M.A.D. SCHOOLS
BY CHATSWORTH MEDIA ART ACADEMY
Our most popular and signature formula integrating marketing & advertising into design. Yearning for a trailblazing career as a creative director or owner of your design or advertising agency? This comprehensive course will arm you the strategic thinking and analytical skills to thrive in the advertising and design industry. It is a lethal combination of the Diploma in Communication & Design and Specialist Diploma in Advertising & Design.

**WHY M.A.D.?**
M.A.D. School’s Professional Diploma in Advertising and Design combines both pragmatic and strategic studies in a never seen before three-in-one pow-wow diploma based on our MAD formula. Benefit from site visits, case studies, hands-on assignments and explorations into contemporary design by creating your portfolio through solid industry-like training.

**CAREER OPPORTUNITIES:**
- Creative Director
- Art Director
- TVC Producer
- Design-preneur
- Brand Manager
- Graphic Designer
- Packaging Designer
- Typographer
- Copywriter
- Account Executive

**PWS**

**PROFESSIONAL WORKSHOP**

**PRAGMATIC ASPECT**
- Visual Communication
- Digital Studios
- Typography & Communication Design
- Corporate Identity & Design
- Packaging & Print Technology
- Editorial Design
- Online Media Design
- Content Marketing and Creation (storytelling)

**STRATEGIC ASPECT**
- Creative Thinking
- Advertising Overview
- Copywriting
- Branding
- Marketing Overview
- Digital Studios II
- TVC (Concept + Development)
- Digital Marketing
- Social Media Marketing

**COURSE DURATION:**
3 months for Part Time
1.5 months for Full Time

**TIME TABLE:**

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<th>Full Time</th>
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TUITION FEES:
The tuition fee covers study guides, intensive seminars and workshops, assignments, examinations (if applicable), projects, degree (if earned) and transcripts.
SGD $1,300 for Part Time
SGD $1,300 for Full Time

NON-TUITION FEES:
Registration fee: SGD $150.00
- Price inclusive of 7% Goods & Services Tax (GST)
- Registration Fees are non-refundable
- Note: All fees are subjected to change annually

“My experience in CMA was highly enjoyable and fulfilling, with an atmosphere that’s familial and caring. During my time in CMA, I was able to complete a portfolio unique from the other applicants, having applied the different techniques from the MAD Formula. I also applied the various thought processes I learnt to tackle the interview which impressed the judges greatly.”

Natalie Gay, CMA graduate, Entered NTU with just 4 months worth of portfolio

FEATURED LECTURERS:

FELXI NG
is the creative director of multidisciplinary studio, Anonymous. A recipient of the prestigious Young Guns 9 Award in 2011 from the Art Directors Club New York and the 40 under 40 Award in 2012 from Perspective Hong Kong, he has served on the jury of the British D&AD Awards, Singapore Creative Circle Awards, Crowbar Awards and Noise Singapore...

MR. LOW SIEW THIAM
has conducted many executive training course in Singapore, Sri Lanka, Vietnam and Thailand. he has also been a guest lecturer for INSEAD (atboth their Singapore and Fontainebleu campuses), Stanford Graduate School of Business (GSB and Essec Business School (Singapore campus)...
M.A.D. SCHOOL was officially launched on 20 June 2013 to celebrate 10 years of M.A.D. (short for Marketing, Advertising & Design) education by Chatsworth Mediart Academy. We kicked off with our new befitting tagline: “Thinker First. Creative Second.” and a brand new look.

In Singapore, more than a handful of design schools impart design skills. Other schools focus on students’ paper credentials. Where we differ is we see each individual as someone with the ability to first think then create. We don’t want yet another run-of-the-mill programme. What the market demands, we create, we train, we empower. Our graduates aren’t just creatives. They are thinking creatives.

Why should education confine thinking? It knows no boundaries. In the digital age, change is constant and we have to embrace it.

