

LASALLE opens its first intake for two AI programmes, a BA at S$22,000 a year and a S$31,500 MA

Description

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LASALLE College of the Arts is taking applications for two new AI-focused programmes, a three-year BA (Hons) and a masterâ??s degree, both starting in August 2027. They are the first intake for each.

The degree for makers

The BA (Hons) Creative Media Arts: Immersive and Interdisciplinary AI Practices is a full-time, three-year course that puts artistic practice, emerging technology and storytelling in one room. LASALLE calls its approach media-first, with imagination, visual literacy, storytelling and artistic judgement at the centre rather than the software.



Visual for the BA (Hons) Creative Media Arts: Immersive and Interdisciplinary AI Practices. LASALLE credits the image as generated with AI. Image: LASALLE College of the Arts

Graduates are being pointed towards jobs such as creative technologist, extended reality (XR) and immersive media designer, and spatial or speculative media practitioner.

The application window opened on 1 October 2026 and closes on 25 January 2027. Shortlisted local applicants are interviewed from February.

Fees are worth knowing before you apply. This BA is one of four LASALLE degrees run as non-funded programmes, so there is no subsidised rate. Tuition for the August 2027 intake is S$22,000 a year for Singapore Citizens and permanent residents, and S$30,380 a year for international students.

The degree for analysts

The MA Cultural Analytics and AI is the data course of the pair. It teaches data visualisation, natural language processing and generative AI fine-tuning, aimed at cultural preservation, creative work and measuring cultural impact. LASALLE bills it as the first masterâ??s programme in Asia to bridge advanced data science and the arts.

It runs over one year full-time, across three semesters, or two years part-time. Fees for the August 2027 intake are S$10,500 a semester full-time or S$5,250 a semester part-time, for a total of S$31,500 either way, at the same rate for citizens, permanent residents and international students. The fees include GST. Career routes on the collegeâ??s list for graduates run to cultural data analysis, policy, creative industries consultancy and digital heritage management.

Why an arts school is doing this

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Professor Venka Purushothaman, President of LASALLE, framed the move around who stays in charge: â??At LASALLE, human imagination, artistic agency and critical inquiry guide our engagement with AI. We aim to nurture cultural leaders who can shape how technology is applied, drive new forms of creative practice and explore emerging career paths, including those that do not yet exist.â?•

Dr Samuel Wong, Creative Director of The TENG Company, made the case for the MA: â??The next generation of arts leaders must read data as fluently as they read culture.â?•

LASALLE is a college of the University of the Arts Singapore, and its degree teaching stays at its McNally and Winstedt campuses.

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