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 Features Editor Phin Wong, media entrepreneurs Jason Lai and Zainal 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 of which were the first of their kind in Singapore:

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

The MCM programme, consistently one of the most popular poly courses in Singapore, offers students a balance between theoretical knowledge and practical skills, while emphasising a work attitude critical to success in the media industry. Students simulate the exacting standards that will be required of them, running 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, including scoring local firsts at the notable Cannes Film Festival and Berlin Film Festival.

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 visual effects industries. The programme builds on the School's established core strengths and experience in film and broadcast media production. With internship and six-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 both co-develop and deliver many of the classes. These strategic partnerships offer a natural springboard into industry for employment-ready APR students.

**MAJOR 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. Two of the last three Ngee Ann Kongsi Gold Medallists, representing the top student of Ngee Ann Polytechnic, and the winners of a bond-free university scholarship anywhere in the world, were also MCM graduates!

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 premiere 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. In 2011, MCM alumni Jeremy Boo became the only Asian to win the inaugural International Young Reporters competition, which earned him a reporting stint in Georgia and Geneva, based on a feature he wrote after going on an FMS journalism study trip in Manila.

Over the last few years, FMS students have also wrested National Youth Council research grants from undergraduates and been commissioned to produce online content by the Prime Minister’s Office. They have also embarked on regional media production projects in Chiangmai, Shaoxing, Qingdao and Sichuan, Hong Kong, Taiwan, Shanghai and Cambodia, as well as for the Beijing 2008 Olympics and the 2009 25th SEA Games in Laos.

**FACILITIES & STAFF**

FMS 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
- Lawo crystal mixing console
- 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 by the Civil Service College to deliver the Professional Certificate in New Media Communications programme for the 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).

The Bachelor of Fine Arts 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 FMS 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 recognise the intricate and integrated nature of advertising and public relations in an ever-evolving and sophisticated marketing environment.

With the backdrop of media change and innovative ways of transmitting messages to affluent consumers, APR students 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 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. Before they graduate, students will also have to complete a 22-week internship, either locally or overseas.

**ENTRY REQUIREMENTS**

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

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

You must also fulfill the aggregate computation requirements for the ELR2B2-A aggregate type listed at [http://www.np.edu.sg/admissions/Pages/elr2b2.aspx](http://www.np.edu.sg/admissions/Pages/elr2b2.aspx).

**CAREER PROSPECTS**

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.

**ACCREDITATION FOR FURTHER STUDIES**

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 selected degree programmes, including Advertising, Public Relations and Integrated Marketing Communications.
COURSE CURRICULUM

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td>YEAR 1</td>
<td></td>
</tr>
<tr>
<td>Level 1.1 (24 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Visual Communication</td>
<td>4</td>
</tr>
<tr>
<td>Rich Media Design</td>
<td>4</td>
</tr>
<tr>
<td>Media in Society</td>
<td>4</td>
</tr>
<tr>
<td>Principles of Marketing Communication</td>
<td>4</td>
</tr>
<tr>
<td>Broadcast Media Production</td>
<td>4</td>
</tr>
<tr>
<td>Idea Jumpstart^</td>
<td>2</td>
</tr>
<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
</tr>
<tr>
<td>Level 1.2 (25 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Presentation Skills</td>
<td>4</td>
</tr>
<tr>
<td>Social Psychology &amp; Communication</td>
<td>4</td>
</tr>
<tr>
<td>Professional Communication</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to Advertising</td>
<td>4</td>
</tr>
<tr>
<td>Introduction to Public Relations</td>
<td>4</td>
</tr>
<tr>
<td>Exploring Contemporary Issues^</td>
<td>4</td>
</tr>
<tr>
<td>YEAR 2</td>
<td></td>
</tr>
<tr>
<td>Level 2.1 (24 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Understanding the Creative Process &amp;</td>
<td>4</td>
</tr>
<tr>
<td>the Creative Brief</td>
<td></td>
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<tr>
<td>Agency Business Management</td>
<td>4</td>
</tr>
<tr>
<td>Consumer Behaviour &amp; Advertising</td>
<td>4</td>
</tr>
<tr>
<td>Research</td>
<td>4</td>
</tr>
<tr>
<td>Advertising &amp; Brand Management</td>
<td>4</td>
</tr>
<tr>
<td>Strategic Media Planning</td>
<td>4</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>Level 2.2 (24 hours per week)</td>
<td></td>
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<tr>
<td>Corporate Relations</td>
<td>4</td>
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<tr>
<td>Marketing PR</td>
<td>4</td>
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<tr>
<td>Issues &amp; Crisis Management</td>
<td>4</td>
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<tr>
<td>PR Campaign Planning</td>
<td>4</td>
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<td>PR and the Media</td>
<td>4</td>
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<tr>
<td>Idea Launchpad^</td>
<td>2</td>
</tr>
<tr>
<td>Any 1 Interdisciplinary Studies (IS) module^</td>
<td>2</td>
</tr>
</tbody>
</table>

