for ARCC Perspective. I am working closely with Javier Perez (co-founder of Kilo Collective) to spearhead a selection of concepts. Our primary focus right now is to develop the brand for a hotel project in Kuala Lumpur.



Kilo Lounge Posters, 2017–2018, Event Posters

DID YOU GO FOR AN OVERSEAS EXCHANGE PROGRAM / INTERNSHIP?

I was a part of the 6-month exchange programme to Michigan, U.S.A. The programme allowed me to take part in a series of fine arts courses such as film development and the art of ceramic making — these helped me immerse myself in traditional art forms by going back to the basics. It was definitely a fulfilling experiencing working alongside people from different cultural backgrounds. The opportunity to feel what it's like to live abroad is something that should not be missed. I would strongly encourage anyone to take it up!

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

I favoured the classes where we got to make things with our hands using traditional art forms. I believe that it is really important to remember the roots of your craft, and this is something I still practise in my work up till today.

HOW DO YOU THINK THAT STUDYING ART AND MEDIA IN ADM HAS PREPARED YOU FOR THE INDUSTRY?

The ability to talk and present was also something that we had to constantly practise and develop during our 4 years in ADM. It is actually a very important skill when you come out to the working world. You need to know how to sell your work!

WHAT IS THE PROUDEST MOMENT YOU HAD IN ADM?

My Final Year Project. I tasked myself to rebrand the album *Saudade* by local synth-pop band .gif. It was a pleasure to work so closely with the group, especially with Weish (the lead singer). To understand the inner workings of her lyricism inspired the entire conceptualisation of the artwork. Each song had a deep and melancholic story — bringing them to life as a photographic journal with typographic elements made me understand even more why I started design in the first place.

Interview conducted in 2018.

Kilo Lounge Posters, 2017–2018, Event Posters

Kilo Lounge Posters, 2017–2018, Event Posters

The School of Art, Design and Media would like to extend our sincere appreciation to the editorial team behind the AY2019/2020 ADM Undergraduate Prospectus.

EDITORIAL DIRECTION

Peer M. Sathikh
Associate Professor
Associate Chair (Academic)

Benjamin Alexander Slater
Coordinator for Publicity and Outreach
Senior Lecturer

Muhammad Mustajab Bin Mohamad
Publicity, Outreach and Alumni Affairs

CREATIVE DIRECTION

Currency Design
currencydesign.info

Copyright © 2019 Nanyang Technological University.
All Rights Reserved. No part of this publication may be reproduced without written permission.

PRODUCT DESIGN

VISUAL COMMUNICATION

INTERACTION DESIGN

NANYANG TECHNOLOGICAL UNIVERSITY
SINGAPORE

School of Art, Design and Media
College of Humanities, Arts, and Social Sciences

MEDIA ART

DIGITAL ANIMATION
DIGITAL PHOTOGRAPHY
DIGITAL FILMMAKING

DIGITAL ANIMATION
DIGITAL PHOTOGRAPHY
DIGITAL FILMMAKING

UNDERGRADUATE PROSPECTUS 19/20

CONTENT PAGE

BOOKLET A

Bachelor of Fine Arts in Design Art 3
Interaction Design 5
Product Design 13
Visual Communication 19
Alumni Feature
- Kapilan Naidu 7
- Audrey Ng 15
- Nicole Tan 21

BOOKLET B

Bachelor of Fine Arts in Media Art 3
Animation 5
Filmmaking 11
Photography 19
Alumni Feature
- Amirul Afifi 7
- Jac Min 13
- Jasper Yu 21

BOOKLET C

About ADM 3
Chair's Message 5
ADM Faculty 7
Student Life 9
Programme Overview 11
Admission Criteria 15
- Application Requirements 16
- Submission Package 22
- Advanced Standing & Transfer of Credits 26

Art History 29
Double Major 31

CAREER OPPORTUNITIES FOR
BFA IN MEDIA ART

CHARACTER ANIMATION
EFFECTS ANIMATION
VISUAL EFFECTS
TECHNICAL DIRECTION
MODELLING, LAYOUT
STORYBOARDING
PRE-VISUALISATION
TEXTURING, RENDERING
FILM PRODUCTION
EDITING
VISUAL EFFECTS
COMPOSITING
CINEMATOGRAPHY
DIRECTION
PRODUCING
SCREENWRITING
NEW MEDIA

BACHELOR OF FINE ARTS IN MEDIA ART

INTRODUCTION

After one semester of common foundation courses, students will select either the Design Art or Media Art Major. During the second semester they take introduction classes in this Major. From Year 2 onwards they embark upon specialised Core classes and Prescribed Electives.

Media Art is about telling stories using time and space, sound and images. The art of using media to create is fundamentally important to us as individuals, communities and cultures. It is how we communicate experience, remember the past, document the present, and imagine the future.

In Media Art, students are taught to be critical, creative and skilled content creators, and to develop innovative and exciting new visions within and across media.

At ADM there are three Media Art Pathways:

PATHWAYS

1 Animation

2 Filmmaking

3 Photography

ANIMATION

Animation has long been an established presence in filmmaking, game design, visual effects and advertising. At the same time, it is at the forefront of new media such as motion comics, animated illustration, motion fine art painting and data visualization.

The Digital Animation pathway combines the study of traditional narrative animation techniques together with state of the art digital approaches.

