DAI
DESIGN AND ARTIFICIAL INTELLIGENCE
Design goes beyond aesthetics – it transforms the way we live.
The power of design is deeply rooted in understanding the human experience and needs, and then creating innovative products, services and systems to meet and improve them. That’s why forward-thinking companies and nations are investing heavily in design to drive innovation and growth.

Unlike most computer science-focused programmes, Design and Artificial Intelligence (DAI) focuses on better design with the help of AI. It dives into the application of AI-driven design across products, systems, services and built environments.

From predicting urban growth patterns to optimise city planning, to using AI to design smarter medical aids for accurate early disease detection or more intuitive and safer digital banking services. These are just some of the possibilities of how AI-driven design innovation can transform the economy and improve our lives.

DAI students are designers and innovators who harness the power of AI to tackle both present and future challenges, improving design using AI across products, systems, services and the built environment.

Graduate with a Bachelor of Science in Design and Artificial Intelligence.
DAI Core Subjects
- Intro to AI & Data Science
- AI Design Innovation Studio
- UI/UX + HCI
- Decision Science
- AI Design Studio
- Industry Project
- Design Entrepreneurship
- AI & Ethics
- (Physical) Product Design
- AI + Design Studio Thesis

Learning Outcomes of DAI Core

Multi-disciplinary Expertise
Combine technical expertise in AI with design innovation skills to apply across a range of disciplines, e.g. engineering, healthcare, media, built environment and more.

Effective AI Deployment
Increases effectiveness in AI deployment.

In-depth Knowledge of Design Theories & Practices
Disrupt economies with your extensive know-how in design theories and practices.

Varying Composition in Design/Al/Business
Depending on the chosen electives, the composition could vary, for example
- AI component from 16-28%, or
- Design component from 22-34% or
- Business component from 2% to 14%

DAI Curriculum

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Minor Programmes
Minors offer you more choices and flexibility in pursuing your broader interests, equipping you with additional knowledge.

- Minor in Digital Humanities (DH)
- Minor in Engineering Systems (ES)
- Minor in Information Systems (IS)
WHY DESIGN?

**DRIVES BUSINESS INNOVATION AND GROWTH**

The design innovation process improves operational efficiency, adds value and encourages competition as businesses strive to be relevant to market demands.

**IMPROVE LIVES**

Design is a user-centred innovation process that transforms products, services and experiences, improving lives.

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**EDB to oversee and support design council’s work from April**

Amelia Yong

In a move to help local companies tap design to expand beyond the country, Singapore’s national agency for design – the DesignSingapore Council – will be transferred from the Ministry of Communications and Information to the Economic Development Board (EDB) from April next year.

Announcing the move yesterday, Communications and Information Minister S. Iswaran said design is increasingly important to drive business innovation and growth “against the backdrop of rapid technological advancements and growing customer sophistication”.

Speaking at the Design Education Summit at Parkway Parade, he said the change will allow the DesignSingapore Council, which was set up in 2003, to work more closely with the economic agencies under the Ministry of Trade and Industry (MTI), and help different sectors adopt design.

EDB, a statutory board under MTI, will oversee and support the council’s work with industry and also provide business networks to help companies use design.

Mr Mark Wee, who will continue as the DesignSingapore Council’s executive director, said: “Our mandate to be a champion for the design industry will not change. As part of the EDB family, we will be able to tap its immense industry knowledge and extensive networks even more to promote the adoption of design in companies.”

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WHY AI?

**IN-DEMAND SECTOR**

With 10,000 tech-related jobs expected to be created in the next three years and a new National AI Office to set the agenda for AI, be equipped with future-ready career skills to be highly sought after.

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**Strategy will position S’pore to**

Hariz Baharudin

Singapore’s national plan to harness artificial intelligence (AI) technologies for social and economic benefits will position it to be a regional and global leader in AI, experts told The Straits Times.

