ADVANCED DIPLOMA IN

DIGITAL MEDIA DESIGN

Awarded by   : Raffles Singapore

Intakes   : January, April, July, and October

Duration   : 1 Year and 6 Months (Full-time)

Core Modules

Academic Research and Communication Skills	This unit covers key aspects of research and communication studies in academic contexts relevant to students of design and marketing. Students engage in collaborative learning activities throughout the term in order to develop their teamwork skills. Students learn to locate, understand and critically evaluate information from books, journals, the Internet and primary sources in order to do effective research. Using these sources of information, students then produce an extended piece of analytical writing and give oral presentations to their peers. Skills in doing primary research (i.e. conducting focus groups and surveys), accessing and evaluating information, paraphrasing, using established referencing systems, applying the principles of effective communication and the professional presentation of documents are all covered during the module. Credit Points: 10
Creative Media	
Design Studio 1	This module aims to provide students with a practical platform to experience the pace and demand of an actual animation design studio. Students will produce a comprehensive short animated film by strictly follow the standard professional practice that includes design process such as research, analysis, project planning, critical thinking, problem solving, concept development and post-production skills. The emphasis of the module is to apply all the animation knowledge and technical skills previously learned to fulfill the brief requirements as well as to develop a short animated film or video for the entertainment industries based on a given project specifications and each stage of the design approval by the lecturer within a projected timeline. Credit Points: 20

Design Studio 2	This module aims to provide students a practical platform to experience the pace and competitive demand of an actual animation design studio. Students are required to produce effective comprehensive design independently and to follow strictly the standard professional practice that includes design process such as research, analysis, project planning, brief generation, concept development, production execution and implementation with professional presentation. In such simulation of the real-world animation design environment, students will play the role as the designer while the lecturer will act as the client who will give the project specifications and approvals to each of the animation design project. The emphasis of this module is on fulfilling the animation project brief requirement professionally as well as developing an emotional response animation within a projected timeline independently. Credit Points: 20
Digital Videography	The module provides students with the essential knowledge and skill sets to gain fundamental understandings of capturing moving images through digital videography. In the module, students will be guided to explore both the technical and aesthetic aspects of videography as an contemporary medium of expression in visual communication. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include video production workflow from storyboarding to audio integration, art directions in videography and cinematography, video editing and compositing with industry standard tools, effects treatment in post-production, etc. Credit Points: 15
History of Visual Communication	This unit will enable learners to recognise, and understand, the major historical developments of Visual Communication through research of the major fine art and design movements. The course integrates factual historical knowledge with an exploration of the interpretations and theories surrounding historical change. The main objective in studying past art and design languages and forms is to give students a solid grounding and context for contemporary Visual Communication in regard to their own design practise.
Major Project	Building on the prior design knowledge and skills, the module provides students with an opportunity to reflect upon their experiences in previous modules and extend their design development in areas of specialisation that they would like to pursue in greater depth. Within a self-directed problem based framework, students will be challenged in their usual understanding of design practices in order to formulate a comprehensive, well considered, and creative design solution. Throughout the module, students will be facilitated by the lecturer or tutor to complete their design projects of choice in

	adherence to industry standard process and workflow. The priorities of the module include advanced level of analytical and critical thinking, strategic planning and management, competency in creative conceptualisation and execution, etc. Credit Points: 40
Motion Graphics and Effects 1	The module provides students with the essential knowledge and skill sets to build a solid foundation in motion graphics and effects design. Using industry standard vector based animation and motion effects tools, students will be guided to explore various animated interactions between motion elements in screen media, ranging from simple shapes to complex forms; from pictorial marks to symbolic logos; from type to imagery. The guidance will take the form of lectures, tutorials, technical demonstrations, practical experimentations, and critique sessions. The components of the module include stop motion animation, animated web content, typography in motion, and comprehensive motion graphics design, etc. Credit Points: 10
Motion Graphics and Effects 2	Building on the foundation of Motion Graphics and Effects 1, the module enables students to gain proficiency in the advanced practice of motion design. Through theoretical and practical guidances, students will develop specialised skills in creating sophisticated motion designs with focus on creative application of animated visual effects to both the conventional and unconventional time based media. The guidances will take the form of lectures, tutorials, technical demonstrations, practical experimentations, and critique sessions. The components of the module include advanced masking with rotoscoping and motion tracking; simulation effects in various particle systems; motion effects in VR/360 environments, etc. Credit Points: 15
Portfolio and Showreel	The module provides students with the essential knowledge and skill sets to develop a personal portfolio, which can reflect their competency and positioning in their areas of specialization. Through theories and practicals, students will be guided to investigate and improve their representative design works in the portfolio design process. The guidance will take the form of lectures, tutorials, practical experimentation, and critique sessions. The components of the module includes self-assessment, review and revision of assignments, resume writing, presentation skills for job interview, etc. Credit Points: 15

