

GRADUATION REQUIREMENTS - NUMBER OF CREDITS

COURSE: Diploma in Arts Management
ACADEMIC YEAR: 2010 INTAKE

Academy Requirement	Module Code	Performing Arts Major	Visual Arts Major	Remarks
Singapore Arts Scene - Arts Management	AM1000	1	1	AM module
Singapore Arts Scene (from any dept)	XXXXXX	1	1	other dept
Singapore Arts Scene (from any dept)	XXXXXX	1	1	SAS modules
		3	3	

Cross-Disciplinary Elective Requirement	Module Code	Performing Arts Major	Visual Arts Major	Remarks
CDE modules	XXXXXX	4	4	other dept modules
		4	4	

Arts Management - Level 1000 Compulsory Modules	Module Code	Performing Arts Major	Visual Arts Major
Fundamentals of Arts Management	AM1101	2	2
Principles of Management	AM1102	5	5
Oral Communication	AM1103	2	2
Arts Awareness (Dance)	AM1104	2	2
Fundamentals of Lighting & Sound	AM1105	3	3
History of Pre-modern Western Art	AM1106	2	2
Computer Software for Business	AM1107	2	2
Creative Writing Skills	AM1201	2	2
Microeconomics	AM1202	5	5
Arts Awareness (Music)	AM1203	2	2
Arts Awareness (Theatre)	AM1204	2	2
Arts Awareness (Visual Arts)	AM1205	2	2
Computer Applications for Production Design	AM1206	3	3
Level-1 Project	AM1207	2	2
		36	36

Arts Management - Level 2000 Compulsory Modules	Module Code	Performing Arts Major	Visual Arts Major
Principles of Accounting	AM2101	5	5
Principles of Marketing	AM2102	5	5
Organisational Communication Skills	AM2103	2	2
Aesthetics of Arts	AM2104	2	2
Stage Management I	AM2111	2	-
Dance Production	AM2112	2	-
Introduction to World Music	AM2113	2	-
Fundamentals of Gallery	AM2121	-	2
Museum Studies I	AM2122	-	2
Curatorial Studies	AM2123	-	2
Business Finance	AM2201	5	5
Contract Law	AM2202	5	5
Web-centric Applications in Business	AM2203	2	2
Level-2 Project	AM2204	2	2
Stage Management II	AM2211	2	-
Concert Management	AM2212	2	-
Practical Scenic Design	AM2213	2	-
Museum Studies II	AM2221	-	2
History of Asian Arts	AM2222	-	2
History of Southeast Asian Arts	AM2223	-	2
		40	40

Arts Management - Level 3000	Module Code	Performing Arts Major	Visual Arts Major
Compulsory Modules			
Marketing Management	AM3101	5	5
Human Resource Management and Practices	AM3102	5	5
Events and Facilities Management	AM3103	2	2
Practical Arts Administration	AM3104	2	2
Designs in Communication	AM3105	2	2
Arts and Contemporary Society	AM3106	2	2
Entrepreneurship	AM3201	5	5
Customer Relationship Management	AM3202	5	5
Macroeconomics	AM3203	5	5
Internship	AM3204	2	2
Graduation Projects	AM3205	2	2
		37	37

Diploma in Arts Management	Graduation Requirement (by number of credits)			
	Major	SAS *	CDE **	Total
Performing Arts Major	113	3	4	120
Visual Arts Major	115	3	4	120

* SAS-AM + 2 other SAS modules

** additional SAS modules taken can be used to fulfill CDE requirement

Academy & Cross-disciplinary Elective Requirements

Diploma	Major/Emphasis/Stream	Academy Requirement (3 credits)	Cross-Disciplinary Requirement
Arts Management	Performing Arts Major	Any 3 SAS modules	4 credits
	Visual Arts Major		
Art Teaching		Any 3 SAS modules	4 credits

Arts Management and Education – Arts Management Major – Performing Arts

Code	Title	Credits
SAS (Singapore Arts Scene)		
Level 1000 modules		
AM1000	Singapore Arts Scene – Arts Management	1
CDE (Cross-disciplinary electives)		
Level 1000 modules		
AM1000	Singapore Arts Scene – Arts Management	1
AM1092	Contemporary Business Communications	2
AM1093	Introduction to Basic Digital Photography	2
AM1094	Introduction to Studio Photography	2
AM1095	Introduction to Cinema Aesthetics	1
AM1096	Introduction to Video Engineering	1
AM1097	Introduction to Video Compositing	2
AM1098	Introduction to Sound Editing for Video	2
AM1101	Fundamentals of Arts Management	2
AM1103	Oral Communication	2
AM1201	Creative Writing Skills	2
Level 2000 modules		
AM2091	Business Etiquette	1
AM2092	Marketing and Branding for Non-Management Students	2
AM2093	Introduction to DVD Authoring	1
AM2094	Introduction to Desktop Publishing	2
AM2095	Introduction to 2D Flash Animation	2
AM2096	Introduction to 2D Graphics	2
AM2121	Fundamentals of Gallery	2
AM2203	Web-centric Applications in Business	2
Level 3000 modules		
AM3091	Resume Writing and Job Interview Preparations	1
AM3092	Entrepreneurship For Non-Management Students	2
AM3093	Introduction to Academic Writing	1
AM3104	Practical Arts Administration	2
CORE (Compulsory, Mandatory) – Performing Arts		
Level 1000 modules		
AM1101	Fundamentals of Arts Management	2
AM1102	Principles of Management	5
AM1103	Oral Communication	2
AM1104	Arts Awareness (Dance)	2