Level 3 (22 hours per week)

- Advertising & PR Regulations Code of Practice: 4
- Mass Media in Singapore & Asia: 4
- Capstone Project: 10
- World Issues: A Singapore Perspective^: 2
- Any 1 Interdisciplinary Studies (IS) module^: 2

Level 3.2 (22 hours per week)

- Internship: 22

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 acquire the working production knowledge to communicate effectively with the client, production houses, other partners and stakeholders.

LEVEL 1.2

Presentation Skills

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.

Social Psychology & Communication

Students are introduced to the processes of human communication and social influence occurring at the intrapersonal, interpersonal and small group levels. The emphasis is on reflection and students are encouraged to apply what they have learnt to their own lives. In addition, they will have to cultivate, through application, both higher-order and critical thinking skills.
Professional Communication
The module introduces relevant writing skills for advertising, public relations and marketing communication. Students will learn the following specific writing genres: Writing for the media, Business writing, specifically for electronic media, Copywriting and Newsletter writing. In addition to this, there is a strong focus on research, citation skills and grammar.

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. 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 strategies, 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 potential PR crises and proactively developing a crisis communication plan. 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 either 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.

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 “Asian” voice.

Capstone Project
Building on the fundamentals of advertising, public relations and marketing communication, students will use their conceptual and applied knowledge to strategise and plan a campaign for a 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 either locally or overseas. For 22 weeks, they 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 visual effects 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, and television commercials.

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:

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</table>

You must have also sat for a Science or Art / Higher Art or Design & Technology or Food & Nutrition or a relevant GCE / Applied Subject and fulfill the aggregate computation requirements.

Candidates with 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, as well as television commercials.

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 PreViz Artist, Layout Artist, Concept Artist, Matchmover or Camera Tracker, 3D Modeller, Rotoscope Artist and Matte Painter.

ACCREDITATION FOR FURTHER STUDIES

DVFX graduates have the opportunity to pursue bachelor’s degrees at local universities like the Nanyang Technological University, as well as to further their studies and training in Australia, the United Kingdom and the United States 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.
### Module Name | Credit Units
--- | ---
**YEAR 1**  
**Level 1.1 (23 hours per week)**
Drawing & Perspective | 5  
Design & Typography (Motion Type) | 3  
Camera & Lighting 1 | 4  
Storyboarding & Storytelling | 3  
History of Film & Motion Arts | 4  
Idea Jumpstart\(^\wedge\) | 2  
Sports & Wellness\(^\wedge\) | 2  
**Level 1.2 (25 hours per week)**
3D Form & Space | 5  
Animation Foundation | 4  
Introduction To Visual Effects | 3  
Location Production | 5  
Organic Modelling | 4  
Exploring Contemporary Issues\(^\wedge\) | 4  
**YEAR 2**  
**Level 2.1 (22 hours per week)**
Motion Graphics & Broadcast Design | 3  
Hardware Modelling & Animation | 4  
Scriptwriting | 3  
Compositing 1 | 4  
Camera & Lighting 2 | 4  
Idea Blueprint\(^\wedge\) | 2  
Any 1 Interdisciplinary Studies (IS) module\(^\wedge\) | 2  
**Level 2.2 (22 hours per week)**
Compositing 2 | 4  
Post-production | 3  
Matchmoving & Tracking | 3  
Lighting & Rendering | 4  
Effects Animation 1 | 4  
Idea Launchpad\(^\wedge\) | 2  
Any 1 Interdisciplinary Studies (IS) module\(^\wedge\) | 2  
**YEAR 3**  
**Level 3.1 (22 hours per week)**
Effects Animation 2 | 4  
Character Rigging & Animation | 4  
Digital Backlot & Set Extension | 4  
Creative Portfolio | 3  
Professional Communication | 3  
World Issues: A Singapore Perspective\(^\wedge\) | 2  
Any 1 Interdisciplinary Studies (IS) module\(^\wedge\) | 2  
**Level 3.2 (22 hours per week)**
Final year project or  
Industry-Based project or  
Internship | 22

### Notes:
\(^\wedge\) 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
**Drawing & Perspective**
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 and perspective drawing will serve as foundation that will complement 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 graphic software. Fundamental elements in the design process, including typography, imagery, colour and layout, are introduced.

