SCHOOL OF

DESIGN AND MEDIA

RIGHT CHOICE. RIGHT HERE.

ITE College Central

A College of Creativity & Innovation

The **School of Design and Media** is a niche school at ITE College Central with the aim to equip you with design and media skills that are practical, realistic and versatile to meet emerging trends and changing manpower needs of the Creative Industries.

You will be trained to be industry-ready Creative Craftsman, with a real-world portfolio and have a strong design foundation to ensure good career and academic progression. Driven by the manpower requirements of the Creative Industries, courses offered will equip you with skills to meet the manpower needs of the Design (Product & Industrial Design, Fashion & Visual Merchandising, and Architecture & Space Design), Media (Communication & Interaction Design, Media & Broadcast Design, Digital Media Design) and Arts (Arts & Theatre Technology) sectors.

If you have that creative streak in you, come join ITE College Central's **School of Design and Media.**

Nitec in
ARCHITECTURAL TECHNOLOGY

Architectural Technology is the application of technology to the design of buildings.

If you have an eye for detail, like drawing and building spaces, *Nitec* in Architectural Technology is the course for you. You will learn the skills and technical knowledge to prepare architectural drawings for submission to relevant authorities, architectural construction & detailing and 3D architectural images using relevant computer software.

You Will Learn

- Spatial Visualisation Drawing
- Building CAD Drawing
- BIM Presentation
- Building Construction and Drawing
- Architectural Spatial Planning
- Architectural Design and Visualisation
- Architectural Submissions
- Model Making
- Prefabricated Construction Drawing
- Construction Quality Assessment System

Career Prospects

- Architectural Draftsperson
- Architectural Technician
- Technical Officer
- Building Project Coordinator

Nitec in
DIGITAL ANIMATION

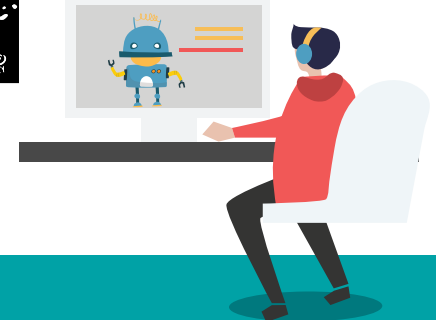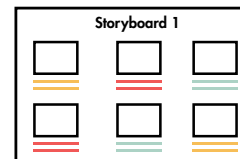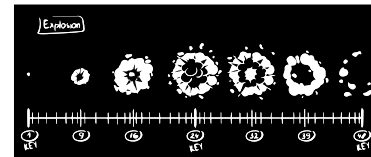Ever wondered how your favourite animated characters come to life?

In *Nitec* in Digital Animation, you will learn to perform tasks such as character designs, storyboarding, colour & background art, staging and layout. You will also learn to perform post-production tasks like colour correcting, compositing and video editing for animated sequence.

You Will Learn

- Drawing
- Classical Animation Principles
- Animation Design and Layout
- Essentials of 3D Animation
- Storyboarding
- Asset Creation
- 3D Animation
- Clay Sculpting
- Introduction to Post Production
- Gesture Drawing for Animation

Career Prospects

- Junior Concept Artist
- Junior Character Designer
- Junior Storyboard Artist
- Junior Layout Artist
- Junior Background Artist
- Junior Asset Creator
- Junior Animator
- Junior Games Artist
- Junior Lighting Artist
- Junior Texture Artist

Nitec in
FASHION APPAREL PRODUCTION & DESIGN

Have you thought of how you could conceptualise your fashion design ideas and learning the techniques of producing them?

Nitec in Fashion Apparel Production & Design will equip you with the essential skills to develop and construct clothing for women and men. You will also learn about fashion illustration, fashion development process, textiles fundamentals and 3D draping creation.

You Will Learn

- Fashion Visualisation
- Apparel Construction for Women's Wear
- Textile Fundamentals
- Apparel Construction for Menswear
- 3D Draping Creation
- Fashion Design Practice
- Fashion Production
- Fashion Styling
- Photography Essential

Career Prospects

- Prototype Maker
- Pattern Maker
- Assistant Quality Control Specialist
- Assistant Fashion Designer
- Assistant Fashion Merchandiser
- Assistant Fashion Stylist

Nitec in
INTERIOR & EXHIBITION DESIGN

Have you ever wondered how the interior spaces that we live, work or play in, were designed?

In *Nitec* in Interior & Exhibition Design, you will be taught to conceptualise and create interior and exhibition spaces. You will learn how to prepare layout plans, constructional drawings, presentation drawings, illustrations and graphics related to interior & exhibition design, using relevant computer software in this course.

