
nus architecture
BA (INDUSTRIAL DESIGN)
COURSE INFORMATION
FOR 2007/08 COHORT ONWARDS

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

The BAID programme at NUS was first offered in 1999 with support from the Faculty of Engineering and School of Business. It brought together the creative 3D design culture of design, advanced technologies of engineering and the entrepreneurial spirit of business. The programme is designed to appeal to the aspirations of the new generation of young multi-skilled and multi-talented creative entrepreneurial students who seek a creative career.

Design education is not simply about learning skills or making beautiful objects. It is the training of young minds that will nurture the need to want to develop innovative ideas that impact and contribute to the global community. The Industrial Design programme focuses on issues that support the sustainability of the global environment. The unique quality of the programme is its pedagogic emphasis on a holistic approach to design thinking and practice. Integrative studio-based design projects provide opportunities for the rich exchange of ideas and synergy for design learning and development. It serves as the platform for students to be exposed to design issues involving engineering, business and marketing. Close collaboration with industry in the formulation and execution of projects enables students to develop the high level of professionalism demanded by industry. The programme is fully supported by extensive resource in traditional workshop facilities as well as equipment for digital media application and prototyping.

Chart 1: Curriculum Structure of B.A. (Industrial Design) Programme

No.	Modules	MCs
1	UNIVERSITY REQUIREMENTS	
a	General Education Modules (GEM)	
i	1 from Group A: Science & Technology	4
ii	1 from Group B: Humanities & Social Sciences	4
b	Singapore Studies (SS)	4
c	Breadth (Elective modules outside Student's Faculty)	8
2	PROGRAMME REQUIREMENTS	
a	Essential modules taken within the Department	117
b	Essential modules taken outside the Department	7
3	UNRESTRICTED ELECTIVES WITHIN/ OUTSIDE STUDENT'S FACULTY (UE)	16
	GRAND TOTAL	160 MCs

¹Breadths are modules which have to be read outside the faculty/ school.

² Unrestricted Electives are modules which the students can read within or outside their faculty/ school.

Listing of Modules

Chart 2: The 4-year B.A. (I.D.) programme is structured as follows:

Level 1		Level 2		Level 3		Level 4	
Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
ID1103 Basic Design & Comm 1 (8 MCs)	ID1104 Basic Design & Comm 2 (8 MCs)	ID2103 Design for Context (8 MCs)	ID2104 Design for Connectivity (8 MCs)	ID3103 Design for Interior Env (8 MCs)	ID3104 Design for Culture & Identity (8 MCs)	ID4103 Design Detailing (12 MCs)	ID4104 Design Thesis Project (12 MCs)
AR1221 Ideas and Approaches in Design (4 MCs)	ID1121 Human Factors in Design (4 MCs)	ID2122 Ecodesign & Sustainability (4 MCs)	ID2121 Design in the Urban Setting (4 MCs)	ID3122 Design Inventions & Innovations (4 MCs)	ID3121 Design Case Study (4 MCs)	ID4121 Project Research (5 MCs)	
ID1321 Materials for ID (4 MCs)	ID1223 History & Theory of ID (4 MCs)	ID2321 Design for Production-Metals (4 MCs)	ID2322 Design for Production-Plastics (4 MCs)				
ME2103 Engrg Visualisation & Modelling (3 MCs)	MKT1003 Principles of Marketing (4 MCs)						
General Education Modules (GEM) –8 MCs Singapore Study Module (SS) – 4 MCs Breadth (Electives outside SDE) – 8 MCs [#] Unrestricted Electives (within / outside SDE) (UE) – 16 MCs							

[#] Students are required to read one of the below modules as breadth in Year 2: (on a graded basis)

MKT2413 Marketing Research
 MKT2401 Asian Markets & Marketing Management
 MKT2411 Retail Entrepreneurship
 MKT2412 Global Marketing
 DSC2006 Operations Management
 TR2201 Entrepreneurial Marketing
 TR2202 Technological Innovation
 TR3001 New Product Development

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 Department of Architecture, 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. A retake module refers to a module where 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 again for the purpose of improving his/her grade.

Progression of Students

Min. MCs (in general) for promotion to the next level	IDS1 -> IDS2 [≥ 40 MC] IDS2 -> IDS3 [≥ 80 MC] IDS3 -> IDS4 [≥ 120 MC]
Additional requirements	Must pass Design with a minimum D grade

Degree/Honours Classification

Successful candidates of the B.A. (I.D.) programme are awarded the degree based on the following classification:

Class of Honours	CAP Cut-Off
First Class Honours	4.5 plus min grade of A- for dissertation or major project
Second Class Honours (Upper Division)	4.0 - 4.49 (inclusive)
Second Class Honours (Lower Division)	3.5 - 3.99 (inclusive)
Third Class Honours	3.2 - 3.49 (inclusive)

Pass	2.0 - 3.19 (inclusive)
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Graduation Requirements – 4-Year B.A. (I.D.)

Students have to take all essential modules offered in the semester to which they have progressed, provided they have passed the relevant pre-requisites. 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.

Modules Information

Please refer to <http://www.nus.edu.sg/registrar/nusbuletin/modulesearch.html>