CORE CLASSES

- 3D Production
- Basic Principles of Motion
- Storyboarding & Production Design
- 3D Character Animation
- Digital Compositing
- Visual Effects 1–2
- Cinematography
- Stop Motion
- Acting for Animation

ALUMNI FEATURE

AMIRUL AFIFI

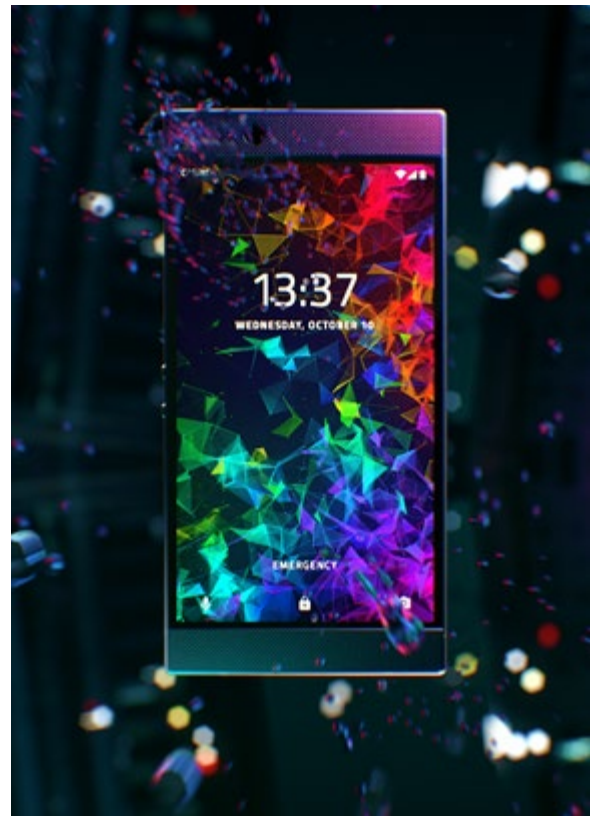
BFA DIGITAL ANIMATION, 2013
Art Director / Motion Designer

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

I'm an Art Director and Motion designer. I graduated in 2013 and after that I went to work at CRITICA as a motion designer and worked my way up to be Design Director. There I directed multiple shoots and created channel branding, music videos and infographics. It was a hell of a ride and definitely learnt a lot. After two years I went to work at Cum. a creative agency which has a strong in-house team of designers. We create exciting visuals and animation to help clients tell their story. Most of the projects, that I've been involved in are for Tech Companies like Razer, Huawei, and Xiaomi to name a few. It has been challenging and fun so far. Anticipating more things to come our way in the future.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

We just did two videos for Razer CES 2019. Cool stuff. The Razer Turret and the Razer Chroma video. It's online and you can check it out.



Razer Phone 2, 2018, Motion Graphics

DID YOU GO FOR AN OVERSEAS EXCHANGE PROGRAM / INTERNSHIP?

I did two internships in two local companies. When I was in Year 2, I was really eager to find out about the working world as a motion designer. So I did a month internship at a company called ColorTV. Even though I struggled, I knew that this path excited me, and I was determined to improve myself as a designer. In Year 3, I went to intern at Critica for two months and was given cool projects to work on. At the end of the internship. I was lucky enough to be offered a place there even before I graduated.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

I loved to hang out in the classrooms and turn on the computers and start creating art with your best friends doing the same on the next computer, cracking occasional jokes. The space also helped me to explore and to create whatever work I wanted and have fun.

IN WHAT WAYS HAS YOUR EDUCATION IN ADM PREPARED YOU FOR THE INDUSTRY?

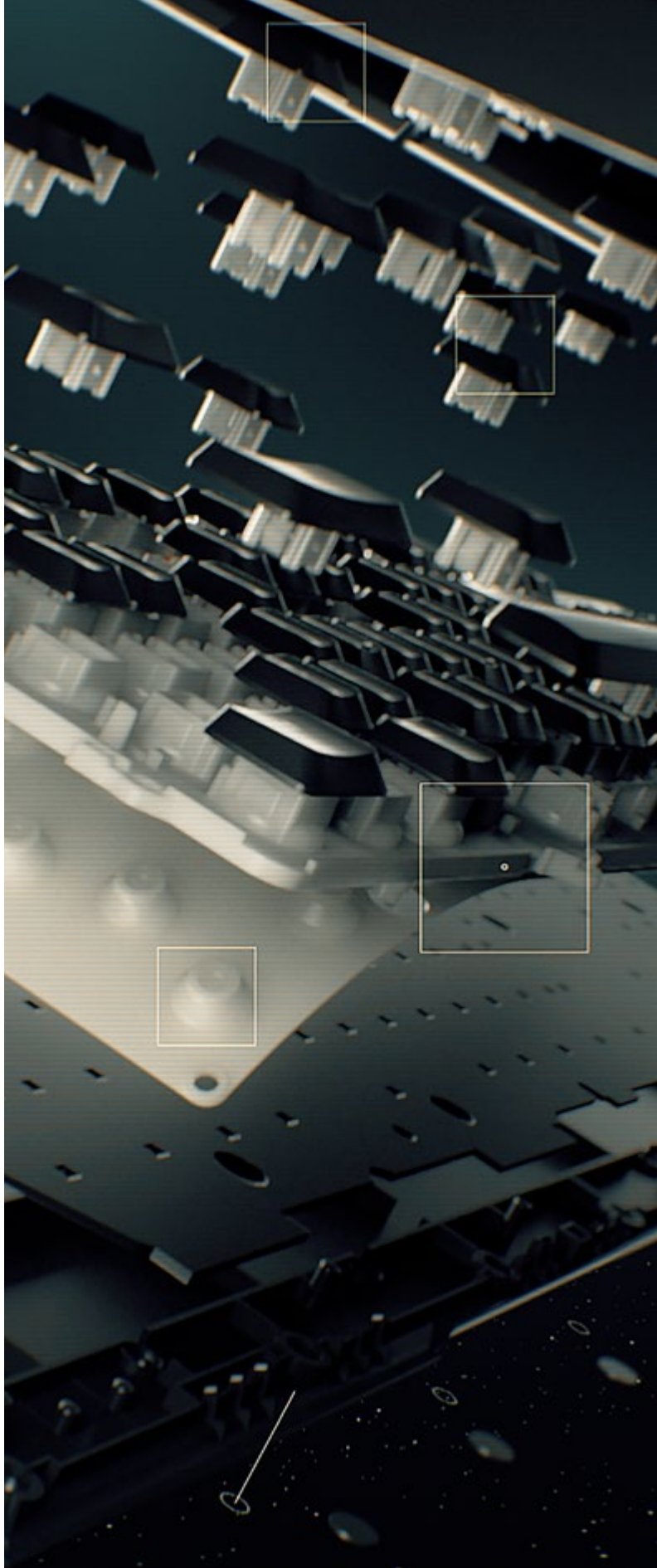
By learning the animation pipeline, it gave me an idea of how big animation company work. And that storytelling/ content is King. A lot of times we might have the nicest design or graphics but without a story or any form of storytelling, it will always turn out weak. This applies to all work in the creative industry.

