



**Diploma in Industrial Design**

**12 MONTHS FULL TIME PROGRAM**

**FZD School of Design Pte Ltd**

Company Registration No. 200905323N

ERF Registration Period from 15th July 2019 to 14th July 2023

## Full-Time Diploma Program

### FULL TIME DIPLOMA

FZD School of Design Pte Ltd is founded on the principle of providing the best possible training for our students. We have prepared a one-year diploma program specifically designed for individuals looking for a career in the entertainment design industry.

These modules cover a broad range of topics from basic fundamental understanding to advanced design and rendering techniques. Students will graduate with a vast array of professional skills and an industry ready portfolio.

### CANDIDATES

This program is aimed for individuals who are:

- Addicted to drawing and designing, but have not received professional training
- Looking to become a concept designer in the video game and film industry
- Professionals looking to further their skills
- Artists and illustrators looking to get into the entertainment design industry
- Interested in a fast and focused program
- Looking for an elite level of education that's rarely offered in Asia

### THE FZD ADVANTAGE

- Courses taught by experienced industry experts
- High level of training at a much lower cost compared to similar schools in the US or Europe
- Heavily focused on the development of fundamental, design thinking and presentation skills
- A completely different approach to drawing using industrial design techniques
- Real-world inspired projects rather than "traditional art school" assignments
- Project based assignments. Students have the freedom to focus on their field of interest within the project's scope

## Term 1

### MODULES

These modules are only offered to our full-time students. Each term runs for 15 weeks with two weeks break in between. Our modules are specifically designed to work simultaneously and build on top of the student's abilities. Advanced modules utilize the knowledge students obtained from the previous term and expand them. We do not have classes just for the sake of having classes. Every module fits in tightly with the demands of today's entertainment design industry.

Term 1 is heavily focused on the fundamentals. See each module for additional details.

### DESIGN SKETCHING

#### Module Description

The ability to design is the core focus at FZD. This module introduces students to all the basics such as thumbnails, research, proper shape recognition, proportions, balance, and audience focus. Students will learn to "think on paper" and develop their creativity and imagination. Project based assignments prepare the students for the following terms.

#### Module Highlights

- Learn to develop designs using quick thumbnails
- Use proper research materials to understand the subject matter; do not design randomly
- Learn to nail down a good design at early stages by understanding proportions and balance
- Project based assignments give students a design goal and focus
- Students can work both traditionally or digitally

### VISUAL COMMUNICATIONS 1

#### Module Description

There is a certain look-and-feel to production drawings. This did not happen by chance but by what we are trying to achieve as designers. These drawings must communicate our designs clearly to clients and to everyone else on the team. We have to capture not only the design, but also its functionality, scale, and proportions. This module introduces students to the most fundamental and vital steps of industrial design sketching.

#### Module Highlights

- Think and plot in "3D" to capture designs correctly on paper
- A completely different approach to drawing by focusing on proper perspectives and structure
- Learn to use line weights to achieve depth, focus and speed
- Fun projects to get students inspired and just sketch, sketch and sketch

### PERSPECTIVE

### Module Description

Perspective is perhaps the most important fundamental skill for a designer to have. Many artists understand the basics, but that is not enough for our line of work. This module is extremely detailed and demanding. Assignments will challenge students to fully comprehend this complex foundation skill. Every student must have a complete understanding of perspective in order to succeed in this industry.

### Module Highlights

- Start with the basics and move to advanced techniques that are rarely taught at schools
- Use proper ways of writing and applying notes
- Challenging assignments push students to fully understand this subject matter
- Also learn how to plot reflections, shadows, and lighting
- Learn to use perspective for everything from characters to environments
- Use perspective rules to analyze designs and calculate their proportions

## ■ FORMS AND MATERIALS

### Module Description

In today's entertainment industry, the ability to render is a must. More and more clients demand production paintings along with sketches and designs. This was not the case a few years ago, but now it is the norm. This module will give students an early introduction to rendering by demonstrating basic techniques and fundamental skills.