They said Singapore’s new national AI strategy, announced yesterday by Deputy Prime Minister Heng Swee Keat, plays to the country’s strengths, such as its state-of-the-art infrastructure, effective governance and good education system.

Mr Greg Unsworth, digital business leader at PwC Singapore, said the strategy shows Singapore is “clearly stepping up” in terms of building its reputation as a trusted regional digital hub, to develop impactful AI solutions that address economic and societal challenges.

“Effective and responsible adoption of AI is as part of such a comprehensive framework, through practical sector-based initiatives, will bring real demonstrable benefits to Singapore and encourage the next phase of innovation,” said Mr Unsworth.

Echoing his point, Mr Andreas Ebert, Microsoft Corporation’s worldwide national technology officer, added that Singapore is already playing a global leading role in AI ethics and governance.

“The publication of the national AI strategy is evidence that Singapore is taking a holistic and inclusive approach towards being a fast adopter of best-in-class technology that is empowered by a focus on building national capabilities,” he said.

As part of its nationwide strategy, the Government has announced national AI projects in five key areas: transport and logistics, smart cities and estates, healthcare, education, and safety and security.

The projects were chosen as they can deliver quick results, and have...
DAI focuses on using AI to “better design” with an emphasis on application-based courses and design studios. By graduation, you would have a comprehensive portfolio of industry-inspired projects.

AI DESIGN INNOVATION STUDIOS
- Make connections between AI and design thinking methodologies
- Diverse exposure to industry sectors, working on real-world data via company-sponsored projects

BUSINESS SUBJECTS
- Understand commercial needs and the importance of value-creation

HUMANITIES, ARTS AND SOCIAL SCIENCES (HASS)
- Drive the understanding for ethics and social responsibility

FLEXIBLE, CUSTOMISABLE CURRICULUM
- Depending on the chosen electives, you will have a varying concentration in Design/AI/Business

UNIQUE FEATURES OF DAI

Artificial intelligence (AI) technologies can benefit designers, if they know how to harness them. Statistical data can be used to predict an outcome – a method known as predictive modelling. In urban planning, for example, demand for public transport can be forecast in order to create more efficient public transport deployment plans.

To equip students with such skills, the Singapore University of Technology and Design (SUTD) has launched a new undergraduate degree in design and AI.

The 3-year programme – the first of its kind in Singapore – will take in students in the academic year starting in May, SUTD said yesterday.

Students will be exposed to areas of design such as user interface/user experience, product, systems, built environment and data-driven design. Graduates from this programme will be able to work as data scientists and data visualisation specialists, in industries such as urban planning, product design and telecommunications, the university said.

SUTD president Cheng Tow Chong said: “The recent announcements from Deputy Prime Minister Heng Swee Keat on the next steps in Singapore’s Smart Nation journey underscore the importance of artificial intelligence and the role it will play in bringing about social and economic benefits.

“The main goal of the design and AI programme is to equip students with the ability to create human-centred design using data analysis and machine learning, which is AI-driven.”

Established in 2009, SUTD is the fourth autonomous university in Singapore and focuses on engineering, innovation and design.

In terms of entry requirements, students should generally be competent in mathematics and the sciences. Of the A-level students who were offered places last year, nearly all had taken mathematics at the A level, and eight in 10 scored at least a B. Nearly all had also taken either physics or chemistry, or both, at the H2 level, and nearly seven in 10 scored at least a B for either or both subjects.

Pioneer Junior College graduate Michael Hoon, 18, who read H2 maths, further maths and physics, and also took an H3 physics module offered by Nanyang Technological University, is interested in the new programme.

“I’ve always been interested in maths and science since I was young, for the most part because of exposure from school teachers and also a lot of information online,” he said.

“Both subjects are visibly all around us and pretty much serve as the foundation of our survival and development, and being able to apply and integrate the theoretical modelling we have learnt in our daily lives is pretty interesting too.”