WHAT IS THE PROUDEST MOMENT YOU HAD IN ADM?

Initially in ADM, I wasn't really confident of my abilities and skills so I forced myself to get out of my comfort zone and enter a lot of animation/design/video competitions. I lost most of them, but with perseverance, I went on to winning my first video/animation video in 2013 CCS Best animation Overall category, winning 10K prize money. Being jobless and poor at the time, that was a lot of money! Anyway, winning the competition helped build up my confidence and I was quite proud that I persevered.

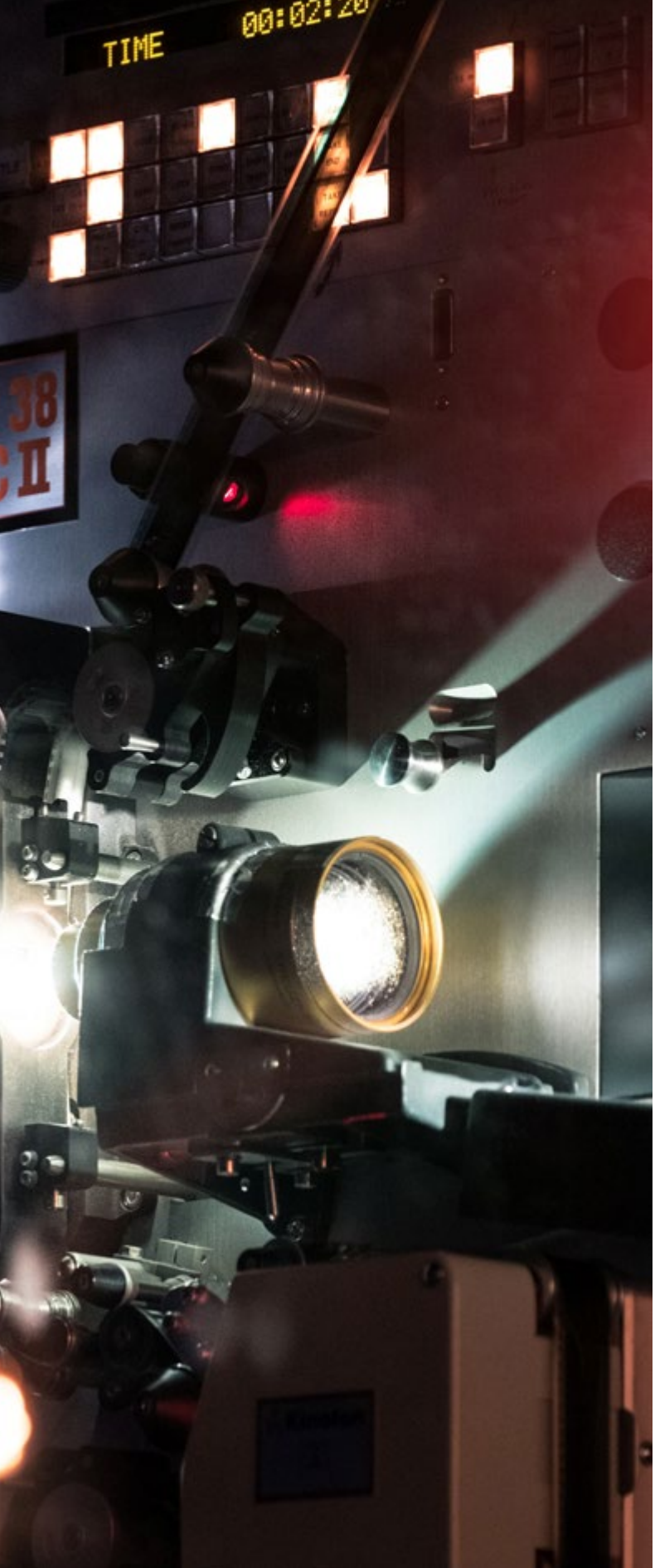
WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Explore other disciplines. Get out from your comfort zone. Find your own path and don't let others decide for you.



Razer Ornata, 2018, Motion Graphics

Interview conducted in 2018



MEDIA ART PATHWAY TWO

FILMMAKING

Live-action film is a permanent part of our media world. In combining cinematography, performance and drama it captures our imagination in powerful, unforgettable ways.

Students will learn the essentials of digital film production and create short films that range from fiction narratives and documentaries telling stories about people and places, to experimental works that challenge our perception of what a film can be.

CORE CLASSES

- Digital Film Production 1 & 2
- Cinematography
- Advanced Directing
- Editing & Digital Post-Production
- Sound Post-Production
- Producing for Film & Media
- Project Management & Planning