**Camera & Lighting I**
This module will introduce students to the basic characteristics and operation of the camera and how it captures images. Student will be exposed to a variety of techniques to create in-camera effects through workshops and they will be equipped with the fundamentals aesthetics required to develop their artistic skills. This module will offer the opportunity for students to creatively apply these techniques in their projects.

**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.

**History of Film & Motion Arts**
This module touches on 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.

**LEVEL 1.2**

**3D Form & Space**
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 Drawing & Perspective.

**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 Visual Effects**
This module is a foundation subject in which students are given a working knowledge of the software 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.

**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.

**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 assignment 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.

**Scriptwriting**
Writing a script for special effects and animation commercials, short films or feature films is substantially different from writing one 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, mindful of the constraints of animation and special effects.

**Compositing 1**
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 elements with live background. It will share an integrated assignment with other modules across this level.

**Camera & Lighting 2**
This module will expose the students to more advanced techniques of camera and lighting effects work. Through the workshops, students will get hands-on experience in shooting and lighting in a green screen studio as well as basic image capture on a 3D stereoscopic camera. They will work creatively to use these techniques in their projects.

**LEVEL 2.2**

**Compositing 2**
This module will build upon the foundation learnt in the previous compositing module. Advanced topics in compositing will be covered such as working within the 3D compositing environment in Nuke, lens distortion, grain matching, relighting as well as advanced techniques in solving difficult chroma-keying problems. The module will also get into multi-pass compositing, how to render out a multi-pass image from Maya and composite the generated passes in Nuke. The module will provide projects that simulate numerous problems that students might face in a typical production.

**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.

Matchmoving & Tracking
This module will cover the basic of match-moving and tracking. The students will learn how to analyse footage before tracking. 2D and one-point tracking will be covered first before going on to 3D and manual tracking. At the end of the module, the students will know how to use the tracking data and integrate it with other software.

Lighting & Rendering
This module will build up the student’s knowledge and understanding of lighting & rendering techniques for VFX. The students will use Autodesk Maya to explore the behaviour of light such as Final Gather, Caustics, Interior/Exterior Lighting, HDRI & Mental Ray lights. Students will also explore Mental Ray shaders and advanced rendering techniques.

Effects Animation 1
This module is designed to introduce the students to the technique and workflow in creating dynamic Visual Effects animation. The module will cover basic concepts of working with particles simulation within a 2D software package such as After Effects, as well as with particles system in a 3D software package such as Maya. The module will also cover other simulation systems in Maya such as Paint effects, Fur and Hair.

LEVEL 3.1

Effects Animation 2
This module will build upon the foundation learnt in the previous year’s effects animation module to cover the more advanced aspects of Effects animation. Techniques such as creating explosion, fire, water, using Maya’s fluid dynamics systems and ocean shaders will be covered. The module will also get into scripting techniques to afford more control of the behavior of the particles simulation. The effects generated will be composited onto a life action background plate.

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 composing. 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.

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.

Professional Communication
This module will introduce students to the basic principles of how to express ideas clearly and concisely, how to lead a team, give a convincing presentation and pitch, getting ready for an interview and handling in reports. This module will specifically be tailored for DVFX students and help them get ready for their job interviews.

LEVEL 3.2

Final Year Project (FYP)
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 composing. 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.

Industry Based Project
Students enrolled in this 22-credit unit module will have the opportunity to work for our student-run media conglomerate (m:idea) and produce paid work for external and internal clients.

Internship
This module involves students being placed on a 22-week internship with a company matching their abilities and interests in either motion graphics and/or animation for broadcast and video platforms in Singapore or overseas.
With more local productions being made and their increasingly popular reception at the box office and at international film festivals, the Singapore film industry is taking off. Ngee Ann Polytechnic has been 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, essential training for students who aspire to build a career in the film, sound and video industries.

The curriculum provides a thorough grounding in the artistic/creative and technical elements required in the craft of filmmaking and video production using the latest technologies and software. It covers the areas of film, digital video, sound, motion-graphics, compositing and post-production.

