Established in 1989, the School of Film & Media Studies (FMS) pioneered education and training in the applied media arts among Singapore’s tertiary institutions.

The School believes in providing students with an enriching learning experience that enables them to excel in the dynamic film and media industry, as well as at their university studies. At its core are programmes that prepare students professionally to meet industry demands, while stimulating their creativity and fuelling their passion.

The School has nurtured many outstanding graduates. Among them are Singapore’s first Cannes Film Festival award-winning director Anthony Chen, Today Plus Editor Phin Wong, media entrepreneurs Jason Lai and Zaihirat Banu of Oak3 Films, Channel NewsAsia’s Cheryl Fox, MediaCorp Radio personalities Jean Danker and Justin Ang, Marina Bay Sands Director of Global Media, Daniel Yong and advertising guru Carolyn Teo of Kinetic.

COURSES OFFERED
FMS offers four outstanding programmes, all the first of their kind in Singapore:

• Diploma in Mass Communication (MCM)
• Diploma in Film, Sound & Video (FSV)
• Diploma in Digital Visual Effects (DVFX)
• Diploma in Advertising & Public Relations (APR)

The MCM programme, consistently one of the most popular poly courses, offers students a balance between theoretical knowledge and practical skills while emphasising a work attitude critical to success in the media industry. Students run media companies on campus, producing the campus newspaper, magazine and e-zine, running the radio and television stations, and securing advertising jobs from clients. Students also organise publicity events, including regional ones in places like Hanoi. Projects and creative work by MCM students have clinched top prizes from the Institute of Public Relations (Student PRISM Award for Best PR Project). Many MCM graduates have become well-known names in the local media industry.

FSV is designed to meet the need for creative and technical manpower in the film, video and audio production industries. The programme has produced many illustrious graduates who have taken up prominent positions and started companies in the local industry. Many FSV alumni have gone on to win numerous prizes at prestigious local events such as the Singapore International Film Festival, the Panasonic Video Awards, and the Kodak Cinematography Competition. At the international level, graduates have garnered awards at film festivals in Australia, Belgium, Canada, France, Poland, Spain, the United Kingdom and the United States of America.
DVFX was introduced in 2007 in response to the demand for creative talents in the areas of digital visual effects and special effects to support the growth and development of the film, television and interactive digital media (IDM) industries. The programme builds on the School’s established core strengths and experience in film and broadcast media production. With internship and 6-week immersion opportunities in Bangkok and China, DVFX students have the additional advantage of regional industry exposure.

APR brings together the two fundamental disciplines in Marketing Communications into one comprehensive programme. The diploma’s unique agency-based learning model offers students real-time interaction with leading advertising and public relations agencies, whose key personnel have helped to co-develop and deliver many of the classes. These strategic partnerships are a natural springboard into industry for employment-ready APR students.

MAYOR ACHIEVEMENTS
The School’s stellar record of achievements is a shining testimony of the unstinting belief in excellence and passion among its staff, students and graduates.

Over the past two years, four of the winners of the prestigious National Arts Council’s Young Artist Award were FMS’ alumni.

At the 2007 Cannes Film Festival, FSV graduate Anthony Chen’s short film Ah Ma (Grandma) received a Special Mention Award at the world-acclaimed event, a first for a Singaporean. In 2010, another FSV graduate Boo Junfeng saw his debut feature Sandcastle premire at the Cannes International Critic’s Week, the first time a local movie has achieved this.

FMS is actively involved in national and international events. The School was picked to train international student journalists, sponsored by the Ministry of Information, Communications and the Arts, from around the world for the first Youth Olympics Games (YOG) in 2010. Another group of MCM students was involved in the reporting of the Southeast Asian (SEA) Games in Laos in December 2009.

FSV and MCM students participated in the 2009 Crowbar Awards and emerged victorious, garnering 1 Gold, 1 Silver and 2 Bronze Awards.

Over the last few years, FMS students have also wrested National Youth Council research grants from undergraduates, been commissioned to produce online content by the Prime Minister’s office and embarked on regional media production projects in Chiangmai, Shaoxing, Qingdao and Sichuan, Hong Kong, Taiwan and Cambodia, as well as for the Beijing 2008 Olympics.

FACILITIES & STAFF
FSV students enjoy learning in world class studios and state-of-the-art production facilities including:

- HD-ready TV studios and sound stages
- Integrated media production facilities
- Campus radio station (Radio Heatwave)
- Campus television station (CTV)
- TV journalism studio
- 16mm, Super 16mm, 35mm film cameras, HD and SD digital video cameras
- Avid editing suites
- ProTools audio editing suites
- Final Cut Pro editing suites
- Dolby Digital 5.1 Surround sound mixing studio
- Multi-track audio recording studios
- DVD authoring studio
- Online post-production suites
- Electronic music laboratory
- Digital visual effects and animation studio
- Green screen studio
- 84-seat preview theatre

The faculty is made up of dedicated local and international media educators with extensive professional working experience in the film and media industry and strong academic credentials.

COLLABORATIONS
The School continues to develop strategic links with the industry through industry-applied research and consultancy projects, and to provide skills upgrading for media professionals. It has signed a Memorandum of Understanding with the Workforce Development Agency and Singapore Media Academy to be a key partner in Singapore’s first continuing education centre of media professionals. It was also chosen to deliver the Civil Service College to deliver the Professional Certificate in New Media Communications programme for public sector’s corporate communications professionals.

FURTHER EDUCATION
FMS opens doors for graduates to pursue higher education. Outstanding FMS graduates have been awarded scholarships by the National Arts Council, Singapore Film Commission and the Media Development Authority, to pursue undergraduate and postgraduate degrees at prestigious universities such as Stanford University (USA), Northwestern University (USA) and the National Film & Television School (UK).

A new Bachelor of Fine Arts (BFA) in Creative Producing programme with top-ranked America film school, Chapman University, was launched in September 2008. The accelerated two-year degree programme is designed for FSV and MCM graduates. The course includes an optional immersion programme at Chapman University’s Orange County campus in California, as well as internship placements in Hollywood companies. In August 2010, Chapman’s Singapore campus in Ngee Ann Polytechnic was named one of the best film schools in the world by The Hollywood Reporter, the most established trade paper in Tinseltown.
The Diploma in Advertising & Public Relations (APR) aims to recognize the intricate and integrated nature of advertising and public relations in an ever-evolving and sophisticated marketing environment.

With the influx of new media and innovative ways of transmitting messages to affluent consumers, APR students will learn to understand theoretical frameworks in communication models, consumer behaviour, media characteristics, strategic campaign planning and brand management processes, and apply these concepts in various advertising and public relations campaigns for external clients. Most importantly, students are constantly challenged to provide creative solutions under diverse market constraints.

In the first year, APR students will be grounded in both fundamental communication theories and practical skills. These include discipline-specific modules in marketing communications, advertising and public relations as well as written and visual communication, and broadcast media modules with a heavy emphasis on production skills.

In the second year, APR students will deepen their knowledge of key advertising and public relations strategies, development processes and research skills. In the final year, their learning will culminate in a capstone project, where advertising, public relations and marketing communications knowledge and skills are applied in an integrated approach. In addition, acclaimed top guns in the advertising and public relations field will co-lecture as well as act as mentors in selected capstone projects. Lastly, students will also have to complete a 20-week internship, either locally or overseas.

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

<table>
<thead>
<tr>
<th>Subject</th>
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</tr>
</thead>
<tbody>
<tr>
<td>English Language*</td>
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<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

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 OSIIE / Applied Subject (Grade 1-9) and two other subjects.

