

30
years
1987 – 2017

in
partnership
with



BACHELOR OF DESIGN COMMUNICATION DESIGN

www.simge.edu.sg

The programme is developed and awarded by RMIT University, Australia



A Member of the SIM Group

CONTENTS

02
Welcome
Messages

10
Bachelor of Design
(Communication
Design)

04
SIM
Group

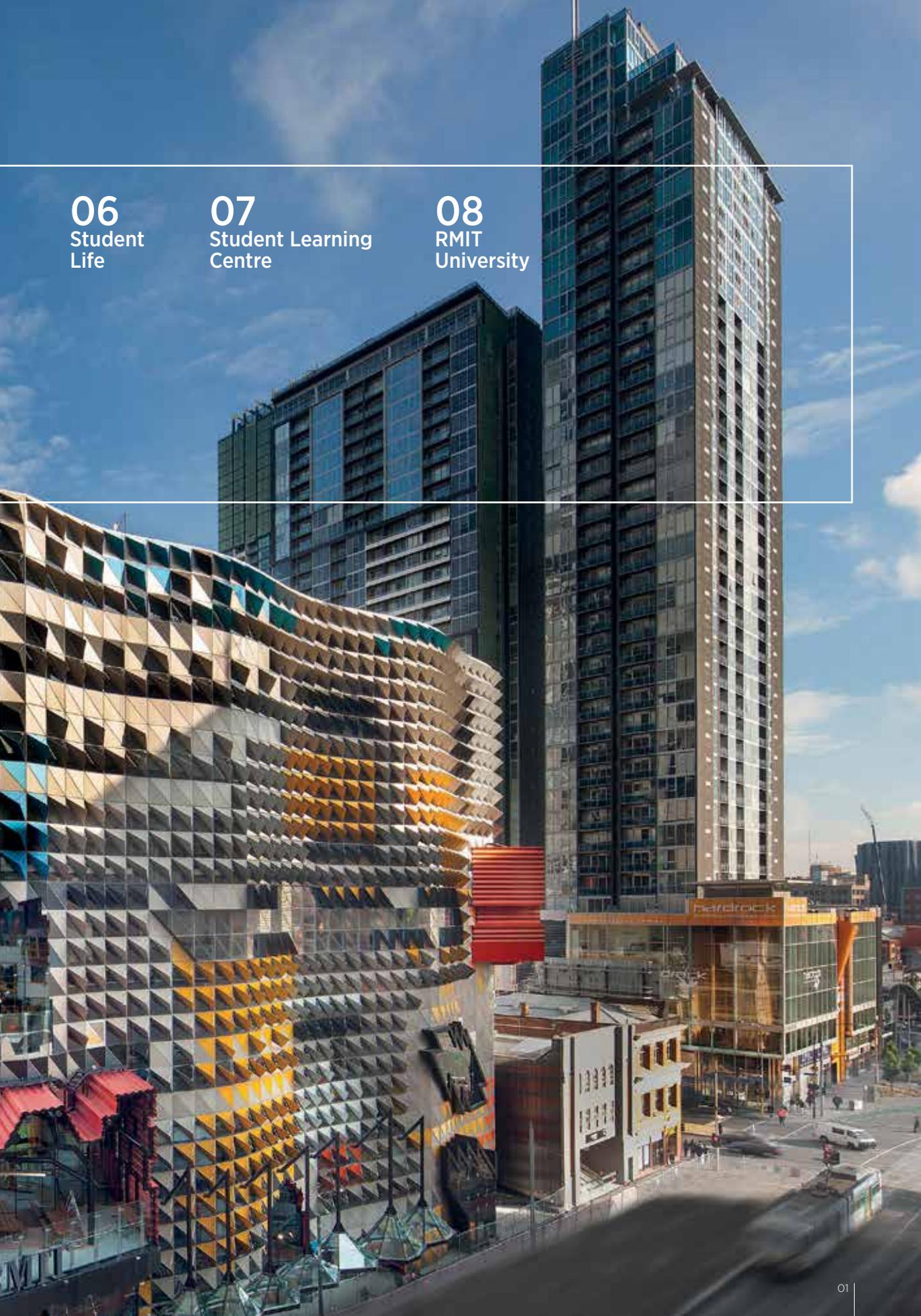
17
Application
and Admission



06
Student
Life

07
Student Learning
Centre

08
RMIT
University



WELCOME MESSAGES



Gain a Global
Edge at **SIM GE**
for the global
workplace in the
future economy

Welcome to SIM Global Education (SIM GE) – A global campus with over 10 top ranking international universities from the UK, the US and Australia. As a premier institution of higher learning, we are a gateway to the world with a wide range of academic programmes to choose your ideal learning pathways from.

