



# Storytelling, One Pixel at a Time

What does it mean to design in a world that is constantly shifting? At the School of Design & Media, creativity is not just a skill; it's what sets you apart from the rest. Here, you won't just learn how to create striking visuals or intuitive interfaces. You'll learn to build narratives, shape experiences and connect with audiences across cultures and platforms.

Dive into the dynamic world of media design where your ideas come alive. At the intersection of design, technology and communication, you'll sharpen your voice and shape what comes next.

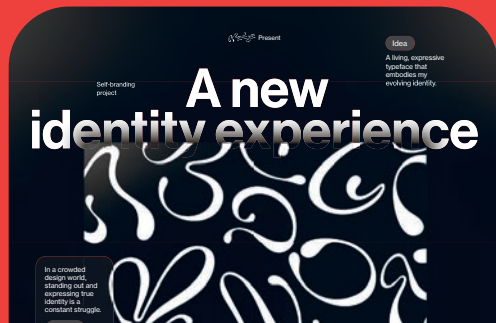




## Diploma in Media Experience and Innovation

## Diploma in Digital Illustration and Narrative

Turn your drawings into worlds and your ideas into characters. This three-year diploma hones your skills in illustration, character design, sequential storytelling and visual world-building. From traditional drawing to motion comics and game art, you'll experiment across genres and formats, cultivating a distinct creative voice ready for the editorial, entertainment and publishing industries.



Design experiences that move people – literally and emotionally. This three-year diploma combines human-centred design with creative technology to create immersive, interactive environments. You'll explore real-time engines, AR/VR, spatial installations and more



## Diploma in Design Communication and Strategy

Develop your voice as a visual storyteller and brand communicator. This three-year diploma builds your fluency in design language, branding, typography and strategic thinking. Through applied communication and industry collaborations, you'll learn to craft compelling narratives that connect across cultures and platforms, preparing you for the fast-evolving world of marketing, digital content and brand experience.

more information →

# Bachelor of Arts (Honours) Design Practice

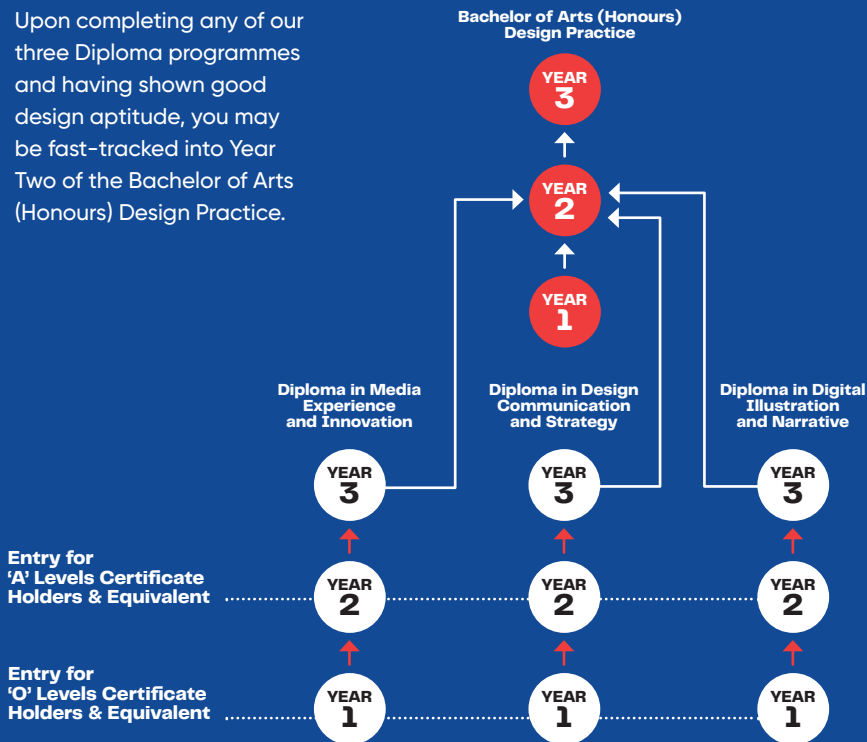
The BA (Hons) Design Practice is an honours degree designed for bold thinkers who are ready to deepen their craft and expand their influence. You'll join a rigorous three-year programme (with direct entry into Year 2 for NAFA Diploma graduates) focused on innovation, purpose-driven design and industry relevance.



more information 

# Where Can We Take You?

Upon completing any of our three Diploma programmes and having shown good design aptitude, you may be fast-tracked into Year Two of the Bachelor of Arts (Honours) Design Practice.