AM1105	Fundamentals of Lighting & Sound	3
AM1106	History of Pre-modern Western Art	2
AM1107	Computer Software for Business	2
AM1201	Creative Writing Skills	2
AM1202	Microeconomics	5
AM1203	Arts Awareness (Music)	2
AM1204	Arts Awareness (Theatre)	2
AM1205	Arts Awareness (Visual Arts)	2
AM1206	Computer Applications for Production Design	3
AM1207	Level-1 Project	2
Level 2000 modules		
AM2101	Principles of Accounting	5
AM2102	Principles of Marketing	5
AM2103	Organisational Communication Skills	2
AM2104	Aesthetics of Arts	2
AM2111	Stage Management I	2
AM2112	Dance Production	2
AM2113	Introduction to World Music	2
AM2201	Business Finance	5
AM2202	Contract Law	5
AM2203	Web-centric Applications in Business	2
AM2204	Level-2 Project	2
AM2211	Stage Management II	2
AM2212	Concert Management	2
AM2213	Practical Scenic Design	2
Level 3000 modules		
AM3101	Marketing Management	5
AM3102	Human Resource Management and Practices	5
AM3103	Events and Facilities Management	2
AM3104	Practical Arts Administration	2
AM3105	Designs in Communication	2
AM3106	Arts and Contemporary Society	2
AM3201	Entrepreneurship	5
AM3202	Customer Relationship Management	5
AM3203	Macroeconomics	5
AM3204	Internship	2
AM3205	Graduation projects	2

Arts Management and Education – Arts Management Major – Visual Arts

Code	Title	Credits
SAS (Singapore Arts Scene)		
Level 1000 modules		
AM1000	Singapore Arts Scene – Arts Management	1
CDE (Cross-disciplinary electives)		
Level 1000 modules		
AM1000	Singapore Arts Scene – Arts Management	1
AM1092	Contemporary Business Communications	2
AM1093	Introduction to Basic Digital Photography	2

AM1094	Introduction to Studio Photography	2
AM1095	Introduction to Cinema Aesthetics	1
AM1096	Introduction to Video Engineering	1
AM1097	Introduction to Video Compositing	2
AM1098	Introduction to Sound Editing for Video	2
AM1101	Fundamentals of Arts Management	2
AM1103	Oral Communication	2
AM1201	Creative Writing Skills	2
Level 2000 modules		
AM2091	Business Etiquette	1
AM2092	Marketing and Branding for Non-Management Students	2
AM2093	Introduction to DVD Authoring	1
AM2094	Introduction to Desktop Publishing	2
AM2095	Introduction to 2D Flash Animation	2
AM2096	Introduction to 2D Graphics	2
AM2121	Fundamentals of Gallery	2
AM2203	Web-centric Applications in Business	2
Level 3000 modules		
AM3091	Resume Writing and Job Interview Preparations	1
AM3092	Entrepreneurship For Non-Management Students	2
AM3093	Introduction to Academic Writing	1
AM3104	Practical Arts Administration	2
CORE (Compulsory, Mandatory) – Visual Arts		
Level 1000 modules		
AM1101	Fundamentals of Arts Management	2
AM1102	Principles of Management	5
AM1103	Oral Communication	2
AM1104	Arts Awareness (Dance)	2
AM1105	Fundamentals of Lighting & Sound	3
AM1106	History of Pre-modern Western Art	2
AM1107	Computer Software for Business	2
AM1201	Creative Writing Skills	2
AM1202	Microeconomics	5
AM1203	Arts Awareness (Music)	2
AM1204	Arts Awareness (Theatre)	2
AM1205	Arts Awareness (Visual Arts)	2
AM1206	Computer Applications for Production Design	3
AM1207	Level-1 Project	2
Level 2000 modules		
AM2101	Principles of Accounting	5
AM2102	Principles of Marketing	5
AM2103	Organisational Communication Skills	2
AM2104	Aesthetics of Arts	2
AM2201	Business Finance	5
AM2202	Contract Law	5
AM2203	Web-centric Applications in Business	2
AM2204	Level-2 Project	2
AM2121	Fundamentals of Gallery	2
AM2122	Museum Studies I	2

AM2123	Curatorial Studies	2
AM2124	History of Modern Western Arts	2
AM2221	Museum Studies II	2
AM2222	History of Asian Arts	2
AM2223	History of Southeast Asia Arts	2
Level 3000 modules		
AM3101	Marketing Management	5
AM3102	Human Resource Management and Practices	5
AM3103	Events and Facilities Management	2
AM3104	Practical Arts Administration	2
AM3105	Designs in Communication	2
AM3106	Arts and Contemporary Society	2
AM3201	Entrepreneurship	5
AM3202	Customer Relationship Management	5
AM3203	Macroeconomics	5
AM3204	Internship	2
AM3205	Graduation projects	2

Academy & Cross-disciplinary Elective Requirements

Diploma	Major/Emphasis/Stream	Academy Requirement (3 credits)	Cross-Disciplinary Requirement
Arts Management	Performing Arts Major	Any 3 SAS modules	4 credits
	Visual Arts Major		
Art Teaching		Any 3 SAS modules	4 credits

Arts Management and Education – Art Teaching Major

Code	Title	Credits
SAS (Singapore Arts Scene)		
CDE (Cross-disciplinary electives)		
Level 2000 modules		
AT2103	Basic Photography	2
Level 3000 modules		
AT3103	Audio/video Production 1	3
Core – Art Teaching Major		
Level 1000 modules		
AT1101	Basic Drawing 1	5
AT1102	Visual Element	3
AT1103	Printmaking	2
AT1111	Visual Representation & Expression 1: Issues in two-dimensional praxis (NIE)	3
AT1201	Basic Drawing 2	5
AT1202	Lessons in Thinking	3
AT1203	Perspective Drawing	2
AT1204	Desktop Publishing 1	3
AT1211	Visual Representation & Expression 2: Issues in three-dimensional praxis (NIE)	3
Level 2000 modules		
AT2101	Painting 1	6
AT2102	Visual Studies (3D)	3
AT2103	Basic Photography	2
AT2104	Desktop Publishing 2	3
AT2111	Visual Representation & Expression 3: Issues in new media praxis	3
AT2201	Painting 2	6
AT2202	Model Making	2
AT2203	Sculpture	2
AT2204	Web Design	3
AT2211	Understanding Visual Literacy	3
Level 3000 modules		
AT3101	Art Major Project 1	4
AT3102	Design Major Project 1	6
AT3103	Audio/video Production 1	3
AT3104	Figure Drawing	2