ALUMNI FEATURE

JAC MIN

BFA DIGITAL FILMAKING, 2010
Writier / Director
www.jacmin.com

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

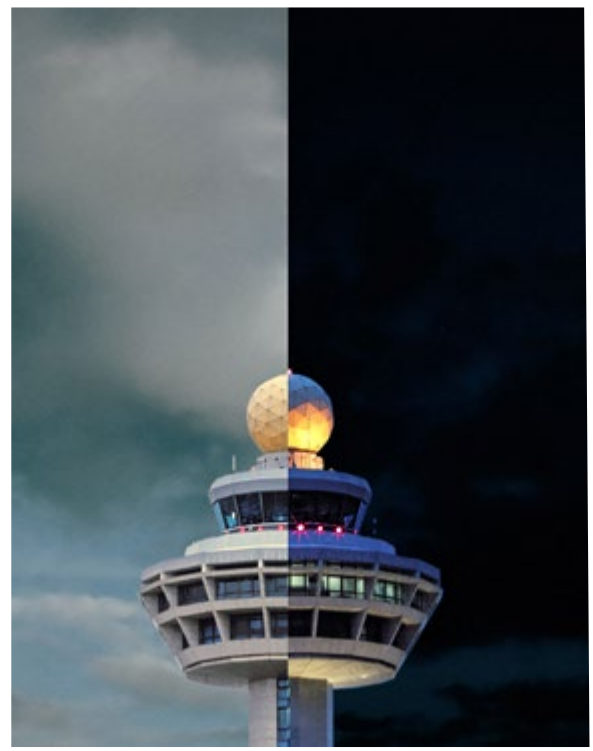
When I'm not directing commercials, I look after Semicolon — a boutique production house with a focus on branded content I founded together with a couple of ex-ADM schoolmates.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

In between my commercial work, I'm also developing a feature film I'm writing with ADM seniors.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

The late night shoots for our Final Year Project were what stuck. It brought out the collaborative nature of the film medium, more so under the pressure of a timeline that bonded us in ways rarely achieved elsewhere. And in many ways I consider myself fortunate to still be working with these people - collaborators with shared beliefs, a strong, daring sense of curiosity and a never-say-die grit. It makes for good fun and even better memories.



The Changi Experience, 2018, Commercial

IN WHAT WAYS HAS YOUR EDUCATION IN ADM PREPARED YOU FOR THE REAL WORLD/ HOW DO YOU THINK THAT STUDYING ART AND MEDIA IN ADM HAS PREPARED YOU FOR THE INDUSTRY?

Learning didn't just happen within the glass walls of ADM. I learned that there was a larger world out there, waiting to be explored, picked apart and observed. Self-initiative is the key. ADM's a good diving board from which to leap into a more expansive pool of experiences and knowledge.

WHAT IS THE PROUDEST MOMENT YOU HAD IN ADM?

Ironically, it came after I had graduated. In 2018 I was invited to direct the promo for the 10th graduating batch of ADM students. As with most of my commercial work, timelines are tight and budgets, even more so. But in my initial pitch to the student committee, it was heartening when they didn't just jump on board, they wanted to take it to the next level. Ambition was quickly followed with a tenacious grit and ingenious resourcefulness. And that same spirit that banded together an entire batch and rounded up a 30-man crew in a short span of a week reminded me of how we got through school. It taught us that no ambition is too crazy as long as you have the right band of people at your back. It taught me what it meant to dream and hopefully, it is what will keep us dreaming.

WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Stay curious. A lot of what we learnt back in school was self-initiated. Tertiary education isn't so much about being spoon-fed information, as it is about the continuous search for knowledge. You learn so much more by asking the right questions and knowing where to look — because it's everywhere in school. And in many ways, that is who we are as creatives — curious about the world around us. So why not start in school?

Interview conducted in 2019.

万变的时代，不变的初心, 2018, Commercial

Welcome To Underland, 2017, Commercial

MEDIA ART PATHWAY THREE

PHOTOGRAPHY

Photography directly expresses ideas and captures moments of reality that are unique to the medium. With the explosion of digital imaging and postproduction techniques, the world of photography has opened up even further.

Photography and Digital Imaging allows students to explore the core principles of the medium and the latest technological developments that include traditional styles of photography and new experimental forms.

CORE CLASSES

- Digital Photography
- Principles of Lighting
- Photographic Images & Contexts
- Lighting for Studio & Location
- Documentary Photography
- Large Format Photography
- Fine Art Digital Printing
- Moving Images

ALUMNI FEATURE

JASPER YU

BFA PHOTOGRAPHY AND DIGITAL IMAGING, 2012
Editorial Photographer & Graduate Student
www.jyu.sg

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

Upon graduation from ADM in 2012, I have landed myself in Singapore Press Holdings Magazine as an editorial photographer. Until recently, I am back at my alma mater with a research scholarship to pursue a Master of Arts degree. On top of my research works, I continue to practice and polish my editorial and commercial photography skills.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

At the moment, I am working on a series of works for my post graduate programme. Or you might be able to chance upon some of my editorial photographs for magazines such as Tatler Homes, Portfolio, Jetstar, etc.

DID YOU GO FOR AN OVERSEAS EXCHANGE PROGRAM / INTERNSHIP?

I did an internship at Milk Photographie, a commercial photography studio. It was an excellent opportunity to get exposure in the commercial photography industry. I got first hand experiences on a commercial set, working on real shoots and got exposed to what happens behind a commercial scene, before, during and after. Eventually my internship ended with a shoot for an editorial.

Copyright © 2016 Jasper Yu. All Rights Reserved.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

Exactly 1 week before submitting our final year project, I was in the laboratory with my classmates discussing what would happen to us upon graduation. Where will we be in the next 5 years? The future was unknown and inexplicably exciting!

HOW DO YOU THINK THAT STUDYING ART AND MEDIA IN ADM HAS PREPARED YOU FOR THE INDUSTRY?

ADM has introduced many wonderful people to my life, the professors and my beloved classmates. I believed that school is never about the graduating piece of paper but the friends you have made there. These friends eventually became my trusted circle where we continue to discuss our professional works and practices with each other even after graduation. I would like to give special thanks to my tutors for the patience and light they have provided me in my painful transition from an engineering student to an artist.

Copyright © 2016 Jasper Yu. All Rights Reserved.

ANY PROJECTS THAT YOU ARE REALLY PROUD OF?

Beyond The Crowd series. That was my graduating piece of work. The result of this final year project motivated me further into the professional practice.

WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Studying is important. Everything else should be equally important. It is important to graduate from the school so you don't waste time and parent's money. It is also very important to do everything else besides studying such as playing and hanging out with friends. The two important keywords I wished I took with a serious intent were 'Play' and 'Friends'. At the end of your 4 years in school, you will leave school with a piece of paper, good friends and happy times that you will reminisce about in future. These beautiful memories are what propel you further into whatever you are doing. Do not miss the opportunity to create these precious moments now.

Interview conducted in 2018.

The School of Art, Design and Media would like to extend our sincere appreciation to the editorial team behind the AY2019/2020 ADM Undergraduate Prospectus.

EDITORIAL DIRECTION

Peer M. Sathikh
Associate Professor
Associate Chair (Academic)

Benjamin Alexander Slater
Coordinator for Publicity and Outreach
Senior Lecturer

Muhammad Mustajab Bin Mohamad
Publicity, Outreach and Alumni Affairs

CREATIVE DIRECTION

Currency Design
currencydesign.info

Copyright © 2019 Nanyang Technological University.
All Rights Reserved. No part of this publication may be reproduced without written permission.

DIGITAL FILMMAKING

DIGITAL PHOTOGRAPHY

DIGITAL ANIMATION

NANYANG TECHNOLOGICAL UNIVERSITY
SINGAPORE

School of Art, Design and Media
College of Humanities, Arts, and Social Sciences

MEDIA ART

DIGITAL ANIMATION
DIGITAL PHOTOGRAPHY
DIGITAL FILMMAKING

DIGITAL ANIMATION
DIGITAL PHOTOGRAPHY
DIGITAL FILMMAKING

UNDERGRADUATE PROSPECTUS 19/20

CONTENT PAGE

BOOKLET A

Bachelor of Fine Arts in Design Art 3
Interaction Design 5
Product Design 13
Visual Communication 19
Alumni Feature
- Kapilan Naidu 7
- Audrey Ng 15
- Nicole Tan 21

BOOKLET B

Bachelor of Fine Arts in Media Art 3
Animation 5
Filmmaking 11
Photography 19
Alumni Feature
- Amirul Afifi 7
- Jac Min 13
- Jasper Yu 21

BOOKLET C

About ADM 3
Chair's Message 5
ADM Faculty 7
Student Life 9
Programme Overview 11
Admission Criteria 15
- Application Requirements 16
- Submission Package 22
- Advanced Standing & Transfer of Credits 26

Art History 29
Double Major 31

CAREER OPPORTUNITIES FOR
BFA IN MEDIA ART

CHARACTER ANIMATION
EFFECTS ANIMATION
VISUAL EFFECTS
TECHNICAL DIRECTION
MODELLING, LAYOUT
STORYBOARDING
PRE-VISUALISATION
TEXTURING, RENDERING
FILM PRODUCTION
EDITING
VISUAL EFFECTS
COMPOSITING
CINEMATOGRAPHY
DIRECTION
PRODUCING
SCREENWRITING
NEW MEDIA

BACHELOR OF FINE ARTS IN MEDIA ART

INTRODUCTION

After one semester of common foundation courses, students will select either the Design Art or Media Art Major. During the second semester they take introduction classes in this Major. From Year 2 onwards they embark upon specialised Core classes and Prescribed Electives.

Media Art is about telling stories using time and space, sound and images. The art of using media to create is fundamentally important to us as individuals, communities and cultures. It is how we communicate experience, remember the past, document the present, and imagine the future.

In Media Art, students are taught to be critical, creative and skilled content creators, and to develop innovative and exciting new visions within and across media.

At ADM there are three Media Art Pathways:

PATHWAYS

1 Animation

2 Filmmaking

3 Photography

MEDIA ART PATHWAY ONE

ANIMATION

Animation has long been an established presence in filmmaking, game design, visual effects and advertising. At the same time, it is at the forefront of new media such as motion comics, animated illustration, motion fine art painting and data visualization.

The Digital Animation pathway combines the study of traditional narrative animation techniques together with state of the art digital approaches.

CORE CLASSES

- 3D Production
- Basic Principles of Motion
- Storyboarding & Production Design
- 3D Character Animation
- Digital Compositing
- Visual Effects 1–2
- Cinematography
- Stop Motion
- Acting for Animation

ALUMNI FEATURE

AMIRUL AFIFI

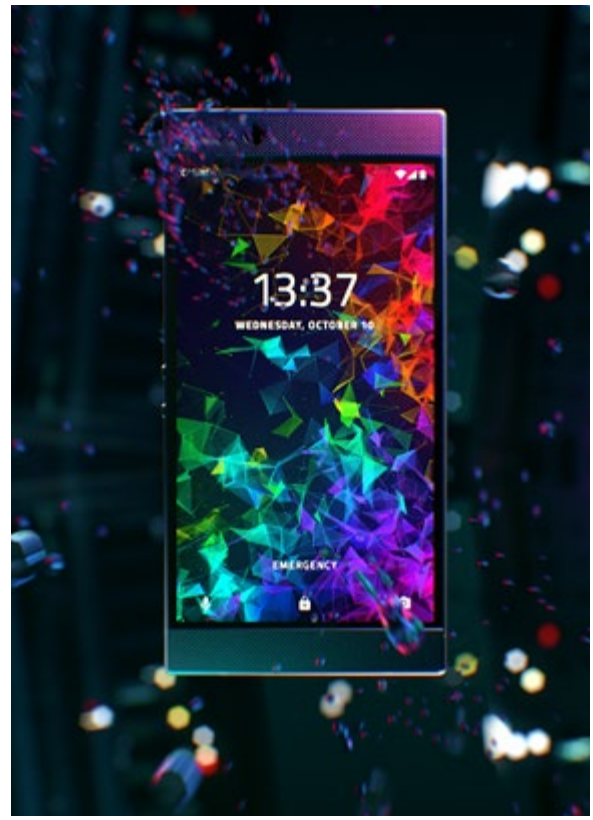
BFA DIGITAL ANIMATION, 2013
Art Director / Motion Designer

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

I'm an Art Director and Motion designer. I graduated in 2013 and after that I went to work at CRITICA as a motion designer and worked my way up to be Design Director. There I directed multiple shoots and created channel branding, music videos and infographics. It was a hell of a ride and definitely learnt a lot. After two years I went to work at Cum. a creative agency which has a strong in-house team of designers. We create exciting visuals and animation to help clients tell their story. Most of the projects, that I've been involved in are for Tech Companies like Razer, Huawei, and Xiaomi to name a few. It has been challenging and fun so far. Anticipating more things to come our way in the future.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

We just did two videos for Razer CES 2019. Cool stuff. The Razer Turret and the Razer Chroma video. It's online and you can check it out.