### Module Highlights

- Introduction to Adobe Photoshop
- Unique assignments allow students to familiarize themselves with forms and materials
- Learn how to take advantage of working digitally
- Understanding of values and light
- Distinguish the difference between color and value
- Learn how to use paintings to enhance and bring focus to your designs
- Discover how to sketch-paint and capture ideas quickly

## ■ STUDIO TIME

In between lectures, students will use studio time to work on their assignments. Every student has their own space and equipment. Instructors are on hand during this time to answer any questions and provide help.

### Highlights

- Allow students to work in a studio environment with others around them
- Instructors act as art directors during studio time. They can guide the students and help them with their assignments
- Studio time gives students the opportunity to form close friends and build their network; a very important part of our industry
- Create friendly competition between the students
- Gain access to our internal network of reference materials

## Term 2

## ■ DESIGN ASSEMBLY

### Module Description

Students are pushed further with increasingly difficult design projects. Now students must learn to meet design goals and deal with limitations. These can come in the form of size limitations, materials, physical locations and even time periods. The ability to deliver the best designs while staying within the envelope is the mark of a professional.

### Module Highlights

- Push creativity to another level with difficult but fun projects
- Learn to design within the requirements
- Get an insight into past projects by our instructors
- More focus towards research and subject understanding
- Learn how to present designs in a professional manner

## ■ VISUAL COMMUNICATIONS 2

### Module Description

This module builds on top of the previous term by importing in digital drawing techniques and advanced perspectives. Students combine the different techniques to bring their work up to another level of quality. At the end of the term, students will have a full understanding of all the various techniques used by industry professionals.

### Module Highlights

- Learn how to use photo references to kick-start a project
- Rendering materials such as wood, metal, plastic, rubber, and glass (digital painting)
- Get exposed to all the various sketching and painting techniques used by the professionals
- Learn how to use 3D applications to enhance your work
- Increase your painting & sketching speed by properly setting up the initial drawing

## ■ VISUAL DEVELOPMENT

### Module Description

This is the students' first exposure to the world of entertainment design. The goal here is to treat the class in the same manner as a real-world studio. Instructors assign an entertainment themed topic at the start of the term, and it's up to the students to interpret and develop this project according to their own interest. As long as the theme is kept, the project can be anything from a video game, to a feature film or even toys – it is completely up to the individual student. The goal is for the students to experience all the phases of pre-production.

### Module Highlights

- Individualize progression; Students design according to their own area of interest
- Real-world learning curve; Every student is essentially their own production studio
- Work on theme based projects taken from classic books, games, movies, etc.
- Learn how to combine skills learned from other classes and apply them here
- Build up a portfolio demonstrating your clear understanding of pre-production

## ■ ENVIRONMENT AND COMPOSITION

### Module Description

The ability to render high quality production paintings is a must in today's competitive entertainment design industry. Clients often request these types of paintings to help sell their ideas or get projects "green-lit." These paintings always contain a vast amount of information. Students must choose the correct composition and camera placement, tell the right story, deliver the perfect design, and use proper lighting - and all within the same painting. This module will teach students all the key steps involved from initial sketch to final rendering. Skills obtained from the previous Forms and Materials class will be applied here.

### Module Highlights

- Deeper understanding of Adobe Photoshop's powerful brush and layer tools
- Detailed explanation of composition, camera placement, lighting and mood
- Learn how to showcase your designs within the paintings
- The ability to tell a story or sell the idea
- Use special techniques and methods to bring in the "wow" factor and create impact

### **STUDIO TIME**

In between lectures, students will use studio time to work on their assignments. Every student has their own space and equipment. Instructors are on hand during this time to answer any questions and provide help.

### Highlights

- Allow students to work in a studio environment with others around them
- Instructors act as art directors during studio time: They can guide the students and help them with their assignments
- Studio time gives students the opportunity to form close friends and build their network – a very important part of our industry
- Create friendly competition between the students
- Gain access to our internal network of reference materials

## Term 3

### ■ PRODUCTION DESIGN

#### Module Description

During this final term, students will narrow down their design focus and work only on high quality portfolio pieces. Very specific design assignments are given to the students to complete. They must utilize all the abilities they have obtained from the previous terms. At this point, professional presentation is a must. Students will learn how to put together a design pitch book – from market research materials all the way down to the final design proposal.

