A SIDE

BFA IN DESIGN ART →

4 — 5  Introduction to Bachelor of Fine Arts in Design Art
6 — 15  Interaction Design
16 — 25  Product Design
26 — 35  Visual Communication

38 — 39  About ADM
40 — 41  Chair’s Message
42 — 43  ADM Faculty
44 — 45  Student Life
46 — 47  Programme Overview
48 — 49  Admission Criteria
50 — 51  Application Requirements
52 — 55  Submission Package
56 — 57  Advanced Standing and Transfer Of Credits
58 — 59  Art History
60 — 61  Double Major

92 — 93  Introduction to Bachelor of Fine Arts in Media Art
82 — 91  Animation
72 — 81  Filmmaking
62 — 73  Photography
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:

- Interaction Design
- Product Design
- Visual Communication
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.

Core classes include:

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

1. Flirt, 2015
   Installation
   Chee Zhiquan, Tan Wei Ting, Clarence Ng

2. Consumed by Technology, 2014
   Installation
   Clement Ho

3. New Moon, 2017
   Game
   Pearlynn Yong Hoi Lin, Chen Danning
4 130912, 2014
Mixed Media Installation & Performance
Malvina Tan

5 The Last Spark, 2015
Game (Horror, Stealth, Exploration)
Van Vu Keu Thien Kim
6 Koh Lampa, 2012
Installation
Daryl Goh

7 Global Tycoon, 2016
Installation
Ang Yew Jun

8 Untitled, 2016
Installation
Jayseellan Eisvran
What you are doing in your profession currently?

I run IMBA Interactive (www.imbainteractive.com) together with 2 co-founders and 2 staff. We are a sound studio that focuses on end-to-end audio solutions for games and interactive media: music, sound design, voice and implementation.

What were your most memorable ADM moments?

Jamming with all the folks in Music District, a student club for making music in ADM and NTU. Late-night jams to de-stress, and epic performances at FOCs and events such as Mid-Autumn and End of Semester celebrations.

How has ADM benefitted you after graduation?

ADM exposed me to working with many different disciplines. Being a composer and sound designer, I had the opportunity to work on the music and sound for four animation and film FYPs, alongside my own multi-channel sound and projection installation. This really got my initial portfolio going for me!
Did you go for an overseas exchange program / internship?

I went to Boston, Massachusetts to participate in a programme called GAMBIT. It was an initiative between then MDA and MIT, where local students collaborated with students in New England to rapid prototype and develop games based on research goals. I went in as an audio designer and worked with a team consisting of artists, programmers, designers and QA. Being at GAMBIT exposed us to the many facets of functioning as a game development team, much like how it would be in the industry. You can say it was a life changing experience for many of us who went there, as many “graduates” of the GAMBIT programme are now in the video games industry. It was also through GAMBIT, I met my co-founders of IMBA Interactive.

Any projects that you are really proud of?

The big project in 2016 was definitely Masquerada: Songs and Shadows by local game developer, Witching Hour Studios (http://www.masquerada.com). Masquerada is a tactical action RPG set in a lush 2.5D Venetian fantasy world of masks and magic.

Do you have any upcoming projects we should keep an eye open for?

Well, based on what we can talk about... Masquerada will be out on PS4 later this year! (It is already out for PC and OS X via Steam). We are also picking up more VR and AR related projects, so keep an eye (and ears!) out for these projects. You can check out our Facebook page for more updates (fb.com/imbainteractive).

Any tips for incoming students?

Keep an open mind, and keep your creativity alive! Your expectations might not meet what you find out is reality, but as long as you stay creative, there’s always a place for you to contribute and be a part of.
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.

Core classes include:

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

1. Exploration of Materiality, 2015
   Furniture
   Pek Shun Ping

2. Lotus Tableware, 2013
   Prototypes
   Rianne Wynn

3. Interactions of the Third Kind, 2014
   Prototype
   James Chin
4. Health Heritage, 2017
  Prototypes
  Guo Yuwei

5. Equilibrium, 2015
  Wearable Illuminating Sculpture
  Audrey Ng
6 Transformable Furniture, 2017
Prototypes
Ivy Lee Jia Xin

7 VITREOUS, 2015
Prototypes
Muhammad Sabri

8 NuPaper, 2015
Prototypes
Mohamed Hafez Bin
Mohamed Shah
What you are doing in your profession currently?

I am currently working as a 3D designer with Design Bridge, an international and independent branding agency, which has offices in London, Amsterdam, Singapore and New York. Clients that we work with includes global corporations like Unilver, Friesland Campina, Louis Vuitton-Moet Hennessy, Diageo and Akzo Nobel; and we provide branding consultation and creative services from developing key visuals, product and packaging development, to brand videos and retail store design. In short the whole brand experience. As a 3D branding designer, I do not only creatively generate ideas and designs through the mood boards and sketch pads, but I help realise them with my technical skills like 3D-modelling, design developing and manufacturing before implementing them into the real life. A pair of hands, working together and bringing every idea and every brand to life – that is what I practise everyday.