The test of how much they have learned progressively comes in the final year, when students 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:

<table>
<thead>
<tr>
<th>Subject</th>
<th>‘O’ Level Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language as a First Language</td>
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<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any two other subjects</td>
<td>1-6</td>
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</tbody>
</table>

You must have also sat for a Science or Art / Higher Art or Design & Technology or Food & Nutrition or a relevant OSEE / Applied Subject and fulfill the aggregate computation requirements.

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

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

A number of them have also struck out on their own as independent filmmakers/entrepreneurs, starting companies and producing successful documentaries or feature films.
Many FSV graduates have sought further education in countries such as Australia, Canada and the United States of America. Several have also won 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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</thead>
<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td></td>
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<tr>
<td><strong>Level 1.1 (21 hours per week)</strong></td>
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<tr>
<td>Art &amp; Design</td>
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<tr>
<td>Location Audio Production</td>
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<tr>
<td>Storytelling Techniques</td>
<td>3</td>
</tr>
<tr>
<td>Location Filmmaking</td>
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<td>Written Communication</td>
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<td>Idea Jumpstart^</td>
<td>2</td>
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<td>Sports &amp; Wellness^</td>
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<td>Computer Graphics</td>
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<tr>
<td>Audio Technology</td>
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<tr>
<td>TV Production</td>
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</tr>
<tr>
<td>Introduction to Film</td>
<td>5</td>
</tr>
<tr>
<td>Photography</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 (23 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>Producing</td>
<td>3</td>
</tr>
<tr>
<td>Documentary Production</td>
<td>4</td>
</tr>
<tr>
<td>Scriptwriting</td>
<td>4</td>
</tr>
<tr>
<td>Cinematography</td>
<td>4</td>
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<tr>
<td>Visual Effects</td>
<td>4</td>
</tr>
<tr>
<td>Idea Blueprint^</td>
<td>2</td>
</tr>
<tr>
<td>Any 1 Interdisciplinary Studies (IS) module^</td>
<td>2</td>
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<tr>
<td><strong>Level 2.2 (25 hours per week)</strong></td>
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<tr>
<td>Editing</td>
<td>4</td>
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<tr>
<td>Film History</td>
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<tr>
<td>Intermediate Filmmaking</td>
<td>4</td>
</tr>
<tr>
<td>Advanced TV Production</td>
<td>4</td>
</tr>
<tr>
<td>Audio Production</td>
<td>4</td>
</tr>
<tr>
<td>Idea Launchpad^</td>
<td>2</td>
</tr>
<tr>
<td>Any 1 Interdisciplinary Studies (IS) module^</td>
<td>2</td>
</tr>
</tbody>
</table>

**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 Audio Production
This module will equip students with the knowledge and skills needed for capturing good sound on location. They will also learn the different techniques employed by professional sound recordists, and discover how location sound can be enhanced in audio post-production. Students will be able to produce basic 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 short 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 Filmmaking
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

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
This module is designed to train students in the basic knowledge and skills for audio production. Students will learn the basic principles and technical concepts of sound production and technology. Foundational production skills developed in recording, overdubbing, processing and mixing can be applied to produce audio for video, television, film, radio and music.

TV Production
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 fill various studio positions competently. There is a focus on developing creativity and continuity in planning and executing live studio-based television programmes.

Introduction to Film
This foundation module examines the basic elements 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 them understand what makes a film look and sound the way it does. Students are also encouraged to analyse films as created 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 will visit and critique local production houses to study how they operate. Students will be able to present a production portfolio based on a script, and will gain a basic 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 use 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.

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 developed into projects in Level 3.

Cinematography
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

Editing
This module provides introductory knowledge in the areas of post-production as well as hands-on editing experience. Students, having been primed in non-linear editing during the first year, 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.

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 theory models such as auteur theory, montage theory, and various methods of narrative form to help them better analyse film content. This module builds on critical thinking skills developed in Level 1.

Intermediate Filmmaking
In this module, students hone the skills acquired in the first year, particularly in location production and storytelling, to create short narrative projects that also give them advanced exposure to the High Definition video medium and its workflow.

Advanced TV Production
This module focuses on creating a wider understanding and appreciation of non-fiction 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 both audio post-production and multi-track recording & mixing. Students will be equipped with more creative sound design skills to create edit, and mix special sound effects, dialogue and music to produce quality soundtracks for the short films. They will also learn to operate audio equipment and understand production work flow to record and mix multi channels of instruments and soundtracks in a professional recording studio.

LEVEL 3.1

Advanced Filmmaking
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 shooting procedure, and working with actors on a set.

Asian Cinema
The module introduces students to the art and business 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 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 and animation.

