

4-Year B.A. Programme (Industrial Design, Hons.)

The B.A.(ID) programme at NUS was first offered in 1999 with support from the Faculty of Engineering and School of Business.

The Bachelor of Arts in Industrial Design, B.A.(ID), is a four-year undergraduate honours programme, consisting of courses crafted with our synergistic three-pronged approach:

Design Thinking

Out-of-box innovation strategies and investigative methods to discover new ideas and unmet needs.

Multi-Disciplinary Aptitudes

Behavioral sciences, social economics, business strategy, engineering and technology knowledge develop entrepreneurial strategic thinking and holistic problem-solving.

Artistic Sensibility

Training of imagination, taste, and craft-like ability to give pleasing and appropriate aesthetics and emotion to ideas, through traditional and 2D/3D digital means, so that solutions are both functional and desirable.

The combined approaches equip our graduates with high-level strategic thinking, and enable them to translate problems and ideas to tangible, desirable solutions, i.e. meaningful products, environments and experiences that people love to have, love to use – and those which have a big impact on lives.

As part of our strategy to be thought leaders in industry, a major component of the course is a series of industry-sponsored 'vertical studio platforms'. These are project teams comprising a mix of year 2 to year 4 students, encouraging cross-pollination of thoughts, skills and learning.

In these platforms, students tackle both conceptual and real-life projects led by our industry collaborators, e.g. Asus, Dell, L'Oreal, Estee Lauder, BMW Group DesignworksUSA, Tupperware, Toshiba, Osim, ICI, Swarovski, HansGrohe, Risis and Nakamichi.

Students may customize their individual course during the 4 years by selecting from amongst these different industry platforms – Each student will get the opportunity to be involved in 6-7 of these projects.

The programme has been proven to be effective in grooming students for the design and related industries. Apart from the success in local and international competitions and awards, recent graduates have achieved recognition in gaining scholarships for further studies as well as being placed in well-known design practices and reputable companies.

Students can also opt to do a second major in Management (Technology), offered by School of Business, in four years.

International Exposure

To broaden our students' exposure to global challenges, two-thirds of each cohort are involved in one-semester overseas exchange programme during their 3rd year. Students typically go to distinguished design schools in Switzerland, France, Japan, Netherlands, Finland, USA, Germany, Italy and China.



Chart 1

Curriculum Structure of B.A. Programme (Industrial Design)

No.	Modules	MCs
1	UNIVERSITY REQUIREMENTS	20
a	General Education Modules (GEM) - 5 Pillars	
i	Human Cultures	4
ii	Asking Questions	4
iii	Quantitative Reasoning	4
iv	Singapore Studies	4
v	Thinking & Expression	4
2	PROGRAMME REQUIREMENTS	
a	Essential modules taken within the Department	120
3	UNRESTRICTED ELECTIVES (UE)	20
	GRAND TOTAL	160 MCs

Chart 2

The 4-year B.A.(I.D.) programme is structured as follows

General Education Modules (GEM) – 20 MCs
 Unrestricted Electives (within/outside SDE) (UE) – 20 MCs

	Level 1		Level 2		Level 3		Level 4	
	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
Engineering	ID1321 Materials for ID (4 MCs)		ID2323 Technology for Design (4 MCs)	ID2324 Manufacturing for Design (4 MCs)				
Marketing		MKT1003 Principles of Marketing (4 MCs)						
Design Skills & Knowledge	ID1111 Modelling for ID (4 MCs)	ID1112 Modelling and Sketching for Design (4 MCs)	ID2111 Computer Aided ID (4 MCs)					
	ID1223 History & Theory of ID (4 MCs)	ID1121 Human Centred Design (4 MCs)	ID2123 Design Process & Research (4 MCs)				ID4121 Project Research (4 MCs)	
Design Studio	D1105 Design Fundamentals1 (8 MCs)	ID1106 Design Fundamentals 2 (8 MCs)	ID2105 Design for Context & Sustainability (8 MCs)	ID2106 Design Platforms 1 (10 MCs)	ID3105 Design Platforms 2 (10 MCs)	ID3106 Design Platforms 3 (10 MCs)	ID4105 Design Platforms 4 (10 MCs)	ID4106 Design Thesis Project (12 MCs)

- *ID3041 – Special Studies (Internship)
14 MCs can be mapped for either ID[2106 / 3105 / 3106] + 1 UE.
- *ID2041 – Design Internship (Vacation Internship)
4 MCs can be mapped for 1 UE.
- *TR3202 – Start-up Internship Programme (NOC Program)
12 MCs can be mapped for either ID[2106 / 3105 / 3106].



Student Workload

Students are expected to read a minimum of 15 MCs during each semester. Students are not allowed to read more than 6 modules (including retakes but excluding English), whether essential, GEM, SS, Breadth or UE modules in each semester. Students who have not passed, or been exempted from, the Qualifying English Test at the time of admission to the University must take an additional module, ID1000 English, by their third semester of study, i.e. level 2 semester 1.

Maximum Period of Candidature

The maximum period of candidature is used as an indication of the ultimate period a student is allowed to spend at the University to fulfil the course requirements for the award of a degree. With effect from AY2007 intake, the maximum candidature for 4-year honours programmes will be 5 years. The period of approved leave of absence granted to a student is excluded from the maximum period of candidature.

Teaching Approach

Design modules are taught through design studios. Critique sessions will form part of the studio procedure in teaching. Lecture modules include formal lectures, followed by seminars/tutorials.

Assessment and Examination

Assessment criteria will vary according to the modules offered. In the Division of Industrial Design, design modules are assessed by 100% “continuous assessment” (CA). The other essential modules may also be assessed by 100% CA or a combination of CA and examination.

Students who fail an essential module will retake the module when it is next offered and must sit for the examination in that Semester. For a retaken module, students have to attend lectures and tutorials and complete assignments and examinations. A new CA grade has to be obtained.

Students who fail a GEM/SS/Breadth/UE module may either replace it with a new GEM/SS/Breadth/UE module or retake the failed module the following year. There is no limit to the number of times a student may retake the same GEM/SS/Breadth/UE module.

A student who has passed the examination of a module will not be permitted to retake the same module for the purpose of improving his/her grade.

Progression	
Min. MCs (in general) for promotion to the next level	IDS1 -> IDS2 [\geq 40 MC]
	IDS2 -> IDS3 [\geq 80 MC]
	IDS3 -> IDS4 [\geq 120 MC]

Graduation Requirements for four-year B.A. Programme (ID, Hons.)

Students are required to take all essential modules offered in the semester to which they have progressed, provided they have passed the relevant prerequisites. In addition, they may take modules to satisfy University and other requirements. ‘Fulfilling’ Modular Credits means reading and passing the modules, which carry the Modular Credits.

Advanced Placement Credits

Polytechnic diploma holders admitted to the programme may be granted advanced placement credits (APCs) for relevant modules. This is subject to Departmental consideration, given the wide range of subject modules from the polytechnics.

For up-to-date APCs list, please refer to <http://www.sde.nus.edu.sg/ACAD/programmes/download/APC%20OAM%20SDE.pdf>