AT3105	Research Methodologies: theory	2
AT3111	The Development Of Adolescent Art & its Implications for Teaching	3
AT3201	Art Major Project 2	6
AT3202	Design Major Project 2	6
AT3203	Audio/video Production 2	3
AT3204	Graduation Seminar	2
AT3211	Concepts and Practices in Art Education	3

Diploma in Arts Management

Majors

Under the Diploma in Arts Management, the following two majors are offered:

- Performing Arts
- Visual Arts

Module Descriptions

AM1000 Singapore Arts Scene – Arts Management

Modular credits: 1

Contact hours: 1 per week

Teaching modes: Talks, excursion, research, discussions, presentations

Assessment methods: Written reviews, presentations

This module serves to introduce basic management considerations and theories to non-management students. It allows students to learn how management is applied to various aspects of work in Singapore's context especially to the creative industry.

AM1092 Contemporary Business Communications

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, presentations, written practices

Assessment methods: Written assignments, quizzes, final written test

This module aims to train students on analysing, interpreting, and researching the process by which human beings relate to one another. The study embraces the most fundamental of interpersonal communication among individuals to the most effective exchange of information through organisations, to the cutting edge of the new communication technological studies. Students will also learn how to apply effective communication skills to the real working environment with the presentation strategies and techniques taught.

AM1093 Introduction to Basic Digital Photography

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, workshops, group discussions, presentations

Assessment methods: Workshops, group and individual projects

Required tools/Equipments: SLR with PC sync adaptors, tripods

This module introduces learners the basic fundamentals of exposure, handling and operating an advanced digital camera. Topics such as the various camera and exposure controls will be covered along with a coverage of the various types of accessories in a standard photographic setup.

AM1094 Introduction to Studio Photography

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, workshops, group discussions, presentations

Assessment methods: Workshops, group and individual projects

Pre-requisites: Basic Photography/Introduction to Basic Digital Photography

Required tools/Equipments: SLR with PC sync adaptors

Using the basic fundamentals introduced to students in units covered in Basic Photography, this module deals with the use of studio based electronic flash lighting in the exposure of different types of subject matters.

With a focus on portraiture both indoors and outdoors, students will be guided along in a series of projects on the different light techniques and styles used to realise different compositional and lighting subjects.

AM1095 Introduction to Cinema Aesthetics

Modular credits: 1

Contact hours: 2 every alternate week

Teaching modes: Discussions, critiques, presentations

Assessment methods: Group discussion and individual project reviews

This unit is designed to introduce the elements that define the aesthetics of cinematic composition. Students will be attending screenings and critique sessions that would open up points for discussion on the rationale and motivations for the specific ideas presented.

Understanding the visual aesthetics will allow students to aid in the development of students' own works.

AM1096 Introduction to Video Engineering

Modular credits: 1

Contact hours: 2 every alternate week

Teaching modes: Lectures, demonstrations, presentations

Assessment methods: Group works and individual reviews

This module aims to introduce students to the technical fundamentals behind video images. Students will acquire a relatively detailed understanding of how a video image is generated and broadcast. Understanding the fundamentals of how video work will allow students who are interested in video production to fine tune and trouble-shoot technical problems that often arise during the course of any production projects.

AM1097 Introduction to Video Compositing

Modular credits: 2

Contact hours: 2 every week

Teaching modes: Workshops, projects

Assessment methods: Group works and individual reviews

In this module, students will be introduced to the basic fundamentals of video compositing. They will learn to use Adobe After Effects CS3 and how to use it to create stunning visuals which they can integrate into their project works.

AM1098 Introduction to Sound Editing for Video

Modular credits: 2

Contact hours: 2 every week

Teaching modes: Workshops, projects

Assessment methods: Group works and individual reviews

This module focuses in introducing to students various aspect of sound and its application in video work. Students will be guided through the different stages of sound acquisition and processing using applications such as Soundbooth and Soundforge to obtain a finalised product.

AM1101 Fundamentals of Arts Management

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations

This module intends to explore with students about the role and effects of management in the creative industry. It will discuss on management pertaining to arts organisations, the development of Management, various functional areas of management as well as the understanding on the important application of management in achieving desired results.

AM1102 Principles of Management

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, group discussions, presentations

Assessment methods: Written assignments, presentations, final examination

This module aims to provide students with an understanding of both the basic principles of Management and the concept of organizational behaviour. It allows students to learn various functions of management and apply them to their daily life and work situations.

AM1103 Oral Communication

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices, presentations

Assessment methods: Written assignments, group works, presentations

This module aims to help equip students with the necessity of preparing and delivering both informative and persuasive presentations through numerous informative and practical sessions.

AM1104 Arts Awareness (Dance)

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, audio-visual studies, group discussions, written practices

Assessment methods: Written assignments, presentations

This module aims to provide students with basic exposure to dance including the understanding of the various styles and forms of dance, explore the aesthetic values and social values of dance.

AM1105 Fundamentals of Lighting & Sound

Modular credits: 3

Contact hours: 3 per week

Teaching modes: Sound and lighting laboratory work, tutorials, discussions, written practices.

Assessment methods: Written assignments, practical assessments, examination

This module enables students to develop a good sense of and the ability to visualise the effects of artistic creation through computer simulation and actual application through the use of different lighting equipment. Students will also learn important safety precautions. Working with Sound equipment would be another element students would find it useful.

AM1106 History of Pre-Modern Western Art

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, practical assignments, presentations

This module aims to introduce the history of pre-modern Western art to students. The purpose would be to allow students to understand and appreciate the development of earlier art in the West and be able to visualise their influences on the history and development of art in general.

