Advertising & Public Relations (N87)
Digital Visual Effects (N78)
Film, Sound & Video (N82)
Mass Communication (N67)
As pioneer in media and film education in Singapore, FMS was the first to offer full-time diplomas in Mass Communication; Film, Sound & Video; and Advertising & Public Relations.

Real-world training with Singapore’s first student media conglomerate, which runs campus radio and TV stations and publications, as well as provides event management, design, photography, video production and editorial services to external clients.

Top-notch equipment and facilities including the latest high-definition and film cameras, a green screen studio, an integrated media production facility, visual effects & animation studios, TV and radio studios, and a 48-track recording studio.

Established partnerships with leading industry players like MediaCorp, Singapore Press Holdings, top advertising and public relations agencies and production houses.

Illustrious alumni include Channel NewsAsia’s Cheryl Fox, Jean Danker of Class 95FM, Today’s Wong Phin Wei, Carolyn Teo of Kinetic, Star Search 2007 winner Andie Chen, Gary Goh, producer of the films “881” and “My Magic”, Steven Ong, visual effects artist for “Spider-Man 3” and Anthony Chen, Singapore’s first award winner at the Cannes Film Festival.

Highly regarded diploma programmes that open doors to attractive job opportunities and university places.
Thinking of a career in film or media? Get the best education and training at Singapore’s leading film and media school. At the School of Film & Media Studies (FMS), you will learn how to harness creativity through the power of thought and imagination.

Experience an enriching programme that has groomed many successful media and film professionals such as The New Paper’s editor, Melvin Singh, MediaCorp Radio’s Vanessa Fernandez and Jiafa, and 2009 National Arts Council Young Artist Award winners Anthony Chen, Boo Junfeng and Han Yew Kwang.

Learn from our qualified lecturers who have many years of relevant industry experience. Develop and perfect your skills with our industry-standard equipment and facilities.

What’s more, our school has strong links with MediaCorp, Singapore Press Holdings and the most successful names in film, publishing, advertising and public relations, including companies established and run by our entrepreneurial alumni such as Oak3 Films and Upside Down Concepts. We also have ties with overseas companies, like Bangkok-based Kantana Group, renowned in the region for its animation work and special effects. This gives you ample industry exposure through guest lectures, internships and collaborative projects with these companies and a valuable head start in the competitive job market.

Your FMS diploma is well recognised by local and numerous overseas universities of good standing, some offering exemptions of up to two years.

So get ready to X-plore, X-cite and X-cel!

**Learning Beyond the Classroom**

At FMS, we believe you should get a taste of the working world before you graduate. Our students have a compulsory 20-week internship, at some of the biggest names in film, publishing, broadcasting, advertising and public relations, to hone their skills.

We also engage some students to work with our lecturers on huge industry-based projects such as student films, many of which have won acclaim at local competitions like the Singapore International Film Festival, as well as international film festivals in Korea, Belgium, Poland, the Czech Republic and America.
Other significant projects are taken on by our student media conglomerate, a first in Singapore, allowing you to manage a media business, guided by lecturers through:

**UrbanWire (theurbanwire.com)**
Let the world see your talent via podcasts, videos, tweets and new media journalism as you mingle with celebs for this entertainment/lifestyle e-zine with over a million hits each month.

**hype**
Showcase your writing talent and analysis of youth issues in this established and exciting, glossy lifestyle magazine distributed at trendy hangouts around town.

**NPTribune**
Produce insightful stories for this well-regarded campus newspaper, lauded for its investigative journalism and known for giving a voice to the student population.

**Radio Heatwave (RHW)**
On Singapore’s first campus radio station, you can sharpen your broadcast management, production, and presentation skills. DJs Jean Danker, Vernetta Lopez, Justin Ang and Jiahui all started here.

**Campus TV**
Our TV station produces shows on a range of topics, including “Style Addict”, “Food Hunt”, “Celebs Uncut” and “Wads Up”, and short programmes that have aired on national TV.

**m:idea Marcomm**
Our marketing powerhouse has developed and executed advertising, public relations campaigns and events for clients such as Nike, Apple, IAH Games and the Ministry of Foreign Affairs.