You Will Learn

- Spatial Visualisation Drawing
- Building CAD Drawing
- Interior Space Modelling
- Space Planning and Design
- Interior Design Proposal
- Construction and Detailing
- Interior Design Portfolio
- Model Making
- Prefabricated Construction Drawing
- Construction Quality Assessment System

Career Prospects

- Interior Designer
- Interior Stylist
- Interior Project Coordinator
- Exhibition Designer
- Digital Spatial Illustrator

Nitec in
PRODUCT DESIGN

Be part of the innovative workforce that strives to improve the quality of life for end-users.

In *Nitec* in Product Design, you will learn the skills to apply design to the development of products for everyday use, such as consumer electronics, furniture and lifestyle products.

You Will Learn

- Design Fundamentals
- Design Conceptualisation
- 2D Illustration
- 3D CAD Modelling
- Design for Manufacturing
- Consumer Products Production Technology
- Furniture Production Technology
- Packaging Design and Branding

Career Prospects

- Assistant Product Designer
- Product Illustrator
- CAD Modeller
- Project Executive
- Creative Craftsman

Nitec in
VIDEO PRODUCTION

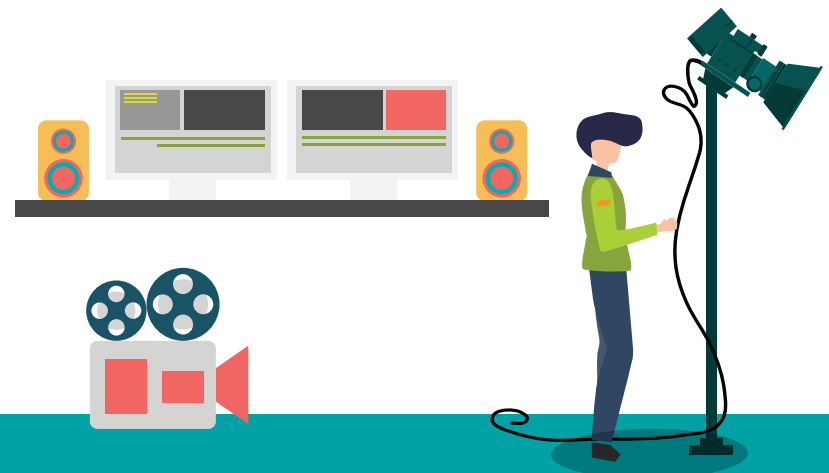Be a part of the next generation of video media production professionals.

In *Nitec* in Video Production, you will learn how to support a broad range of planning and execution in various departments of video production and be equipped with technical skills such as how to set up and operate vide camera, lighting equipment, perform sound recording and video editing tasks.

You Will Learn

- Fundamentals of Video Production
- Video Post-Production
- Production Techniques
- Camera and Lighting Techniques
- Studio Production
- Location Field Production
- Storyboarding for Video Production

Career Prospects

- Video Camera Operator
- Lighting Technician
- Video Editor
- Location Coordinator
- Location Sound Recordist
- Production Assistant

Nitec in
VISUAL COMMUNICATION

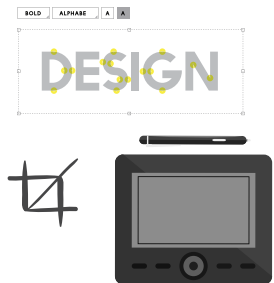How do you transform the images you create in your mind into gorgeous graphics and layouts?

If you are interested to learn more, join *Nitec* in Visual Communication. You will learn to produce design for print and digital media, such as posters, packaging, web banners and e-magazine layout. You will also be taught illustrations, digital photography and graphic design.

You Will Learn

- Drawing Fundamentals
- Design Principles
- Applied Photography
- Digital Imaging
- Graphics and Typography
- Prepress Technology
- Packaging Design
- Pottery Fundamentals
- Printmaking Fundamentals
- Digital Illustration
- Lifestyle and Product Photography

Career Prospects

- Graphic Designer
- Digital Artist
- Illustrator
- Assistant Photographer

Higher Nitec in
ARCHITECTURAL TECHNOLOGY

Have you wondered how a house or a building is planned, designed and coordinated?

In *Higher Nitec* in Architectural Technology, you will learn to develop architectural detailing and specifications, prepare architectural project documentation, ensure compliance with industry standards, codes and regulations, through the use of appropriate technology and efficient flow of information within an organisation.

