

BACKGROUND

- The formation of the Design Education Advisory Committee (DEAC) is one of the five recommendations made by the Design Education Review Committee (DERC) to strengthen the links between the schools and industry.
- The Design Education Review Committee (DERC) released its report on 3 July 2019, following a two-year review. The committee was chaired by Mr Tan Pheng Hock and it made five recommendations to help guide the transformation of higher education for design in Singapore. **The objectives are to (a) Strengthen Singapore’s design higher education by enhancing existing design programmes in the Institutes of Higher Learning (IHLs); and (b) Embed design in Singapore’s non-design higher education institutes, in order to increase the appreciation and use of design across different disciplines.** The recommendations were accepted by the Ministry of Trade and Industry (MTI).
- The DERC report also identified five trends in the design sector that will impact manpower needs in the future economy:
 - (a) **Design as Catalysts:** As more companies integrate designers into their teams, designers will need to possess deep knowledge not only in their specific craft but also in business and technology;
 - (b) **Cultural and Organisational Transformation:** Designers play an important role in facilitating the development of human-centred problem-solving approaches to shape organisational culture based on empathy, communication and collaboration;
 - (c) **Systems Approach to Complexities:** As businesses continue to recognise the value of design in navigating complex systems, designers must better understand cultural nuances, relationships and the human psyche to deliver thoughtful and meaningful experiences;
 - (d) **Design for New Technological Platforms:** Designers are expected to be agile and versatile enough to design for omni-channels and must exercise empathy to create seamless solutions in a fast-evolving technological landscape; and

- (e) **Sustainability and Ethics:** Designers must be proficient in regulations governing data privacy, intellectual property, sustainability, diversity, inclusivity and accessibility.
- These five trends in the design sector and the growth in demand for emerging design roles suggest a rapidly changing employment landscape. All individuals need transdisciplinary skillsets to remain versatile in such an environment. The key to embedding essential design skillsets across different areas in our society is to enhance Singapore's education system across the Pre-Employment Training and Continuing Education and Training space.

FORMATION OF THE DEAC

- The DEAC has been formed to strengthen education and industry links, in order to develop and strengthen the quality of manpower with the relevant design skills needed by the design industry and wider economy. It is a standing committee comprising of design industry professionals, leading business leaders from non-design sectors, and leaders from the IHLs. The DesignSingapore Council will provide secretariat support to the DEAC.

Objectives:

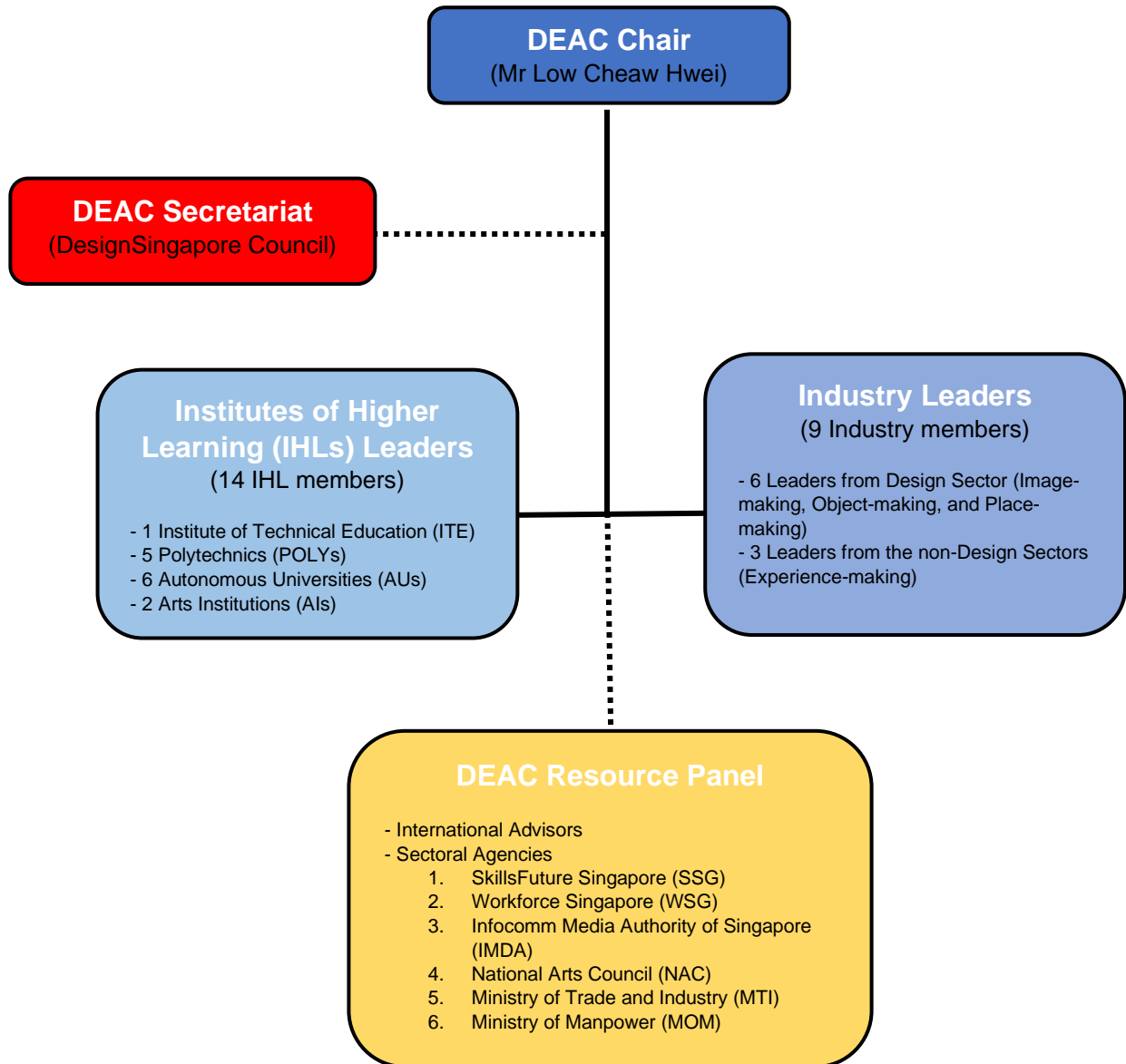
- The DEAC will work with IHLs to provide, among other things:
 - a) Advice on how to better co-shape design education initiatives with industry needs;
 - b) Global perspectives that could inform IHLs' planning and review of their programmes;
 - c) Overseas networks and resources for curriculum development;
 - d) Additional resources and opportunities for collaboration with industry; and
 - e) Advice on the application of the Skills Framework for Design to sharpen education development.
- The DEAC will **complement existing platforms** for the IHLs to gather feedback from industry and sector agencies through:

- a) The inclusion of employers in the non-design sectors, in particular in the emerging design domains in experience design;
 - b) A wider representation of the IHLs with the inclusion of autonomous universities and arts institutions, polytechnics and the ITE;
 - c) International perspective and views from the international advisors; and
 - d) Policy input from sectoral agencies on one single platform.
- A monitoring and evaluation report will be produced at the end of each year, documenting the notes of meeting and key achievements of the DEAC.

COMPOSITION OF THE DEAC

- The composition of the DEAC is as follows:
 - a) Chairman: The Chairman's role is to provide leadership to the committee;
 - b) DEAC Members: The DEAC members' role is to represent the interests of the various institutions and sectors, and to provide guidance to further strengthen education and industry links. It will comprise design industry professionals, key industry leaders from non-design sectors, and leaders from the IHLs;
 - c) Resource Panel: In order to augment the work by the DEAC, a resource panel comprising both international thought leaders and relevant sectoral agencies such as SkillsFuture Singapore, Workforce Singapore, Infocomm Media Development Authority, among others, would be set up.
- Minister/MTI has officially appointed Mr Low Cheaw Hwei (Head of Design APAC at Philips ASEAN Pacific) to be the Chairman of the DEAC on 17 January 2020.