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

In a vibrant economy, APR graduates can look forward to exciting careers in both the public and private sectors. APR graduates are poised to assume various entry-level positions such as Advertising & Promotion Executives, Account Coordinators/Executives, Brand Executives, Communications Specialists/Associates, Corporate Communications Executives, Corporate Marketing Executives, Corporate & Public Affairs Executives, Exhibition & Sales Executives, Customer Relationship Executives, Marketing Executives, Marketing Communications Executives, Sports Marketing Executives, Social Media Executives/Consultants, Junior Copywriters and Media Buyers/Planners.

APR graduates qualify for a one-semester exemption from General Studies in local universities (Nanyang Technological University, National University of Singapore and Singapore Management University). Many overseas universities also offer credit exemptions in their selected degree programmes, including Advertising, Public Relations and Integrated Marketing Communications.
### Course Curriculum

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 3.2 (25 hours per week)</strong> Internship</td>
<td>25</td>
</tr>
</tbody>
</table>

**Notes:**

^ For more details on Interdisciplinary Studies Modules, please log on to www.np.edu.sg/is/

**IS Modules**

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design and Science and Technology.

### Course Modules

#### Level 1.1

**Visual Communication**

This module introduces the different creative skills central to advertising & public relations. Students will understand the rationale behind applying concepts with the creative use of design principles, to achieve effective visual communication. Students will gain knowledge and skills in concept development, graphic design, typography, digital imaging, print media production and presentation techniques.

**Rich Media Design**

This module introduces students to rich media tools such as Flash, Photoshop and Dreamweaver. Students will learn to apply and integrate these tools in order to create interactive content to enhance websites and online campaigns.

**Media in Society**

Students are introduced to the history, processes, structures and technological development of the broadcast and print media, the Internet, and the media-related industries of advertising and public relations. They will also better understand the local media industry, and the roles of various regulatory bodies in Singapore. Competing theoretical approaches are introduced to help students to think critically about the place of the media in society.

**Principles of Marketing Communication**

The basic principles and practices of marketing are introduced here. Students will acquire the necessary conceptual foundation for future practical applications. Through projects and case studies, students are provided with the basic skills in marketing analysis and planning using the marketing mix of Product, Price, Place and Promotion.

**Broadcast Media Production**

Students will learn the fundamentals of producing television and radio commercials from the production point of view covering formats, budget to production process. Students will have the working production knowledge to communicate effectively with the client, production houses, other partners and stakeholders.
Introduction to Advertising
This module exposes students to the basic principles and practices of advertising. Students will understand the creative and media processes of the advertising industry. As part of learning, they will get to evaluate advertising campaigns. Topics include an overview of an advertising agency structure and the application of advertising strategies using case studies.

Introduction to Public Relations
The module introduces the basic principles and practices of public relations. Students will acquire basic knowledge in public relations functions and practice areas. They will be introduced to PR planning skills and learn to apply various tools and techniques to develop PR programmes using case studies.

LEVEL 2.1
Understanding the Creative Process & the Creative Brief
This module introduces the key fundamentals of the creative process, from developing the creative brief to creative advertising strategies and concepts. Students will be challenged to formulate innovative and effective campaigns using various media platforms such as print, broadcast, outdoor/transit and new/niche interactive media, to achieve advertising objectives.

Agency Business Management
This module focuses on advertising as a business model. Account profitability, account team productivity as well as agency, client and supplier selection processes will be examined. Students will also learn operational and communications processes to achieve a fruitful agency-client relationship.

Consumer Behaviour & Advertising Research
This module introduces practical knowledge of planning and implementing of qualitative-quantitative advertising research, including the use of various research tools. Students will learn to use research to extrapolate key consumer insights that will impact the decision-making process in an advertising campaign.

Advertising & Brand Management
This module emphasises the theory and techniques of above-, below-, and thru-the-line planning, managing and evaluating advertising and brand communication programmes, with an emphasis on media-message strategies. Students will learn to develop, manage and execute an advertising campaign in a simulated agency environment.

Strategic Media Planning
This module is designed to expose students to the basic principles and concepts of strategic media planning within an advertising context. Though the focus would be primarily on planning for traditional and digital media in Singapore, international media planning practices will be covered as well. Emphasis is also placed on the use of media planning tools for niche and interactive media to achieve a cohesive and integrated communication objective.

LEVEL 2.2
Corporate Relations
The module focuses on corporate brand management. It examines the definition of a corporate brand, the importance of communicating the brand value, the branding process and managing the corporate reputation.

Marketing PR
The module examines the relationship between PR and marketing. It focuses on the role of PR strategies in developing and defending consumer brands. Students will also learn to apply communications strategies and tools for consumer, technological and financial markets.

Issues & Crisis Management
The module focuses on issues management, including identifying PR crises and developing a crisis communication plans. Students will also learn to solve brand communication problems using case studies.

PR Campaign Planning
The module teaches students how to strategise and apply appropriate communication tools and techniques to develop and evaluate a PR campaign for a simulated or “live” client. Students will use PR research in the design, application and evaluation of the applied PR project. The module provides an opportunity for PR practice through research, analysis and critical thinking.
COURSE MODULES

PR and the Media
The module examines PR’s role in managing the interface between the organisation and its wider environment using the media as an important channel of communication. It focuses on the importance of managing the relationship with the media. Students will learn how to use appropriate tools and techniques to garner positive media publicity for an organisation.

LEVEL 3.1
Advertising & PR Regulations and Code of Practice
This module highlights the professional code of conduct governing the advertising and public relations industries. Case studies will be used to illustrate key issues such as intellectual property rights, agency contracts, professional behaviour and ethics.

Mass Media in Singapore & Asia
Students will examine media cultures and practices in Singapore and the ASEAN region with reference to media theories and concepts taught in the first and second years. Media systems and practices in Hong Kong, China, India and Japan are examined for their commonalities with, and variations from, the Singapore media. Discussions are tailored to develop an alternative method of constructing media texts with a distinctive “Singaporean” (or generically termed “Asian”) voice.

Capstone Project
Building on the fundamentals of advertising, public relations and marketing communication, students will utilise their conceptual and applied knowledge to strategise and plan a campaign for a “live” client. This project will provide students with hands-on experience in integrating various communication platforms and mechanisms to achieve the desired impact in the marketplace.

LEVEL 3.2
Internship
Students can be attached to an organisation locally or overseas. For 20 weeks, students will receive on-the-job training in work areas related to the fields of Advertising, Public Relations and Marketing Communication.
The Diploma in Digital Visual Effects (DVFX) aims to meet the growing demand for creative talent in the areas of digital visual effects (VFX), computer graphics and post-production services to support the growth and development of the film, television and interactive digital media (IDM) industries.

Students can look forward to working collaboratively in a creatively stimulating learning environment that brings people together to create compelling content in support of motion pictures, videos, television commercials and multimedia productions.

The course aims to hone students’ passion and interest in digital visual effects by leveraging on the School’s core strengths and expertise in film, sound and video production and post-production.

The broad-based and comprehensive hands-on learning experience, and systematic building of a student’s portfolio throughout the course, will enhance his or her employability in the burgeoning digital media and entertainment industry.

ENTRY REQUIREMENTS

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

<table>
<thead>
<tr>
<th>Subject</th>
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</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

The aggregate computation for selection is based on grades obtained for English, Mathematics, Science (Grade 1-9) or Art / Higher Art (Grade 1-9) or Design & Technology (Grade 1-9) or Food & Nutrition (Grade 1-9) or a relevant OSIE / Applied Subject (Grade 1-9) and two other subjects.

