

FAQs

NTU Schools of Art, Design and Media (ADM)

I have heard about ADM and that there is nothing like it in Singapore or the region. How is it different?

The innovative School of Art, Design and Media was set up to educate creative art, designer and media professionals. The School offers studies in traditional, experimental and technological forms of art, design and media.

How do ADM subjects differ from those offered by the School of Communication and Information?

There are no similarities or overlaps. The two schools do different things. It is true that "Media" is offered in both, but SCI's courses are geared to helping their students become: journalists, producers, PR executives, advertising executives, corporate communicators and finding positions in civil service niche areas. ADM's courses are designed to develop creative individuals from artists to designers to animators to new media performers. The courses are visually and conceptually biased as the products students will make are visual and creatively conceptual rather than text based. There are areas of synergy and complimentary course work that is valuable for students from each school to participate in and some course work from SCI will be taken by students in certain disciplines in the School.

What kind of undergraduate qualifications are offered?

All students who successfully complete the undergraduate course will be conferred a studio-based Bachelor of Fine Arts (BFA) professional degree.

How is the BFA structured?

The first year in Foundation where students learn the fundamentals of visual creation, including drawing, design in 2 and 3 dimensions, visual storytelling and a survey of art history.

Specialization begins in the second year, and continues throughout the program. In addition to the studio-based courses students are required to complete various theory, history and philosophy modules. A few business modules are recommended to prepare students for professional practice. Direct links between students and industry are nurtured towards the completion of the program. Honours are awarded on completion of the 4th year to those students who have performed at a high level of excellence.

When do I select my Major concentration?

You will declare your Major at the beginning of the second Semester of Foundation year.

During the first semester in Foundation year, students will be exposed to all aspects of the degree programmes. As you work through the courses, you will have a better understanding of the majors and what will be expected in the programmes. If you find you really like Drawing and 4D Time and Design then you will probably like working in Digital Animation. If you really enjoy 2D Design and Color, then you will probably appreciate the Visual Communications programme. If you mostly enjoy working in 4D Time and Design then you will be well suited for a career in Digital Filmmaking or Interactive Media. If you appreciate the work in 3D Design and just enjoy making things and designing objects and forms, you will be interested in Product Design.

What do I have to do to get into ADM? Does it use the usual university academic prerequisites?

In addition to the minimum university entry criteria, the school has additional entry requirement. When applying you should first go to ADM's website where there will be a detailed listing of the entry requirements. In short, candidates are required to submit the following items:

An additional portfolio of artwork is mandatory for all students applying to ADM's BFA programs.

The portfolio should contain examples of your best artwork from any art, design and/or media discipline. Students with completed work in an area of interest (for example: Visual Communication, Product Design, Computer Animation, Filmmaking, Photography, etc.) should submit up to 20 pieces of work demonstrating their level of competency in that field.

You must submit a **short written explanation** in English of no more than 400 words as to why you should be allowed to enter the BFA. Clarity is essential.

Three (3) pieces of work out of an assigned set of four designs that will demonstrate your abilities in the areas of:

- **Conceptual and Visual Problem Solving.**
Using visual elements and symbols, create a composition that visually describes a verbal metaphor.
- **Design Ability.**
Using a set of defined elements - spatial, conceptual structural, and possible even auditory stimuli, design a 3D form or spatial environment that satisfies the stated design brief.
- **Narrative and Storytelling.**
Using a set of images write a story in a maximum of 3 paragraphs.
- **Drawing and Visualization.**
Create a drawing of a specific object, demonstrating your skill in handling pencil or pen on paper.

For specific requirements by discipline please consult the School website.

<http://www3.ntu.edu.sg/adm/application.html>

What are the portfolio requirements for acceptance into ADM?

It is essential that portfolios submitted be prepared and presented in manner that allows for easy viewing and access. Portfolios and demo reels that cannot be easily reviewed will be disqualified.

For specific requirements by discipline please consult the School website.

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After I graduate can I go on to higher studies at graduate levels?

For the moment we do not offer graduate programs.

I'm a foreign student. What are the costs per year to study at ADM?

You pay around S\$9,540 per academic year, which is 50% higher than what the local students pay.

If I have successfully completed a Diploma at a local Polytechnic or LaSalle NAFA can I be awarded advanced standing in ADM's BFA.

Advanced standing is available and determined by portfolio review on an individual basis. Students admitted with advanced standing are still required to complete the Foundation program in its entirety.

How do I apply for an admission into the undergraduate program at the School of Art, Design and Media?

Please refer to the NTU Office Admissions website for application procedures at www.ntu.edu.sg/OAD

When can I apply for the undergraduate program at ADM?

Please refer to the NTU Office of Admissions website for application procedures at <http://www.ntu.edu.sg/OAD/Admissions/>

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