You Will Learn

- Architectural Drawing
- Architectural Modelling
- Architectural Design Process
- Architectural Construction Technology
- Architectural BIM Design
- Green Mark and Universal Design
- Architectural Visualisation
- Visual Perception of Architecture

Career Prospects

- Architectural Technical Officer
- Architectural Technical Coordinator
- Architectural Technologist
- Architectural Building Information Modelling (BIM) Specialist
- Architectural Project Coordinator

Higher Nitec in
FILMMAKING
(CINEMATOGRAPHY)

Be a part of the exciting world of movies and entertainment productions.

In *Higher Nitec* in Filmmaking (Cinematography), you will learn the craft of cinematography through hands-on practical instruction, with focus on camera, lighting and grip skills to achieve the required technical standards of motion-picture production setups, as well as in television drama and commercial productions.

You Will Learn

- Filmmaking Fundamentals
- Camera Technology
- Production Coordination and Post
- Camera Movement and Lighting
- Production Aesthetics and Lighting Techniques
- Applied Cinematography
- Audio for Video

Career Prospects

- Digital Cine Camera Operator
- 1st and 2nd Camera Assistant
- Data Wrangler
- Lighting Crew
- Post-Production Assistant
- Dolly Grip
- Production Coordinator
- Production Assistant
- Production Grip

Higher Nitec in
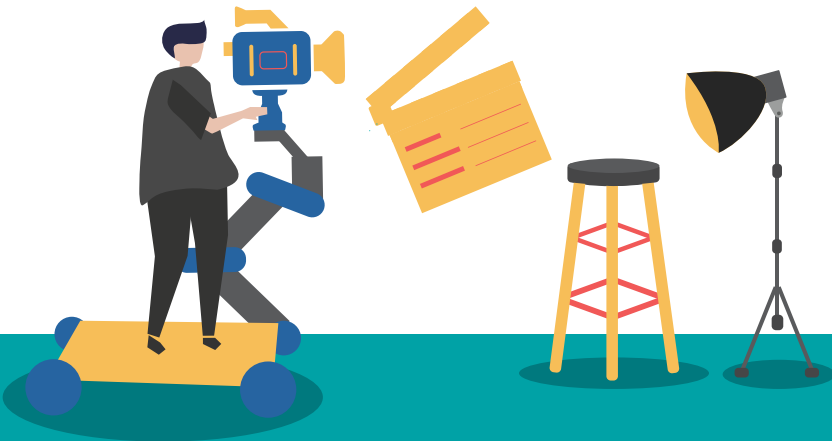# INTERACTIVE DESIGN

Be part of the web experience team!

Higher Nitec in Interactive Design provides you with the skills and knowledge of creating engaging web experiences with logical, thought out behaviours and actions, user experience design for digital marketing and the development of responsive websites.

You Will Learn

- Visual Design Principles
- Digital Photography and Imaging
- Interactive User Experience Design
- Digital Content Design
- Web Design and Development
- Interactive Design Portfolio
- Responsive Web Design for Application
- Infographic Design
- Screen Typography

Career Prospects

- Digital Designer
- Interactive Designer
- Visual Designer
- Web Designer

Higher Nitec in
MOTION GRAPHICS

Be part of a new breed of design creators in the fast growing field of motion graphics.
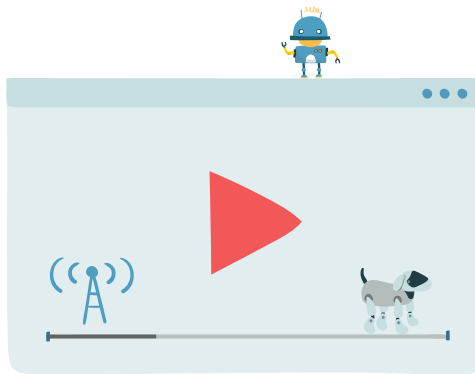
Learn to design your own title sequence or interesting graphic animation through *Higher Nitec* in Motion Graphics. You will pick up the skills and knowledge to combine graphic animation, live footages and audio elements to create engaging motion visuals for various visual communication purposes.