Structure of the DEAC:



DEAC Members:

No.	Company / Organisation / IHL	Name	Designation
1.	Studio Dojo	Mr Hong Khai Seng	Founder and Director
2.	Kingsmen Exhibits	Ms Crystal Chu	Creative Director
3.	United Overseas Bank	Mr Stuart Smith	Regional Head of Engagement and Design, UOB Digital Bank
4.	Kinetic Singapore	Mr Pann Lim	Co-founder and Creative Director
5.	Tribal Worldwide Asia Pacific	Mr Jeff Cheong	Deputy CEO at DDB Group Singapore, and President at Tribal Worldwide Asia & Singapore
6.	STUCK	Mr Tze Lee	Co-founder and Director
7.	Textile and Fashion Federation	Ms Ho Semun	Chief Executive Officer
8.	DP Architects, Singapore	Mr Seah Chee Huang	Deputy Chief Executive Officer
9.	Formwerkz Architects	Mr Alan Tay	Co-Founder, Principal Architect
10.	Institute of Technical Education (ITE)	Mr Greg Chew	Deputy Director, School of Electronics & Info-Comm Technology
11.	Ngee Ann Polytechnic (NP)	Mrs Pang-Eng Peck Hong	Director, School of Design & Environment
12.	Nanyang Polytechnic (NYP)	Mr Albert Lim	Director, School of Design
13.	Republic Polytechnic (RP)	Ms Emida Natalaray	Director, School of Technology for the Arts
14.	Singapore Polytechnic (SP)	Ms Georgina Phua	Deputy Principal, (Development)

15.	Temasek Polytechnic (TP)	Mr Lim Chong Jin	Director, School of Design
16.	Nanyang Technological University (NTU)	Dr Ho Shen Yong	Associate Dean (Academic) in the College of Science
17.	National University of Singapore (NUS)	A/Prof Cheah Kok Ming	Associate Professor, Deputy Head (Academic) - Immediate Past, School of Design and Environment
18.	Singapore Institute of Technology (SIT)	A/Prof Jeanette Ng	Cluster Director, Design and Specialised Business Cluster
19.	Singapore Management University (SMU)	A/Prof Gilbert Tan	Academic Director, Master of Science in Management
20.	Singapore University of Social Sciences (SUSS)	Dr Peter Chuah	Head, Visual Communication Programme, School of Business
21.	Singapore University of Technology and Design (SUTD)	Prof Pey Kin Leong	Associate Provost, Undergraduate Studies & SUTD Academy
22.	LASALLE College of the Arts (LASALLE)	Ms Nur Hidayah Abu Bakar	Dean, Faculty of Design
23.	Nanyang Academy of Fine Arts (NAFA)	Ms Sabrina Long	Dean, School of Art & Design

Sectoral Agency Representatives on the DEAC Resource Panel:

No.	Company / Organisation / IHL	Name	Designation
1.	SkillsFuture Singapore (SSG)	Ms Tracy Lee	Director, Industry Development Division 2
2.	Workforce Singapore (WSG)	Ms Sharon Chiew	Acting Director, Creative and Professional Services Division
3.	Infocomm Media Development Authority (IMDA)	Mr Adrian Ong	Director, TeSA Programme Office
4.	National Arts Council (NAC)	Ms May Tan	Director, Education and Development
5.	Ministry of Manpower (MOM)	Mr Li Jingheng	Director, Workforce Strategy & Policy Department
6.	Ministry of Trade and Industry (MTI)	Mr Joseph Zhang	Director (Manufacturing, Connectivity & Services), Industry Division