SIM GE is a leading private educational institution in Singapore, reputed for high standards and a vibrant student experience. Founded in 1964 by the Singapore Economic Development Board as part of the SIM Group, it has over 50 years of strong track record in developing quality manpower.

At SIM GE, we are committed to delivering a holistic education to empower individuals in their respective fields and communities. We also aim to inspire passion in them to excel and to strive for bigger goals.

In today's fast-changing world, the ability to adapt and evolve will give you an edge. With our multicultural learning environment and diverse campus life, you will gain the skills, knowledge and insights you need, to be career ready. These will enable you to gain a Global Edge as you make your mark in the global workplace of the future.

I invite you to come and be a member of our fraternity of over 133,000 graduates and alumni and 20,000 students, and discover how, like them, you can fulfil your aspirations by embarking on an exciting educational journey with us.

Dr Lee Kwok Cheong
Chief Executive Officer
SIM Global Education



RMIT is ranked
16th in the world
and the highest
ranked in Australia
for Art and
Design

The School of Media and Communication at RMIT University pushes the boundaries of digital knowledge creation and future-oriented practice. A deep engagement with industry and the community allows our research and teaching to respond to global conditions with creativity and innovation. Our students embrace flexibility and innovation to drive a field that is always evolving, with emerging specialisations and new roles in an increasingly dynamic world.

In the 2016 QS World University Rankings by Subject, RMIT is 16th in the world and the highest ranked in Australia for Art and Design, and is among the world's top universities for Communication and Media Studies.

The RMIT Communication Design programme at SIM Global

Education offers a unique project-based learning experience within an environment that is focused around business and entrepreneurship. As leading companies such as Apple, Google and Intel are embracing design thinking for business success, and Singapore is making a substantial investment in the design industry, our programme at SIM GE presents a real opportunity to integrate design culture with business and entrepreneurship. This provides a critical advantage in the marketplace for our graduates to engage in a professional career in an exciting industry.

Professor Martyn Hook
*Dean, School of Media and
Communication*
RMIT University

SIM GROUP



SIM Global Education A leading private education institution

SIM Global Education is the global education arm of the Singapore Institute of Management (SIM Group). Founded in 1964 on the initiative of the Economic Development Board to support Singapore's industrialisation, the SIM Group also offers its services through two other educational brands: SIM University (UniSIM) and SIM Professional Development (SIM PD).

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top ranking and reputable universities from the United Kingdom, the United States and Australia. SIM GE's approach towards a holistic education is to develop students with a global edge for the global workplace with ability and adaptability for employability in the future economy. With more than 133,000 alumni and 20,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.

THE
GLOBAL
EDGE

ABILITY

ADAPTABILITY

EMPLOYABILITY

40
COUNTRIES

133,000
ALUMNI

Over 10
international
universities,
1 global
campus



Scan
for Virtual
Campus Tour



Why Study at SIM GE?

▲ AWARD-WINNING INSTITUTION

Top 3 Best Private Institute for eight consecutive years in the annual AsiaOne People's Choice Awards.

▲ THROUGH-TRAIN PATHWAY

Over 80 full-time and part-time academic programmes through over 10 partner universities at diploma, undergraduate and postgraduate levels.

▲ GLOBAL PERSPECTIVES & INSIGHTS

Exposure to diverse cultures and a global network of faculty and peers bring broader perspectives to learning.

▲ STUDENT-CENTRIC CAMPUS

Wi-Fi enabled campus with comprehensive facilities for students' academic and recreation needs.

▲ VIBRANT STUDENT LIFE

Participate in over 70 student clubs with year-round activities in arts, culture and sports.

▲ DEDICATED STUDENT SUPPORT

Support services include academic support at Student Learning Centre, a dedicated Student Services Centre, Student Wellness Centre, and initiatives such as financial assistance schemes and counselling services.

▲ BOND-FREE SCHOLARSHIP & BURSARY

Scholarships are available to students who excel in academics, sports or arts.