You Will Learn

- Digital Imaging Essentials
- Design Principles
- Motion Design
- 3D Fundamentals
- Finishing for Motion Graphics
- 3D for Motion Graphics
- Motion Graphics Portfolio

Career Prospects

- Motion Graphics Artist
- Broadcast Designer
- Animator
- Assistant Video Editor
- TV and Film Graphic Artist

Higher Nitec in
PERFORMANCE PRODUCTION

Be a part of a dynamic production team for theatre and live events.
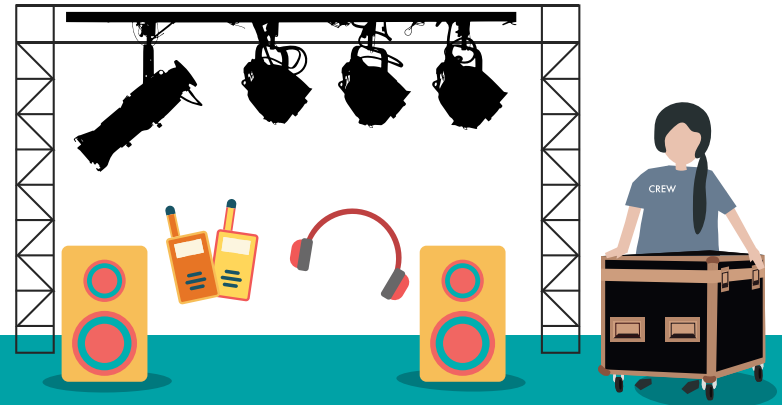
Higher Nitec in Performance Production will equip you with the right management and technical skills to ensure the smooth running of a live performance. In addition to learning how to coordinate the production backstage, you will also learn how to set up and operate the lights, sound, multimedia and staging systems.

You Will Learn

- Performance Production Management
- Lighting for Production I
- Sound for Production I
- Stage Craft and Staging Systems
- Visual Multimedia
- Lighting for Production II
- Sound for Production II

Career Prospects

- Lighting Technician
- Sound Technician
- Staging Technician
- Multimedia Technician
- Production Operator
- Production Crew
- Wardrobe Assistant & Dresser
- Junior Carpentry
- Assistant Stage Manager
- Stage Manager

Higher Nitec in VISUAL EFFECTS

Have you ever thought of how the magic in movies are created?

Higher Nitec in Visual Effects will unravel the magic of creating spectacular visual effects for the exciting media & entertainment industry. You will learn how to create computer graphics elements and combine them with live-action to create a photo-realistic video sequence that results as a visual treat for audiences.

You Will Learn

- Digital Effects Essentials
- 3D Modelling
- Texturing, Lighting and Rendering
- Digital Sculpting
- Matchmoving and Rotoscoping
- Dynamic FX
- Compositing

Career Prospects

- Visual Effects Artist
- Pre-visualisation artist
- 3-D Modeller
- Texture Artist
- Lighter
- 3D Tracking Compositor
- Rotoscoping Artist
- Compositor

Higher Nitec in VISUAL MERCHANDISING

If you have a keen eye for the aesthetics, *Higher Nitec* in Visual Merchandising is the course for you.
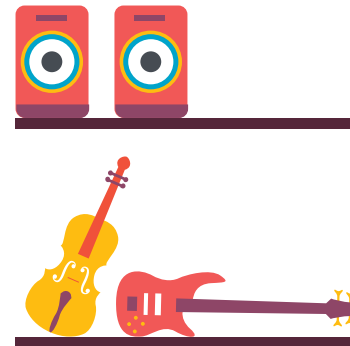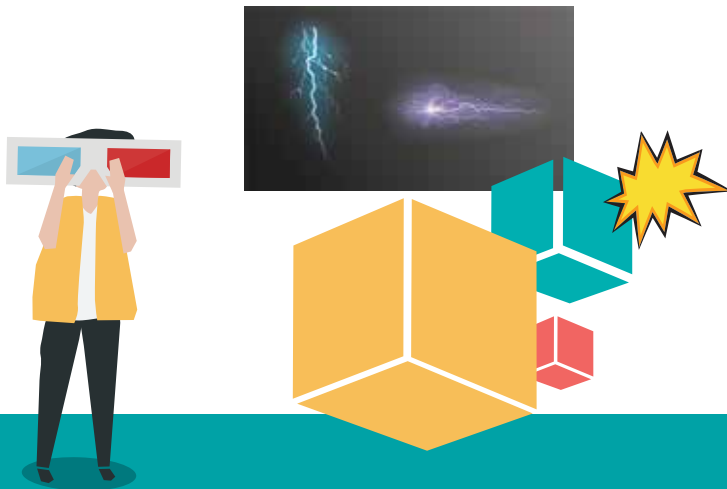
Visual Merchandising is the art of displaying merchandise that appeals to the eyes of the consumer. You will learn how to use different media forms to conceptualise and create unique window and in-store displays to capture consumers' imagination and enhance their shopping experiences.