Michelle Lim
CEO of M.A.D. SCHOOL
by Chatsworth Mediart Academy
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WE THINK CREATIVITY WITHOUT THINKING IS NO BETTER THAN A BLANK CANVAS. THE SURVIVAL OF THE FITTEST IS AN ADAGE OF THE PAST. RIGHT NOW, IT’S ABOUT THRIVING WITH FORWARD THINKING.

MANY SCHOOLS LAY CLAIM TO TEACHING TECHNICAL SKILLSETS, BUT FEW CAN HONE STRATEGIC THINKING SKILLS. IT’S A WORLD THAT SEPARATES THE CHAFF FROM THE WHEAT; THOSE WHO CAN THINK STRATEGICALLY AND THOSE WHO CAN’T. STRATEGIC THINKING IS WHAT GETS YOU TO THE TOP AND THE WORLD REWARDS THOSE PERCHED AT THE TOP. NOW, WHERE DO YOU WANT TO BE?

EVOLVE WE SHALL. STAY AHEAD OF THE DIGITAL GAME, WE WILL. BUT IT TAKES SO MUCH MORE TO TRULY THRIVE. M.A.D. SCHOOL DOES MORE THAN IMPART TO YOU THE EXPERIENCE, THE TECHNICAL SKILLSET, THE KNOW-HOWS AND THE BLAH BLAH BLAH THAT ALL THE OTHER SCHOOLS CAN. IT TEACHES YOU THE GAME-CHANGING STRATEGIC SKILLS. THINK LIKE NEVER BEFORE. SEE INSIGHTS THAT ARE PRIVY TO A SELECTED FEW. DISCOVER ANOTHER DIMENSION.

ADAPT, AND ADAPT FAST. CREATE TO CHANGE. CHANGE SO YOU CAN CREATE.
SCHOOL FOR THE SERIOUSLY TALENTED.

TAUGHT BY THE SERIOUSLY TALENTED.
M.A.D. GURUS

JASON CHIA
His blend of immersive brand experience and cross-disciplinary approach has been a trademark of his career. From managing an experimental design outfit to leadership positions, he is an inspiring leader and strategic counsel, who brought new ideas to life for a wide range of clients, including Procter & Gamble, 3M, PepsiCo, Lenovo, Coca-Cola, Lenovo, Sony Ericsson, Volkswagen, British American Tobacco, Diageo, Perdom Ricard, Hilton Hotels & Tiger Beer.

His leadership capabilities were honed in Activation at Saatchi & Saatchi Singapore, where he grew ideas, led teams, drove Strategy in branding, design and product launches before moving to Bates 141 Singapore where he spearheaded the integrated Resorts World Sentosa(RWS). On his earlier leadership paths, he led as Design Director and Creative Director at Grey Global Shanghai.

KARIN AUE
Born and raised in Vienna, Austria, Karin moved to live, study and work in Rotterdam, Berlin, London, Zurich and Tokyo. At the moment, she is based in Singapore.

Her work is positioned between graphic design and illustration with a strong interest in visual storytelling and collaboration as well as human-centered design. Karin has been working as a designer for international renowned companies such as IDEO, KesselsKramer and O.M.A.. As a freelance illustrator, she has been able to establish a wide range of international clients like NOKIA, HP, IDEO, National University of Singapore, just to name a few.

Her passion for design with a strong impact and a clear social component can also be seen in side projects such as the design blog www.graphicbirdwatching.com which aims to connect, support and promote women in graphic design everywhere.

FELIX NG
He is the creative director of multi-disciplinary studio, Anonymous. A recipient of the prestigious Young Guns 9 Award in 2011 from the Art Directors Club New York and the 40 under 40 Award in 2012 from Perspective Hong Kong, he has served on the jury of the British D&AD Awards, Singapore Creative Circle Awards, Crowbar Awards and Noise Singapore.