▲ NETWORK FOR SUCCESS

A multitude of learning resources and networking events for students and graduates offered through SIM GE platforms and SIM Membership.

▲ ALUMNI ENGAGEMENT

Stay connected even after graduation – benefit from events organised by SIM GE Alumni Office or volunteer your time through initiatives such as Structured Alumni Mentorship.

STUDENT LIFE

Project 1095

Ability » Adaptability » Employability

24
hours in 1 day...

365
days in 1 year...

1095
days in 3 years...

Seize the now.

Make the most of your time in SIM GE.

CAREER DEVELOPMENT

Raise your employability quotient through industry internships or career-readiness initiatives like the Talent Development Programme, Career Chapters, Mentorship Programme offered by Career Connect.

GLOBAL LEARNING

Gain international exposure through overseas academic exchange programmes, study trips, internships and workshops.

STUDENT DEVELOPMENT

Sharpen your leadership and social skills or pursue your passion in the arts and sports with more than 70 student councils and clubs available.

STUDENT CARE

Boost your well-being in healthy living and wellness programmes, or learn more from peer mentors at our dedicated Student Wellness Centre.



Grooming achievers outside the classroom



Global exposure and learning opportunities



Career fair offering internships and jobs

STUDENT LEARNING CENTRE



The Student Learning Centre (SLC) is a one-stop centre for student academic support. Boost your academic performance with our SLC resources.

PEER-ASSISTED LEARNING (PAL)

A student-to-student support network that provides academic assistance for selected modules.

WORKSHOP SERIES

Attend complimentary workshops on academic writing, study skills and personal effectiveness to hone effective learning skills.

PROFESSIONAL SKILLS

Develop professional skills that are highly valued by employers through well-structured training programmes.

CONSULTATION SERVICES

Work with our advisors to improve your skills in written and oral presentation.



Peer-Assisted Learning (PAL) in session



Digital Literacy Workshop



Student Learning Centre

RMIT UNIVERSITY



RMIT is a global university of technology, design and enterprise. One of Australia's original educational institutions founded in 1887, RMIT University now has 83,000 students.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community.

RMIT has a 5-Star QS ranking for excellence in higher education and is ranked among the top 15 Australian universities in the 2016-17 QS World University Rankings.

In the 2016 QS World University Rankings by Subject, RMIT is 16th in the world and the highest ranked in Australia for Art and Design, and is among the world's top universities for Communication and Media Studies.

Collaborating with industry to provide solutions, new ideas and processes that deliver real outcomes is an integral part of RMIT's teaching, learning and research. This approach means that

when entering the international job market, RMIT graduates possess a broad knowledge base, industry-focused skills, and an ability to think critically and creatively.

The University was recognised for excellence in student employability and career development in the Victorian Government's 2015 International Education Awards, confirming its reputation for producing graduates who are highly valued by employers worldwide.

With three campuses in Melbourne, two in Vietnam, and a centre in Barcelona, RMIT is a truly global university. RMIT also offers programmes through partners in Asia and enjoys research and industry partnerships on every continent.

Singapore Institute of Management is RMIT's oldest and largest offshore partner. In 2017, we will be celebrating 30 years of partnership in education excellence.

School of Media and Communication

RMIT's School of Media and Communication is at the forefront

of media and communication education, research and practice. The School is committed to building an internationally oriented, industry-relevant and intellectually vibrant community of students, educators, professional media-makers, creative practitioners and communication designers, so that our students will thrive in their chosen areas of expertise.

Industry and community connections have been a hallmark of RMIT's value system since the University's inception 130 years ago. The School of Media and Communication maintains this principle as a key to the success of our teaching programmes, the employability of our graduates and the impact of our research projects.

Our media connections reflect the variety of our programmes and discipline clusters. We have, for example, maintained a mutually beneficial relationship with a Melbourne broadcaster, Triple R, since the station's first transmission in 1976. We have a more recent but equally exciting relationship with SYN FM,



RMIT is ranked among the world's **top universities** for Communication and Media Studies

operating from a studio situated on campus, and Channel 31.

In the field of Communication Design, our graduates are employed as designers and strategic leaders at a range of international design and service organisations.

The School's programmes are wide-ranging but are all focused on making meaning in the contemporary world. They include Communication Design, Games Design, Animation, Music Industry, Screen, Media, Photography, Creative Writing, Public Relations, Journalism, Advertising and Professional Communication. All our programmes are among the most highly sought-after in Australia.