You Will Learn

- Arts and Design
- Communication at Work
- Visual Merchandising Graphics
- Retail Marketing
- Visual Merchandising Design
- Retail Space Design
- Applied Visual Merchandising

Career Prospects

- Visual Merchandiser
- Display Artist
- Retail Stylist
- Events Designer

Minimum Entry Requirements
NITEC

Course	Requirement
Digital Animation 🟦🟥 **Product Design** 🟦🟥	**Completed GCE 'N' or 'O' level**
Architectural Technology 🟦🟥 **Interior & Exhibition Design** 🟦🟥	**3 GCE 'N' level passes or** • Grade A to D (1 - 5): Mathematics and two other subjects **2 GCE 'O' level grades** • Grade 1 - 8 (any two subjects)
Fashion Apparel Production & Design 🟦🟥 **Video Production** 🟦🟥	**3 GCE 'N' level passes or** • Grade A to D (1 - 5): Mathematics or Science[3] and two other subjects **2 GCE 'O' level grades** • Grade 1 - 8 (any two subjects)
Visual Communication 🟦🟥	**3 GCE 'N' level passes or** • Grade A to D (1 - 5): English Language and two other subjects **2 GCE 'O' level grades** • Grade 1 - 8 (any two subjects)

🟦 Applicants applying for this course must ensure that they are free from colour appreciation

🟥 Applicants are required to go for interviews and /or admission (drawing) tests

🟩 Applicants applying for this course must ensure that they are free from colour appreciation deficiency, hearing deficiency and do not suffer from fear of heights

Minimum Entry Requirements
HIGHER NITEC

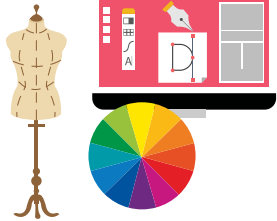| Course	Requirement
Architectural Technology 🟦	**3 GCE 'O' level grades** • Grade 1 - 8 in English Language • Grade 1 - 7 in Mathematics (Elementary/Additional) • Grade 1 - 8 in an approved subject[1]
Interactive Design 🟦 **Visual Effects** 🟦	**3 GCE 'O' level grades[2]** • Grade 1 - 8 in English Language • Grade 1 - 7 in Mathematics (Elementary/Additional) or Principles of Accounts • Grade 1 - 8 in any other subject
Filmmaking (Cinematography) 🟦🟥 **Performance Production** 🟩	**3 GCE 'O' level grades[2]** • Grade 1 - 7 in English Language • Grade 1 - 8 in Mathematics (Elementary/Additional) or Principles of Accounts • Grade 1 - 7 in one other subject
Motion Graphics 🟦 **Visual Merchandising** 🟦	**3 GCE 'O' level grades[2]** • Grade 1 - 7 in English Language • Grade 1 - 8 in any two other subjects

Footnotes

[1] Biology / Biotechnology / Chemistry / Combined Science / Computer Studies / Design Technology / Engineering Science / Fundamentals of Electronics / Human & Social Biology / Integrated Science / Physical Science / Physics / Science (Chemistry, Biology) / Science (Physics, Biology) / Science (Physics, Chemistry) / Science (Physics, Biology, Chemistry)

[2] Applicants must also have sat for Mathematics (Elementary/Additional).

[3] Mobile Robotics and Smart Electrical Technology subjects can be used in lieu of Science for admission to this *Nitec* course.

WHAT ABOUT ME?

1. Scan the QR code and complete the RIASEC profiling
2. Discover the Schools and industry clusters you may be inclined to based on your RIASEC codes.

School of
DESIGN & MEDIA

R - Realistic, **A** - Artistic, **E** - Enterprising

Creative Arts & Fashion Industry
Express your individuality in the various aspects of the creative industry. Knowing how to synthesise technology and ideology is as important as having good aesthetic sense in this industry.

School of
BUSINESS & SERVICES

A - Artistic, **S** - Social, **E** - Enterprising

Social & Personal Services
Love to connect with others and make an impact in their lives? This industry offers you many opportunities to do just that and add that personal touch and flair to your work.

School of
ELECTRONICS & INFO-COMM TECHNOLOGY

R - Realistic, **I** - Investigative, **C** - Conventional

Info-comm Technology
Knowledge of computers and coding will give you the fundamentals. It's really all about understanding people's problems and using technology to make everyday lives easier and better.
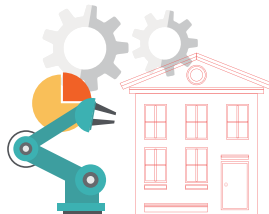
School of
ENGINEERING

R - Realistic, **I** - Investigative, **C** - Conventional

Engineering
For practical and logical individuals who love problem-solving. Those who like working with people can also gain satisfaction in finding solutions to real-world problems.

ITE

Institute of Technical Education