In addition to his role to overseeing design and strategy at Anonymous, he is the festival director of A Design Film Festival and publisher of Bracket. He founded Anonymous in 2005, after graduating from school where he studied journalism. Critical acclaim for his work have been published in Monocle, Wallpaper, Fast Company, Coolhunting, It's Nice That, Shift Japan, Wall Street Journal, The Design Society Journal, The Business Times, The Straits Times and more.

ROBERT GAXIOLA
As an Executive Creative Director, he has led some of the top agencies in Singapore. Namely, Ogilvy & Mather, Bates, Bates and FCB. In 2005, he was invited to chair the 4A’s Crowbar Awards, and in 2006, the 4A’s Creative Circle Awards. That same year, he was voted as the IAS’s very first Creative Director of Year. He was also selected to represent Singapore on the Cannes Lions’ jury.

The Pasadena Art Center alumni has worked in Singapore since 1995. He returned to the USA only once to work at San Francisco’s famed Goodby Silverstein and Partners. He was lured back to Singapore in 2009 to partner with OgilvyGroup CEO, Stephen Mangham. Together, they led a 600-strong office to become the number one creative agency in the network.

IKE ANAND
Worked thru-the-line as Creative Director and Sr Creative for integrated agencies in Sydney, London and Singapore. Agency experience includes the likes of Ogilvy, DDB, Euro RSCG, Sapient Nitro, Iris, TPG, Square, Maverick, Donor Cardwell Hawkins, etc.

Client experience includes NTUC Insurance, HSBC, Standard Chartered, Intel, Dell, Hewlett Packard, Nokia, Vodafone, Sony, Sony Ericsson, Discovery, Unilever (Axe, Dove, Sunsilk), Reckitts Benckiser, Emirates, Audi, Toyota, Hino, Lexus, Hennessy-Moet, Jack Daniel’s, BlackBerry, Dewar’s & Bacardi-Martini.

Like most creatives, Ike wishes he could clone himself in order to juggle briefs and meet deadlines. But when he does get some spare time, he is to be found in the gym. Or scuffling up the sand on a beach. Or mooning on his saxophone trying to become a one-hit wonder, who captured the world’s zeitgeist in that one-song, and who retired on the earnings from that one-moment of perfection.
CRISTOBAL ROBERT HECTOR RUIZ
Robert is a creative technical ideator who uses current technology to his leverage in creating meaningful media. Robert has 12 years of experience in the creative industry from web to print design and most recently through video. He has worked for South East Asian based organizations such as International Worship Institute Asia, Asian for Christ Movement, (AMEMA) Asia, Middle East, Micronesia & African region of his home church, Huper International, Malaya Kids Ministries, JIL Church Worldwide, ONE Singapore and also worked with US-based organization Raise Up Children Against Poverty. He has worked under his own brand Bread5 Studio since he moved to Singapore in 2007 and then as Project Executive in Turquoise before moving to Myles & More which is his current full time job.

He was recently named as one of the top 15 finalists of Our Good Story Asia competition in Singapore.

PATRICK SONG KOK KONG
Patrick Song graduated from U.S.A., Savannah College of Art and Design with a Masters’ Degree in Advertising and Design.

He worked as a Strategy Creative Director with more than 20 years’ experience. 5 years of multinational creative advertising agency experience in Singapore and 16 years in China. Agencies served include IVU by Fruit, Publicis, DDB, Saatchi & Saatchi, Batey Design, BBDO and Grey.

Besides managing A&P and film production, he was also a Guest Speaker for Raffles Education Corporation Singapore and Indonesia, Singapore Le-Salle-SIA College of Arts, CEO Global International, Singapore Anglo-Chinese Independent, Yew Chung International Shanghai, Beijing University, Qing Hua University Beijing, Fu Dan University Shanghai and Tong Ji University Shanghai.