BACHELOR OF DESIGN (COMMUNICATION DESIGN)



Overview

The practice of graphic design has evolved with the integration of communication strategies and the realisation that designers no longer work with visual technologies alone. Communication Design addresses the growing diversity of professional outcomes of the industry and the opportunities for graduates.

Students of Communication Design at RMIT University are educated to develop a unique visual language based on a thorough knowledge of conceptual and design principles, combined with their individual design aesthetic and an understanding of the technologies and media for production.

The programme acknowledges that designers rarely work alone and are required to interact with groups of people and with various creative backgrounds – people who have different methods of identifying and addressing design issues. In building these associations, students develop skills in negotiating a consensus among participants with a range of interests in the design outcomes.

Such a process changes the perception that design is the final

stage of project and creates an understanding of what visual strategy can bring to the beginning of the problem-solving process.

As a profession, Communication Design has evolved into a global communication and branding strategies industry. The programme offers communication designers the unique opportunity to gain skills in the communications field, as well as engage other design disciplines through the Bachelor of Design.

RMIT University has a reputation as a centre of excellence for teaching and research in design. The Bachelor of Design programme is unique as it retains the distinctive identity and design culture of each discipline, while incorporating into each module opportunities for collaboration across the disciplines.

Duration and Intake

Duration	Intake
1 year full-time	Jul

Modules

- COMM2278: New Media, New Asia*
- GRAP2262: Communication Design Professional Practice
- GRAP2644: Studio 3 Communication Design

- GRAP2250: Studio 4 Communication Design
- COMM2279: Managing a Communication Business#
- GRAP2263: Extending Communication Design Expertise
- GRAP2252: Studio 5 Communication Design
- COMM2731: Interdisciplinary Communication Project#
- GRAP2633: Communication Design Capstone Project

The modules are co-taught by both RMIT and Singapore-based lecturers except for:

** Modules taught by RMIT lecturer
Modules taught by Singapore-based lecturer*

Refer to SIM GE website for the detailed programme structure and module outlines.

Melbourne Study Tour

As part of your learning experience, you will take part in a compulsory study tour to RMIT Melbourne where you will experience design in a different cultural context supported by SIM and RMIT Melbourne academics.

All expenses for the Melbourne study tour will be borne by students. Costs for the study tour will be advised in a timely manner.



Programme Calendar

Term	Jul to Oct	Nov to Dec (Intensive)	Jan to Apr	May to Jun (Intensive)
Classes	Jul – Mid Oct	Nov – Late Dec	Jan – Mid Apr	May – Late Jun
Break	Mid to end Oct	Late to end Dec	Mid to end Apr	Late to end Jun
Result Release	End Nov	End Jan	End May	Mid Jul

Graduation Exhibition

As a culmination of the programme, a graduation exhibition will be held yearly to showcase the work of the graduating students. This is an important milestone to achieve as the process of preparing for the exhibition enhances the students' skills in organising a successful event comparable to a bona fide corporate world, and showcases students for the industry.

Learning Approach

This programme is taught in a combination of lectures and tutorials by the RMIT visiting lecturers and our Singapore-based lecturers who are practitioners as well as academics, to ensure students have the latest up-to-date skills for professional practice. RMIT University also provides an online learning and information portal, myRMIT, accessible at www.rmit.edu.au/myrmitstudies for students with a central point

of access to online learning resources. myRMIT is an important and valuable communication tool for all students and staff.

Students can log in to myRMIT to:

- access their student email account
- access student information guide
- access online module materials via Blackboard
- view online resources and learning activities created by lecturers
- view results (via the Enrolment Online link)
- collaborate with RMIT University lecturers and fellow students

Students are encouraged to access myRMIT regularly to connect with the University.

Mode of Delivery

Classroom learning comprising:

- Activities
- Exercises

- Lab work
- Lectures
- Online learning
- Self-study
- Tutorials
- Group work
- Projects
- Case studies

Each lesson is typically 3 hours.

Assessment

- Assignments
- Projects
- Continuous assessment such as:
 - Individual briefs
 - Essays
 - Presentations
 - Class participation

Assessment vary from module to module, and is not limited to the list above.

Accreditation and Professional Associations

The Bachelor of Design (Communication Design) is a fully accredited Australian undergraduate university degree.