* 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.

CAREER PROSPECTS

With DVFX, graduates can look forward to securing entry-level professional positions in the digital media and entertainment industries, in the areas of film and video, broadcast media, television commercials and multimedia productions.

The visual effects industry is growing at a phenomenal rate and is constantly on the lookout for talent in Singapore and abroad. DVFX graduates can hold positions such as pre-visualiser, concept designer, modeller, compositor, effects animator, and motion graphic specialist.

ACCREDITATION FOR FURTHER STUDIES

DVFX graduates have the opportunity to pursue bachelor’s degrees at local universities like NTU, as well as to further their studies and training in Australia, the UK and the US where undergraduate degree courses in animation, special effects and games design are abundant. Australian universities, such as the Queensland University of Technology, offer advanced standing of up to one and a half years to our DVFX graduates.
### COURSE CURRICULUM

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Level 1.1 (24 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>2D Art</td>
<td>5</td>
</tr>
<tr>
<td>Design &amp; Typography (Motion Type)</td>
<td>3</td>
</tr>
<tr>
<td>Photography</td>
<td>4</td>
</tr>
<tr>
<td>Storyboarding &amp; Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>Written Communication</td>
<td>5</td>
</tr>
<tr>
<td>Idea Jumpstart^</td>
<td>2</td>
</tr>
<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
</tr>
<tr>
<td><strong>Level 1.2 (24 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>3D Art</td>
<td>4</td>
</tr>
<tr>
<td>Animation Foundation</td>
<td>4</td>
</tr>
<tr>
<td>Introduction To Computer Graphics</td>
<td>3</td>
</tr>
<tr>
<td>Location Production</td>
<td>5</td>
</tr>
<tr>
<td>Social Psychology</td>
<td>4</td>
</tr>
<tr>
<td>Exploring Contemporary Issues^</td>
<td>4</td>
</tr>
<tr>
<td><strong>YEAR 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Level 2.1 (18 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>Motion Graphics &amp; Broadcast Design</td>
<td>3</td>
</tr>
<tr>
<td>Hardware Modelling &amp; Animation</td>
<td>4</td>
</tr>
<tr>
<td>Camera &amp; Lighting Effects</td>
<td>4</td>
</tr>
<tr>
<td>Scriptwriting</td>
<td>3</td>
</tr>
<tr>
<td>Idea BluePrint^</td>
<td>2</td>
</tr>
<tr>
<td>Any 1 Interdisciplinary Studies (IS) module^</td>
<td>2</td>
</tr>
<tr>
<td><strong>Level 2.2 (21 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>Organic Modelling</td>
<td>4</td>
</tr>
<tr>
<td>Compositing</td>
<td>4</td>
</tr>
<tr>
<td>Production Planning</td>
<td>3</td>
</tr>
<tr>
<td>Pre-visualisation</td>
<td>3</td>
</tr>
<tr>
<td>Post-production</td>
<td>3</td>
</tr>
<tr>
<td>Idea LaunchPad^</td>
<td>2</td>
</tr>
<tr>
<td>Any 1 Interdisciplinary Studies (IS) module^</td>
<td>2</td>
</tr>
<tr>
<td><strong>YEAR 3</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Level 3.1 (22 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>Effects Animation</td>
<td>4</td>
</tr>
<tr>
<td>Character Rigging &amp; Animation</td>
<td>4</td>
</tr>
<tr>
<td>Digital Backlot &amp; Set Extension</td>
<td>4</td>
</tr>
<tr>
<td>History of Film &amp; Motion Arts</td>
<td>3</td>
</tr>
<tr>
<td>Creative Portfolio</td>
<td>3</td>
</tr>
<tr>
<td>World Issues: A Singapore Perspective^</td>
<td>2</td>
</tr>
<tr>
<td>Any 1 Interdisciplinary Studies (IS) module^</td>
<td>2</td>
</tr>
</tbody>
</table>

### Module Name

| Level 3.2 (25 hours per week) | Industry-Based Project or Internship | 25 |

**Notes:**

^ For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

### IS Modules

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students’ competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design and Science and Technology.

#### COURSE MODULES

### LEVEL 1.1

#### 2D Art

This module aims to equip students with an overall appreciation and understanding of the fundamental aesthetic concepts and techniques of visual art by providing theoretical and practical training. Topics such as drawing fundamentals, colour theory, perspective drawing will serve as foundation that will complement the other modules in the diploma. The module will also develop the conceptual and technical abilities of the students through the process of producing artwork.

#### Design & Typography (Motion Type)

This module equips students with an appreciation of the basic principles of design, typography and the animation of type (or motion type/graphics). Emphasis is given to basic visual design skills and terminology, creative visual thinking/problem solving techniques, basic broadcast design and the use of necessary graphic software. Fundamental elements in the design process are introduced, including typography, imagery, colour and layout.

#### Photography

This module exposes students to the technical and aesthetic aspects of still photography and sequential photography, using slide projectors. Topics include the use of still camera, slide film and exposure, existing light, pictorial composition, storytelling with pictures, production planning, audio-visual presentation using slide projectors, and a brief history of photography.

#### Storyboarding & Storytelling

This module focuses on how students can create meaning through stories that reflect their own lives and imaginations. Using a three-act dramatic structure, students learn to develop good short story ideas using the basic storytelling tools of observation, memory and experience. In both written and oral exercises, and assignments, students learn to identify and understand good storytelling – a critical skill for all film and video producers. Concurrently, students will also apply drawing skills and learn how to use storyboarding devices and techniques to translate a script into pictures.
COURSE MODULES

Written Communication
This module aims to equip students with the skills to write effectively in both academic and professional settings. The focus will be on formal, persuasive writing. On top of acquiring the basics of structure and style, students will learn how to formulate and develop clear writing objectives, flesh these objectives out into coherent and cohesive written pieces, and support and sustain inquiry through research. In addition to this, there is a strong focus on research, citation skills and grammar.

LEVEL 1.2
3D Art
This module provides students with an opportunity to conceptualise and create 3D forms and sculptures using diverse materials and methods. This helps them understand spatial depth and visualise objects in space better. The first few weeks of lessons will be structured to reinforce students’ practical skills through the application of visual elements and design principles acquired in 2D Art.

Animation Foundation
This module will focus on the 12 fundamental principles of animation and the animation process through traditional methods. Concepts such as walk, run, anticipation, weight/velocity, proportion/anatomy, overlapping action, exaggeration, keys and layout methods will be covered. Many examples of significant developments in character animation will be screened in class.

Introduction to Computer Graphics
This module is a foundation subject in which students are given a working knowledge of software that are used in the creation of 2D and 3D computer graphics. Students will use Adobe Photoshop and Autodesk Maya to explore areas such as digital photographic collage, compositing, digital painting, 3D Modelling, Animation and rendering techniques.

Location Production
This module is an introduction to single-camera film-style video production. This is a foundation subject which aims to provide students with a basic theoretical and practical introduction to pre-production planning, single-camera operation, location lighting, grip work, sound recording and linear video editing. Students will gain a visual understanding of moving images and be able to combine them with simple soundtracks.

Social Psychology & Communication
This module introduces students to the processes of human communication at the intrapersonal, interpersonal and small group communication levels, and examines the processes of social influence as they occur at these levels. The module emphasises reflection and requires that students apply their learning to their own lives. In addition, they will have to cultivate, through application, both higher order and critical thinking skills.

