

Brief Profile of First Media (FM)

First Media (FM) is the parent company for a suite of creative studios that offers a holistic integrated marketing communications (IMC) services.

FM is also the key partner in First Media Design School (FMDS), Singapore's second largest private design school offering advanced diploma, diploma and certificate programmes in visual communication, multimedia design, fashion design, fashion marketing and design management studies.

Headquartered in Singapore, FM has partners in Kuala Lumpur, Bangkok, Jakarta, Manila, Ho Chi Min City, Taichung and Shanghai. Each creative studio specialises in specific design disciplines and collectively, FM has the capabilities to execute a one-stop seamless range of media campaigns locally and in the regional markets.

In 2005, FM won the Enterprise 50 Startup award, which made FM the only creative enterprise ever to win the business award. The award only recognises five of the most promising young local companies every year.

In 2006, FM CEO, Mark Phooi was awarded the Top Entrepreneur of the Year Award which made Mark Phooi the only graphic designer turned entrepreneur ever to win this prestigious award.

Brief Profile of First International Design School (FiDS)

First Media Design School (FMDS) was officially launched in January 2006 following the acquisition of the multimedia and graphic design departments from Coleman Creative Design School and Inspiration Design School; each school boasting over a decade's experience in the educational field.

FMDS is currently operating at two campuses located in the heart of Chinatown, where students will learn first-hand from an experienced team of FM partners – all of whom are design professionals hailing from various creative fields.



Through FM design industry experience and direct involvement in FMDS, the school is not only armed with a strong emphasis on quality industry-based teaching methodologies, it also aims to produce well-rounded design practitioners and 'DesignPreneurs' who are skilled in their core design disciplines and are equipped with strong management perspectives.

Profile of First Media Design School (FMDS), Jakarta

FMDS Jakarta was set up in December 2006 through the acquisition of IMAGO, a premier advertising school based in South Jakarta, Indonesia.

IMAGO, has a population size of over 200 hundreds full time & part time students enrolled in its advertising & communication programmes at certificate and diploma levels.

FMDS Jakarta offers Indonesian a twinning 2 + 1 Bachelor of Arts programme for both Graphic Design and Multimedia Arts. Students will attend 2 full years in Jakarta and spend the final year with FMDS overseas university partners before attaining their BA qualification.

Key Differentiation Strategies for FiDS

All FMDS graduates are offered mentorship support from FM group of senior design partners through its unique student career advancement support programme known as InSAP.

Tapping on FM's strong regional presence and industry networks, students will also be given internship and employment opportunities to work at one of FM's local or overseas studios.

All enterprising and talented students will be given the chance to pursue career opportunities as practising designers or even start their own business as 'DesignPreneurs' under the First Media umbrella.

First Media Master Vision

Through the school, FM strives to train and nurture 100 'DesignPreneurs' and senior managers within the next ten years. The FM 10:100 Master Vision aspi



res to make FM the regional IMC powerhouse
in Asia.

FIRST.media

*enriching understanding
enriching partnership*



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