Razer Phone 2, 2018, Motion Graphics

DID YOU GO FOR AN OVERSEAS EXCHANGE PROGRAM / INTERNSHIP?

I did two internships in two local companies. When I was in Year 2, I was really eager to find out about the working world as a motion designer. So I did a month internship at a company called ColorTV. Even though I struggled, I knew that this path excited me, and I was determined to improve myself as a designer. In Year 3, I went to intern at Critica for two months and was given cool projects to work on. At the end of the internship. I was lucky enough to be offered a place there even before I graduated.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

I loved to hang out in the classrooms and turn on the computers and start creating art with your best friends doing the same on the next computer, cracking occasional jokes. The space also helped me to explore and to create whatever work I wanted and have fun.

IN WHAT WAYS HAS YOUR EDUCATION IN ADM PREPARED YOU FOR THE INDUSTRY?

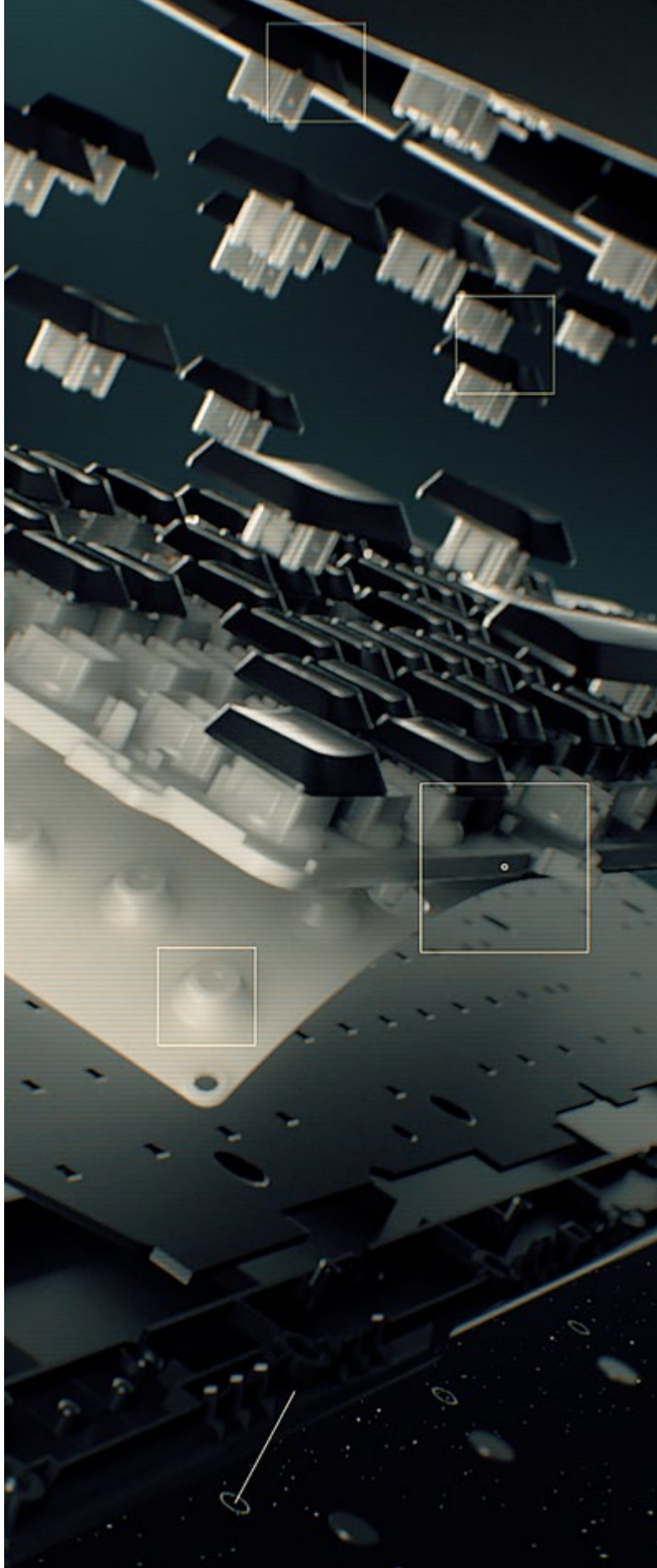
By learning the animation pipeline, it gave me an idea of how big animation company work. And that storytelling/ content is King. A lot of times we might have the nicest design or graphics but without a story or any form of storytelling, it will always turn out weak. This applies to all work in the creative industry.

WHAT IS THE PROUDEST MOMENT YOU HAD IN ADM?

Initially in ADM, I wasn't really confident of my abilities and skills so I forced myself to get out of my comfort zone and enter a lot of animation/design/video competitions. I lost most of them, but with perseverance, I went on to winning my first video/animation video in 2013 CCS Best animation Overall category, winning 10K prize money. Being jobless and poor at the time, that was a lot of money! Anyway, winning the competition helped build up my confidence and I was quite proud that I persevered.

