Course Overview

The designers of tomorrow will define trends, imagine futures, create impact, improve lives, and tell stories. As the starting point of your learning in School of Design, the Common Design Programme (CDP) will equip you with strong foundational knowledge and skills across the various disciplines in Design.

Through subjects designed to introduce you to the Designerly Ways of Seeing, Doing, Thinking, and Knowing, you will understand the Process, Craft, Context, and Mindset of Design, and nurture your creative confidence as you prepare for a dynamic future through interdisciplinary learning.

After a fun and engaging semester in Common Design Programme, you will deepen your learning through one of the following pathways:

[T20] Diploma in Apparel Design & Merchandising
[T59] Diploma in Communication Design
[T23] Diploma in Digital Film & Television
[T22] Diploma in Interior Architecture & Design
[T35] Diploma in Product Experience & Design

Embark on a holistic exploration and discovery of your strengths and interests through the Common Design Programme!

The *strength of the foundation* **determines** the *size, height* and *shape* of what can be built upon it.

NURTURE CREATIVE CONFIDENCE

The design-focused programme will provide strong foundational knowledge and skills across various disciplines, paving the way for you to excel in the project-based and collaborative nature of design.
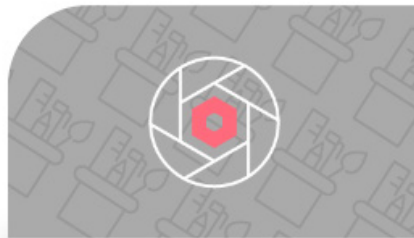
EXPLORATION AND DISCOVERY

Through diploma exposure talks and hands-on workshops, discover your strengths and interests before you decide which pathway to pursue.

ADAPTIVE AND CHANGE-READY

The broad interdisciplinary exposure and awareness will prepare you for a dynamic future that is seeing a growing adoption of design in non-design sectors.

Entry Requirements

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Subject	Grade
English Language (ELT)*	1-7
Mathematics (E or A)	1-7
Any two other subjects, excluding CCA	1-6

Applicants must also have sat for at least one of the following subjects: Additional Combined Science, Additional Science, Art/ Art & Design, Biology, Biotechnology, Chemistry, Combined Science, Computer Studies, Creative 3D Animation, Design & Technology, Engineering Science, Food & Nutrition, Fundamentals of Electronics, General Science, Higher Art, Human & Social Biology, Integrated Science, Media Studies (English), Media Studies (Chinese), Physics, Physical Science, Science (Chemistry, Biology), Science (Physics, Biology), Science (Physics, Chemistry), Science (Physics, Chemistry, Biology).

Note: Applicants with partial or complete colour appreciation deficiency should not apply for this course. Applicants who do not satisfy the pre-requisite may not be accepted into the course. Applicants must ensure that they do not suffer from medical conditions such as epilepsy or hearing deficiency for safety reasons.
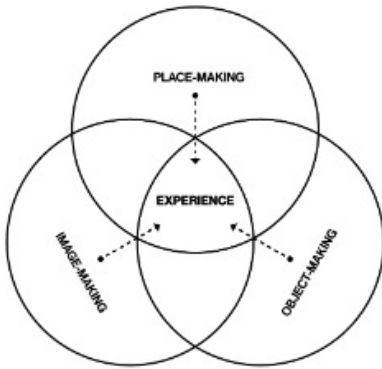
2023 Planned Intake	100
Net ELR2B2 aggregate range (2023 JAE)	7 - 15

Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).

What You'll Learn

The Designerly Ways of Seeing, Knowing, Thinking, & Doing

The Common Design Programme will comprise of subjects that will help you transition into a new way of learning as a design student. As you discover the processes and tools that designers employ to solve complex problems, you will also develop an appreciation for the beauty of art in design, an appetite for experimentation with everyday materials and forms, a keen eye for visual storytelling, as well as a contextual study and understanding of design trends and issues.

Curriculum For Semester 1 —

Subject Code	Subject	Credit Units	
DCF1036	**Discovering Design** This subject will cover the essential ideas, tools, processes and techniques of the various disciplines within design. It provides the framework to develop creative confidence towards learning in design by acquiring fundamental knowledge, attitudes, and mindsets necessary to build design conversance.	2	^
DCF1037	**Design in Context** This subject explores the context, influence and motivations in creative practices led by global art, design and film movements across various periods. It will cover the study of design trends and socio-political climates to translate design inspirations using the appropriate terminology and language in both writing and oral presentations.	2	^
DCF1038	**Aesthetics for Design**	4	^

This subject introduces the aesthetic and communicative aspects of design. Key topics include the elements of visual art, principles of design, basic drawing techniques and fundamental applied typography, and will explore integrating different sensorial qualities to expand the aesthetic experience for effective design communication.

DCF1039	**Form & Materiality**	4	^

This subject will introduce prototyping and tactile manipulation in relation to form and function. The subject provides the framework for exploring form, proportion and hierarchy, with a focus on 2D and 3D drawings, interacting with both hard and soft materials, and journaling.

DCF1040	**Visual Narratives: Photography**	2	^

This subject provides an overview of the power of visual narratives through a variety of photographic directions. It includes the fundamentals of camera skills such as shutter speed control, depth of field, sensor sensitivity, exposure and angle of lenses, basic principles of photography, and the narration of a story through a series of photographic images.

DCF1041	**Visual Narratives: Videography**	2	^

This subject will cover the use of electronic cinematography techniques to tell a story. Key topics include mobile videography, visual composition, shutter speed control, depth of field, sensor sensitivity, exposure and angle of lenses, lighting concepts, audio and post-production, and video sequencing in creating visual narratives.

You will also take this set of subjects that equips you with the crucial 21st-Century life skills you need to navigate the modern world as an agile, forward-thinking individual and team player.

TP Fundamentals (TPFun) Subjects —

Subject Code	Subject	Credit Units	
GTP1201	**Career Readiness**	1	^
	This subject focuses on personal management skills. It develops an understanding of one's career interests, values, personality and skills for career success. It covers the necessary knowledge, skills and attitudes needed to succeed in the workplace and achieve professional goals. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning methods, and acquire the skills of being a lifelong learner.		
GTP1301	**Current Issues & Critical Thinking**	3	^
	This subject covers current issues, including diverse local and global concerns, that will impact lives and may have critical implications for Singapore. There will be opportunities to build competence through self-directed learning, communicate and collaborate in active discussions and objectively analyse issues using digital and information literacy skills and critical thinking scaffolds.		
GTP1101	**Leadership Fundamentals**	2	^
	This subject focuses on self-leadership based on the values of integrity, respect, and responsibility. Increasing awareness of self and others will lay the foundations for personal and relationship effectiveness. Consequential thinking, clear articulation of personal values and visions, emphatic listening, and collaboration in serving others are some of the essential skills covered in		

this leadership journey. There will be opportunities to build and to apply the concepts of being a values-centred leader.

Graduation Requirements

All students who enrol through this common programme will graduate with the same diploma as those who had joined a particular diploma right from the start. They will be subject to the graduation requirements of the respective diplomas into which they have been streamed.

Please refer to the respective diploma websites for more information:

- Diploma in Apparel Design & Merchandising
- Diploma in Communication Design
- Diploma in Digital Film & Television
- Diploma in Interior Architecture & Design
- Diploma in Product Experience & Design