#### Module Highlights

- Strong focus on the development of each student's design style
- Work on industry-oriented projects to give students a huge advantage
- Prepare each assignment to be portfolio ready
- Learn how to put together a design pitch book to "sell" your ideas to the clients
- Touch upon the basics of graphic design to help layout your presentations

### ■ DESIGN PRESENTATION

#### Module Description

Throughout this module, advanced techniques are demonstrated to the students to help capture an idea quickly. Students use drawing aids such as photographs and perspective grids to cut down preparation time. They also learn how to use real-world references to generate new ideas and kick start blue sky projects. This module is all about thinking, planning and painting like a professional.

#### Module Highlights

- Use photographs and drawing aids to cut down preparation time, allowing you to focus only on the designs
- Learn how to plan out the approach before starting a sketch or painting
- Utilize real-world references to find new shapes and designs
- Use various rendering styles depending on the subject matter
- Students learn to loosen up and focus on the big picture before getting into details

### ■ ENTERTAINMENT DESIGN

#### Module Description

This module continues to build up the students' ability to take on entire design projects on their own. Another themed topic is assigned to the students to complete. They have the freedom to steer the project into any direction and utilize the best methods for presentation. The primary focus is to generate a series of beautiful sketches and final renderings which will be included in the students' graduating portfolio.

#### Module Highlights

- Real-world projects expose the students to the demands of the entertainment industry
- Build up your portfolio with a nice array of design sketches and paintings

- Center on a few nice renderings to showcase your final design
- Students have the freedom to focus and develop their own area of specialty and interest
- Combine work from this module with others to build up an impressive portfolio

## ■ STUDIO TIME & PORTFOLIO PREPARATION

During this last term, students will spend a majority of their studio time on portfolio preparation. Instructors will be on hand to help students arrange their book and choose the appropriate images.

### Highlights

- Allow students to work in a studio environment with others around them
- Instructors act as art directors during studio time: They can guide the students and help them with their assignments
- Studio time gives students the opportunity to form close friends and build their network – a very important part of our industry
- Gain access to our internal network of reference materials
- Use this time to prepare portfolios



## CAREER PROSPECTS IN ENTERTAINMENT DESIGN

- Conceptual Designers for films, games, TV commercials, etc.
- Digital Matte Painters
- Interior and Set Designers
- Graphic Artists for magazine layouts, websites, etc.
- Storyboard Artists
- Production Designers
- Art Directors
- Intellectual Property Creators and Designers

## NON-COURSE MATERIALS AND EQUIPMENTS

- Adobe Photoshop
- SketchUp
- Wacom Intuos
- Laptop MacBook Pro

## PRE-REQUISITES & REQUIREMENTS

Applications should meet the minimum entry requirements and be certified physically and mentally fit to pursue the program. Applicants are required to sit through an interview, entry test and portfolio review unless exempted with valid reasons as approved by FZD School of Design Pte Ltd.

Detailed course information (Attendance/Assignments/Grading/Assessment/Course Schedule) will be made available during the pre-course consultation with FZD Course Counselor.

## ADMISSION REQUIREMENTS

### Singaporeans and permanent residents

- At least 18 years of age and obtained at least a C6 at GCE 'O' Levels in any three subjects (inclusive of English Language) or equivalent.
- Submit a visual art portfolio of no more than 15 pieces.
- Submit at least 2 professional recommendation letters or testimonials from previous teachers or employers and their contact details.
- Completed and passed the interview and entry test conducted by the school.
- Certified physically and mentally fit to pursue the program.

### **International students**

- At least 18 years of age and obtained at least a C6 at GCE 'O' Levels in any three subjects (inclusive of English Language) or equivalent.
- Submit a visual art portfolio of no more than 15.
- Completed and passed the interview and entry test conducted by the School.
- Certified physically and mentally fit to pursue the program.
- Meet English Language Requirements.