LEVEL 2.1
Motion Graphics & Broadcast Design
This module will cover motion graphics creation and animation using Adobe After Effects and Photoshop. This module will share an integrated assignments with other modules across this level, which will culminate in a portfolio.

Hardware Modelling & Animation
This module will cover hard surface modelling, texturing, Lighting and Rendering. It will share an integrated assignment with other modules across this level, resulting in a portfolio at the end of the semester.

Camera & Lighting Effects
This module will help every student reach a better understanding of the craft, methods, and aesthetics of cinematography. In so doing, they will discover their own visual styles working in a green screen studio. It will share an integrated assignment with other modules across this level.

Scriptwriting
Writing a script for special effects and animation commercials, short films or feature films is substantially different from writing a script for conventional drama films. The Scriptwriting module for DVFX will cover specific genres such as science-fiction, fantasy and horror and analyse the work of authors like Edgar Allan Poe (Fall of the House of Usher, The Tell-Tale Heart), HP Lovecraft (Necronomicon), Philip K. Dick (Blade Runner, Minority Report), Gene Roddenberry (Star Trek) and other sci-fi masters. Students will also learn how to write a script bearing in mind the constraints of animation and special effects.

LEVEL 2.2
Organic Modelling
This module will give the students the skills needed to efficiently create and build characters in Zbrush as well as apply materials and textures using the toolsets available in Maya. It will share an integrated assignment with other modules across this level.

Compositing
This module will deal with compositing concepts such as Chroma Keying, Matte Extraction, Wire Removal, Colour Correction and other areas connected with image manipulation. Students will also learn the techniques to integrate CG generated element with live background. It will share an integrated assignment with other modules across this level.

Production Planning
The planning procedures of a film or video production containing visual effects elements are learnt by students who take on the role of visual effects producer. By forming a company, they obtain a script and create a budget for the visual effects production unit.

Pre-visualisation
This module, popularly known as “PreViz”, will deal with methods and techniques associated with this pre-planning stage of the production process. Techniques covered range from simple animatics to full scale 3D animated sequences. It will share an integrated assignment with other modules across this level.
**COURSE MODULES**

**Post-production**
The module will cover the language and grammar of editing, broadcast technology applied to editing, special effects editing, multi-layering editing, and mastering to DVD.

**LEVEL 3.1**

**Effects Animation**
This module teaches students the techniques in creating dynamic visual effects animation, such as explosions, fire, liquid, smoke and debris. Students learn the workflow in creating animated effects and integrating them into their projects.

**Character Rigging & Animation**
This module will deal with the setting up of controls for the 3D character models and animation. The techniques to enable the 3D models to move and perform convincingly will be covered. This module covers the subject of Digital Thespians or Performance Acting.

**Digital Backlot & Set Extension**
This module will build up the student’s knowledge in the use of image manipulation and tools to generate realistic backgrounds to be used as backdrops for compositing. Students will be able to effectively plan/design and build a visually interesting matte painting to be used to extend an existing environment that they have shot or built in 3D.

**History of Film & Motion Arts**
This module touches upon the technological and aesthetic history of visual effects and animation from their origins to the present day. It will examine the techniques and creative innovations that have evolved into today’s powerful technology that now enables media convergence.

**Creative Portfolio**
This module allows students to leverage the knowledge and skills acquired throughout their two years of study (from modelling to effects animation). It culminates in a personal portfolio of original work in which aspects of environmental animation will also be incorporated. Students will also learn how to create photorealistic landscapes using Vue software.

**LEVEL 3.2**

**Industry-based Project (IBP)**
This module involves students undertaking a group project of industry standard. “THE BIG PROJECT” (Special Effects production pipeline) is a 15-minute effects-driven short film that will include design of titles (motion graphics), virtual sets, live-action and digital effects compositing. This will involve all students in the cohort and each individual will be specialising in a particular role. Software and Apple certification will be sought, so that by the end of the programme, students will have at least one certification.

**Internship**
This module involves students being placed on a 20-week internship with a company matching their abilities and interests in either motion graphics and/or animation for broadcast and video platforms both in Singapore or Overseas.
With the rise of local productions and their increasingly popular reception at the box office and at international film festivals, the Singapore film industry is taking off swiftly. Ngee Ann Polytechnic is leading this transformation. Films by Diploma in Film, Sound & Video (FSV) students and alumni have earned awards and accolades at the Singapore International Film Festival, and virtually all the world’s most prestigious film festivals in Cannes, Berlin, Sundance and Venice.

The first and most illustrious filmmaking course in Singapore, FSV combines academic study with practical learning. Such training is essential for students who aspire to build a career in the film, sound and video industries. The course nurtures both creativity and technical competence in the latest technologies and software used by industry.

The curriculum provides a thorough grounding in the artistic and technical elements required in the craft of filmmaking and video production. It covers the areas of film, digital video, sound, motion-graphics, compositing and postproduction. The course provides opportunities to harness creative talent, tapping on the latest professional equipment and facilities from the film and broadcast industry.

FSV students progressively build up knowledge and skills over their course of study through an integrated learning approach. In the final year, students either undertake a project of industry standard, work with external or campus clients, or embark on a five-month internship.

FSV graduates have excelled at the local and international stages. For example Anthony Chen was the first Singaporean to win an award at the prestigious Cannes Film Festival and Boo Junfeng was the first local filmmaker whose debut feature film premiered at the 2010 Cannes Film Festival’s International Critic’s Week. The National Arts Council also conferred both with the prestigious Young Artist Award.

### ENTRY REQUIREMENTS

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

<table>
<thead>
<tr>
<th>Subject</th>
<th>‘O’ Level Grade</th>
</tr>
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<tbody>
<tr>
<td>English Language*</td>
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<tr>
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<td>1-7</td>
</tr>
<tr>
<td>Any two other subjects</td>
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</tbody>
</table>

The aggregate computation for selection is based on grades obtained for English, Mathematics, Science (Grade 1-9) or Art / Higher Art (Grade 1-9) or Design & Technology (Grade 1-9) or Food & Nutrition (Grade 1-9) or a relevant O/SIE / Applied Subject (Grade 1-9) and two other subjects.

* 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.

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

### CAREER PROSPECTS

FSV graduates are qualified to enter the workforce in areas such as film and video production, motion graphics, cinematography, film and video post-production, sound design design and sound recording, and scriptwriting.

Due to the strong demand for their skills, FSV graduates have successfully secured employment in the industry as video editors, assistant film directors, art directors, production managers, sound recordists, music producers, computer animators and freelance cinematographers/videoographers.

A number of them have also struck out on their own as independent filmmakers/entrepreneurs, producing successful documentaries and feature films.
ACCREDITATION FOR FURTHER STUDIES

Many FSV graduates have sought further education in countries such as Australia, Canada and the USA. Several have also won study scholarships and bursaries from the National Arts Council, Singapore Film Commission and the Media Development Authority of Singapore. Top graduates in the past few years have been recognised for their academic excellence by being awarded scholarships to study at Stanford University (USA), National Film & Television School (UK), National University of Singapore, and Nanyang Technological University.

FSV graduates also qualify for a two-year advanced standing for Chapman University Singapore’s Bachelor of Fine Arts in Creative Producing, a degree programme customised for Ngee Ann’s FSV and Mass Communication graduates.