**Inspire Design**
If you brim with ideas, apply that creativity to produce stunning editorial, graphic and interactive design work for publications, ads and event collaterals for m:idea’s clients.

**Klix Photography**
Klix allows you to offer compelling indoor/outdoor photography for clients, complementing Inspire Design’s. You may even see your work featured in photo exhibitions.

**Overseas X-perience**
As an FMS student, you will get to broaden your horizons via overseas exposure through internships, immersions, study trips, community service trips, conferences, competitions, and adventure and leadership camps.

FMS students recently visited cities such as Bangkok, Beijing, Hong Kong, Manila, Melbourne, Tokyo, Berlin, Prague, Boston, Connecticut, Hawaii, Los Angeles and New York.

For more information about the School, log on to www.np.edu.sg/fms
First polytechnic diploma course in Singapore to offer combined specialisations in Advertising and Public Relations

Practice-oriented, agency-based learning that offers real-time campaigns planning for external clients under the mentorship of industry experts

Strong integrated focus on marketing communications

Exciting internship opportunities with top local and overseas agencies over a 20-week duration

A chance to participate in prestigious industry competitions such as the Crowbar Awards & Asian Pacific PR Student of the Year Award
ABOUT THE DIPLOMA

What’s the BIG IDEA behind a great television commercial, web ad or public education poster? If you’ve ever wondered about that, or if you see yourself as someone who can create impactful messages to promote a product or a service, a career in advertising, public relations or marketing communications could be for you. And where better to build your foundation than at this unique course that combines the disciplines of advertising and public relations – the Diploma in Advertising & Public Relations (APR)!

You will build expertise in areas including brand management, creative strategy formulation, media planning, as well as corporate and media relations.

APR’s unique agency-based learning model gives you real-time interaction with experts from leading agencies such as DDB Worldwide, Ogilvy & Mather, ZenithOptimedia, MediaCom, LEWIS Global Public Relations and Weber Shandwick. Before you graduate, you will work on a major integrated campaign planning project and undertake a five-month internship.
### WHAT YOU WILL LEARN

#### Year 1
- Visual Communication
- Rich Media Design
- Media in Society
- Principles of Marketing Communication
- Broadcast Media Production
- Presentation Skills
- Social Psychology & Communication
- Professional Communication
- Introduction to Advertising
- Introduction to Public Relations
- Creativity & Applied Thinking Skills<sup>^</sup>
- Sports & Wellness<sup>^</sup>
- Exploring Contemporary Issues<sup>^</sup>

#### Year 2
- Understanding the Creative Process & the Creative Brief
- Agency Business Management
- Consumer Behaviour & Advertising Research
- Advertising & Brand Management
- Strategic Media Planning
- Corporate Relations
- Marketing PR
- Issues & Crisis Management
- PR Campaign Planning
- PR & the Media
- Innovation & Enterprise in Action<sup>^</sup>
- Any 2 IS modules<sup>^</sup>

#### Year 3
- Advertising & PR Regulations Code of Practice
- Mass Media in Singapore & Asia
- Capstone Project
- World Issues: A Singapore Perspective<sup>^</sup>
- Any 1 IS module<sup>^</sup>
- Internship

<sup>^</sup>Interdisciplinary Studies (IS) module

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"DDB supports a diploma programme that robustly ties in with the reality of our practice... to attract and groom talents that have left-brain ingenuity and right-brain creativity: thinker, planner, artist and doer."

Mr David Tang
President & CEO
DDB WORLDWIDE
WHAT YOU CAN BECOME
More than ever, companies are looking for advertising, public relations and marketing communication professionals to help them promote their products and services, and corporate brands. With APR, you will have the skills to do just that.

As an APR graduate, you can look forward to a dynamic career in advertising and promotions, brand management, copywriting, marketing or corporate communications, media buying and planning, sports marketing, and consumer or investor relations.

FURTHER STUDIES
You can pursue degrees in related disciplines such as communications, arts and social sciences, and marketing in both local and overseas universities. You may also receive between one and two years’ advanced standing.

ENTRY REQUIREMENTS
To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results and fulfil the aggregate computation requirements.

