

Dasein Academy of Art, Malaysia

Leading Malaysian design school brings Adobe® Creative Suite® into the classroom to provide extraordinary learning opportunities for students

Dasein Academy of Art,

Malaysia

www.dasein.edu.my



Industry

Education

Challenges

- To prepare students to excel in the creative industry upon graduation
- To strengthen student's digital media skill proficiency to go along with their creativity

Solutions

- Adobe Creative Suite Design Premium
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Flash
- Adobe After Effects
- Adobe Premiere Pro

Results

- Enhanced career opportunities for students in all areas.
- Established new levels of digital interactivity and literacy among students
- Created a technology driven teaching and learning environment.
- Access to professional creative and design tools

Integrating digital elements into courses

A good art education is not just about teaching the skills and craft associated with art and design, but also developing art sense and nurturing a creative, inquisitive mind. A good masterpiece is a combination of proficient skill and a creative mind.

In today's world, digital media skills are an essential element for the careers of tomorrow. Being able to express ideas through graphic design, multimedia, web publishing and various technological mediums are quintessential skills that the industry demands. Dasein Academy of Art (Dasein) understands this and provides a focused spectrum of creative courses that suits the ever demanding art and design industry. A cutting edge syllabus which inculcates the ability to communicate ideas and information in a visual manner is what students can look forward to as they prepare to face future challenges.

Dasein Academy of Art offers a wide spectrum of creative courses including Graphic Design, Animation, Illustration, Fine Art and Mass Communications. Dasein uses Adobe® Creative Suite for their Graphic and Illustration courses. In fact, all students at Dasein are taught foundational Adobe Photoshop and Illustrator skills, before focusing on relevant software specific to their course. For example students from the Graphic Design course will concentrate more on Adobe Illustrator, Photoshop, InDesign and Flash, while students from the Illustration & Fine Art courses will concentrate more on Adobe Photoshop. Dasein believes in not just providing good grounding in software skills and technique but also a platform harnessing creative thinking.

Providing quality education

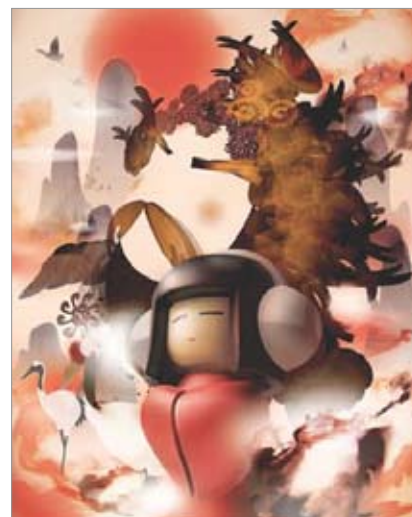
Established in 1996, Dasein currently has 600 students, between the ages of 18 and 24 years, enrolled in their classes.

In 2004, Dasein decided to make the change from their previous software tools to the Adobe® Creative Suite family. "The biggest advantage of teaching Adobe, is not just that Adobe products are the most used tools in the industry, but they are also priced competitively. In addition, Adobe products are very user friendly," stated Ms Tan Lee Hung, a computer graphic lecturer at Dasein Academy of Art.

One of the most frequently used software by Dasein is Adobe InDesign. Lecturers and students alike have found Adobe InDesign to be user friendly. As familiarity with Adobe Illustrator is a must, students are easily able to pick up InDesign skills, as the two products have similar shortcut keys. "We require our students to use Adobe software to present their concepts and even complete assignments. Plus, we found that the use of Adobe InDesign is gradually increasing in the design industries, making it an integral part of our teaching requirements," said Lee Hung.



Influenced by Japanese illustrator
– Aya Kato – Mak Tsuey Yi used
Adobe Photoshop to draw this “doll”.



Using Adobe Photoshop and Illustrator,
Yap Wengnam, chose a Tokyo Plastic
Geisha Girl as his theme. In this
illustration, the geisha is full of hope as
she is waiting for someone to come back
from the war.

“ Designs can be laid-out with Adobe InDesign. Vector drawings, including 3D renderings, can be done with Adobe Illustrator, while photo touch-ups and even illustrations can be done with Adobe Photoshop from scratch. It makes it very easy for students.”

Tan Lee Hung,
Teacher of Dasein Academy of Art

Maximising the potential of Adobe® Creative Suite software

Adobe® Creative Suite Design Premium is a suite of software tools that delivers a complete toolkit for print, web, interactive, and mobile design, including Adobe® InDesign, Adobe® Photoshop and Adobe® Illustrator. “Students can complete their artwork or projects all at one go, as all the different tools that are required are present in the suite. It is very convenient, especially for students of Graphic Design – the suite liberates them, helping them manage all stages of development – from visual to mid production to post-production,” said Lee Hung, who has been teaching at Dasein for the last 10 years.

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Teachers also find Adobe products very useful. “I have been using Adobe Flash in my classes and in my professional field – web design – since Flash 4. As a developer, I love it and with each upgrade in software, the application becomes more powerful and dynamic.

The launch of Adobe Flash CS3 has pushed the web industry into a whole new era. This is good news for all developers, both in the industry and students, as more dynamic web applications with rich user experience can be developed,” said Mr Din Tan, a computer graphic lecturer at Dasein.

Providing multiple career paths to students

In Malaysia, fine arts colleges seldom incorporate digital learning into their syllabus. Dasein believes that such technologies will be an important part of the future and places great emphasis on teaching digital skills.

Many of the students enrolled at Dasein had no prior experience with digital design. Within two years of coursework at Dasein, the students gain industry-standard experience that allows them to expand their career options to more than just the traditional art-related careers.

In addition to developing industry skills, Dasein also allows their students to regularly take part in competitions, exhibitions and charity events. Currently, the students from the Graphic Design course are involved in a social awareness project that has the students designing postcards for various charities, while Dasein prints and sells them to raise money for these charities. “Through these kinds of activities, we want to foster in our students a sense of obligation and commitment to the underprivileged in society. We want to make the students realise that through their creativity and skills in art, they can indeed make a difference,” said Lee Hung.



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"Life is a gift, and nothing can bring a smile to a face quicker than a sweet nostalgic childhood memories," says Tneh Pei Yee. Pei Yee used Adobe Illustrator and Photoshop to capture and record sweet childhood memories that bring hope, happiness and make her life more meaningful.



Liking the way a Vespa looks, Lex Yong Han Chang used Adobe Photoshop and Illustrator to give his digital artwork a 3D feel.



Robots bring back childhood memories for Alvis Low Thian Fatt. Using Adobe Illustrator and Photoshop, he created this digital artwork based on his favourite childhood toy.

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Mr Din Tan,
Computer Graphic Lecturer,
Dasein Academy of Art

Dasein is planning to increase the number of animation courses offered, including hardware and software courses, as more Adobe products are added to the curriculum. In addition, Dasein is looking to start a New Media course in 2009.

"We are thrilled to continue expanding our curriculum with Adobe products. Not only do the teachers find it easy to teach students to design concepts, but students are able to pick up the necessary industry skills fast.

As Adobe products are widely used in the digital and multimedia industry, our students have the ability to advance their careers in this fast changing environment," concludes Lee Hung.

For More Information

www.adobe.com/ap/education



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