Advanced Producing
This module is designed to help students understand the role of the Producer for a film by getting them to assume the role of one 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 more media law concepts. As part of the assessment, students are expected to source for and develop a concept, which they will pitch 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 a Final Year Project or be part of their creative portfolio. Students will participate in comprehensive script critiques to refine this further.

**Advanced 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 Final Year Projects and to build a creative portfolio in this area.

**Directing**
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 Final Year Projects and to build a creative portfolio in this area.

**Advanced Editing**
Students will be introduced to more advanced and complex principles of video editing and post-production. They will tap on new skills and insights in subjects such as Color Correction and Motion Graphics to create more polished documentaries, promotional trailers and music videos to enhance their creative portfolio.

**LEVEL 3.2**

**Internship**
Students may undertake a 22-week internship with an external company.

**Final Year Project (FYP)**
Students can 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 post-production 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 finance their final film project.

**Industry-Based Project (IBP)**
Students who choose this option will be part of Moving Pictures, a unit in m:idea, Singapore’s first youth-led media conglomerate business established by the School of Film & Media Studies. Students in this unit work as a team, under the supervision of a lecturer, to produce a wide range of paid projects, such as corporate videos, commercials, music videos and viral marketing videos for internal and external clients.
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 successful career in the mass media and related areas.

Our programme encourages students to apply what they learn to manage professional challenges, as we work on developing their teamwork, critical thinking, organisational ability and maximising their creative potential. An important method of assessment is using problem-based projects that simulate the demands of clients and employers 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 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 four specialisation options of Advertising & Public Relations, Journalism & Publishing, Broadcast Media or Digital Media Communication.

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:

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

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<td>English Language as a First Language</td>
<td>1-4</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>
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</table>

You must also fulfil the aggregate computation requirements for the ELR2B2-A aggregate type listed at [http://www.np.edu.sg/admissions/Pages/elr2b2.aspx](http://www.np.edu.sg/admissions/Pages/elr2b2.aspx)

+ 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, journalism, marketing communications, multimedia, public relations, radio and television production, research 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,
## 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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<td>Written Communication</td>
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<td>Digital Media Fundamentals</td>
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<td>Digital Photography</td>
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<td>Location Production</td>
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<td>Media in Society</td>
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<td>Idea Jumpstart^</td>
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<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
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<tr>
<td><strong>Level 1.2 (24 hours per week)</strong></td>
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<tr>
<td>Radio Production</td>
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<tr>
<td>Social Psychology &amp; Communication</td>
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<tr>
<td>Speech Communication</td>
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<td>Graphic Communication</td>
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<td>Principles of Marketing Communication</td>
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<td>Exploring Contemporary Issues^</td>
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<td><strong>YEAR 2</strong></td>
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<td><strong>Level 2.1 (23 hours per week)</strong></td>
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<td>Advertising</td>
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<td>Media Research Methods</td>
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<td>News Writing</td>
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<td>Digital Media Design</td>
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<td>Idea Blueprint^</td>
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<td>Communication Issues</td>
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<td>Media Business Management</td>
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<td>Feature Writing</td>
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<td>Public Relations</td>
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<td>Radio Production</td>
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<td>Idea Launchpad^</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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<td>Mass Media in Singapore &amp; Asia</td>
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<td>World Issues: A Singapore Perspective^</td>
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<td>Any 3 Electives (see *)</td>
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### Module Name

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<tbody>
<tr>
<td>Industry-based Project or Internship</td>
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</table>

### ELECTIVES*

- Acting Workshop
- Advanced Advertising
- Advanced Public Relations
- Advanced Radio Production
- Advertising Creatives
- Broadcast Journalism
- Content Design for Mobile Devices
- Creative Writing
- Documentary Production
- Events Management
- Future TV
- Integrated Digital Media
- Integrated Marketing Communications
- Media Presentation Skills
- Online Journalism
- Photographic Skills
- Presentation Skills in Chinese
- Print Journalism
- Social Media Strategies

Alternatively, you can choose to pursue your interests by selecting electives that fall under one of these specialisation options:
- Advertising & Public Relations
- Journalism & Publishing
- Broadcast Media
- Digital Media Communication

### 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.

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**ACCREDITATION FOR FURTHER STUDIES**

The Diploma in Mass Communication is an internationally-recognised tertiary qualification. Students enjoy 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 prestigious 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, Columbia 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, Architecture and even Archaeology!
COURSE MODULES

LEVEL 1.1

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.