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* Candidates must attain the required grade for English as a first language.
diploma in
digital visual effects
(N78)

Specialised training in the creation of visual effects for the film industry

Cutting-edge production facilities and software that simulate the industry’s environment

Semester-long industry-based project or internship that offers real world experience

Unique opportunity to build your own creative portfolio and showreel
ABOUT THE DIPLOMA

Learn how to create spectacular visual effects like those you see in blockbuster films such as Transformers, 2012 and GI Joe with the Diploma in Digital Visual Effects (DVFX)!

Armed with the rigorous practical training in computer-generated imagery and digital visual effects, you will be equipped to create exciting digital media and entertainment content and an unforgettable cinematic experience.

You will also get the chance to nurture your creative talent and build your portfolio and showreel using cutting-edge facilities and software, including an on-line post-production suite, HDV cameras and 3D software such as Maya and ZBrush.

Who knows? Your name might just appear in the credits of the next blockbuster.

"DVFX covers a tremendous amount of ground in short time span. I’m a firm believer in practical projects... was encouraged to see plenty of practical activities."

John Rowe
Head of Digital Post Production & SFX/VFX
National Film & Television School – London – UK
WHAT YOU WILL LEARN

**Year 1**
- 2D Art
- Design & Typography (Motion Type)
- Photography
- Storyboarding & Storytelling
- Written Communication
- 3D Art
- Animation Foundation
- Introduction to Computer Graphics
- Location Production
- Social Psychology
- Creativity & Applied Thinking Skills
- Sports & Wellness
- Exploring Contemporary Issues

**Year 2**
- Motion Graphics & Broadcast Design
- Hardware Modelling & Animation
- Camera & Lighting Effects
- Scriptwriting
- Organic Modelling
- Compositing
- Production Planning
- Pre-visualisation
- Post-production
- Innovation & Enterprise in Action
- Any 2 IS modules

**Year 3**
- Effects Animation
- Character Rigging & Animation
- Digital Backlot & Set Extension
- History of Film & Motion Arts
- Creative Portfolio
- Industry-Based Project or Internship
- World Issues: A Singapore Perspective
- Any 1 IS module

^Interdisciplinary Studies (IS) module

WHAT YOU CAN BECOME
With your DVFX diploma, you can look forward to securing positions in the booming digital media and entertainment industry, working on film and video, broadcast media, television commercials and multimedia production.

You can work as a pre-visualiser, concept designer, modeller, compositor, effects and character animator, and motion-graphic specialist.

FURTHER STUDIES
You can pursue degree programmes in animation, special effects and games design in local and foreign universities. You may receive between one and two years' advanced standing. The Queensland University of Technology, for example, gives our graduates one and a half years' advanced standing for its Bachelor of Fine Arts (Interactive and Visual Design) programme.

ENTRY REQUIREMENTS
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* Candidates must attain the required grade for English as a first language.

Candidates with hearing deficiency or severe vision deficiency should not apply for the course.

Those with colour appreciation deficiency may be considered, subject to an in-house test.
diploma in

film, sound & video (N82)

The first and most established filmmaking course in Singapore

Recognition for the works of students and alumni, with honours and accolades at top international film festivals from Cannes to Berlin, Venice to Sundance and many more.

Industry standard equipment and facilities, where students train in a High Definition-ready studio environment and work with 16/35mm film, HD and DV cameras, surround sound mixing and multi-track recording.
ABOUT THE DIPLOMA

If you aspire to be an award-winning filmmaker, our Diploma in Film, Sound & Video (FSV) will help you bring your ‘reel’ dreams to life.

At Singapore’s first and most established filmmaking course, you can be assured of an excellent foundation in the artistic and technical elements of filmmaking and video production.

You will develop and sharpen your skills as a producer, writer, director, cinematographer or editor.

At FSV, we provide the “lights and camera”.

Your role is “Action!”

“The calibre of FSV graduates, year after year, has always been impressive. The school not only gives them a solid education but also equips them with the right skills for an industry which is fluid, dynamic and challenging.”