AM1107 Computer Software for Business

Modular credits: 2

Contact hours: 3 per week

Teaching modes: Laboratory lessons, discussions, hands-on practices, written practices

Assessment methods: Computer-based assignments, examinations

This module aims to introduce students with a working knowledge of MS Office 2003 application software including Advanced MS Word, Advanced MS PowerPoint, MS Excel and MS Access. Working in a Windows environment on PCs, students will learn how to use and apply advanced features of a word processor and presentation software, to use a worksheet to design, analyse and implement solutions to problems, as well as create a database to store and query records.

AM1201 Creative Writing Skills

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations

Ability to write business summaries as well as analysing key ideas logically are essential skills students must master. Students will be trained for proficiency in applying writing skills effectively and creatively in business report writing. Skills needed to prepare clear agendas and write succinct minutes in an organizational context would also be taught.

AM1202 Microeconomics

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, written practices

Assessment methods: Continuous assessments, formative tests, final examination

A basic knowledge of Economics is essential for business decision-making in any business environment. This module aims to provide students with an understanding of the basic microeconomic principles and concepts. It also enables the students to apply these principles and concepts to their decision-making as individuals, managers, or planners.

AM1203 Arts Awareness (Music)

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, audio-visual appreciation, group discussions, written practices

Assessment methods: Written assignments, presentations, tests, final examination

In creative industry, multidisciplinary knowledge is important. This module provides the basic knowledge on music and also provides students with understanding of various forms of music. Students are expected to be able to appreciate and differentiate the different styles of music which allow them to blend music usage into whatever projects they may be handling in future.

AM1204 Arts Awareness (Theatre)

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, audio-visual appreciation, group discussions, written practices

Assessment methods: Written assignments, presentations, tests, final examination

This module aims to introduce to students the various types of Asian and Western theatre. Historical contexts, artists and innovators, production methods, theatre architecture, dramatic theory and criticism will be covered, enabling students to identify the relevance of their own contemporary experiences of the theatre.

AM1205 Art Awareness (Visual Arts)

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, audio-visual appreciation, group discussions, written practices

Assessment methods: Written assignments, presentations, practical assessments

Art deals mainly with various methods and materials to facilitate expression of the ideas of artists. Thus this module provides students with the basic understanding of the various methods, elements and types of materials artists use in their products. This also forms the foundation for students to further study through the different periods in art history and also the generation of different outcomes and styles.

AM1206 Computer Applications for Production Design

Modular credits: 3

Contact hours: 3 per week

Teaching modes: Laboratory lessons, discussions, hands-on practices, written practices

Assessment methods: Computer-based assignments, examinations

This module is designed to allow students to master the skills to draw 2D and basic 3D design as well as to create and simulate lighting effects. This module serves as a good basis for students to understand the composition of colours and the application on perspectives. The students would be allowed to display their creativity and generate their own results.

AM1207 Level-1 Project

Modular credits: 2

Contact hours: 20

Teaching mode: Hands-on practices

Assessment method: Project-based assessment

This practical element in the course will train students in the application of all knowledge and skills they have acquired during this first year of study. They will also learn to communicate and work with others in achieving intended outcome

AM2091 Business Etiquette

Modular credits: 1

Contact hours: 1 per week

Teaching modes: Lectures, tutorials, group discussions, hands-on practices

Assessment methods: Written assignments, presentations

This module serves to introduce basic business etiquettes to students so that they are able to demonstrate professionalism in their future work areas.

AM2092 Marketing and Branding for Non-Management Students

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, written practices

Assessment methods: Continuous assessments, formative tests, final examination

This module aims to provide students with relevant theories and practices on marketing and branding of products. Students in other disciplines will find this module useful because marketing skills also provide a good basis for analysis as well as understanding of the demands and characteristics of customers. Such subjects are closely linked with creative products and services and thus students will be inspired to produce greatest level of customer satisfaction.

AM2093 Introduction to DVD Authoring

Modular credits: 1

Contact hours: 2 every alternate week

Teaching modes: Lab workshops, projects

Assessment methods: Group works and individual reviews

This module is designed to introduce the learner into the basics of planning and implementing the navigational architecture required for DVD authoring. DVDs are a common media that we see in the market. Within each disc is encoded a navigational structure that allows each user to access the information contained within each disc. The student will learn the planning and implementation process that goes into authoring a DVD disc for distribution.

AM2094 Introduction to Desktop Publishing

Modular credits: 2

Contact hours: 2 every week

Teaching modes: Lectures, workshops, projects

Assessment methods: Group works and individual projects

This module aims to provide the individual with an introductory understanding into the workings of desktop publications. The student will learn about the importance of typography and its integration with desktop publication software.

AM2095 Introduction to 2D Flash Animation

Modular credits: 2

Contact hours: 2 every week

Teaching modes: Lectures, workshops, projects

Assessment methods: Group works and individual projects

This unit will be an introductory module into the basics of flash in regards to 2D animation. The student will be given instruction into the basic of animation and motion dynamics, integrating it through the use of the 2D animation application Adobe Flash CS3. User can expect to learn more about the software and basic scripting languages.

AM2096 Introduction to 2D Graphics

Modular credits: 2

Contact hours: 2 every week

Teaching modes: Lectures, workshops, projects

Assessment methods: Group works and individual projects

Graphics is an essential element to all design work. This module is designed to introduce the student to the basic of 2D graphics using Adobe Photoshop CS3. The user will be guided through a series of projects designed to familiarise themselves with the interface and functionalities afforded by the application. This module is oriented towards the use of graphic within a desktop publishing and design workflow.

AM2101 Principles of Accounting

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, written practices

Assessment methods: Continuous assessments, formative tests, final examination

This module aims to provide students with an understanding of the basic concepts and principles of accounting. Both service and merchandising enterprises in the form of a sole proprietorship are covered. The module also aims to enable students to understand important functional areas and to interpret basic information provided in financial statements.