ALEFTIYAH FAIZULLABHOY
Alefiyah has 14 years’ experience within the Advertising and Marketing sector
- Strategic Planning Lead & Business Growth driver on Skin Care SEAA, Oral Care Asia, Closeup Global, Ponds Global, Lux Global, Lifebuoy Global & Vaseline Global on Unilever
- Key pitches led/participated . Unilever Local / Regional, Samsung Global & SEA / APB SEA / StarHub Singapore / Sara Lee SEA / Digital Pitch for Ponds Global
- Experience across Strategic Communications & Media Planning, Digital Engagement, Consumer & Market Insights, Investment Planning, Business Analytics, Portfolio & Brand Architecture management and Consumer Engagement through content initiatives

EUGENE M CHEN
Eugene has over 13 years of professional experience as a creative director at various creative agencies. He currently runs his own boutique creative consultancy Elefant and is an associate creative director at RBW Advertising.

Over the years, he has developed numerous brand identity and systems as well as branding and marketing campaigns. Some projects and clients include the inaugural Asian Youth Games held in Singapore, Singapore Airlines, Bintan Resorts, Citibank, NTUC Club, Li-Ning Singapore Open, Yeos, The Select Group & Sorci-age by Wacoal.

Eugene holds an MA in Communication Management, a BSc Degree and a Cambridge Diploma for Teachers and Trainers.

M SUHAIMI
M Suhaimi has over 10 years of professional experience as creative designer at various creative & printing agencies. He currently helms creative consultancy Photographix (Where Photography meets Design) and is a creative director at Awakening Arts, an independent Muslim Fashion Boutique.

Over the years, he has gained and developed strong foundation in having numerous brand identity marketing campaigns which include the Ministry of Education (MOE), Earth Hour, Town Councils, SMRT, NUS, NTU, SPH, MOM, Koufu, Canon, Singtel, Starhub, Getty Images, Far East Organization, PERGAS, Darul Arqam, MUIS, Mosques, World Vision, Northlight School, TIMES Magazines and European Journals, World Wide Fund (WWF) and many more.

His latest stint was in Earth Hour & WWF 2012-13 campaign team as a creative consultant. His works have been featured in New York Times Square Billboards and other European journals & newspapers. M. Suhaimi is currently crafting a design module, #DESIGNFORUMMAH for full-time madrasah students.

... More M.A.D. Gurus at our website http://www.cma-academy.edu.sg/about/lecturers
More M.A.D. Gurus at our website http://www.cma-academy.edu.sg/about/lecturers
INDUSTRIAL ORIENTATION PROGRAMME

It’s not often you hear schools telling you to get out of the class to learn. We want you out. Our Industrial Orientation Programme (IOP) exposes you to the innings of the creative industry through interactions with industry experts and professionals. IOP entails:

1. ADMAN TALK
   Experience matters. That’s why we invite industry experts in marketing, advertising or design to share their experiences at our Adman Talk. These inspiring, no-holds-barred sessions allow students to fire questions and gain invaluable knowledge. Past admen include a speaker from Pantone Colour in Hong Kong, award-winning creative directors such as Rob Gaxiola, Kash Sree and Ike Anand & Jostein Solheim, Chief Executive Officer and Vice President of Global Brand Development Ben & Jerry’s.

2. EXPERIENTIAL LEARNING
   Load up on the learning and stir your creative juices through experiences such as film screenings, photographic exhibitions, dance performances, concert attendances, museum visits, poetry readings and more. We intend to provoke students into questioning and processing their interactions with their experiences. Past field trips include visits to Singapore Press Holding, Crowbar Awards, Antalis (a leading paper merchant) and The Swap Show (collaborative exhibition featuring design studios and agencies from cities around the world). An upcoming series ‘Brand U’ featuring Mr. Low Siew Thiam, Chairman of the Global Leadership Forum, will teach students how to brand themselves.

3. LESSONS WITHOUT BORDERS
   We take the class out of the room in our Lessons Without Borders series. Built into the curriculum, the class is invited to a distinguished agency for a creative session. Chris Lee, Creative Director and Founder of Asylum kicked off the series, followed by Carolyn Teo, Partner at Kinetic.