What were your most memorable school moments?

Many memories were made during the four years in ADM. Among them, the Freshmen Orientation Camps (FOCs) and Final Year Project (FYP) would be the two most memorable ones. I have spearheaded two years of FOC, as vice-chairperson and subsequently the orientation officer. With it being the biggest annual event for ADM and how ADM FOC has the reputation of being the coolest camp in NTU, it was a great time of bonding, sharing and caring between ADMers regardless of seniority. The reward of it all came when I witness how these freshmen entered ADM as strangers and graduated as best of friends. FYP was a period of brain-juicing and sleepless nights that lasted for an entire year. And what made it memorable was that, amidst all the chaos, panics and stress where it is everyman for himself, I saw everyone coming to each other’s aid, exchanging skills, knowledge and most of all, time.

How do you think ADM has benefited you?

ADM has been an incubator for my peers and me. As a design student in ADM, what could be more important than the readiness to step out into the real world and show what design could do, and what I can do, to better the world? I believe ADM has prepared me well for that first step, from being able think out of the ordinary and create impactful works that are beyond mere aesthetics, to relevant crafts and skills that are in line with new and emerging technologies, and lastly exposure to the design scene through internship opportunities.
Where did you go for your internship?

I did my internship at Design Bridge Singapore, where I currently work at. A product design student interning in a branding agency was pretty much unheard of, however much to my ignorance, 3D design has in fact been a growing demand in the branding industry. Completely new and unfamiliar to branding design, it was a steep learning curve, picking up skills and learning from scratch a different design process, while managing timeline and expectations of clients. Though it was a short 10-weeks internship, it was a life-changing experience, especially when I proved myself to be worthy of a placement in the agency and received a job offer half a year prior to my graduation.

Do you have any upcoming project we should keep an eye open for?

Winning Launch Pad Asia 2015 allows me the opportunity to further develop my lamp, under the guidance of Sean Dix, Founder of Dix Design+Architecture. So I will be working on refining the design of 'Mirage' lamp, and potentially the other 2 lamps as well.

Any tips for incoming students?

It is important to know that the world out there is bigger than we can imagine. We should always be willing and humble in learning, because we never stop learning from ourselves and from others. I quote from Archille Castiglioni, a world-renowned Italian industrial designer, “A good design isn’t born of the ambition to leave one’s mark, but of the desire to create an exchange, however small, with that unknown person going to use the object you have designed... Erase the idea of splendid isolation of the artist. A design object is the result of the combined efforts of many people with different specific forms of expertise (technical, industrial, commercial, aesthetic)...”

Interview conducted in 2016.
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 include:

- Typography 1-3
- Visual Communication 1-4
- Production for Graphic Design

1  Paradigm Lost, 2016
   Publication
   Marcus Lee

2  Home, Humans and their Hearts, 2015
   Publication, Illustration
   Yap Pei Sh. Jeanette

3  Good girls, Bad ghosts
   Illustration
   Chiow Chan
   Installation
   Mary Bernadette

6, 7. *The Blue Hour*, 2013
8, 9. Mixed Media
     Rachel Han

When he opened his eyes, he couldn’t believe it.

Dinoboy was scared. He didn’t like the hospital. He was worried about what the sky might do to him there.

But most of all, he didn’t want Mum or Dad to leave him.
Blue Bits, 2016  
Publication  
Jeremy Tan

The Screen, 2016  
Installation  
Rayne Wang

Nicoshootsthewild, 2014  
Installation  
Nico Tan Yong Lin
ALUMNI
LIM QIXUAN
BFA VISUAL COMMUNICATION, 2014
→ QIMMYSHIMMY.COM

What you are doing in your profession currently?

I am currently pursuing my master's degree in Design Academy Eindhoven in the Netherlands under the DesignSingapore Scholarship. I am doing a course on Information Design, which reexamines the way we design news and knowledge in this information age where new digital tools and technologies are constantly being developed.

What were your most memorable ADM moments?

My foundation year was filled with my favourite school moments. I entered ADM without any inkling about my specialisation, hence my first year was all about exploring new tools, techniques and concepts. I think the journey of self-discovery was made even more memorable with friends around me going through a similar process.

How has ADM benefitted you after graduation?

ADM provides a good environment for one to learn and explore. It’s a young school and I think that can be played to one’s advantage. There is an openness to the programme which gives you the space to make your own path and decide what are the skills you want to develop. Compared to other universities, the professors and tutors in ADM are also more available and involved in our processes, which I think students should learn to appreciate.
Did you go for an overseas exchange program/internship?