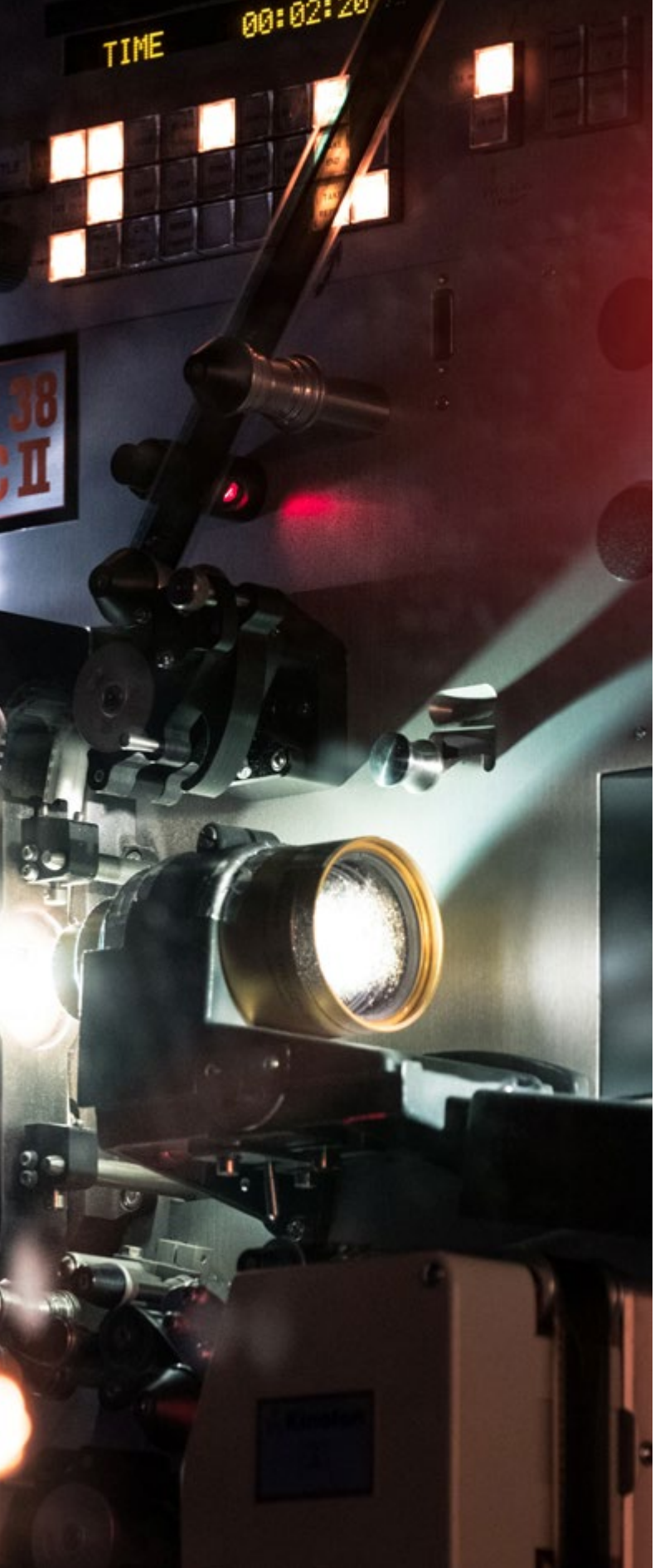
WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Explore other disciplines. Get out from your comfort zone. Find your own path and don't let others decide for you.



Razer Ornata, 2018, Motion Graphics

Interview conducted in 2018



MEDIA ART PATHWAY TWO

FILMMAKING

Live-action film is a permanent part of our media world. In combining cinematography, performance and drama it captures our imagination in powerful, unforgettable ways.

Students will learn the essentials of digital film production and create short films that range from fiction narratives and documentaries telling stories about people and places, to experimental works that challenge our perception of what a film can be.

CORE CLASSES

- Digital Film Production 1 & 2
- Cinematography
- Advanced Directing
- Editing & Digital Post-Production
- Sound Post-Production
- Producing for Film & Media
- Project Management & Planning

ALUMNI FEATURE

JAC MIN

BFA DIGITAL FILMAKING, 2010
Writier / Director
www.jacmin.com

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

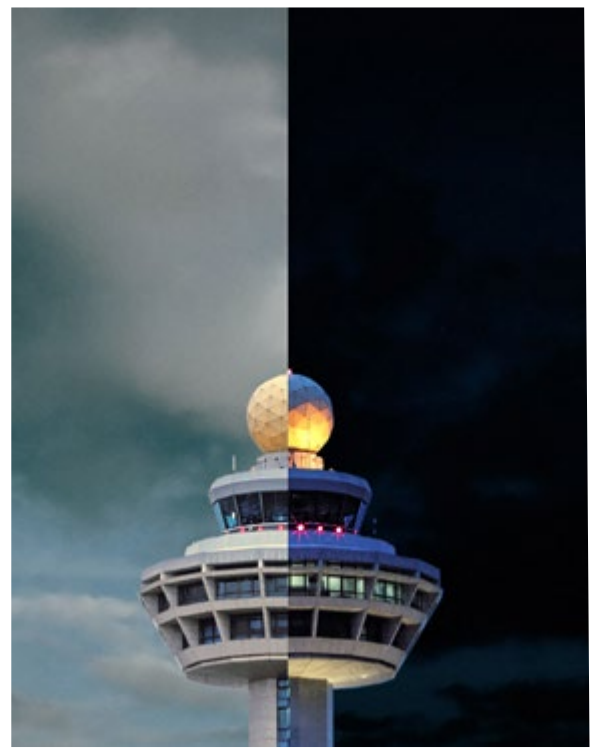
When I'm not directing commercials, I look after Semicolon — a boutique production house with a focus on branded content I founded together with a couple of ex-ADM schoolmates.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

In between my commercial work, I'm also developing a feature film I'm writing with ADM seniors.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

The late night shoots for our Final Year Project were what stuck. It brought out the collaborative nature of the film medium, more so under the pressure of a timeline that bonded us in ways rarely achieved elsewhere. And in many ways I consider myself fortunate to still be working with these people - collaborators with shared beliefs, a strong, daring sense of curiosity and a never-say-die grit. It makes for good fun and even better memories.