AM2102 Principles of Marketing

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, written practices

Assessment methods: Continuous assessments, formative tests, final examination

This module aims to provide students with an understanding of the principles of marketing including an awareness of the marketing environment and its dynamics. The students would acquire an understanding of consumer and business markets, their behaviour and their influence on selling and marketing. The students would also gain an appreciation of market segmentation, targeting and positioning and their role in selling and marketing. The module aims to also provide a broad-based understanding of global marketing and the impact of technology on marketing.

AM2103 Organisational Communication Skills

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Continuous assessments, formative tests, final examination

This module aims to help students in acquiring some of the skills needed for effective communication at the workplace. These include:

- Ability to manage your own emotion
- Social skills in maintaining interpersonal relationships
- Appraising situations and relevant questioning techniques
- Ability to communicate effectively in a team
- Ability to use appropriate means of communication: oral, written and/or graphic

AM2104 Aesthetics of Art

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Continuous assessments, formative tests, examination

The ability of students to understand, appreciate and select various techniques of presentation and the various means of expression and visualisation would be critical in allowing them to become outstanding art curators and administrators. This module introduces the aesthetic aspects of various art elements to equip students in performing arts or visual arts with such ability.

AM2111 Stage Management I

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorial discussions, hands-on exercises, written practices

Assessment methods: Continuous assessments, formative tests, examination

This module introduces students to general knowledge involved in stage management & pre-production. Discussions cover from stage craft to the rehearsal room with also technicalities in season & post-production.

AM2112 Dance Production

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, written practices

Assessment methods: Continuous assessments, formative tests, examination

This module will focus on the different dimensions of dance production, bringing the potential of a dance performance to its fulfilment. Students will be led to understand the artistic challenge and responsibilities that must be met. It demonstrates the “experience of dance theatre” as an ultimate whole.

AM2113 Introduction to World Music

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices

Assessment methods: Continuous assessments, formative tests, examination

The module aims to provide students with a brief understanding of World Music so that they are equipped with general understanding of the various and vast types of music around the world. They would be better informed and able to work with both performers and the arts manager.

AM2121 Fundamentals of Gallery

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices

Assessment methods: Continuous assessments, practical tests, final presentation/examination

One of the major outcomes of the module is to train students on knowledge and skills which allow them to be able to handle requirements on their future jobs. As students could be involved in management of different facilities including art galleries, this is one of the important foundation module intended to provide strong fundamental knowledge and skills in areas related to the management of galleries.

AM2122 Museum Studies I

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices

Assessment methods: Continuous assessments, practical tests, final presentation/examination

Understanding the functions and management of museum is part of the important skills of art administrators. As the objectives of running a museum differ greatly from the operation of a commercial gallery, the respective managers need special skills and knowledge in ensuring that their museums appeal to the correct targets.

AM2123 Curatorial Studies

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices

Assessment methods: Continuous assessments, practical tests, final presentation/examination

Practical skills on curatorial practice will be discussed with students. Together with practices, students will learn to perform better curatorial functions with the basic knowledge on arts and management they have learnt.

AM2124 History of Modern Western Arts

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices

Assessment methods: Continuous assessments, formative tests, final presentation/examination

History on Modern Western Art provides students with a good understanding of art development in the West and the works of various influential artists. It is important knowledge for all students in arts management to understand and appreciate the changing style not just as part of historical development but also the underlying social and political environment which influent such changes.

AM2201 Business Finance

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, written practices

Assessment methods: Continuous assessments, formative tests, final examination

This module aims to provide students with an understanding of business finance concepts and principles with emphasis on assets management and capital budgeting decisions. It equips students with the ability to apply financial management skills such as managing working capital, capital budgeting and financial planning to some simple and practical business scenarios. It also prepares students for the world of work through a Web centric IT based learning environment such as hands-on experience in using appropriate application software, particularly spreadsheet software, to support the finance function.

AM2202 Contract Law

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, written practices

Assessment methods: Continuous assessments, formative tests, final examination

This module aims to provide students with: (1) an understanding of the Singapore legal system, the law of contract, the law of agency and the law relating to sale of goods; and (2) the ability to apply the legal principles in the context of a business environment.

AM2203 Web-centric Applications in Business

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Laboratory lessons, discussions, hands-on practices, written practices

Assessment methods: Computer-based assignments, examinations

This module provides students with the knowledge and understanding to use HTML and JavaScript. It also provides students with the basic knowledge of XML. It aims to provide students with skills in designing and creating Web Pages using webpage design software, such as Dreamweaver and allows students to develop a web centric mindset so that they will be prepared for the e-revolution of the new business environment.

AM2204 Level-2 Project

Modular credits: 2

Contact hours: 2.5 per week

Teaching mode: Hands-on practices

Assessment method: Project-based assessment

Practical skills are always integral component of this programme. This component aims to further enhance students' ability to cope with physical constraints as well as constraints on time and resources in carrying out of the planned works.

AM2211 Stage Management II

Modular credits: 2

Contact hours: 2 per week

Pre-requisite: AM2111 (preferred)

Teaching modes: Lectures, tutorial discussions, hands-on exercises, written practices

Assessment methods: Continuous assessments, formative tests, examination

This module continues the exploration of stage management techniques and skills from the earlier stage management module. Students will be led into the actual performance venues like the theatre and studios to learn and practice on the actual control procedures and planning process.

AM2212 Concert Management

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorial discussions, hands-on exercises, written practices

Assessment methods: Continuous assessments, formative tests, examination

This module is designed to familiarize students with professional practices and conditions in arts organizations and events. It will cover theoretical basis as well as prevailing practice, and seek to differentiate arts management from management of other enterprises, with special emphasis on requirements of two key parties: artists and audiences. Examples and case studies will be drawn from international as well as local data.

