

## **ANNEX B: DesignSingapore Scholarship Fact Sheet**

### **Background**

1. The DesignSingapore (Dsg) Scholarship was established in 2005. It aims to groom design talent who have the creativity, drive and passion to be leaders in their fields of design training, so as to develop Singapore into Asia's leading hub for design excellence. The Scholarship is for students and industry professionals who wish to pursue full-time design courses at reputable design institutions. It is targeted at undergraduate and post-graduate courses. As at 2 August 2019, there are 58 scholarship holders.
2. The design landscape has evolved due to digital disruption and shifts in consumer tastes. Design which was previously outsourced as a form-giving, aesthetic function is increasingly in-sourced as a strategic competitive advantage of businesses to respond more nimbly to market opportunities. The role of a designer in the economy has also undergone significant changes as a result of the changing design landscape. Dsg sees a designer according to the following four archetypes, and the scholarship will be open to these four archetypes:
  - a) Design Specialist - designers who have deep specialised skillsets, such as spatial, visual, or product design in their respective domains;
  - b) Designpreneur – designers who are business owners or business developers of their design brand/ label. They balance design sensibilities with strong business acumen;
  - c) Design Integrator – designers working in in-house design and innovation teams. They have skills in change management, process and organisation. They are able to integrate innovation and develop holistic customer experience across business units in the company; and
  - d) Design Multiplier – non-designers who are advocates of design, and are equipped with technical skills in their own domain e.g. engineering. They have a keen understanding of the value of design and are able to incorporate design in their value chain to improve processes.
3. The scholarship will groom designers to become designer leaders who will use strategy and innovation to make things better by design. They may come from different fields of design, but they share one uncommon trait – they are game changers and aspire to contribute to Singapore and the design sector. We are on the lookout for talented individuals with creative flair, the drive to push boundaries; and a heart to serve Singapore.

### **About the DesignSingapore Scholarship**

#### Areas of Study

4. The programme should be a full-time undergraduate or postgraduate design-related degree at a reputable local or overseas institution.
5. Possible fields of study:
  - a) Architecture
  - b) Business Innovation
  - c) Design Management

- d) Digital Design (Interaction Design/User Experience Design)
- e) Fashion Design
- f) Industrial Design
- g) Interior Design
- h) Landscape Design
- i) Service Design
- j) Urban Design
- k) Visual Communications
- l) Other fields of design study may also be considered.

Who is eligible?

6. Applicants must meet the following criteria:
  - a) Be a Singapore Citizen or Permanent Resident;
  - b) Have completed National Service (for male applicants); and
  - c) Have successfully gained admission to a full-time undergraduate or postgraduate design-related course in a reputable Singapore or overseas institution

What does the scholarship cover?

7. The DesignSingapore Scholarship covers full tuition and compulsory fees for the course of study. The scholarship also provides annual living allowance, pre-studies allowance, developmental course allowance and travel allowance.

How will the scholarship develop the scholarship holder?

8. The scholarship will develop scholarship holders holistically in their design journey. Apart from supporting them in their studies, where they would develop technical, creative and communications skills, they would be paired with a mentor from the DesignSingapore Associates Network for the duration of their studies to help them push boundaries in their work. Also, upon employment, DesignSingapore Council will link them up with an experienced industry mentor to provide guidance.
9. Upon award of the scholarship, scholarship holders will be designated a DesignSingapore Associate. They will contribute to DesignSingapore Council projects and initiatives that are developmental in nature as part of the DesignSingapore Associates network.
10. They will also fulfil a compulsory 4-week internship in Singapore during the course of their studies. The internship could be self-sourced. DesignSingapore Council could also facilitate introductions to companies we are in touch with.

What is the bond upon graduation?

11. The scholarship recipient will need to be employed in Singapore on a full-time basis in a design-related role with a Singapore-registered company. The bond period will need to be served in Singapore upon graduation.

12. The bond period depends on the duration of sponsorship of their course, as well as whether their course is local or overseas.

<b>Type of Scholarship</b>	<b>Duration of Scholarship</b>	<b>Bond period</b>
Overseas Scholarship	Three to five years	Five years
	Less than three years	Three years
Local Scholarship	Three to four years	Three years
	Less than three years	Two years

13. Close to graduation, DesignSingapore Council will help facilitate job introductions with companies we are in touch with. Scholarship holders can also self-source for their own jobs in Singapore.

What is the selection process?

14. Shortlisted applicants will be invited to attend up to two rounds of selection interviews. Successful applicants will be informed after all the interviews have been completed. All scholarship recipients must attend a Scholarship Award Ceremony in August.

Assessment Criteria

15. Applicants will be assessed on:
- a) Potential to contribute to Singapore's design sector;
  - b) Potential for creativity and leadership;
  - c) Achievements, recognition and experience in design and design thinking;
  - d) Quality of portfolio/project case studies (originality of concepts, depth of development and exploration of ideas, competency in execution, technical ability, and range of work and skills); and
  - e) Academic results and track record of co-curricular activities