

CITY COLLEGE

SCHOOL OF DESIGN AND ENTREPRENEURSHIP (SODE)

The role of design has shifted from one that is primarily concerned with aesthetics to one that enables economic progress through innovation in various industries in the past few years. This can be read clearly with various national policies (including the Report of the Economic Strategies Committee and the Strategic Blueprint of Design Singapore Initiative) leveraging on design as a key differentiator.

SODE started as a response to the need for a programme that is constantly evolving and responsive to our current societal shifts. SODE is more than a school, it is a melting pot where a diverse community of individuals gathers.



Translating Passion into Business

At SODE, we recognise your innate ability as unique individuals and seek to provide the appropriate environment to fuel your passion. Here, we aim to develop your creative thinking skills and apply them to bring about a positive change in our society.



DIPLOMA IN PROFESSIONAL PHOTOGRAPHY (DPP)

Photography as a cultural activity is expanding exponentially in terms of popularity and application. Historically we are at an important juncture. The medium sits on a complex axis of differing objectives, including fine art, documentary practice, archiving and visual communication. These contexts offer exciting arenas to explore and discover new artistic and market opportunities for the craft.



Objectives

The advancement of technology had made available a greater range of tools for the photographer. These tools provided greater ease for the photographer to process and distribute his/her works.

The DPP programme seeks to achieve a balance between technical know-how, artistic development and market viability. We aim to develop a professional photographer who know how to use his tools, who can produce beautiful work and is able to allow those works to serve the needs of his/her clients.

The philosophy of the programme is to learn by doing and the course work will introduce elements which resemble real-life challenges and opportunities of a professional photographer.

More than a certificate of attainment, we want our students to graduates with portfolios, experiences and networks which could help them to secure commercial opportunities.

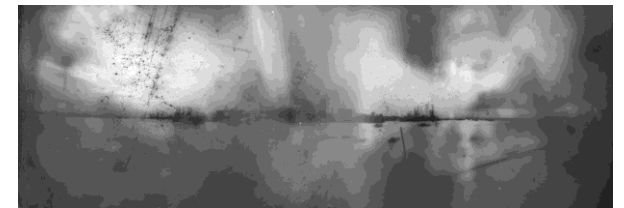
Upon graduation, we expect every student to be a business owner who are passionate in bringing about positive change in our society.



Learning Experience Design

Over a period of 4 semesters, students will go through the following modules below.

- History and Imaging Theory
- Alternative Processes
- Digital Imaging
- Video Production
- Studio & Location Imaging 1
- Studio & Location Imaging 2
- Digital Communication
- Portfolio Documentation



(For more detailed information on each module, please visit SODE's website at www.sode.sg)

Academic and industry progression

Graduates can look forward to careers as

- Professional Photographer
- Photo Editor
- Digital Imaging Specialist
- Project Managers / Producers
- Photography Educators and Facilitators
- Professional Photo Artist
- Director of Photography

Graduates may be further their studies in film, photography or visual communications at various local or international universities with their portfolios.

Admission Requirements

Singaporean/PR:

- Obtained 2 'O' Levels credit with Pass in English, or
- NITEC or Higher NITEC,
- High School Certificate or equivalent, and
- Proficiency in English Language
(IELTS 5.0 / TOEFL 500)

Applicants are required to go through an interview session and a portfolio review.
Applicants should be at least 16 years of age as of 1st January in the year of commencement of the diploma

Course Information

Feb 2016/2017 Intake

: 15/02/2016 to 10/02/2017

To request for more information,
Email us at sode@citycollege.edu.sg
Call us at (65) 6511 6833



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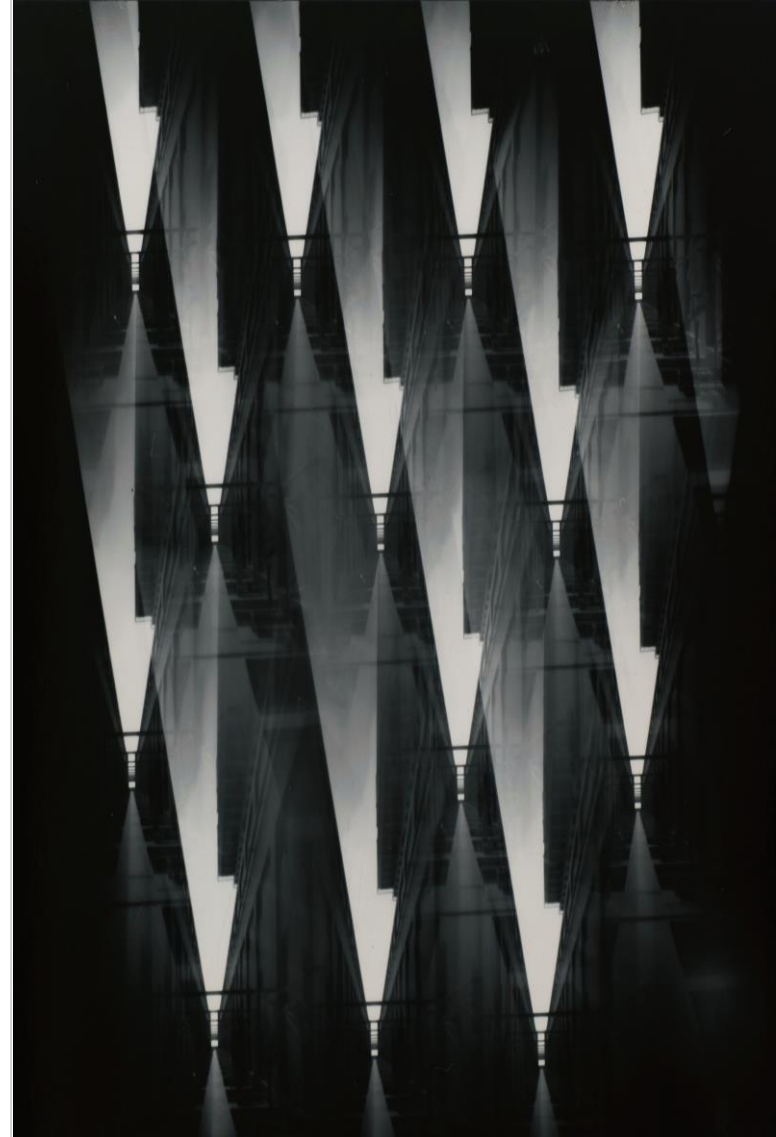
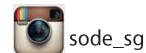
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CPE Registration Number: 201000275R
Registration period: 20 May 2014 to 19 May 2018



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