I did my exchange in Maryland Institute College of Art (MICA), in Baltimore, United States of America. My experience in MICA really transformed me as a designer. It is a school that focuses a lot on the foundations of design, and knowing the rules before breaking them. The emphasis on making made me move from my desktop computer into the workshop, and I was making typography with brushes, making paper and binding books from scratch. The most important lesson I took away from my exchange programme is that we can never disassociate culture from design. Designing in Singapore is different from designing in Baltimore. As your audience functions differently, there is the need to adopt different processes and methodologies. The experience was extremely valuable and definitely helped strengthen my identity as a Singaporean designer.

Any projects that you are really proud of?

My final year project, The Anatomy of Wonder, was my favourite project that emerged from my four years of schooling. It combined my fascination for futuristic concepts that fuse art, science, fantasy and reality, with my love for sculpting and mapping.

Any tips for incoming students?

Work hard, meet people, and make use of opportunities that come your way. And also if you can, travel. And by travel, I do not mean taking a week off to see ten different cities, but take time off to be in a different environment, volunteer, do cultural exchanges, and live life through the eyes of someone else. Put yourself in situations that are uncomfortable with, because that is how we experience the most growth.

Interview conducted in 2017.
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 and 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.
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.
ADM FACULTY

Vibeke Sorensen
Peer Mohideen
Sathikh
Andrea Nanetti

Ang Song Nian
Angeline Yam
Davide Benvenuti
Benjamin Seide
Ben Alvin Shedd
Ben Slater
Bernhard Schmitt
Biju Dhanapalan
Chalit Kongsuwan
Chul Heo
Cindy Wang
Danne Ojeda Hernandez
Elke Reinhuber
Galina Mihaileva
Gray Hodgkinson
Gul Inanc
Hans-Martin Rall
Ina Conradi-Chavez
Jeffrey Hong
Jesse Thompson
Jesvin Yeo
Joan Marie Kelly
Kristy Kang
Laura Longo
Laura Miotto

Professor, Chair
Associate Professor and Associate Chair, Academic
Associate Professor and Associate Chair, Research
Lecturer
Lecturer
Assistant Professor
Associate Professor
Professor
Senior Lecturer
Assistant Professor
Associate Professor
Lecturer
Associate Professor
Associate Professor
Assistant Professor
Assistant Professor
Associate Professor
Associate Professor
Associate Professor

Lisa Winstanley
Louis-Philippe Demers
Lucas Jodogne
Marijke Van Kets
Marc Gloede
Michael Tan
Michael Walsh
Michelle Lim
Nanci Takeyama
Nicole Midori Woodford
Ng Ee Ching
(Nanci)
Ng Woon Lam
Oh Soon-Hwa
Peter Chen
Randall Packer
Ross Williams
Sebastian Grobler
Sophie Goltz
Sujatha Meegama
Ute Meta Bauer

Assistant Professor
Associate Professor
Senior Lecturer
Assistant Professor
Assistant Professor
Assistant Professor
Assistant Professor
Assistant Professor
Assistant Professor
Assistant Professor
Lecturer
Assistant Professor
Assistant Professor
Assistant Professor
Professor and Founding Director of Centre for Contemporary Art
Assistant Professor
Assistant Professor
Assistant Professor

VISITING FACULTY

Meridel Rubenstein

Visiting Associate Professor
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.
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 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, 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 pre-requisites 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 20 available Minor Programmes currently, which include: Art History, Communication Studies, Drama and Performance, Creative Writing, English Literature, History, Chinese, Environmental Management, Entrepreneurship and Computing.

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>AU</th>
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<tbody>
<tr>
<td>Core</td>
<td></td>
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<tr>
<td>Year 1 Common Foundation Modules</td>
<td>12</td>
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<td>Year 1 Specific Foundation Modules</td>
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<tr>
<td>Year 1 Art History Modules</td>
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<td>Year 2 Specific History Module</td>
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<td>Year 2 or 3 Art History Module (Choose one from a list of given options)</td>
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<td>Final Year Project (FYP)</td>
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<td>Interdisciplinary Seminar</td>
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<td>Major Prescribed Elective</td>
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<td>Any Major Studio / Art History Modules</td>
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<td>Internship</td>
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<td>Unrestricted Electives</td>
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<td>Unrestricted Electives Modules</td>
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<td>Communication Skills</td>
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<td>Singapore Studies</td>
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<td>Ethics and Moral Reasoning</td>
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<td>Absolute Basics for Career</td>
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<td>Career Power Up</td>
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<tr>
<td>Environmental Sustainability</td>
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<tr>
<td>Entrepreneurship and Innovation</td>
<td>1</td>
</tr>
<tr>
<td>GER Prescribed Electives</td>
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<tr>
<td>Liberal Arts</td>
<td>3</td>
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<tr>
<td>Business Management</td>
<td>3</td>
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<tr>
<td>Science and Technology</td>
<td>3</td>
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<tr>
<td>Any two courses from preceding three categories</td>
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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.

