



Joint Media Release

SMU and NAFA to jointly offer new Advanced Certificate Programmes in Arts Management and Design Literacy for Marketing

Singapore, 19 May 2023 (Friday) - SMU Academy (SMUA) and the Nanyang Academy of Fine Arts (NAFA) Centre for Lifelong Education announced today that they will partner to offer two new Advanced Certificate programmes in Arts Management and Design Literacy for Marketing. This marks the first-ever collaboration between NAFA and a local Institute of Higher Learning to deliver continuing education and training (CET) programmes that synthesise arts, design and business.

Advancements in technology and the growing ubiquity of social media have revolutionised the way audiences consume and interact with the arts. Concurrently, art forms themselves have undergone significant evolution, with interdisciplinary approaches becoming increasingly common. Expanding competencies in contemporary practice is crucial for artists and arts professionals to remain competitive and relevant in a rapidly evolving industry. This will empower them to stay abreast of the latest developments and maintain their relevance in a dynamic field.

The [*SMU-NAFA Advanced Certificate in Arts Management for Arts Professionals*](#) offers unparalleled insights into managing the arts industry in the current landscape. Participants will gain a comprehensive understanding of contemporary trends and issues, as well as receive knowledge from seasoned industry practitioners and leaders in the local arts sector. This programme, which covers six modules delivered over 12 days, aims to empower participants with the skills and tools necessary to navigate a fiercely competitive market, while maintaining the integrity of the arts.

The [*SMU-NAFA Advanced Certificate in Mastering Design Literacy for Marketing*](#) focuses on developing marketing professionals with a sophisticated 'eye' for design details. To remain relevant in an increasingly image-saturated economy, design literacy is essential for professionals, managers, executives, and business owners (PMEBs) to connect with their customers. Through six modules taught over 12 days, participants will learn design fundamentals and take a holistic approach to design as a process. Furthermore, they will explore how design principles can be implemented to achieve effective marketing results. Trainers for this programme are drawn from diverse design backgrounds, providing participants with a diverse and enriching learning experience.

Jack Lim, Executive Director, SMU Academy, said, "We are excited to collaborate with NAFA in launching these two exciting programmes. As the arts and marketing sectors continue to evolve, it is crucial for professionals to acquire new skills and competencies. Through transformative learning experiences, these programmes provide a unique opportunity for professionals to upskill themselves and stay relevant in their fields. We also look forward to deepening our partnership with NAFA to roll out more programmes that will cater to the training needs of the arts community."

Dr Jeffery Tan, Dean, NAFA Centre for Lifelong Education, said, "We are elated to be collaborating with SMU Academy on these two programmes. By combining the expertise of our institutions, these programmes provide learners with unique perspectives to enhance their professional practice in Marketing and Arts Management. We are most certain that this marks the beginning of an important

partnership in intersecting arts, design, and business as we look to enrich lives and communities through education and practice.”

The *SMU-NAFA Advanced Certificate in Arts Management for Arts Professionals* programme will run once a year, while the *SMU-NAFA Advanced Certificate in Mastering Design Literacy for Marketing* will run twice yearly. A total of 200 participants are expected to join per year.

Both programmes are now open for registration. For more programme details, please visit:

- [SMU-NAFA Advanced Certificate in Arts Management for Arts Professionals](#)
- [SMU-NAFA Advanced Certificate in Mastering Design Literacy for Marketing](#)

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About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU’s education is known for its highly interactive, collaborative, and project-based approach to learning.

Home to over 12,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU is comprised of eight schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, School of Social Sciences, College of Integrative Studies and College of Graduate Research Studies. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU’s city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government, and the wider community. www.smu.edu.sg

About SMU Academy

Since its inception, Singapore Management University (SMU) has built a strong reputation as an innovative and progressive management university with a well-established interactive pedagogy incorporating business cases and strategic links with leading businesses and industry. Leveraging on SMU’s reputation and linkages, SMU Academy offers a comprehensive array of cutting-edge interdisciplinary programmes that supports lifelong learners in their pursuit of continuing education while helping organisations meet their upskilling and reskilling goals. <http://academy.smu.edu.sg/>

About Nanyang Academy of Fine Arts

Established in 1938, the Nanyang Academy of Fine Arts (NAFA) is Singapore's pioneer arts institution. The academy is known for its rigorous and high-quality curriculum, innovative and practitioners-led teaching approach, diverse artistic creations and community outreach. NAFA is part of the new University of the Arts Singapore (UAS). Supported by the government, UAS will open its doors for its first degree intake in 2024.

NAFA has nurtured 13 recipients of the Cultural Medallion — Singapore's highest accolade bestowed on art practitioners who have significantly impacted arts and culture. Another 15 alumni have been presented the Young Artist Award. Many of the academy's alumni have gone on to make their mark in the professional arts scene in Singapore and abroad.

The academy offers full-time diploma and degree programmes across three faculties: Faculty of Art & Design comprising the School of Fine Art, School of 3D Design, School of Design & Media, as well as the School of Fashion Studies; Faculty of Performing Arts comprising School of Dance, School of Music, and School of Theatre; Faculty of Interdisciplinary Practices comprising School of Arts Management and School of Interdisciplinary Arts. Diploma courses are aligned with the degree courses offered in partnership with the Royal College of Music, London and University of the Arts London.

<http://nafa.smu.edu.sg/>