AM2213 Practical Scenic Design

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorial discussions, hands-on exercises, written practices

Assessment methods: Continuous assessments, practical tests, examination

This module is designed to take the students through the entire process of production scenic designing allowing them to put basic skills acquired into practice. Special emphasis will be on the ability to conceptualise and plan for the usage of equipment to achieve the demands of the productions. Students will be given much hands-on experience in planning and carrying out of such production projects. By the end of the course student should be able to discuss with the production team and offer creative designs to projects.

AM2221 Museum Studies II

Modular credits: 2

Contact hours: 2 per week

Pre-requisite: AM2122 (preferred)

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices

Assessment methods: Continuous assessments, practical tests, final presentation/examination

This module builds on the basis of the previous study on museums. Students will be introduced to strategic decision making in the operation of such setups. With recognition to environmental influences, opportunities and threats, students would learn to apply strategic thinking on decision making.

AM2222 History of Asian Arts

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices
Assessment methods: Continuous assessments, formative tests, final presentation/examination

Like the previous component on Western Art, this module aims to introduce students to the basic and fundamental knowledge on the development of Asian art and the works of various influential artists. It is important knowledge for all students in arts management to understand and appreciate the changing style not just as part of historical development but also the underlying social and political environment which influence such changes.

AM2223 History of Southeast Asian Arts

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, audio-visual presentations, group discussions, written practices

Assessment methods: Continuous assessments, formative tests, final presentation/examination

Being a member of Southeast Asian countries, this module aims to develop students with a wide knowledge to the richness of the history in this region as well as to the great variety of differing colours, styles and presentation of art in the region. Understanding of such uniqueness coupled with a good business mindset will allow students to capture whatever opportunity that arise during the course of his or her work.

AM3091 Resume Writing and Job Interview Preparations

Modular credits: 1

Contact hours: 1.5 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations

This module focuses on assisting graduating NAFA students to have an edge over how to prepare to market themselves in the job industry. The course is learner-centred and activity-based, encouraging student participation in pairs and groups. The use of role play and in presentation of written resume engages and elicits learning opportunities in an interesting way. The practical session involving group discussions and presentations encourages group dynamism whilst learning.

AM3092 Entrepreneurship for Non-Management Students

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

This module aims to inspire students to possess an entrepreneurial perspective when they look at their own areas of work. It helps them to be able to plan, analyse for risks and most importantly to have the mindset to explore at the commercial values of their works. Practical examples will help to link theories with actual work situations.

AM3093 Introduction to Academic Writing

Modular credits: 1

Contact hours: 2 per week

Teaching modes: Lectures, group discussions, written practices

Assessment methods: Continuous assessments, final essay

The aim of this module is to introduce students to the basic principles of academic writing, and to equip them with the skills to analyse and edit their own academic essays.

By the end of this module, students should be able to write cohesive and structured essays in an academic style. They should also be able to use different methods (quoting, paraphrasing, summarising and referencing) to avoid plagiarism in their own work, following the conventions of academic writing.

AM3101 Marketing Management

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

Building on the basis of fundamental principles of marketing, this module aims to: (1) provide students with an understanding of marketing management, (2) provide students with a basic foundation in developing marketing strategies, (3) provide students with an understanding of making marketing decisions and (4) provide students with a basic foundation in managing and delivering marketing programs.

AM3102 Human Resource Management and Practices

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

This module provides students with an appreciation and understanding of the various human resource functions in an organization. It introduces human resource as a dynamic function. This module covers well-established practices such as recruitment, selection & placement, orientation, human resource planning, performance appraisal, compensation & benefits, training & development and employee relations.

AM3103 Events and Facilities Management

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

A core purpose of this programme is to equip students with practical skills that could be applied on actual work situations. Students should learn to manage and operate exhibitions and events. Logistic, financial as well as business considerations would be part and parcel of their daily work and thus they should be exposed to all these training during their course of study.

AM3104 Practical Arts Administration

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

Being the administrator for arts organisations requires the ability to understand the nature of their internal and external customers so as to serve them better. This module is designed to involve students through the process of administration and management in an arts organisation in order to allow them to integrate and put all that they have learnt throughout the course into operation and generate intended outcomes.

AM3105 Designs in Communication

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Computer laboratory lessons, discussions, hands-on practices, written practices

Assessment methods: Computer-based assignments, examinations

Understanding the power and consideration of using designs is an integral part of marketing especially in arts marketing. This module is designed to involve students through the process of designing and allow them to explore the effectiveness of their application in communication as well as marketing. Basic knowledge in design and colour will help to create better communication plans. Students will be able to explore creative designs for projects.

AM3106 Arts and Contemporary Society

Modular credits: 2

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

This module aims to allow students to explore in the areas of the role and effects of arts in the society. Its relationship with the development of the contemporary society in the aspects of communication, education, politics, economy and even social values are among the interesting areas which we would strive to understand.

AM3201 Entrepreneurship

Modular credits: 5

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

This module enables students to appreciate small business development and develop the entrepreneurial and creative skills through a project based environment. It enhances communication and interpersonal skills, and develop resourcefulness and IT skills through project work platform and at the same time provides students with opportunities to integrate and apply the knowledge and skills acquired from the various business disciplines learnt during the first two years.

AM3202 Customer Relationship Management

Modular credits: 5

Contact hours: 2 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, presentations, examination

This module provides (1) an overall understanding of Customer Relationship Management and its role and importance in the business world today, (2) the necessary knowledge and skills needed to enhance CRM, and (3) an understanding of various tools employed to professionally manage customer relations.

AM3203 Macroeconomics

Modular credits: 5

Contact hours: 3.5 per week

Teaching modes: Lectures, tutorials, group discussions, written practices

Assessment methods: Written assignments, tests, final examination

This module allows students to learn about the health of an economy, the types of activities that take place within an economy, and how governments intervene in economic activity. In addition, students will also learn to assess the implications of the above on businesses and oneself as an individual.

