

ITE 06/18/01

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ITE LAUNCHES NEW SCHOOL OF DESIGN & MEDIA ***Ten new courses in pipeline to groom skilled talents for Creative Industries***

A Spirit of Excellence and Innovation – that is what the new School of Design & Media¹ (SDM) at ITE aims to instil in its students. To be launched in a Ceremony on 8 January 2009, following a visit by the ITE Board of Governors to two companies in the Creative Industries on the same day, the SDM targets to groom skilled talents to plug the manpower demands in the skill-based aspects of the industry's value chain.

Meeting the Manpower Needs of the Design and Media Sectors

2 The Creative Industries, comprising the arts & heritage, design and media sectors, are at the centre of Singapore's shift from an industrial to an ideas-driven economy. Over the years, Singapore has attracted many creative professionals from around the world and the region. Their experience and expertise are central to the richness and diversity of Singapore's creative community. While we continue to attract talented individuals with the creative capabilities from other countries to Singapore, it is also important that we invest in developing our local talent pool in these fields.

3 Four clusters of Design and Media courses will be offered by the SDM to meet the manpower needs of these two sectors of the Creative Industries. These are Media & Broadcast Design courses, Communication & Interaction Design courses, Product & Industrial Design courses and Architecture & Space Design courses. For a start, six courses, including two new ones, have been rolled out under the SDM in 2009. Eight other courses have been identified for launch over the next five years. Please see **Annex A** on the list of existing and potential courses planned under the respective clusters.

A Holistic Design Education Framework

4 SDM students will undergo a Holistic Design Education, said Mr Tan Seng Hua, Principal, ITE College Central. He elaborated: "SDM's pedagogy focuses on application and workflow innovations to produce industry-ready craftsmen with strong design foundation and

¹ ITE currently offers courses under four Schools across the three ITE Colleges. The four Schools are: Applied & Health Sciences, Business & Services, Electronics & Info-Comm Technology, and Engineering.

real-world portfolios, which will facilitate their smooth progression in the Creative Industries or their pursuit of further education.”

5 To ensure the currency and relevance of its programmes, the School will be working closely with local institutions of higher learning, as well as renowned overseas institutions, such as the University of the Arts, London, United Kingdom, and the Domus Academy of Milan, Italy, in addition to sustaining ties with other key partners, such as Side Effects Software Inc, Toon Boom Animation Inc, and Autodesk Inc.

6 The new SDM hub will be housed at ITE College Central (Tampines Campus) from 2009 and will move to the new ITE College Central Regional Campus in Ang Mo Kio in 2012.

7 The programme for the visit and launch is at **Annex B**.

Media Publicity on Launch of SDM

8 For further information or arrangements for media interviews, please contact Ms Joycelyn Seet, Head/Publicity, at tel: 6590 2027, or email: Joycelyn_Seet@ite.edu.sg.

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The **Institute of Technical Education (ITE)**, Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its “**One ITE System, Three Colleges**” Model of Education and Governance, ITE has three Colleges, comprising **ITE College Central, ITE College East** and **ITE College West**.

Existing and Potential Courses Planned for the School of Design & Media

Cluster	Course	Existing / Planned (Year)
Architecture & Space Design 建筑与空间设计	<i>Nitec</i> in Space Design (Architecture) 国家工艺教育局证书 空间设计（建筑）	New (2009)
	<i>Nitec</i> in Space Design (Interior & Exhibition) 国家工艺教育局证书 空间设计（室内和展览）	New (2009)
	<i>Nitec</i> in Space Design (Landscape) 国家工艺教育局证书 空间设计（园艺）	New (2012)
Product & Industrial Design 产品与工业设计	<i>Nitec</i> in Product Design 国家工艺教育局证书 产品设计	Existing
	<i>Higher Nitec</i> in Product & Industrial Design 高级国家工艺教育局证书 产品与工业设计	New (2011)
Media & Broadcast Design 媒体与广播设计	<i>Nitec</i> in Digital Animation 国家工艺教育局证书 数码动画制作	Existing
	<i>Nitec</i> in Digital Media Design (Digital Video Effects) 国家工艺教育局证书 数码媒体设计（数码影像效果）	Existing
	<i>Nitec</i> in Audio & Video Production 国家工艺教育局证书 音响与影像制作	New (2012)
	<i>Nitec</i> in Visual Effects & Motion Graphics 国家工艺教育局证书 视觉效果与动态图像	New (2010)
	<i>Higher Nitec</i> in Animation Production & Design 高级国家工艺教育局证书 动画制作与设计	New (2011)
Communication & Interaction Design 传达与互动设计	<i>Nitec</i> in Digital Media Design (Interactive Media) 国家工艺教育局证书 数码媒体设计（互动媒体）	Existing
	<i>Nitec</i> in Interactive Media 国家工艺教育局证书 互动媒体	New (2010)
	<i>Nitec</i> in Visual Communication 国家工艺教育局证书 视觉传达	New (2010)
	<i>Higher Nitec</i> in Communication Design 高级国家工艺教育局证书 传达设计	New (2010)

Programme

Visit to Creative Media Industry

- 0830 hrs Leave ITE HQ for Kingsmen Creatives Ltd
(3 Changi South Lane)
- 0900 hrs Arrive at Kingsmen Creatives Ltd
- 0905 hrs Presentation and Tour
- 0950 hrs Depart for Electronic Arts Asia Pacific Pte Ltd
(Fusionopolis, 1 Fusionopolis Way)
- 1015 hrs Arrive at Electronic Arts Asia Pacific Pte Ltd
- 1020 hrs Presentation and Tour
- 1110 hrs Depart for ITE HQ

Launch of School of Design & Media

- 1115 hrs Arrival at ITE HQ
- Cocktail Reception
- 1130 hrs Welcome
- Video Presentation
- Speech by Mr Bob Tan, Chairman, ITE Board of Governors
- Official Launch
- Viewing of Exhibits
- 1230 hrs Lunch Reception / Q&A Session for Media
- 1330 hrs End of Programme