First Media Academy

SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

IDEA GENERATION TECHNIQUES

Course Code: WSQ-IGT

What will you learn?

- Identifying design issues and problems.
- Generating alternative design ideas in response to design issues.
- Applying fundamental design principles to the development and refinement of design ideas.
- Developing strategies to further develop and refine selected design ideas.
- Evaluating quality of design solutions.
- Developing measures to ensure progress in the design development.

Course Schedule

Contact Hours: 27 hours

Course Frequency : Once per week

Course Time: 7pm - 10pm Course

Duration : 9 weeks

Course Materials

- Basic Design 08: Design Thinking (by Gavin Ambrose; Paul Harris)

About the Workshop

This workshop is crafted to arm participants with industry proven design generation techniques commonly practiced today.

Apart from idea generation techniques, participants will also learn industry standard design processes to enhance workplace efficiency and to have a better grasp of day to day operations of a design studio.

At the end of the programme, participants would be armed with the necessary techniques that will help solve design problems regularly faced by todays designers.

Course Fees

SME Sponsored	MNC Sponsored	Self-Sponsored	Mid Career Enhanced Subsidy	Workfare Training Scheme	Full Course Fee
90% Subsidy	$15 Per Hour Subsidy	70% Subsidy	90% Subsidy	95% Subsidy	-
$159.12	$600.27	$600.27	$159.12	$112.32	$1,001.52
Absentee Payroll: $7.50 Per Hour	Absentee Payroll: $4.50 Per Hour	-		Training Allowance: $4.50 Per Hour	-

All prices inclusive of 7% GST.

WSQ subsidies are eligible for Singapore's and PRs above the age of 21.

All programmes are deductible via SkillsFuture Credits.

Please check with our education consultants regarding your funding eligibility.

Registration fee of $30

Course Outline	
Day 1	• Course introduction • Initiating the design process
Day 2	• Identifying the design issues and problems
Day 3	• Generating alternative design ideas in response to the design issues and problems to demonstrate the potential of possibilities of these initial ideas
Day 4	• Applying fundamental design principles to the development and refinement of design ideas and solutions
Day 5	• Developing the criteria for selecting design ideas and concepts that meet the requirement of the design brief for further development and refinement • Developing strategies to further develop and refine the selected design ideas and concepts
Day 6	• Developing the design with reference to a wide context or several contacts within the parameters of the design brief • Developing the design in consideration of the factors that may influence the design solutions
Day 7	• Evaluate the quality of design solution in meeting the requirements of the brief
Day 8	• Developing measures to ensure progress in the design development • Briefing on course Underpinning Knowledge and Performance Statements
Day 9	• Presentation of research and group discussions • Debrief

FIRST MEDIA ACADEMY

SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

IMPLEMENT DESIGN THINKING

Course Code: WSQ-IDT

What will you learn?

- Purposes of Design Thinking.
- The three iterative stages of Design Thinking; Understand, Explore and Test.
- Types of projects for which Design Thinking process may be applied.
- The core attitudes required to engage in Design Thinking.

Course Schedule

Contact Hours: 25 hours

Course Frequency : Once per week

Course Time: 7pm - 10pm Course

Duration : 8 weeks

Course Materials

- Design Thinking for Educators Toolkit (2012, IDEO LLC)
- Designer's Workbook, Design Thinking for Educators (2012, IDEO LLC)

About the Workshop

This programme guides participants through the processes of design thinking and innovation. The thought processes and techniques used to generate concepts and ideas are widely applicable to various industries and are not restricted to just the field of design.

At the end of the programme, participants will be issued a Statement of Attainment (SOA) from the Singapore Workforce Development Agency.

Course Fees

SME Sponsored	MNC Sponsored	Self-Sponsored	Mid Career Enhanced Subsidy	Workfare Training Support	Full Course Fee
90% Subsidy	$15/Hour Subsidy	$15/Hour Subsidy	90% Subsidy	95% Subsidy	-
$182.75	$775.25	$775.25	$182.75	$129.00	$1,075.00
Absentee Payroll: $7.50/hour	Absentee Payroll: $4.50/hour	-	-	Training Allowance: $4.50/hour	-
$30 Registration and Course Material Fee					

All prices are inclusive of 7% GST.

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All programmes are deductible via SkillsFuture Credits.

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Course Outline	
Day 1	• Course introduction • What is Design Thinking?
Day 2	• Getting started with Design Thinking
Day 3	• Phase 1 - Discover
Day 4	• Phase 2 - Interpretation
Day 5	• Phase 3 - Ideation
Day 6	• Phase 4 - Experimentation
Day 7	• Phase 5 - Evolution
Day 8	• Presentation of research and group discussions • Debrief