COURSE CURRICULUM

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
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<tr>
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<tr>
<td>Art &amp; Design</td>
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<tr>
<td>Location Sound Production</td>
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</tr>
<tr>
<td>Storytelling Techniques</td>
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<td>Location Production</td>
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<td>Written Communication</td>
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<tr>
<td>Idea Jumpstart^</td>
<td>2</td>
</tr>
<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
</tr>
<tr>
<td><strong>Level 1.2 (24 hours per week)</strong></td>
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<tr>
<td>Introduction to Computer Graphics</td>
<td>3</td>
</tr>
<tr>
<td>Audio Technology &amp; Production</td>
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<td>Studio Production 1</td>
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<td>Introduction to Film</td>
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<td>Photography</td>
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<tr>
<td>Exploring Contemporary Issues^</td>
<td>4</td>
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<tr>
<td><strong>YEAR 2</strong></td>
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</tr>
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<td><strong>Level 2.1 (23 hours per week)</strong></td>
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<td>Producing</td>
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<td>Documentary Production</td>
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<tr>
<td>Short Film &amp; Video Scriptwriting</td>
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</tr>
<tr>
<td>Camera &amp; Lighting</td>
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<tr>
<td>Visual Effects</td>
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<td>Idea BluePrint^</td>
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<tr>
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<td>Non-Linear Editing</td>
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<td>Film History</td>
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<td>Drama Production</td>
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<td>Studio Production 2</td>
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<td>Audio Production</td>
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<td>Idea LaunchPad^</td>
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<td>Any 1 Interdisciplinary Studies (IS) module^</td>
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<td><strong>YEAR 3</strong></td>
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<td><strong>Level 3.1 (25 hours per week)</strong></td>
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<tr>
<td>Advanced Film Production</td>
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<td>Regional Cinema</td>
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<tr>
<td>World Issues: A Singapore Perspective^</td>
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<tr>
<td>Any 1 Interdisciplinary Studies (IS) module^</td>
<td>2</td>
</tr>
<tr>
<td>3 Electives (see*)</td>
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Module Name                              | Credit Units |
<table>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 3.2 (25 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>Industry-based Project or Internship</td>
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</tr>
</tbody>
</table>

**ELECTIVES**

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

Notes:
^ For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

IS Modules
The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students’ competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design and Science and Technology.
COURSE MODULES

LEVEL 1.1
Art & Design
This module aims to provide students with a fundamental understanding of aesthetic concepts and design techniques within the visual art and visual communication disciplines. The focus is on developing the conceptual and technical abilities through the process of producing artwork applicable to film production and motion graphics design.

Location Sound Production
This module will equip students with the knowledge and skills needed for capturing good location sound. They will also learn the different techniques employed by professional sound recordists, and discover how location sound is enhanced in audio post production. Students will be able to produce soundtracks for short films through the processes of location sound recording, sound design, editing and mixing.

Storytelling Techniques
This module focuses on how students can create meaning through stories that reflect their own lives and imagination. Using a three-act dramatic structure, students learn to develop good story ideas using the basic storytelling tools of observation, memory and experience. In written and oral exercises as well as assignments, students learn to understand and apply good storytelling techniques – a critical skill for film and video producers.

Location Production
This is a foundation subject in which students are introduced to single-camera video production. The module aims to provide students with a basic theoretical and practical introduction to pre-production planning, single-camera operation, location lighting, grip work, sound recording and non-linear video editing. Students will gain a visual understanding of moving images and be able to combine them with simple soundtracks.

Written Communication
This module aims to equip students with the skills to write effectively in both academic and professional settings. The focus will be on formal, persuasive writing. On top of acquiring the basics of structure and style, students will learn how to formulate and develop clear writing objectives, flesh these objectives out into coherent and cohesive written pieces, and support and sustain inquiry through research. In addition to this, there is a strong focus on research, citation skills and grammar.

LEVEL 1.2
Introduction to Computer Graphics
This module is a foundation subject in which students are given a working knowledge of software for rich media design and animation production. Students will be taught digital imaging and 3D application tips and tricks applicable to digital photographic collage, digital painting, web page design, rendering and animation.

Audio Technology & Production
This module is designed to train students on the basic knowledge and skills for audio production. Students will learn the basic principles and technical concepts of sound production and technology. The basic production skills developed in recording, overdubbing, processing and mixing can be applied to produce audio for various aspects of the media, such as video, television, film, radio and music.

Studio Production 1
This module introduces students to multi-camera studio production techniques and technical operations. Topics include TV studio camera operation and setup, studio lighting, audio and sound control, the character generator, teleprompting, vision mixing, digital effects and production roles. The module is designed to help students acquire the basic knowledge and skills to perform duties in various studio positions with competency. There is a focus on developing creativity and continuity in planning and executing live studio-based television programmes.

DOCUMENTARY PRODUCTION

Introduction to Film
This foundation module examines the basic issues that comprise the study of film. These are film production, distribution and exhibition, film form, film genre, documentary and experimental cinema, film style and film criticism. Screenings, lectures and readings are designed to help achieve an understanding of what makes a film look and sound the way it does. Apart from demystifying film as an art, students are also encouraged to analyse films as made objects, to prepare them for more advanced modules in film history and scriptwriting.

Photography
This module explores the technical and aesthetic aspects of still photography and sequential photography. Topics include the use of still camera, film and exposure, existing light, pictorial composition, storytelling with pictures and a brief history of photography.

LEVEL 2.1
Producing
This module introduces students to the planning procedures in producing for film. Students will be exposed to production management responsibilities such as production documentation, budget and schedule planning, location scouting and crew hiring. As part of the assessment, students are also expected to visit and critique local production establishments to study how they operate. At the end of the module, students will be equipped to present a production portfolio based on a script, and will gain a foundational understanding of local media and entertainment law.

Documentary Production
This module is designed to introduce students to the practical, technical, and theoretical issues in non-fiction filmmaking. Students will be exposed to different types of documentary storytelling and the appropriate usage for each style. They will then work individually and later in groups to apply the technical skills and creative choices to shoot and edit their own video documentaries.
COURSE MODULES

Short Film & Video Scriptwriting
This module focuses on writing short screenplays for film or video. In building on storytelling and visualisation techniques acquired in Level 1, students are encouraged to develop stories from their own personal realm of observations, memories and experiences. Writing exercises and assignments develop eventually into an 8- to 12-page screenplay, which may be produced into film or video industry-based projects in Level 3.

Camera & Lighting
This module gives students a better understanding of the craft, methods, and aesthetics of cinematography, and enables them to discover their own visual styles. Students learn the finer points of camera and production techniques, including camera mechanics, optics, lighting and exposure. By acquiring a broad understanding of what makes cinematography a creative art, they embark on becoming well-rounded cameramen, able to excel in all areas of their craft while working well with other members of the crew.

Visual Effects
In this module, students are introduced to the basic principles, concepts and techniques in creating Digital Visual Effects for film and video. With the use of software such as Maya, After Effects and Photoshop, students will gain a basic understanding and develop skill in creating 3D and 2D images, and compositing them onto a “live” action footage.

LEVEL 2.2
Non-Linear Editing
This module provides introductory knowledge in the area of post-production and hands-on editing experience. Students, having been primed in non-linear editing during the first year with Location Production, will learn the finer details of editing for a narrative-driven project. Through exercises and reflection, they will have many opportunities to become familiar with the various concepts of editing, before they progress to Level 3 Post-Production and their industry-based projects.

Film History
In this module, students explore aesthetics as the foundation of film style and film language, and film theory as a framework from which to probe deeper into the meaning of film. Selected films will be screened to illustrate the aesthetic dimensions or aspects of film theoretical models such as auteur theory, montage theory, and various methods of narrative form to analyse the content of film. This module builds on critical thinking skills developed in Level 1.