AM3204 Internship

Modular credits: 2

Contact hours: 2.5 per week

Teaching mode: hands-on practices

Assessment method: Project-based assessment

Practical experience provides very crucial reinforcement for students to relate, appreciate and practice what they have learnt in classrooms. This internship component of the programme allows students to be a part of a team in an actual creative organisation and gain important benefits outside textbooks.

AM3205 Graduation Project

Modular credits: 2

Contact hours: 2.5 per week

Teaching mode: hands-on practices

Assessment method: Project-based assessment

Participating with other graduating students in Performing or Visual Arts in the running of a project will be a memorable experience. Such experience will be fruitful as they could only appreciate and understand how works were actually carried out through such setups. They would also realise how to work with constraints and conflict and be able to compromise and get works completed within a tight time frame.

Diploma in Art (Teaching)

Module Descriptions

AT1101 Basic Drawing 1

Modular credits: 5

Contact hours: 6 per week

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module introduces students to the basic and essential principles of drawing and develops their skills in handling the medium and subject. Aesthetics of proportion, texture, tonal value, perspective and composition are explored through the use of different materials and techniques.

AT1102 Visual Element

Modular credits: 3

Contact hours: 3 per week

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, assignments, oral presentation

This module introduces the language of design and the design elements in visual communication. A range of learning topics, such as colour theory and practical projects, are designed to teach students graphic applications in letterforms, images, layouts and visual treatment.

AT1103 Printmaking

Modular credits: 2

Contact hours: 3 per week

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module focuses on basic techniques and aesthetics in printmaking with an emphasis on workshop practice. It covers a wide range of printmaking techniques, including mono print, collagraph, woodcut, drypoint, and etching.

AT1111 Visual Representation & Expression I: Issues in two-dimensional praxis

Modular credits: 3

Contact hours: 36

(Offered by National Institute of Education, Nanyang Technological University)

This module is on pedagogy, introducing the concept and practice of representation and expression. Student teachers will consider the use of two-dimensional expressive and representational media and its role in the formation of symbolic systems. Using a combination of studio-practice and theory, student teachers will develop their own competence in two-dimensional representation and expressive processes. Additionally, links will be made to the role played by representational and expressive thought in children's intellectual and emotional development. Links with classroom practice will be made. Student teachers will also explore innovative methods of documenting the range of investigative and research-oriented activities undertaken in this module.

AT1201 Basic Drawing 2

Modular credits: 5

Contact hours: 84

Pre-requisite: AT1101

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module focuses on visual organisation, with emphasis on manipulating drawing skills in more complex pictorial compositions, so as to accomplish challenging artwork. Students are encouraged to develop critical, analytical, as well as aesthetic awareness in the course of drawing.

AT1202 Lessons in Thinking

Modular credits: 3

Contact hours: 3 per week

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module introduces the concept of lateral thinking which can be mastered through practice. It offers tangible ways to think out-of-the-box such as free-association and to set up a thinking situation deliberately.

AT1203 Perspective Drawing

Modular credits: 2

Contact hours: 3 per week

Pre-requisite: AT1101

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

In this module students will study planar geometry and carry out practical exercises on 2D geometrical perspective. Some theoretical learning and practical exercises on projection on plane will also be covered in this module.

AT1204 Desktop Publishing 1

Modular credits: 3

Contact hours: 3 per week

Pre-requisite: AT1102

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module covers design and layout skills in digital format. Students will learn to seek creative expression through computer softwares that support digital publishing and photo imaging.

AT1211 Visual Representation & Expression II: Issues in three-dimensional praxis

Modular credits: 3

Contact hours: 36

Pre-requisite: AT1111

(Offered by National Institute of Education, Nanyang Technological University)

This module is on pedagogy. The concept and practice of representation and expression will continue to be investigated. Student teachers will consider the use of three-dimensional expressive and representational media and its role in the formation of symbolic systems. Using a combination of studio-practice and theory, student teachers will develop their own competence in three-dimensional representation and expressive processes. They will be encouraged to undertake projects in which they will develop an understanding of the relationships which link Sculpture and Ceramics. Links will be made to the role played by representational and expressive thought in children's intellectual and emotional development. Links with classroom practice will be made.

AT2101 Painting 1

Modular credits: 6

Contact hours: 6 per week

Pre-requisite: AT1201

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module focuses on the fundamentals of painting, equipping students with an understanding of painting grounds and surfaces, support, painting media such as acrylic and oil, and the use of painting tools. Students will learn the fundamental aspects of painting, such as the use of paint and colour to produce tonal values, space, shapes, forms, and textures. They will also apply the knowledge gained in guided projects on particular contextual issues.

AT2102 Visual Studies (3D)

Modular credits: 3

Contact hours: 3 per week

Pre-requisite: AT1102

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

In this module, students will learn the interpretation and definition of volume, as it is used in design through visual analysis. Students will understand the structural concepts and techniques, and the manipulation of metal, wood, polyfoam, and synthetic materials to configure relief, sculptural, and other 3D forms.

AT2103 Basic Photography

Modular credits: 2

Contact hours: 3 per week

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module provides students with an understanding of the camera and photography. Topics covered include camera techniques, black & white photograph processing and printing, studio lighting setup, portraiture and outdoor photography. Students will also be encouraged to integrate traditional photography with digital technology.

AT2104 Desktop Publishing 2

Modular credits: 3

Contact hours: 3 per week

Pre-requisite: AT1204

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module is a continuation of Desktop Publishing 1. Students will further explore creative expression through computer software that support digital publishing and photo imaging.

AT2111 Visual Representation & Expression III: Issues in new media praxis

Modular credits: 3

Contact hours: 36

Pre-requisite: AT1211

(Offered by National Institute of Education, Nanyang Technological University)

This module is on pedagogy. The concept and practice of representation and expression will continue to be investigated. Student teachers will consider the use of the role of digital and interactive technologies in expressive and representational media and their role in the formation of symbolic systems. Using a combination of studio-practice and theory, student teachers will use new media technologies to develop their own competence in representation and expressive processes. Links with classroom practice will be made.

