

# **SPEECH BY MR BOB TAN, CHAIRMAN, ITE BOARD OF GOVERNORS, AT LAUNCH OF ITE'S SCHOOL OF DESIGN AND MEDIA ON THU 8 JAN 2009 AT 1130 HOURS, AT AUDITORIUM, ITE HEADQUARTERS**

Mr Bruce Poh  
Director & CEO of ITE

Fellow Board Members

Members of the ITE Design and Media  
Academic Advisory Committee

Partners, Distinguished Guests

Ladies and Gentlemen

## **Introduction**

- 1 Good morning and welcome to the launch of ITE's New School of Design and Media.
- 2 This morning, we visited two companies in the creative media industry – Kingsmen International Pte Ltd and Electronic Arts Asia Pacific Pte Ltd. I am impressed by what I saw and the vibrancy of the creative industry. This augurs well for the development and growth of our local creative talents, and Singapore's goal of becoming a global media city.

## **ITE's Response to Manpower Needs of the Creative Industry**

- 3 Singapore has traditionally been strong in the manufacturing and services industries. With a fast changing global economic landscape, Singapore has to look beyond these sectors. And one of the new areas of growth for Singapore is the 'creative' industry.
- 4 In 2003, the government formulated the Creative Industries Development Strategy. It, targets to double the industry's GDP contribution, from about 3% to some 6% and create some 20,000 new jobs by 2012. This will no doubt attract international creative talents from all over the world, but it is also important that we develop our local talent pool.
- 5 Along with the tertiary institutions, ITE's new Design and Media School will play a key role in meeting the growing demand for creative manpower.

## **New School of Design and Media**

- 6 The new School will offer holistic design education, characterised by a **strong foundation**, with **design specialisation** and **design excellence** in niche areas. While university graduates are trained for paradigm innovations and polytechnic graduates for concept innovations, ITE's design and media graduates will be geared towards **application and work flow innovations**. This is where ITE graduates can help industry gain higher productivity and competitiveness.

- 7 We will offer **four clusters** of courses:
- Architecture and Space Design
  - Communication and Interaction Design
  - Media and Broadcast Design
  - Product and Industrial Design

Six courses are already ongoing: four have been re-categorised from other schools, while two new *Nitec* courses in **Space Design (Architecture)** and **Space Design (Interior and Exhibition)** began earlier this week.

- 8 To meet industry's growing demand, we will increase the intake for Design and Media courses from the current 432 students, to **800 students** per year, by 2012. Over the next few years, ITE plans to offer more new courses at the *Higher Nitec* level, to provide higher-level learning for GCE "O" school leavers, as well as to facilitate progression of *Nitec* graduates in these 'creative' courses.

### **College of Creativity and Innovation**

- 9 The School of Design and Media will be exclusive to ITE College Central and will be located at the Tampines Campus, pending the development of our third regional campus in Ang Mo Kio, by 2012. Today's launch marks an important step towards developing ITE College Central as ***A College of Creativity and Innovation***.
- 10 All the three ITE Colleges have built strong partnerships with our local industry and international partners. The new School of Design and Media will also leverage on the strengths and design excellence of internationally-renowned institutions, such as University of the Arts, London; Domus Academy of Milan; Toon Boom Animation Inc. of Canada; Side Effects Software Inc. of Canada; and Autodesk Inc of the USA.

### **Conclusion**

- 11 I congratulate the professional efforts of ITE management and staff in conceptualising a robust blueprint for the new School of Design and Media. I would also like to acknowledge the strong support of the creative industry and all local and overseas institutional partners towards the setting up of the new school.

Thank you.