Drama Production
In this module, students build on the skills acquired in the first year, particularly in location production and storytelling, to create short narrative projects that also give them their first exposure to the film and High Definition video medium.

Studio Production 2
This module focuses on creating a wider understanding and appreciation of nonfiction productions in the world of television. It is designed to introduce students to the practical and technical aspects of creating television programmes, particularly in the info-tainment and info-education genre. Students will work in a team and will be responsible for all aspects of production: from conceiving the show idea to casting, scripting, production planning, budgeting, graphics, to recording programme segments in the studio and on location. They are also responsible for packaging the product using these segments.

Audio Production
Building on Year 1 audio skills, this module will emphasise on audio post production and multi-track recording. They will learn how to operate equipment in a professional recording studio, understand signal path and work flow in order to record and mix a band. They will also learn sound design and mix to produce quality soundtracks for short films.

LEVEL 3.1
Advanced Film Production
Building on skills acquired in their first two years of study, students complete two short films that allow them to hone their abilities in writing, cinematography, lighting, sound recording, editing and sound mixing. The students will develop a conceptual knowledge of different film styles, and enhance their understanding and competence in issues related to content and storytelling. The “in-class” and “on location” assignments will emphasise the actual shooting procedure, and working with actors on a set.

Regional Cinema
The module introduces students to the art and industry of Asian cinema. Students will explore the unique traditions of selected national cinemas of East, South and Southeast Asia. Against the backdrop of globalisation, they will also discover the unique histories and aesthetics of Asian film production.

ELECTIVES
Advanced Audio Production
This module will advance students’ skills in the creative and technical aspects of audio production. They will learn advanced techniques in audio-post, with emphasis on sound design and mixing in stereo and surround sound. They will also learn to create music in the electronic music writing environment using MIDI (Musical Instrument Digital Interface) technology, loops and digital audio technology. They will gain competency in the use of the computer-based music workstation, electronic controllers, hardware & software instruments and peripheral audio equipment to produce music for film, video & animation.
Advanced Producing
This module is designed to assist students in understanding the role of the Producer in a film setting. Students are to assume the role of the Producer trying to get a film project started. They will source for scripts, identify the market potential for a film, do target audience and film festival research and identify possible production partners. They will also create budget scenarios for a film resulting in the production of a development folder for which they will be assessed. Students will also gain an overview on further media law concepts. As part of the assessment, students are expected to source for and develop a concept, which they will pitch in class before a panel of film and media industry professionals.

Advanced Scriptwriting
Students will conceptualise several story ideas and develop one of them into a screenplay. The selected screenplay will serve as a shooting script for an industry-based project or be part of their creative portfolio. Students will participate in comprehensive script critiques for their script assignments.

This module also covers scripting for non-fiction genres such as corporate videos, infoeducation, infotainment, reality programmes and documentaries.

Cinematography
This module enables students to build on their acquired technical and aesthetic skills, to focus on more advanced techniques of cinematography to become competent Directors of Photography for their industry-based projects.

Directing for Camera
This module studies aspects of pre-scriptwriting, scene direction, completion of scriptwriting, script visualisation, pre-production, blocking, direction, rehearsal and filming. The focus is on equipping students with the essential skills to become competent directors for their industry-based projects.

Post-production
Building on the second-year Non-Linear Editing module, students will refine their editing skills on Avid digital video edit workstations. Students are introduced to the advanced and more complex principles of video editing and on-line postproduction. They will acquire the necessary skills and the ability to apply the various tools and techniques learnt to perform complex edits involving Digital Betacam Recorders and Players as well as Colour Corrector and Pinnacle Digital Effects in a broadcast-quality post-production suite.

LEVEL 3.2
Internship
Students may undertake a 20-week internship with an external company.

Industry-based Project (IBP)
Students will choose to undertake a group project of industry standard in their areas of interest. The projects may vary in size and length, and will allow students to apply their directing and producing skills in a film/video production, with audio and CG skills complementing the production. Each project has a lecturer as a supervisor to give feedback throughout the planning, production and postproduction stages. Students will also pitch their proposals/scripts before an approving panel, simulating the industry process, and may secure grants or sponsorship to help them complete their final film project.
DIPLOMA IN MASS COMMUNICATION (MCM) 3-YEAR COURSE

The Diploma in Mass Communication (MCM) provides students with structured learning in mass communication theories and practices. Our students will develop the professional knowledge and communication skills necessary for a career in the mass media and related areas.

Our programme combines studies and applications while concentrating on developing teamwork, critical thinking, organisational ability and the creative potential of students. An important method of assessment is using problem-based projects that simulate the demands of clients in the media industry. Beyond lectures and tutorials, students receive hands-on training in a multimedia environment comprising computer laboratories, and radio and television studios.

First- and second-year students will take foundation modules to develop the generic knowledge and skills necessary for the course, as well as modules that give them the essential knowledge, skills and training in all mass communication areas.

Final-year students can opt for electives in specific mass communication areas: television production, radio production, journalism, public relations, advertising and multimedia applications in combinations that lead to either the general track or one of the three specialisation options of Advertising & Public Relations, Journalism & Publishing, or Broadcast Media.

To cater to ever-changing student profiles and industry needs, the modules in our curriculum are regularly revised and updated.

ENTRY REQUIREMENTS

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

<table>
<thead>
<tr>
<th>Subject</th>
<th>‘O’ Level Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>For application through the Joint Admissions Exercise (JAE)</td>
<td></td>
</tr>
<tr>
<td>English Language*</td>
<td>1-3</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
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</table>

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

<table>
<thead>
<tr>
<th>Subject</th>
<th>‘O’ Level Grade</th>
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<td>1-7</td>
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<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

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.

* Applicants must attain the required grade for English as a first language.
+ Short-listed applicants under the JPSAE or DAE will be invited for an interview.

CAREER PROSPECTS

The MCM programme has produced over 3,500 graduates since it began in 1989. Graduates can secure entry-level professional positions in fields such as advertising, broadcast and print journalism, marketing communications, multimedia, public relations, radio and television productions, research applications and copywriting.

The majority of our graduates have joined the industry as Print/Broadcast/Online Journalists, Radio Producers/Presenters, Television Producers/Presenters/Directors, Advertising Account Executives, Public Relations/Affairs Executives, Corporate/Marketing Communication Executives, Communications Educators, Designers, Actors, Multimedia Programmers, Programme Hosts and Media Researchers.
The Diploma in Mass Communication is an internationally recognised tertiary qualification. Students may enjoy advanced standing of up to one and a half years' exemption 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.

MCM graduates also qualify for a two-year advanced standing for Chapman University Singapore’s Bachelor of Fine Arts in Creative Producing, a degree programme customised for Ngee Ann’s School of Film & Media Studies graduates.

Some FMS graduates have enrolled in and won scholarships to highly competitive media and liberal arts programmes in Stanford University, Northwestern University, School of Visual Arts, and Sarah Lawrence College in America. They have also gone on to study in Cambridge University, the University of London and University of Sheffield in the United Kingdom.

Exemptions from various subjects apply on a case-by-case basis for entry to universities in the UK, USA and Canada. MCM graduates may also gain entry into related degree programmes at local universities, gaining up to a year off from NTU’s Wee Kim Wee School of Communication and Information, and a semester from NUS’s Faculty of Arts & Social Sciences. MCM graduates also enrolled in other courses in the local universities and some have read Law, Business and even Architecture.