The Communication Design programme has associations with the following organisations:

- The Australian Graphic Design Association: the peak national organisation for professional graphic designers.

- Design Institute Australia: Australia's professional membership body for designers and design businesses.
- Interaction Design Association: a global network dedicated to the professional practice of Interaction Design.

Career Prospects

The core of the programme focuses on students' preparation for careers in a broad range of Communication and Design professional outcomes.

These include Design studios, Interdisciplinary Communication studies, Publishing Houses, New Media and Advertising Design studios. We are equipping students with the creative conceptual thinking skills to deal with the changing Communication Design needs in the global economy.

Alumni

Upon successful completion of the Bachelor of Design (Communication Design), graduates will be eligible for membership of the RMIT University Alumni. For more information, visit www.alumni.rmit.edu.au.

Candidature Period: 1.5 years
There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

Minimum Class Size: 50
In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

Admission Criteria

For admission into this programme with advanced standing where successful applicants are granted credits for their prior study which is equivalent to the modules offered in the first three semesters of the programme at RMIT, applicants should have a diploma in Graphic Design, Communication Design or a related field of study from a polytechnic or a similar institution in Singapore.

Please refer to the SIM GE website for the list of qualifications approved by RMIT. The approved list is periodically updated as new diplomas are assessed and existing diplomas are re-assessed or when changes to the content of a diploma occur.

Other qualifications will be considered on a case-by-case basis by the university.

If an applicant does not satisfy the university minimum academic entry requirement, they may be able to satisfy the requirement if they can produce evidence of other equivalent qualifications or combination of qualifications and experience as assessed by RMIT on a case-by-case basis.

English Language Requirement

- Minimum C or better in General Paper at AS/H1 level or Knowledge & Inquiry at H2 level; OR
- Successful completion of a recognised approved Diploma qualification or higher, where the language of instruction was English.

For detailed information on the English Language requirements, please refer to our website.

Selection Kit

In addition, applicants are required to complete and submit a selection kit to present and explain their work to the selection officers. While the main selection is done by the selection officers of RMIT based on the selection kit submitted by applicants, selected applicants may be required to attend an interview session at SIM GE to assess their suitability for entry into the programme. These selected applicants will present their folio to an RMIT panel comprising the RMIT University Offshore Programme Director or their nominee.

What goes into the Selection Kit

The review panel will be looking for a range of abilities including conceptual thinking, problem solving, aesthetic discrimination, flair and technical ability. These qualities can be demonstrated in numerous ways and it is not necessary to show all your work. The contents of the selection kit will vary depending on the educational experience and the availability of resources. The contents of the selection kit should be carefully and cleanly presented in order to enhance the appearance of the work. With works on paper it is an advantage to mount the projects on one or two standard sizes. If you have large work or 3D work, photograph these and present them in the kit.

Programme Fees

S\$22,363

Fees are inclusive of prevailing GST and payable in 4 instalments. The amount of each instalment is dependent on the number of credits undertaken for each term. Fees do not include textbooks and the Melbourne study tour. Please refer to SIM GE website for the latest fees.

Why study SIM-RMIT's Bachelor of Design (Communication Design)

- ▲ Academic qualification from an established and highly regarded Australian University
- ▲ Globally recognised, professionally connected design degree
- ▲ Regular visits by RMIT University academic staff
- ▲ Access to lecturers with extensive industry experience
- ▲ Completion of the programme within a twelve-month period
- ▲ Opportunities to articulate into Master of Communication Design by Coursework and Master of Design by Research
- ▲ Study tour to Melbourne allows great exposure to other cultures in the world of communication design
- ▲ Productive interactions with other cultures giving students a broader view of communication design set in a global context



From 24-26 June 2016, the 14th graduating batch of SIM-RMIT University's Bachelor of Design (Communication Design) programme presided over their final project - an exhibition showcasing the works of all 49 students at The Commons at The Working Capitol.

Wittily entitled The Grand Checkout, the event was a metaphor of the students' experiences during the programme. Checking in and out signify their enrolment into and graduation from the year-long course; their experiences during the course are encapsulated in the idea of a hotel stay. The students translated this idea into the exhibition by organising it around a framework similar to a hotel's check-in and check-out system.