4. CREATIVE NETWORKING
   Robert Kiyosaki said “If you want to go somewhere, it is best to find someone who has already been there.” We hold that belief fervently. Our Creative Networking sessions give plenty of opportunities to rub shoulders with the who’s who and that may land you that dream job upon graduation.

5. APPRENTICESHIP
   Put all that you’ve learnt to the test, in the real world. Our design lab Re: Action Design throws out design challenges to students, working with real clients. Discover the entire design process from receiving the design brief to the final production.

6. INTERNSHIP
   Internship is likened to making baby steps into the real working world. We’ll match you up with prospective agencies and companies so you glean experience before turning pro.
At AwardsLab, everyone’s a winner! Even without bagging an award. It’s a boiler room where students are subject to the rigours of agency environment. And the demands of producing award-winning work. Awards or not, walk away with a winning portfolio.
STUDENTS’ PORTFOLIO

For a creative, a portfolio is the currency that gets him a job. The better the portfolio, the better the prospects. Our students create work that are portfolio-worthy. Some award-winning.

Crowbar Awards
Campaign: “Oral B - Catch”
Student: Idris Bin Afandi

Crowbar Awards
Campaign: “3M”
Student: Chua See Hiang

Crowbar Awards
Campaign: “Fedex Express”
Student: Chua See Hiang

Crowbar Awards
Campaign: “YouSendIt”
Student: Chua See Hiang
Crowbar Awards
Campaign: “Pray for Japan”

Crowbar Awards
Campaign: “Prevent Child Abuse”
Student: Andy Xu Dexiang

Crowbar Awards
Campaign: “Eclipse”
Student: Kam Pei Wan Amelle

Crowbar Awards
Campaign: “Nanoblock - Small Creation, Big Stories”
Student: Andy Xu Dexiang, Chua See Hiang, Kam Pei Wan Amelle

Crowbar Awards
Campaign: “Breathing Life into Stories”
Student: Brandon Loh, Jimmy Yap, Seng Hwee Ho
Crowbar Awards
Campaign: “Xbox Controller”
Student: Andy Xu Dexiang

Crowbar Awards
Campaign: “Dettol Bacteria Family”

Crowbar Awards
Campaign: “Kinect 1”

Crowbar Awards
Campaign: “Tiger Balm”
Student: Chua See Hiang

Crowbar Awards
Campaign: “Happy Thoughts”
Student: Kam Pei Wan Amelie
"M.A.D. School is a warm family that accepts anyone who’s passionate about Design. They have trained me up to be an award-winning designer. With their 3-in-1 M.A.D. formula, along with the array of top-notch lecturers, I am all ready to stand out in the creative industry!"

AMELIE KAM PEI WAN

"My time in M.A.D. School was a great experience; I especially recommend it for those who are keen to enter into the Design and Advertising Industries. M.A.D. took extra steps to shape students' potential in creativity."

ANDY XU DEXIANG

"M.A.D. School provides good opportunities to students who look for career switch, practical studies including use of Photoshop, Illustrator And InDesign to build a creative portfolio."

OONA

"My abilities as a design student have expanded so immensely. I can see it in my everyday doings: communication skills, creative thinking... In my internship, M.A.D. School helps me become a stronger asset as whatever I learn in class can be put to use there."

AMANDA SMADJA

“"They have a more hands-on approach with teachers who currently work in the industry and they are professional. I get a sense that they are passionate in what they do, and will be the right people to get me into the advertising industry.”

BRENDAN LEHENY
“What attracted me most about the M.A.D. School formula when I joined the programme was the curriculum. It caters specifically to students who want to move into the creative side of advertising and marketing industry. One thing that is very different about M.A.D. School is that it has a very hands-on approach through projects and there are a lot of relevant videos and case studies shown during classes. “I’m confident in my career in the field because I already have a job offer before I graduate. Currently, I’m doing some freelance work”.