Screenplay and Storyboarding	The module aims to provide students the knowledge and skills of storytelling and storyboarding, the process of visual planning the film before shooting. The emphasis will focus on the visualization skills, visual storytelling, narrative structure, rapid sketching by translating scripts into illustrated frames that detail each scene's composition, character development, acting, lighting, camera angles into a sequential visual story. Upon completion of the module, student will be able to develop storyboarding with digital animatics to illustrate sequential narrative story visuals. Credit Points: 10
Semiotics and Mark Making	The module provides students with an opportunity to develop a solid foundation in mark design. With emphasis on meaningful communication, students will be guided to explore semiotic studies and creative application of mark making techniques in areas of visual communication such as interface graphics, signage system, and visual identity. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include semiotics in mark making, visual simplification and abstraction, pictogram and ideogram, signage system design, logo design approach in visual identity, etc. Credit Points: 15
User Interaction Design 1	The module provides students with essential knowledge and skill sets to build a solid foundation in the development of effective interface design. Through theories and practicals, students will be guided to plan, strategize, and design a system of human-centric interfaces with emphasis on accessibility and usability in the context of user experience. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include user behavior patterns, information architecture, planning and sequence mapping, GUI, visual hierarchy and navigation, prototyping in low, medium, and high fidelity, user interaction in interface system design, etc. Credit Points: 10
User Interaction Design 2	Building on the foundation of User Interaction Design 1, the module enables students to gain further familiarization with the advanced practice in user interaction design. Focusing on mobile app front-end development, students will be guided to explore both the technical and aesthetic aspects of interaction design for mobile platforms with emphasis on usability and interactivity in user experience. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include key principles of user experience in

	mobile design; mobile app development, prototyping, and publishing; various mobile features and API (Application Programming Interface), etc. Credit Points: 15
Visual Identity System	The module provides students with the essential knowledge and skill sets to gain proficiency in the field of visual identity system as part of the branding practices for businesses or organizations. In the module, students will be guided to explore both the technical and aesthetic aspects of visual identity design with emphasis on establishing a cohesive brand image across a variety of applications. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include branding basics, logo design as the core of visual identity, logo transformation, design approaches of visual identity system, touchpoint. brand guide creation, etc. Credit Points: 15
Web Design 1	The module provides students with essential knowledge and skill sets to build a solid foundation in web design. Using industry standard web development tools, students will be guided to explore both the technical and aesthetic aspects of front-end website creation with emphasis on accessibility, usability, and user experience. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include website structure analysis, content flow, information navigation and hierarchy, HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), creative implementation of web standard interfaces, etc. Credit Points: 10
Web Design 2	Building on the foundation of Web Design 1, the module enables students to gain proficiency in the advanced practice of web design. Through theoretical and practical guidances, students will develop specialised skills in creating sophisticated and dynamic websites with focus on functionality, usability, and interactivity. The guidances will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include web CMS (Content Management System), SEO (Search Engine Optimisation), PHP (Hypertext Preprocessor), JQuery application for responsive and dynamic webpage, etc. Credit Points: 15

Choose 1

Industrial Attachment	This module aims to provide students with the opportunity to gain real-world industry experiences and professional practices in their chosen discipline. It allows students to establish connections, develop useful contacts, and gain industrial skills and an overall perspective of the discipline. The industrial attachment is intended to enhance students' educational experience and prepare them for their careers. Credit Points: 20
Industry and Community Engagement	In this module, students are required to use their design knowledge and skills in industry-focused and/or community-based projects. These projects are facilitated by the lecturer or tutor, and there will be interactions with and feedback from key industry/community project mentors. The module is intended to prepare students for the expectations of the fast-paced real-world industry, and professional practices in careers in their chosen discipline. Credit Points: 20