Please refer to this link for the deadlines for submission: [http://admissions.ntu.edu.sg/UndergraduateAdmissions/Pages/ApplytoNTU.aspx](http://admissions.ntu.edu.sg/UndergraduateAdmissions/Pages/ApplytoNTU.aspx)

**OVERVIEW OF APPLICATION PROCESS**

**STEP 1**
PORTFOLIO
15 – 20 Best work in any media

**STEP 2:**
PRESCRIBED ASSIGNMENT
1. Personal Statement & Writing Sample
2. Creative Project
3. Visual Aptitude

**STEP 3**
SUBMISSION
Submission Deadline
1 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.)

2 PERSONAL STATEMENT AND WRITING SAMPLE

Please respond to all four questions in writing:

A What is unique and interesting about you? [200 words maximum]

B 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]

C Where and what do you foresee yourself doing 10 years from now? [100 words maximum]

D 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.

3 VISUAL APTITUDE

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

1 Begin each creative response on a new sheet of A4 white paper measuring 29.7cm x 21cm.

2 Ensure that your full name and official application number is labeled on the back of each submission.

3 Any tools or techniques can be used.

4 Please submit the actual work, not its reproduction.

4 VISUAL APTITUDE

Please choose ONE of the following formats for this creative project:

A Create a video/film or animation [that lasts no longer than 1 minute] about CURIOSITY and TRADITION.

B Create 5-10 photographic images about CURIOSITY and TRADITION.

C Create a media piece [sound, interactive, or other] [that lasts no longer than 1 minute] about CURIOSITY and TRADITION.

D Create a 3D object or space about CURIOSITY and TRADITION and submit 5 images [documentation or renderings].

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 and Invention

Use the shapes given below to express the idea of SURPRISE. 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 THE FUTURE. Please illustrate this in a comic strip or storyboard of 6 to 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.
THE SUBMISSION PACKAGE

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 page 54 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).

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:

<table>
<thead>
<tr>
<th>Format</th>
<th>Size Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video (.avi, .mov, .mp4, Quicktime)</td>
<td>Up to 200 MB each</td>
</tr>
<tr>
<td>Audio (.mp3)</td>
<td>Up to 30 MB each</td>
</tr>
</tbody>
</table>

EXECUTABLE GAME & INTERACTIVE FILES

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.
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)

3. Drop your submission package into the Document Drop box.

4. 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 Office of Admissions have mailed out the submission package.

5. 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.

Location of Document Drop Box:

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

(Do contact Office of Admission for advice if you are submitting bulky items.)
### ADVANCED STANDING AND TRANSFER OF CREDITS

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 2017. © 2017 Nanyang Technological University, School of Art, Design and Media

### 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

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<table>
<thead>
<tr>
<th>SUBJECT TYPE</th>
<th>AU REQUIREMENT</th>
<th>MAX NUMBER OF AUS TO BE TRANSFERRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>GERs (Core and Prescribed Elective) and Unrestricted Elective</td>
<td>52 AUs</td>
<td>9 AUs</td>
</tr>
<tr>
<td>Foundation (Core)</td>
<td>21 AUs</td>
<td>Determined on case by case basis</td>
</tr>
<tr>
<td>Art History (Core)</td>
<td>12 AUs</td>
<td>Determined on case by case basis</td>
</tr>
<tr>
<td>Major Studio (Core) + Interdisciplinary Seminar (Core)</td>
<td>21 AUs</td>
<td>3 AUs (Portfolio to be submitted)</td>
</tr>
<tr>
<td>Final Year Project (Core)</td>
<td>9 AUs</td>
<td>Not transferrable</td>
</tr>
<tr>
<td>Major Prescribed Electives</td>
<td>18 AUs</td>
<td>Determined on case by case basis</td>
</tr>
</tbody>
</table>

Note: GER: General Education Requirement; AU: Academic Unit
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.

1. Chai Lau Chu: The Re-Opening of Commonwealth Drive (Tanglin Hall), 2014
   Performance art
   Aural Lee, Malvina Tan, Mary Bernadette Lee and Reuben Tan

2. Students receiving tour at the Asian Civilisations Museum, 2016
   Photo: Yin Kier
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.

*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 AD-HASS-US@ntu.edu.sg.

1. Lee Kee Boon, Nanyang University, Woodblock print on paper, 20 x 31 cm, 1955 (1999 Print), Courtesy of National University of Singapore Museum Collection.