SHERIE WONG

“I took up the M.A.D. School formula with little design background. The modules allow me to look much deeper into the areas of advertising that are usually the blind spots of many designers especially in strategy and media planning. With the lecturers’ impartation and professional delivery, I was literally getting extra creative jobs at night on top of my internship at that time.”

CALLISON NEO

“M.A.D. School has fully pushed my creativity and passion for design to a higher level. From a typical designer to a full-fledged creative person who can design and sell my ideas to my boss and clients effectively! My pay is multiplied and I get my promotion in shortest period of time! Thanks to M.A.D. School Formula!”

DAVID CHEN

“I knew I needed to be true to my passion in creativity, even though I had no related experience. Hence, I decided to take up this 3-in-1 Professional Diploma in Marketing, Advertising and Design at M.A.D. School as I find the school truly the place that lives up to the spirit of transforming creativity into execution! My career path has changed since then.”

GERRY SEAH

“I’m from NUS, an undergrad in Design. I took up this M.A.D. School formula when I was still in my 1st year at university. Lecturers in M.A.D. School are top-notch with solid experience rather than being academic-based.”

JING YI
GOING GLOBAL WITH MADGLOBAL

MadGlobal subscribes to that, connecting us to the matrix of the globalized world. It’s an independent entity armed with an altruistic vision of exposing students all over the world to all things creative, sans geographical boundaries. From overseas trips to competitions, camps and advertising awards competition such as Adfest in Thailand and Adstars Korea; to global networking lunches, we have the students’ expansion of their creative minds at heart. More on MadGlobal activities at www.madglobal.org
WE BELIEVE IN MAKING POSITIVE CHANGES. NOT JUST TRANSFORMING OUR STUDENTS’ LIVES FOR THE BETTER, ACADEMICALLY AND PROFESSIONALLY, BUT INCULCATING IN THEM A SENSE OF SOCIAL RESPONSIBILITY AND A DESIRE TO MAKE THE WORLD A BETTER PLACE.

STUDENTS ARE URGED TO BE INVOLVED IN ALTRUISRIC AND SOCIAL CAUSES THROUGH OUR SOCIAL ENTERPRISE - MAKE THE CHANGE. UNDER THE GUIDANCE OF OUR CREATIVE MENTORS WHO ARE ALSO OUR M.A.D. GURUS, STUDENTS ARE INVOLVED IN ONGOING CREATIVE, BRANDING, FUNDRAISING, AWARENESS AND PUBLICITY PROJECTS WITH BUDDING SOCIAL ENTERPRISES AND HUMANITARIAN ENTITIES.

BETWEEN 2014 AND 2015, OUR M.A.D. STUDENTS AND ALUMNI HAVE HELPED 37 ORGANIZATIONS AND VOLUNTEERED IN FACILITATING COMMUNITY DEVELOPMENT PROJECTS SUCH AS CAPTURE ASPIRATIONS FOR YOUTH AT RISK.
1. CREATIVE SERVICES FOR NGOs AND SOCIAL ENTERPRISE
We support NGOs and Social Enterprises with design and creative services from our M.A.D. Talents and volunteers.

2. COMMUNITY DEVELOPMENT THROUGH CORPORATE ENGAGEMENT
We organize workshops and events that connect employees from corporate organizations with members from the communities such as youth at risk and the elderly. Working together, we bring solutions for community improvements.

3. MTC WORKSHOPS
We organize workshops to empower NGOs Leaders and Social Entrepreneurs with creative skills.

4. DEVELOPING COMMUNITIES VIA M.A.D. EDUCATION
We support students from low income communities by developing them through education and empowering them with marketing, advertising and design skills.
M.A.D. SCHOOL
CAMPUS BY THE RIVERSIDE
Location matters when it comes to learning. Our campus is located at Riverside Point, overlooking the emerald river, affording a serene landscape and picturesque views. Leaving plenty of room for creative inspirations. When night falls, Clarke Quay lights up with life and vibrancy. From good eats, to watering holes, music events to digital showcases, our surroundings make learning heaps more fun and conducive.
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