The Changi Experience, 2018, Commercial

IN WHAT WAYS HAS YOUR EDUCATION IN ADM PREPARED YOU FOR THE REAL WORLD/ HOW DO YOU THINK THAT STUDYING ART AND MEDIA IN ADM HAS PREPARED YOU FOR THE INDUSTRY?

Learning didn't just happen within the glass walls of ADM. I learned that there was a larger world out there, waiting to be explored, picked apart and observed. Self-initiative is the key. ADM's a good diving board from which to leap into a more expansive pool of experiences and knowledge.

WHAT IS THE PROUDEST MOMENT YOU HAD IN ADM?

Ironically, it came after I had graduated. In 2018 I was invited to direct the promo for the 10th graduating batch of ADM students. As with most of my commercial work, timelines are tight and budgets, even more so. But in my initial pitch to the student committee, it was heartening when they didn't just jump on board, they wanted to take it to the next level. Ambition was quickly followed with a tenacious grit and ingenious resourcefulness. And that same spirit that banded together an entire batch and rounded up a 30-man crew in a short span of a week reminded me of how we got through school. It taught us that no ambition is too crazy as long as you have the right band of people at your back. It taught me what it meant to dream and hopefully, it is what will keep us dreaming.

WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Stay curious. A lot of what we learnt back in school was self-initiated. Tertiary education isn't so much about being spoon-fed information, as it is about the continuous search for knowledge. You learn so much more by asking the right questions and knowing where to look — because it's everywhere in school. And in many ways, that is who we are as creatives — curious about the world around us. So why not start in school?

Interview conducted in 2019.

万变的时代，不变的初心, 2018, Commercial

Welcome To Underland, 2017, Commercial

MEDIA ART PATHWAY THREE

PHOTOGRAPHY

Photography directly expresses ideas and captures moments of reality that are unique to the medium. With the explosion of digital imaging and postproduction techniques, the world of photography has opened up even further.

Photography and Digital Imaging allows students to explore the core principles of the medium and the latest technological developments that include traditional styles of photography and new experimental forms.

CORE CLASSES

- Digital Photography
- Principles of Lighting
- Photographic Images & Contexts
- Lighting for Studio & Location
- Documentary Photography
- Large Format Photography
- Fine Art Digital Printing
- Moving Images

ALUMNI FEATURE

JASPER YU

BFA PHOTOGRAPHY AND DIGITAL IMAGING, 2012
Editorial Photographer & Graduate Student
www.jyu.sg

TELL US A LITTLE BIT ABOUT YOURSELF AND YOUR PROFESSION.

Upon graduation from ADM in 2012, I have landed myself in Singapore Press Holdings Magazine as an editorial photographer. Until recently, I am back at my alma mater with a research scholarship to pursue a Master of Arts degree. On top of my research works, I continue to practice and polish my editorial and commercial photography skills.

WHAT ARE SOME OF THE EXCITING PROJECTS THAT YOU ARE CURRENTLY WORKING ON NOW?

At the moment, I am working on a series of works for my post graduate programme. Or you might be able to chance upon some of my editorial photographs for magazines such as Tatler Homes, Portfolio, Jetstar, etc.

DID YOU GO FOR AN OVERSEAS EXCHANGE PROGRAM / INTERNSHIP?

I did an internship at Milk Photographie, a commercial photography studio. It was an excellent opportunity to get exposure in the commercial photography industry. I got first hand experiences on a commercial set, working on real shoots and got exposed to what happens behind a commercial scene, before, during and after. Eventually my internship ended with a shoot for an editorial.

Copyright © 2016 Jasper Yu. All Rights Reserved.

WHAT WAS YOUR FAVOURITE MEMORY IN ADM?

Exactly 1 week before submitting our final year project, I was in the laboratory with my classmates discussing what would happen to us upon graduation. Where will we be in the next 5 years? The future was unknown and inexplicably exciting!

HOW DO YOU THINK THAT STUDYING ART AND MEDIA IN ADM HAS PREPARED YOU FOR THE INDUSTRY?

ADM has introduced many wonderful people to my life, the professors and my beloved classmates. I believed that school is never about the graduating piece of paper but the friends you have made there. These friends eventually became my trusted circle where we continue to discuss our professional works and practices with each other even after graduation. I would like to give special thanks to my tutors for the patience and light they have provided me in my painful transition from an engineering student to an artist.

Copyright © 2016 Jasper Yu. All Rights Reserved.

ANY PROJECTS THAT YOU ARE REALLY PROUD OF?

Beyond The Crowd series. That was my graduating piece of work. The result of this final year project motivated me further into the professional practice.

WHAT IS A PIECE OF ADVICE THAT YOU WILL LEAVE WITH INCOMING STUDENTS?

Studying is important. Everything else should be equally important. It is important to graduate from the school so you don't waste time and parent's money. It is also very important to do everything else besides studying such as playing and hanging out with friends. The two important keywords I wished I took with a serious intent were 'Play' and 'Friends'. At the end of your 4 years in school, you will leave school with a piece of paper, good friends and happy times that you will reminisce about in future. These beautiful memories are what propel you further into whatever you are doing. Do not miss the opportunity to create these precious moments now.

Interview conducted in 2018.

The School of Art, Design and Media would like to extend our sincere appreciation to the editorial team behind the AY2019/2020 ADM Undergraduate Prospectus.

EDITORIAL DIRECTION

Peer M. Sathikh
Associate Professor
Associate Chair (Academic)

Benjamin Alexander Slater
Coordinator for Publicity and Outreach
Senior Lecturer

Muhammad Mustajab Bin Mohamad
Publicity, Outreach and Alumni Affairs

CREATIVE DIRECTION

Currency Design
currencydesign.info

Copyright © 2019 Nanyang Technological University.
All Rights Reserved. No part of this publication may be reproduced without written permission.

DIGITAL FILMMAKING

DIGITAL PHOTOGRAPHY

DIGITAL ANIMATION