### COURSE CURRICULUM

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
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<tr>
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<td>Introduction to Web Design &amp; Computer Graphics</td>
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<td>Location Video Production</td>
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<td>Media in Society</td>
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<td>Principles of Marketing Communication</td>
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<td>Idea Jumpstart</td>
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<td>Sports &amp; Wellness</td>
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<td><strong>Level 1.2 (21 hours per week)</strong></td>
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<tr>
<td>Radio Production</td>
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<td>Social Psychology &amp; Communication</td>
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<td>Speech Communication</td>
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<td><strong>YEAR 2</strong></td>
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<td><strong>Level 2.1 (24 hours per week)</strong></td>
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<td>Advertising</td>
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<td>Radio Production 2</td>
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<td>Web Design Applications</td>
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<td>Any 1 Interdisciplinary Studies (IS) module^</td>
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<td><strong>YEAR 3</strong></td>
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<td><strong>Level 3.1 (24 hours per week)</strong></td>
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<td>Media Law</td>
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</tr>
<tr>
<td>Industry-based Project or Internship</td>
<td>25</td>
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</tbody>
</table>

### 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
- Sports Journalism
- Television Journalism

**Notes:**

^ For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

### IS Modules

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students’ competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design and Science and Technology.
COURSE MODULES

LEVEL 1.1
Graphic Communication
Students gain an appreciation of the basic principles of design. Emphasis is on basic visual communication skills and terminology, creative visual thinking techniques and use of digital graphic design production software. Fundamental elements in the design process are introduced, including typography, imagery, colour and layout.

Introduction to Web Design & Computer Graphics
Students are introduced to the basics of web content design and web-based vector animation. Focus is on using basic web authoring software to create and optimise graphics for designing and creating websites.

Location Video Production
Students are introduced to single-camera film-style video production. This module provides students with a basic theoretical and practical introduction to video production techniques and equipment, film aesthetics, and how to plan and organise a video production.

Media in Society
Students are introduced to the history, processes, structures and technological development of the broadcast and print media, the Internet, and the related industries of advertising and public relations. They will also better understand the local media industry, and the roles of various regulatory bodies in Singapore. Key theoretical approaches are introduced to help students to think critically about the place of the media within society.

Principles of Marketing Communication
The basic principles and practices of marketing are introduced. Students will acquire the necessary conceptual foundation for future practical applications. Through projects and case studies, students are provided with the basic skills in marketing analysis and planning using the marketing mix of product, price, place and promotion.

LEVEL 1.2
Radio Production 1
Students will develop fundamental listening, writing and audio production skills. They will gain hands-on experience in the audio production studio, with a short introduction to analogue editing as well as the recording and editing process. Students will also learn up-to-date digital audio editing techniques that are in line with current industry standards.

Social Psychology & Communication
Students are introduced to the processes of human communication at the intrapersonal, interpersonal and small group communication levels. This module examines the social influence at these levels. The emphasis is on reflection and students are encouraged to apply what they have learnt in their own lives. In addition, they will have to cultivate, through application, both higher-order and critical thinking skills.

Speech Communication
Students will learn how to become composed, credible and articulate speakers in a variety of professional situations. Special attention is paid to identifying and developing verbal and non-verbal communication skills, as well as cultivating strong and expressive vocal characteristics. Students are also taught to organise their ideas logically and to use appropriate visuals to support vocal delivery.

Written Communication
This module aims to equip students with the skills to write effectively in both academic and professional settings. The focus will be on formal, persuasive writing. On top of acquiring the basics of structure and style, students will learn how to formulate and develop clear writing objectives, flesh these objectives out into coherent and cohesive written pieces, and support and sustain inquiry through research. In addition to this, there is a strong focus on writing skills and grammar.

LEVEL 2.1
Advertising
Students are exposed to the basic principles and concepts of advertising that apply to the creative and media processes of the advertising industry. As part of the learning process, they will also get to plan an advertising campaign for a retail consumer product. Topics include a review of an ad agency structure, advertising strategies in creative and media planning, and the evaluation of ad campaigns.

Media Management
Students are introduced to the basic principles of management, and will learn the basics of financial statements, as well as how to manage media organisations as viable businesses. Students also learn the importance of marketing, branding and programming strategies for media companies and the different ways these strategies are implemented by companies. Assignments include writing a business plan that emphasises good communication skills.

Media Research Methods
Students will gain an understanding of methods used across different segments in the media industry and acquire the analytical and interpretative skills needed to understand and apply research findings. They will learn about the research process, design surveys and questionnaires for specific purposes in social research, and be able to gather primary research data through surveys. They are also exposed to the basic principles of descriptive and inferential statistics.

News Writing
Students are introduced to the role and responsibilities of the reporter in print media, at the same time developing their basic news gathering, evaluation and writing skills. Students are expected to build a working knowledge of structured, balanced, accurate and effective news reporting, and to develop the necessary professional attitudes and skills. They will also learn to appreciate the ethics and realities of working as journalists in Singapore.
TV Studio Production
Students will acquire the knowledge and basic skills in television studio production. Special attention is paid to developing creativity and continuity in planning and executing “live” studio-based television programmes. Students are also taught to perform duties in the various studio positions. In addition, they also become familiar with basic studio production procedures and communication techniques in a studio environment.

LEVEL 2.2
Communication Issues
Students will learn what it means to be responsible media practitioners. This module engages them in critically evaluating a range of media issues and their implications. Attention is paid to the media’s role in Singapore’s political, economic and cultural landscape, and its relationship to the globalisation of communication industries.

Feature Writing
Students are introduced to the role of a feature writer in the print media. Emphasis is placed on acquiring skills to write basic features, such as personality profiles, background features and travel features in styles acceptable for publication in both magazines and newspapers.

Public Relations
Students are introduced to the basic principles and practices of public relations. They will acquire the necessary strategic planning skills and learn to apply various tools and techniques to develop PR programmes. Besides being introduced to various strategies to manage and optimise relations with the mass media, students will also learn how to write persuasively for various audiences.

Radio Production 2
Students will expand and refine their audio production skills and on-air presentation skills. They will explore digital editing and production, practise interview techniques and content research techniques, and write for various types of radio programmes. Students are also introduced to the techniques of panel discussions, talk shows, phone-in segments and “live” radio presentations.

Web Design Applications
Students will gain an appreciation of web design, content development and rich media design. This module aims to introduce students to strategic content development processes - a skill employable in any media project. They will study essential content development concepts before formulating interactive media strategies and developing structures of information directed to specific audiences.

LEVEL 3.1
Media Law
Students are introduced to media law to heighten their awareness of the basic legal issues and processes that they are likely to encounter in the media industry. The focus is on imparting some fundamental concepts in law, primarily in media-related areas such as defamation, contract, confidence and copyright. This module will equip students with sufficient knowledge to recognise the legal boundaries within the media industry and situations that require legal advice.

Mass Media in Singapore & Asia
Students will examine media culture and practices in Singapore and the ASEAN region with reference to media theories and concepts taught in the first and second years. Media systems and practices in Hong Kong, China, India and Japan are examined for their commonalities with and variations from the Singapore media. Discussions are tailored to develop an alternative method of constructing media texts with a distinctive “Singaporean” (or “Asian”) voice.

Electives
Students will choose three electives in their third year of study. These modules build on those taken in the first and second years, offering greater depth in specific applications. Depending on student interest and staff availability, not all options will be offered every semester.

