Nanyang Polytechnic (NYP) opens a world of possibilities for creative talent by developing an industry-relevant curriculum and providing client-based internship opportunities to help prepare tomorrow’s creative professionals.

Nanyang Polytechnic (NYP) was established in 1992. The polytechnic is a pioneer in developing talent for exciting growth industries such as animation, gaming, visual effects, and digital media design. This history began in 1996 and was further strengthened with the establishment of the School of Interactive & Digital Media (SIDM) in November 2006.

With a focus on creativity, applied arts, and digital technologies and media, SIDM aims to develop talents for a wide variety of market sectors such as gaming and entertainment, advertising, film and animation production, interactive media, and corporate communications.

A dynamic and fast-paced creative landscape
For SIDM to stay relevant at all times, it has to constantly keep pace with dynamic changes in the creative industry landscape. To help maintain the competitiveness and employability of its students, SIDM decided that its educational philosophy should revolve around a fusion of art, design, and technology applied for authentic learning. Its aim is to train students and encourage them to embrace both traditional and digital forms, so they can become effective contributors in the creative industry. The school provides a talent-centric curriculum by providing a creative environment that fuses foundational and authentic learning with industry-relevant training.

It also believes in taking its students beyond their classroom. As part of its authentic learning environment, SIDM gives them the opportunity to work on real-life projects and internships to improve their skills and portfolio. Thanks to its wide industry partnerships, students and graduates have the chance to work in top studios such as Lucasfilm Singapore, Double Negative, and Ubisoft.
With Adobe Creative Suite components, students were able to meet the huge demands of high-profile projects, such as the motion graphics and animation for Singapore's 2011 and 2012 National Day Parade musical showcase, despite tight timelines.

Riding the next evolution of creative trends with Adobe

To stay in step with the fast-paced evolution of creative technologies, SIDM relies on software such as Adobe Creative Suite to keep its curriculum constantly up to date. Through the years, the industry leader in creative software has helped SIDM strengthen its offerings and competitive edge.

"The challenge in creating good quality content today has become more complex," says Daniel Tan, Director, SIDM, NYP. "Students have to work across multiple platforms and different work environments to bring their ideas from concept to reality. The synergy of the software, the creativity of the students, and the working environment is critical for any successful curriculum and course. We are fortunate to have companies like Adobe that value working closely with us to help us fulfill our vision in training our students with the right skills for the industry."

Improving student satisfaction and academic reputation

Using leading creative software such as Adobe Creative Suite has yielded extraordinary results for SIDM. SIDM has the right repertoire to support its teaching and project developments and these tools have successfully empowered faculty to offer the broad and in-depth creative curriculum the school wanted for students of the digital era.

Over the years, SIDM has been achieving a high rating in terms of student satisfaction and employability. According to its graduate feedback statistics, students from SIDM have achieved a more than 90% employability rate. Other graduates have also gone on to notable tertiary institutions, such as Carnegie Mellon University and Ringling College of Art and Design, to pursue further studies.

The school also raised its academic reputation with several high-profile projects—both locally and internationally. In 2012, students at SIDM were deeply involved in creating motion graphics and animations for Singapore's National Day Parade (NDP), as well as the opening animation for MediaCorp Channel 8 TV series "Bountiful Blessings." Internationally, NYP won the Best Film School award at the Lyon Asian Film Festival in 2008. Students also made headway into the field of installation digital art with a work titled Amazing Spice, which was exhibited at the Singapore Philatelic Museum.

SIDM students were able to meet the heavy demands of these projects, thanks to the effectiveness and seamless workflow of Adobe solutions. "Adobe Creative Suite components give us a very smooth working experience, which is critical for projects with tight deadlines," says Mohammad Zaki, who worked on the NDP project. "We were given only three months for the National Day Parade animation. But my team was able to transfer and combine elements among Adobe Photoshop, Illustrator, and After Effects to create the effects we wanted, all within a short time."
SIDM students also commented on how accessible Adobe solutions are, despite being industry-leading software capable of producing complex graphics and productions. "At first glance, Adobe Creative Suite components looked intimidating, especially during my first academic year when I had zero experience with creative software," says Ismail bin Ahmad. "However, I soon discovered how easy it was to pick up solutions such as Adobe Photoshop and After Effects. My work became a breeze after that, as the other programs shared similar user interfaces."

Student, Marcus Chong also had a similar positive experience with Adobe Flash Builder. "Development with Adobe Flash technology is a complicated process," he says. "However, Flash Builder gives me full visibility of the entire workflow. I can easily see how many objects I have, identify any complications, such as memory leaks in IP programs, rectify them, and move on with my work."

A creative institution of the 21st century and beyond

The use of leading creative software such as Adobe Creative Suite will continue to be a core part of SIDM’s strategy to provide a holistic, creative education. "To date, Adobe Creative Suite software has given us amazing results and help satisfy the imagination and talent of our students," says Tan. "We believe that Adobe software will continue to advance, thus giving us the leverage to further enrich our curriculum and keep us ahead as the creative industry evolves."

For more information
www.adobe.com/products/creativesuite.edu.html