If English is your second language, you may be required to take and obtain the recognized test score for **either** of the following:

- TOEFL (minimum score of 500 paper-based, 173 computer-based, 61 internet-based)
- IELTS (minimum score of Band 5.0)
- SAT 1 (minimum score of 1000; 500 for English and 500 for Math)
- GCSE (minimum grade of C)
- LaTIS (minimum grade of D)

### **ADMISSION POLICY**

FZD School of Design's admission policy is to select qualified and able students for our programs. Minimum application requirements are set by the admission department. All completed applications will receive full consideration for admission.

All applicants will be considered based on the completion of visual art portfolio, entry test and interview.

### **APPLICATIONS**

(Incomplete applications will not be considered)

1. Register online via [www.fzdschool.com](http://www.fzdschool.com)
2. Non-refundable Application Fee of SGD 535.00 (Inclusive of 7% GST). For international applicants please make a payment by Wire Transfer payable to "**FZD School of Design Pte. Ltd.**" For local applicants, please make the payment by Cash/Cheque/Online Banking to "FZD School of Design Pte. Ltd."
3. Passport / NRIC
4. A visual art portfolio of no more than 15 pieces:

#### **Portfolio Guidelines:**

- Make sure to include your full name and contact information in the portfolio.
- Portfolio must demonstrate some abilities to design, draw and show an interest in the entertainment field.
- Show off your abilities by including original designs. Please do not copy or plagiarize other designer's work. This is a big no-no for all portfolios.
- Do not include more than 15 images in your portfolio. Select your work carefully and choose only the best.
- Sketchbooks are a welcome addition to your portfolio. We like to see how you think on paper.
- Work can be completed traditionally or digitally. We are only looking at your design abilities for now, not the media you use.
- If you dropped off the portfolio in person, make sure to come in person to retrieve it. We will not ship it back to you or store it for more than two (2) months at our facilities.

- If you are submitting via e-mail, reduce the image sizes down to not exceed 10MB. Do not submit multiple e-mails or spam our servers. Remember, everything you do says something about your professional abilities.
- 5. For international applicants, please submit the original and the official **English** translated copies of your highest academic transcript and education certificate.

English Proficiency Test result if English is your second language. (Compulsory for international students)

For local applicants, please submit copies of your highest academic transcript and education certificate.

- 6. The original and the official **English** translated copies of your birth certificate. (Mandatory for international students only)
- 7. One digital passport size photo. Note that the photo has to be taken against a white background and within the last 3 months.
- 8. At least 2 professional recommendation letters or testimonials from previous teachers or employers and their contact details. (Compulsory for local applicants)

**\* Please note, the Admissions Department will require the supporting documents which are not in English to be submitted together with an official English translation.**

**All documents and portfolio are to be emailed to:**

Attn: Admissions Department

Email: [contact@fzdschool.com](mailto:contact@fzdschool.com)

Ref: New application – Portfolio Submission (Diploma in Industrial Design)

## **ENTRY ASSESSMENT AND INTERVIEW**

As the Diploma in Industrial Design program is not a direct entry program, all applicants will be required to sit through an interview and entry test session conducted by the school. International students will be interviewed via Skype. Only candidates who have successfully passed all stages will be considered and accepted into the program.

## ENQUIRIES & FEEDBACK

### Office Telephone:

(+65) 6702 5328

### Office Fax:

(+65) 6384 1326

### Operation Hours

Monday – Friday: 10:00 A.M. – 6:00 P.M.

Saturday & Sunday: Closed

### Mailing Address

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58 Kim Yam Road #04-01

Singapore 239359

### Website

[www.fzdschool.com](http://www.fzdschool.com)

Email: [contact@fzdschool.com](mailto:contact@fzdschool.com)

FZD School of Design Pte Ltd reserves the right to change, modify, or discontinue course fee, the calendar, course offerings, majors, graduation requirements, rules, policies, and procedures as it deems necessary or appropriate.