

Lasalle joins SMU's digital media initiative

LASALLE College of the Arts has become the latest member to join an interactive digital media (IDM) incubation programme spearheaded by the Singapore Management University (SMU). This initiative, which is also backed by other tertiary institutions such as Nanyang Polytechnic and Nanyang Academy of Fine Arts, aims to help IDM start-ups as well as individuals to take their ideas from concept to reality by providing both micro-funding as well as guidance from the experts from participating schools.