Acting Workshop
Students will understand the craft of acting in relation to film and television. The module will cover the theoretical aspects of acting for film and television within a practical context. Various forms of productions and developing performance skills will be developed over time to help free, create and give structure to a performance. Lectures and workshops will include improvisational work, character development, blocking a scene, script breakdowns and film techniques.

Advanced Advertising
Students will get to enhance their learning of strategic advertising campaigns through the process of working in collaboration with industry players. Corporations provide students with actual marketing briefs, which the students have to translate into an entire advertising proposal. The proposal covers various stages of an advertising campaign from the development of advertising strategies, creative concepts to selective media message delivery and finally, the execution of the campaign. This module allows students to think strategically, adopt new approaches in the planning of an ad campaign, and build and integrate the skills learnt from the foundational modules.

Advanced Public Relations
Students will develop advanced public relations skills in areas such as media relations, crisis communication, investor relations, PR research, budgeting and strategic PR planning. Central to this module is the development of a PR campaign for an external client. Students will form PR consultancy teams and perform under actual industry expectations to “pitch” for the client account.

Advanced Radio Production
Students apply the skills developed in the first two years of Radio Production modules to produce capsule, drama and feature/documentary programmes for broadcast on the campus radio station. Students will also work together with the Electronics and Computing Engineering students from the School of Engineering to produce Digital Audio Broadcast (DAB) slideshows,
COURSE MODULES

some of which may be broadcast over MediaCorp Radio. Students are also introduced to radio station-management, formatting, station-positioning, promotions, podcasting, intranet broadcasting and ‘live’ broadcasting.

Advertising Creatives
Students will be equipped with the basic skills for creative concept development to execute concepts in print and broadcast media for the advertising industry. These include the development of print ads, direct mail, brochures, pamphlets, posters, radio and television commercials. This module further examines the shaping of creative strategies for leading international and local advertising campaigns in Singapore, and tactics for selling and defending creative ideas.

Book Writing & Publishing
Students are trained to appreciate writing for and working in the book publishing industry. This module exposes students to experiences in publishing a trade and/or professional book. Students also engage in creative (poetry and prose) writing for publications and learn to conceptualise, design, market and distribute a book.

Conventions & Exhibitions
This module offers an overview of the Meetings, Incentives, Conventions & Exhibitions (MICE) industry. Students will acquire a working knowledge of industry principles, practices, operations and management, as well as opportunities to interact with industry players through projects and facility visits. Trends in the Asia Pacific and global MICE industries will also be covered in this module. Students will be involved in a major Event Planning project where they will develop and execute a MICE event for an internal or external client.

Documentary Production
Students are introduced to the practical, technical and theoretical issues in non-fiction filmmaking. They are exposed to the different modes of documentary representation and the appropriate usage for each style. They will apply the technical skills and creative choices they have learned in class to shoot and edit their own video documentaries. Students will also experience industry practices of budgeting, scheduling and pitching.

Future TV
This module is designed to introduce students to the practical, technical and theoretical issues in multi-platform productions. Students will learn skills and techniques in both multi-camera studio, and single camera on location production to make short bite-size programmes in the infotainment genre, suitable for consumption on multiple media platforms (e.g. TV mobile, Internet TV, mobile phone).

Integrated Digital Media
This is an advanced digital medium design elective. It focuses on the use of metaphoric ideas for conceptual thinking. It emphasises experimental exploration and integration of multi-disciplinary digital design skills to create digital work for digital media platforms.

Integrated Marketing Communications
Students will expand their conceptual and applied knowledge in the practice of strategic marketing communications via case studies. Most importantly, they will strategise a multi-dimensional project with an external client. This year-long Integrated Marketing Communications campaign allows students to plan and formulate a realistic, cohesive communication strategy based on given constraints. In addition, project groups also learn to collate and analyse primary data to guide their creative and media strategies.

Online Journalism
News gathering and content creation skills acquired in the second-year are honed and extended to the online realm, so students can take advantage of the unique strengths of an interactive and 24/7 multimedia environment to produce articles, videos, photo essays and interactive ads for the world. Students also repurpose content generated by their peers in Print Journalism, TV Journalism, Radio Journalism and Photojournalism to create packages for delivery via www.theurbanwire.com, which receives about 1.7 million hits each month.

Photojournalism
Students are exposed to the digital workflow experience of a photojournalist, focusing on the composition of newsworthy visual stories for newspapers and magazines to become effective visual storytellers. Besides learning the basic principles of layout design, captioning and digital toning techniques, students will practise using the DSLR (digital single lens reflex) camera for natural light and flash photography. Through critical analysis and discussion, they will develop an understanding of the visual aspect of the news industry as well as the challenges and ethical issues that photojournalists face.

Presentation Skills in Chinese
Students with reasonable fluency in Mandarin are trained as Chinese Language media practitioners. In addition to teaching translation techniques and enriching vocabulary in Mandarin, the module also focuses on advanced methods and techniques to help students develop their speech and presentation skills to a higher level of proficiency needed in the media industry.

Print Journalism
Students will develop reporting and writing skills for newspapers or magazines. By performing under real deadline pressures, they acquire hands-on experience writing for two student-managed publications, the npTribune and Hype magazine. Students develop their initiative and inter-personal skills by pursuing story ideas from research, making contacts, conducting interviews, collating and distilling information, and writing and re-writing until the final product reaches the standards set for publication. Students also examine the ethics and realities of working as Singaporean print journalists.
COURSE MODULES

Radio Journalism
Emphasising the development of editorial, writing and production techniques specific to radio news, the module teaches students different news/current affair formats. Students who produce and present the daily news bulletins for the campus station, Radio Heatwave, get to work in a simulated radio newsroom environment. Students will also have the opportunity to produce current affairs programme for MediaCorp Radio’s 938LIVE station. Besides creating packaged programmes, students will also host a ‘live’ half-an-hour current affairs show.

Sports Journalism
Students will gain an understanding of how the Singapore sports industry works by learning sports theories and applying them in practical exercises, honing skills acquired in Year 2 News Writing and Feature Writing modules. To gain exposure, they will attend major sports events (e.g. Youth Olympic Games, Formula 1 races, Asian Games), press conferences, post- and pre-match conferences organised by various sports organisations. Students will also report ‘live’ matches, analyse sports productions and angle stories for the various media like newspaper and magazine, radio and television.

Television Journalism
Students will develop the requisite research, interviewing, writing, production, editing and presenting skills needed to pursue entry-level positions in television journalism. At the same time, they will develop teamwork and production skills while producing a weekly TV news programme. They will also develop analytical and critical thinking skills in assessing their own and other TV news stories within the context of the ethical and political realities of working in Singapore.

LEVEL 3.2
Students will either do an industry-based project or go on an internship for one semester.

Industry-Based Project (IBP)
Students are offered the opportunity to work for m:idea, the school’s youth-led media group, managing our student-run media units and leading their peers for one intensive semester (20 weeks). Working in teams under the supervision of lecturers, they will also undertake media projects for a variety of clients. These external projects provide an opportunity for selected students to function in a real-time business environment while they showcase their capabilities in areas such as journalism and publishing, design, public relations, advertising, event management, video and radio production and research. Industry-standard work done here add significantly to the students’ portfolios.

Internship
Students will be placed on a 20-week internship matching their abilities and interests with private companies and government bodies. The internship gives students opportunities to apply the media knowledge and skills acquired to the work environment. Students gain valuable work experience and exposure to the rigours, demands and excitement of the media industry, thereby enabling them to adapt effectively to future employment. Many of our students are later offered permanent employment by these same companies.