Alibaba Cloud Intelligence said: “Singapore has consistently demonstrated its foresight and tenacity to fulfil its’ objectives, as demonstrated in its strong talent base and world-leading research institutions.” These factors, along with its good education system and effective government, stand Singapore in good stead to succeed in the AI space, experts said.

Professor Isaac Ben Israel, director of the Biometric Interdisciplinary Cyber Research Centre in Tel Aviv University, said the national strategy will significantly improve the lives of all Singaporeans.

“With the right strategy, AI can transform national-level planning and significantly raise the quality of public goods like transport, education and healthcare, raise productivity, and enable the creation of valuable products and solutions for the Singapore market and beyond,” said Prof Ben Israel, who is also co-chair of the Israel National Task Force for AI.

What is unique about Singapore’s national AI strategy is that it is grounded in the “human element” that addresses the needs of the country and its people, according to Mr Benjamin Chiang, government and public sector leader at EY Singapore.

“Ultimately, the focus is on improving the lives of citizens and residents through creating value-added jobs and providing quality services that deliver better outcomes and experiences,” he said.

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be a global leader in AI: Experts

high social and economic impact.”

AI launches new degree in AI and design

Joeline Ang
SUTD's new DAI programme has a unique course structure that focuses on the design and application of the latest AI technologies to solve problems and improve quality of life. With Singapore's goal of becoming a Smart Nation, design and AI would be an important asset to achieve that goal, especially in digitisation.

Michael Hoon
Jurong Pioneer Junior College Alumnus

SUTD's new DAI programme will equip students with much needed complementary skills in design and AI. This gives them an edge to impact the world.

Dr Terence Hung
Chief of Future Intelligence Technologies, Rolls-Royce

The DAI looks to me an excellent programme to generate the future AI talent for business and consultancy.

Mr Hong Cao
Head of Data Science, Ernst & Young LLP

AI is a new area. Designing AI into a traditional engineering system is often an afterthought. An AI-capable system should incorporate AI into its design at the onset. It will benefit the industry if AI & DI can be fused seamlessly into all AI product designs.

Dr Peh Chin Hwee
Vice President, Head of Intelligent Systems (Robotics & Autonomous, Systems), ST Engineering

SUTD’s DAI degree is relevant in building a pipeline of multi-disciplinary data scientists and AI engineers.

Mr Johnson Poh
Executive Director & Head Enterprise AI, United Overseas Bank

Examples of DAI graduates’ job titles:
- AI solutions architects
- Product/system/service manager
- Product/system/service designer
- User-experience (UX) or user-interface (UI) designer
- Data visualisation specialist
- Business intelligence developer
- Business analyst
- AI engineer

DAI is the first university course that combines design and AI. Its versatility creates opportunities to cater to the needs of all sorts of industries in Singapore. Plus, DAI will help us to be proficient with the skills needed to shape and grow the future of these industries.

Soh Yao Hui
Nanyang Polytechnic Alumnus

FUTURE POSSIBILITIES

CAREERS
DAI graduates are prepared for a wide range of AI-driven design careers. Your skills in technology and design thinking prepare you for both the private and public sectors, including banking and finance, UI/UX agencies, high-tech firms and more.

PROSPECTIVE STUDENT TESTIMONIALS

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EXAMPLES OF BETTER DESIGN WITH AI

by SUTD faculty and students

Prediction of Vehicle Activities

Machine learning is used to improve an existing survey to collect mobility data for commercial vehicles. Various temporal, sequential, contextual and environmental features are used for activity prediction.

AI Driven Car Design

The “Flintstone Car” is developed in Fusion 360, a combination of both Computer-Aided Design (CAD) and Computer-Aided Styling (CAS). Evaluate the design from every possible angle, explore possible prototyping options and optimise the design for final fabrication.

Modelling of City Plan Designs

Statistical data can be used to predict an outcome – a method known as predictive modelling. In urban planning, for example, demand for public trains can be forecast in order to create more efficient public transport deployment plans.