# A World Built From Your Ideas

## Why Choose NAFA | School of Design & Media

### Design for a Changing World

You will train at the intersection of communication, technology and culture – where visual narratives, digital experiences and emerging media converge. The curriculum is grounded in Southeast Asian perspectives while embracing global industry shifts, preparing you to design with both cultural fluency and future readiness.

### Where Technology Becomes Imagination

Whether you're designing immersive environments, crafting digital narratives, or developing interactive experiences, you'll work with AR/VR, real-time engines, virtual production and creative tech tools that redefine how audiences connect with media.



### Studio Culture, Industry-Ready Skills

From real-world briefs to collaborative production pipelines, your learning mirrors the media industries you will enter. Every project sharpens your craft – whether in visual storytelling, branding, experience design, illustration, motion, or digital innovation – building an employer-ready portfolio aligned with Singapore's Skills Frameworks.

### Pathways to Grow Your Practice

Each diploma leads seamlessly into the BA (Honours) Design Practice, with advanced standing for students who demonstrate strong design aptitude. You'll deepen research, conceptual thinking and interdisciplinary collaboration – positioning you for roles across communication design, 3D, fashion, spatial, or hybrid creative industries.



# Diploma in Design Communication and Strategy

## Craft Meaningful Narratives that Shape Culture

Develop your voice as a visual storyteller and strategic communicator. This three-year diploma equips you with the ability to build brands, craft powerful messages and design communication that resonates across diverse communities and platforms.

### The Programme Offers:

- Training in branding, typography, visual language and strategic communication
- Design-thinking approaches for real cultural, social and technological challenges
- Cross-cultural communication grounded in Southeast Asia, enhanced by global perspectives
- Portfolio development aligned with Singapore's Skills Framework for Design



@313 Somerset



@Bugis Junction



@Plaza Singapura



Behance Project



#Squeegie SHARE







# Diploma in Media Experience and Innovation

## Design Experiences People can Feel, Enter, and Remember

Explore how media moves beyond screens into immersive, interactive worlds. This diploma blends design, emerging technology and human-centred innovation – empowering you to create multi-sensory experiences that engage audiences in transformative ways.

### The Programme Offers:

- Training across AR/VR/XR, interactive installations, real-time engines and virtual production
- Impact-focused creative practice grounded in empathy, community and sustainability
- Prototyping and production workflows for real audience engagement
- Multi-sensory design aligned with Singapore's Skills Framework for Design

# Diploma in Digital Illustration and Narrative

## Turn Drawings into Worlds, Ideas into Characters

This diploma hones your craft in illustration, character design and sequential storytelling. You'll learn to create emotionally resonant narratives across traditional and digital platforms – from comics to motion, editorial art to game worlds.

### The Programme Offers:

- Foundations in traditional drawing and digital pipelines
- Cross-cultural and cross-genres storytelling rooted in Southeast Asia and global traditions
- A portfolio ready for entertainment, publishing, advertising and content studios
- Visual development practices aligned with refreshed Skills Framework for Media



#### PROBLEM STATEMENT

Driven by societal tradition as less meaningful generation threatens legacy.

#### FUNCTIONAL CONNECTION



tradition  
participation  
共同參與

# Bachelor of Arts (Honours) Design Practice



## Expand Your Creative Identity. Redefine Tomorrow's Design Landscape.

This three-year honours degree empowers you to shape design as a purpose-driven practice. Deepen your craft in one of four design domains of 3D, Communication, Spatial or Fashion and challenge assumptions and learn in a collaborative environment with an interdisciplinary faculty.

### The Programme Offers:

- Research-led design approaches that push the boundaries of conventional practice
- Interdisciplinary collaboration across University of the Arts London (UAL), including theatre, dance, fashion and media
- International exposure through study trips, placements and collaborative labs
- A launchpad into roles across and beyond the creative industries, supporting pathways into social innovation, community-led initiatives, cultural sectors, and public service.