Eric Khoo
Film Director, Zhao Wei Films
### WHAT YOU WILL LEARN

#### Year 1
- Art & Design
- Location Sound Production
- Storytelling Techniques
- Location Production
- Written Communication
- Introduction to Computer Graphics
- Studio Production 1
- Audio Technology & Production
- Introduction to Film
- Photography
- Creativity & Applied Thinking Skills
- Sports & Wellness
- Exploring Contemporary Issues

#### Year 2
- Producing
- Documentary Production
- Short Film & Video Scriptwriting
- Camera & Lighting
- Visual Effects
- Non-Linear Editing
- Film History
- Drama Production
- Studio Production 2
- Audio Production
- Innovation & Enterprise in Action
- Any 2 IS modules

#### Year 3
- Regional Cinema
- Advanced Film Production
- Any 3 Electives
- Industry-Based Project or Internship
- World Issues: A Singapore Perspective
- Any 1 IS module

#### Electives
- Advanced Scriptwriting
- Advanced Producing
- Advanced Audio Production
- Cinematography
- Directing for Camera
- Post Production

^Interdisciplinary Studies (IS) module
WHAT YOU CAN BECOME
Exciting career opportunities beckon upon graduation with an FSV Diploma. You can choose to work in film and video production, cinematography, computer animation, post-production, sound design and recording, or scriptwriting.

Or you can be entrepreneurial and set up your own production company. The very successful Oak 3 Films, started by our alumni Jason Lai and Zaihirat Banu, is one such example. Alternatively, you may want to make your mark as an independent filmmaker.

FURTHER STUDIES
With your FSV Diploma, you may be given advanced standing at recognised film and media schools, both locally and overseas.

Many of our FSV graduates have been awarded scholarships and bursaries by the National Arts Council, the Singapore Film Commission and the Media Development Authority of Singapore to study locally (NUS or NTU) or in Australia, Canada and the United States.

In the past two years, some of our top FSV graduates have even been awarded scholarships by foreign institutions like Stanford University (USA), the National Film & Television School (United Kingdom), the Victoria College of the Arts (Australia) and local institutions such as the NUS and NTU. Alumnus Anthony Chen is reading his Masters in London on scholarship, bypassing a basic degree on the strength of his success at Cannes.

Alternatively, you can pursue an American degree here at Ngee Ann Polytechnic for the cost of a local university degree. FSV graduates qualify for a two-year advanced standing at top-ranked US film school, Chapman University’s Bachelor of Fine Arts in Creative Producing. They take an accelerated, two-year programme designed by film and media practitioners in Hollywood.

Delivered in Singapore, it includes an optional immersion at Chapman University’s Orange County campus in California.

ENTRY REQUIREMENTS
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* Candidates must attain the required grade for English as a first language.

Candidates with hearing deficiency or severe vision deficiency including colour appreciation deficiency should not apply for the course.

+ Short-listed candidates under the JPSAE or DAE will be invited for an interview.
diploma in mass communication (N67)

The most established Mass Communication diploma programme in Singapore

Singapore’s first student media conglomerate where you can run your own newspaper or magazine, radio or TV station, design agency or video production company

Top-notch facilities including TV studios, radio studio, editing suites and many more

Options to specialise in dedicated fields such as Broadcast Media, Journalism & Publishing, and Advertising & Public Relations in the final year of study

Successful alumni include Channel NewsAsia’s broadcast journalist Cheryl Fox, radio presenters Vernetta Lopez, Jiafa and Justin Ang, and The New Paper editor Melvin Singh
ABOUT THE DIPLOMA

The success of our alumni speaks volumes of the winning edge they received with our Diploma in Mass Communication (MCM). Jean Danker, Jamie Yeo and Wong Phin Wei (aka Phin) are just some of the graduates of Singapore’s first and premier mass communication course. And you might be the next big name on our list!

Whether you aspire to be an editor of a newspaper or a magazine, a radio deejay, a television news presenter, or an account director of an advertising agency – you will get the right training by the most qualified lecturers and ample industry exposure through various projects and internships.