During the exhibition, the public was treated to talks by luminaries of the creative industry, namely Jeff Cheong, President of Tribal Worldwide Asia Pacific, a digitally centric global advertising agency; award-winning filmmaker Royston Tan as well as talented illustrators from Tell Your Children, a local art collective. Representatives from SIM-RMIT University's Bachelor of Design (Communication Design) programme also shared valuable insights during the three-day event.



(left) Jeff Cheong, President of Tribal Worldwide Asia Pacific;
(right) Royston Tan, Singapore's film-maker extraordinaire.





"The modules that were taught has helped me to change my approach towards design in my career. No longer designing just for the aesthetic aspects, I create my design based on creative thinking to rationalise the project and the message behind it. The challenge is to utilise design thinking into our everyday work, but it has been a fruitful experience."(2016)

Mervin Kwa
Graduate, Class of 2015

Communication Designer
NTUC Foodfare

"What I liked about the course was the fact that every assignment felt like a collaboration between myself and the RMIT lecturers. They guided with advice and always encouraged an open exploration of ideas. I gained something different from every lecturer, but what I really took away was the independence and confidence to think for myself." (2016)

Eugene Yow
Graduate, Class of 2015

Art Director
Tribal Worldwide



"The degree was definitely a stepping stone to where I am now, and what holds for me in the future is definitely exciting to think about! The programme has opened my mind to the design industry to beyond Singapore. It's a great mix of the way you think about design, creativity and self-exploration." (2016)

Siti Erlyana Binte Anwar
Graduate, Class of 2015

Experience Designer
HP

APPLICATION AND ADMISSION

How to Apply

Visit www.simge.edu.sg/ge/how-to-apply for the application process, list of required supporting documents, documents verification process and more information.

For an international applicant applying to a full-time programme, you must submit an online Student's Pass (STP) application form. Your Student's Pass application is subjected to approval of the Singapore Immigration & Checkpoints Authority (ICA).

Application Fees

An application fee is payable for each application form that is submitted. This fee (inclusive of the prevailing GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: MasterCard/Visa credit cards or eNETS

Application Fees	Local applicants	International applicants
	S\$96.30	S\$321.00*

**This does not include all fees related to Student's Pass application.*

Private Education Act

Under the Private Education Act, legislated in December 2009, a Council for Private Education was set up to regulate the private education industry in Singapore. From 03 October 2016, the Council for Private Education became part of a new statutory board - SkillsFuture Singapore (SSG). Under the new structure, the SSG Board appointed the Committee for Private Education (CPE) to carry out its functions and powers relating to private education under the Private Education Act.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:

PEI-Student Contract

CPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website (www.cpe.gov.sg).

Cooling-Off Period

There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to SIM PL within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, SIM PL's refund policy will apply.

Fee Protection Scheme

SIM PL adopts a compulsory Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student's fees in the event that the PEI is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts.

SIM PL has appointed Etiqa Insurance Pte. Ltd and Lonpac Insurance Bhd as our FPS insurance providers. Under the FPS insurance scheme, students' fees will be insured by the insurer pre-assigned by SIM PL. In case of events as stated above, students will be able to claim their paid fees from the respective FPS insurance provider.

More details of the FPS can also be found in the FPS Instruction Manual, available at www.cpe.gov.sg.

Medical Insurance

SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows: an annual coverage limit of S\$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit: www.simge.edu.sg/ge/medicalinsurance.

Refund and Transfer/Withdrawal Policies

For refund and transfer/withdrawal policies, please refer to www.simge.edu.sg/ge/refund.

Confidentiality

SIM PL is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of the student's personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.

www.simge.edu.sg

Singapore Institute of Management Pte Ltd

461 Clementi Road

Singapore 599491

Tel: +65 6248 9746

Fax: +65 6462 9411

Email: study@sim.edu.sg

E-newsletters Subscription: www.simge.edu.sg/ge/enews

Photo Credits

Inside front cover, Pages 1, 3, 8, 9, 10, 11: Photos courtesy RMIT University, Australia

This brochure contains key information, accurate as at time of print on 24 February 2017. For the most updated and complete corporate and programme information, refer to our website at www.simge.edu.sg. SIM and RMIT University reserve the right to change the information, including fees, herein at any time.



Members of The SIM Group



Singapore Institute of Management Pte Ltd
CPE Registration Number: 199607747H
Period of Registration: 20 May 2014 – 19 May 2018

Cert No.: EDU-2-2004
Validity: 20/05/2014 – 19/05/2018