AT2201 Painting 2

Modular credits: 6

Contact hours: 6 per week

Pre-requisite: AT2101

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

In this module students are expected to utilise their knowledge and skills in painting acquired from VAT2001 by exploring the works and ideas of modern painters, and applying them in guided projects on particular contextual issues.

AT2202 Model Making

Modular credits: 2

Contact hours: 3 per week

Pre-requisite: AT1202

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module provides an opportunity for students to develop their model making skills for the communication of ideas in 3-Dimensional spaces/objects. It prepares the students for their art/design projects in Year III.

AT2203 Sculpture

Modular credits: 2

Contact hours: 3 per week

Pre-requisite: AT1102

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

Students will learn the basic concepts on form and structure through clay modelling, simple carving and assemblage construction. They will also be encouraged to explore other modes of sculptural processes with conventional materials and found objects.

AT2204 Web Design

Modular credits: 3

Contact hours: 3 per week

Pre-requisite: AT2104

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

The main topics taught in this module are principles and techniques in basic designing for the web, tools for web creation, content creation, graphics integration and Flash animation.

AT2211 NIE Module 4 – Understanding Visual Literacy

Modular credits: 3

Contact hours: 36

Pre-requisite: AT2111

(Offered by National Institute of Education, Nanyang Technological University)

This module is on pedagogy. Visual Literacy refers to the capacity to read and interpret visual images. In contemporary culture, the visual image is being increasingly used as a vehicle through which information is relayed. From bill-boards to DVDs, from computer games to MTV clips, from television to internet, information is being communicated visually. It is essential that we develop the capacity to understand that visual images do more than merely decorate. Visual images need to be read with the

rigor and attention that was once reserved for the printed word. This module will offer an introduction to the study and interpretation of visual culture through a range of theoretical perspectives that seek to explain how visual images generate meaning.

AT3101 Art Major Project 1

Modular credits: 4

Contact hours: 3 per week

Pre-requisites: AT2201, AT2203, AT1103

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module emphasises the importance of research methodology in the development of visual imageries and theoretical contexts. This information is beneficial to the technical and conceptual development of students' own practice. All students are expected to complete and submit two projects for the Diploma Show.

AT3102 Design Major Project 1

Modular credits: 6

Contact hours: 6 per week

Pre-requisites: AT2204, AT2104

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

The module explores image, text, typography and their usage in graphic design. Students will be introduced to editorial design, focusing on the application of the grid system for the printed page. Printing and pre-press procedures will also be investigated.

AT3103 Audio/Video Production 1

Modular credits: 3

Contact hours: 3 per week

Pre-requisites: AT2204, AT2104

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

Topics that will be taught in this module includes digitisation of image data from a DV tape, basic video editing with Adobe Premier, basic video effects with Adobe Aftereffects, and digital output for information design.

AT3104 Figure Drawing

Modular credits: 2

Contact hours: 3 per week

Pre-requisite: AT1201

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module is on the study and analysis of the overall structure and proportion of the human body. It provides students with systematic training whereby anatomy studies are in tandem with more complex figure sketching. Life drawing sessions will be scheduled in synchronisation with anatomy studies.

AT3105 Research Methodologies: Theory

Modular credits: 2

Contact hours: 3 per week

Pre-requisite: AT2201

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module aims to train students in the study of principles and ways of doing art research, with a focus on contemporary art theory and contextualisation of art practices.

AT3111 The Development of Adolescent Art & its Implications for Teaching

Modular credits: 3

Contact hours: 36

Pre-requisite: AT2211

(Offered by National Institute of Education, Nanyang Technological University)

This module is on pedagogy. It considers the development of adolescents' use of visual media. Student teachers will be helped to understand that when young children and adolescents use and organise visual media, they form important understandings about representation, symbols and signs which will prove crucial to their cognitive development. The educational implications will be considered. Student teachers will (1) understand key developmental and cognitive theories that underpin artistic development in adolescents, (2) evaluate critically these theories and their relevance in today's art education in schools, and (3) be informed and aware of their own beliefs when planning art instructions in classroom.

AT3201 Art Major Project 2

Modular credits: 6

Contact hours: 6 per week

Pre-requisite: AT3101

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module requires students to develop a body of creative work based on a specific, self-initiated topic of interest in conjunction with contextual studies. Practical skills and technical abilities in the production and completion of the artwork will also be examined.

AT3202 Design Major Project 2

Modular credits: 6

Contact hours: 6 per week

Pre-requisite: AT3102

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module is the continuation of Design Major Project 1. It aims to enhance students' creativity through a complete design project.

AT3203 Audio/Video Production 2

Modular credits: 3

Contact hours: 3 per week

Pre-requisite: AT3103

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, oral presentation

This module is the continuation of AT3103 Audio/Video Production 1. It aims to develop students' competencies in script writing, storyboarding, video production as well as in using camera and video editing software.

AT3204 Graduation Seminar

Modular credits: 2

Contact hours: 3 per week

Teaching modes: Lectures, workshops, tutorials, group critiques

Assessment methods: Projects, assignment, oral presentation

This module trains and prepares students in professional practice in the creative industry, for examples, artist, designers, as well as art educator. Topics covered include self promotion through writing of resume, proposals, statements and press releases. Students will also learn to present their artistic portfolio.

AT3211 Concepts and Practices in Art Education

Modular credits: 3

Contact hours: 36

Pre-requisite: AT3111

(Offered by National Institute of Education, Nanyang Technological University)

This module is on pedagogy. The course will look into how the teaching of art has evolved over history. Issues that arise from the various education philosophies and theories and their curriculum implications will be discussed. The course will also examine how government policies and initiatives in the arts influence the teaching of art in secondary schools. Student teachers will (1) discuss the current trends in art education, (2) relate concepts and theories in art education in their practice, and (3) understand the relationship between issues in art education and the development of art curriculum.