MCM takes you through foundational modules in your first two years of study. In your final year, depending on your interests, you can opt for specialised electives in Advertising & Public Relations, Journalism & Publishing, or Broadcast Media.
## What You Will Learn

### Year 1
- Graphic Communication
- Introduction to Web Design & Computer Graphics
- Location Video Production
- Media in Society
- Principles of Marketing Communication
- Radio Production 1
- Social Psychology & Communication
- Speech Communication
- Written Communication
- Creativity & Applied Thinking Skills
- Sports & Wellness
- Exploring Contemporary Issues

### Year 2
- Advertising
- Media Management
- Media Research Methods
- News Writing
- TV Studio Production
- Communication Issues
- Feature Writing
- Public Relations
- Radio Production 2
- Web Design Applications
- Innovation & Enterprise in Action
- Any 2 IS modules

### Year 3
- Media Law
- Mass Media in Singapore & Asia
- Industry-Based Project or Internship
- Any 3 Electives
- World Issues: A Singapore Perspective
- Any 1 IS module

### Electives
- Acting Workshop
- Advanced Advertising
- Advanced Public Relations
- Advanced Radio Production
- Advertising Creatives
- Book Writing & Publishing
- Conventions & Exhibitions
- Documentary Production
- Future TV
- Integrated Digital Media
- Integrated Marketing Communications
- Online Journalism
- Photojournalism
- Presentation Skills in Chinese
- Print Journalism
- Radio Journalism
- Television Journalism

*You can choose to pursue electives that fall under the following specialisation options:
- Advertising & Public Relations
- Journalism & Publishing
- Broadcast Media

^Interdisciplinary Studies (IS) module
WHAT YOU CAN BECOME
With an MCM Diploma, you can start an exciting career in areas of broadcast, online and print journalism, advertising, public relations, marketing communications, multimedia, radio and television production and scriptwriting.

With about 3,500 graduates since 1989, FMS is the school with Singapore's biggest network of trained media practitioners. MCM graduates are highly regarded in the industry and very much sought after by potential employers, which explains why this is consistently one of the most popular poly courses in Singapore.

FURTHER STUDIES
Many MCM graduates have gone on to pursue a degree locally or overseas. A number of them have distinguished themselves, earning PhD degrees and first class honours in prestigious institutions like National University of Singapore, University of Melbourne, University of Sheffield and Northwestern University.

You can pursue related degree programmes at local universities and may gain up to a year's exemption. MCM graduates have also enrolled for degrees in the areas of Law, Business and Economics and even Architecture.

You may also enjoy advanced standing of up to one and a half years in a related three-year course in top-ranked Australian universities, including University of Melbourne, The Australian National University, Monash University and University of Queensland.

Alternatively, you can pursue an American degree here at Ngee Ann Polytechnic, at the cost of a local university degree. MCM graduates qualify for a two-year advanced standing at top-ranked US film and media school, Chapman University’s Bachelor of Fine Arts (BFA) in Creative Producing. They take an accelerated, two-year programme designed by film and media practitioners in Hollywood. Delivered in Singapore, it includes an optional immersion at Chapman University’s Orange County campus in California.

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For application through the Joint Admissions Exercise (JAE)

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For application through the Joint Polytechnic Special Admissions Exercise (JPSAE) and Direct Admissions Exercise (DAE)+

* Candidates must attain the required grade for English as a first language.

+ Short-listed candidates under the JPSAE or DAE will be invited for an interview.

The aggregate computation for selection is based on grades obtained for English, Mathematics, a Humanities subject (Grade 1-9) or Art / Music (Grade 1-9) or Principles of Accounts (Grade 1-9) or a relevant OSIE / Applied Subject (Grade 1-9) and two other subjects.
CONTACT US
535 Clementi Road Singapore 599489
Email: JoinNP@np.edu.sg
Toll Free: 1800 460 7333 (admissions)
General Enquiries: 6466 6555
Website: www.np.edu.sg

School of Film & Media Studies
Tel: 6460 8087
Fax: 6468 6218
Email: sla2@np.edu.sg

Join Us
If you took the 2009 GCE ‘O’ Level examinations as a school candidate, you may apply on-line through the Joint Admissions Exercise (JAE). Details will be available in the JAE information booklet that will be distributed by your secondary school.

Applicants who are not eligible to apply under the JAE and holders of other qualifications may refer to our website at www.np.edu.sg/admissions/apply for application details.

Tuition Fees
S$2,100 per academic year (for local subsidised students)

All information correct at time of printing (Nov 2009)