Digital Media Fundamentals
Designed to equip students with the basic knowledge and skills of 2D computer graphics and Web Design, this module serves as a foundation for all first-year MCM students who will later have to integrate the use of various digital media for communication purposes.

Digital Photography
This module exposes students to the technical and aesthetic aspects of digital photography. Digital Photography is compulsory for all first year MCM students and will serve as a foundation for many other modules in relation to Media and Advertising. Students will receive technical and creative instruction during lectures. They will build their technical skill through workshops and exercise their creative expression through photo assignments.

Location Production
This module is an introduction to single-camera narrative video production. It provides students with a basic theoretical, aesthetic, and practical introduction to video production techniques, 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 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.

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 an introduction to operating portable digital recorders, as well as the recording and editing process. Students will also learn up-to-date digital audio editing techniques 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.

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.

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 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 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 Production
This module is designed to help students acquire the knowledge and basic skills in studio production. Special attention is paid to developing creativity and continuity in planning and executing “live” studio-based shows, with students performing duties in various studio positions. In addition, students are also taught basic studio production procedure and communication techniques in a studio environment.

Digital Media Design
This module is aimed at providing a synergy of the skills used in a digital context. Students will be introduced to essential digital media content development, such as digital media publishing, acquiring social media development skills, and creating rich media content before formulating interactive media strategies.

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.

Media Business Management
This module is designed to provide students with a basic understanding of the principles of management, building effective work teams, and fundamental knowledge of managing a media company. The curriculum includes learning how to understand financial statements, as well as the marketing, branding and programming functions of media companies.

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 here. They will explore digital production and editing, practise content research and interview techniques, and write for various types of radio programmes. Students are also taught how to manage panel discussions, talk shows, phone-in segments and “live” radio presentations.

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 that apply to 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, referencing 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 departures from 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 stage, film and television. Various forms of productions and performance skills will be developed over time to help create and give structure to a performance. Lectures and workshops will include improvisational work, character development, blocking a scene and script breakdowns.

Advanced Advertising
Students enhance their learning of strategic advertising campaigns through working with industry players. Corporations provide 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.

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 programme, chart show, podcast, radio drama or feature or documentary for broadcast on the campus radio. Students will know the differences between analogue and digital transmission when they are introduced to the broadcast technology. They will
also learn radio station management, radio formating, station-positioning, promotional plans (both traditional and social media platform), intranet/internet and "live" broadcasting when they propose a brand new radio station.

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.

Broadcast Journalism
This elective focuses on the techniques of broadcast news writing and the requisite research and interviewing skills. Students will produce, edit and present recorded and "live" programmes for both the campus radio and TV stations. They will attend local events and media conferences to gain working exposure and understanding of news, current affairs and sports coverage. Students will get to report "live" matches and angle stories for either media.

Content Design for Mobile Devices
This module aims to provide students with the knowledge of the methods by which traditional print content can be redesigned for different mobile and tablet device platforms for different audiences and further outreach. The focus will also be on making the content interactive.

Creative Writing
The module looks critically at prose and poetry writing and gives students a chance to stretch their creative expression. Through intensive workshop, the module helps the students rediscover their inner voice and their innate writing abilities.

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 use 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. In addition to the creative aspect, students will also work on practical considerations of budgeting, scheduling and pitching.

Events Management
This module will train students to plan and manage events that are relevant to Advertising, Public Relations and Marketing Communications. This includes sports events, community outreach events, promotional events (e.g. product launches) and appreciation-type events such as awards night. Case studies in managing mega-events such as the F1 Night Race and the Youth Olympic Games will also be included.

Future TV
This module is designed to introduce students to the practical, technical and theoretical issues in multiplatform 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 advanced digital design elective focuses on the use of metaphoric ideas for conceptual thinking. The emphasis is on experimental exploration and integration of multi-disciplinary digital design skills to create digital work for digital media platforms.

Integrated Marketing Communications
In expanding their understanding of strategic marketing communications, students will draw on case studies and strategise a multi-dimensional project with an external client. This year-long IMC campaign allows students to formulate a realistic, cohesive communication strategy based on given constraints. Project groups also learn to collate and analyse primary data to guide their creative and media strategies.

Media Presentation Skills
This elective will serves as an extension for students who want to broaden their skills into more diverse presentation areas such as hosting, voiceovers and interviews for a variety of media. There will be a new addition of "voiceovers", which will be important for those wanting to train their voices for commercial voiceovers (either on TV or Radio).

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 vodcasts, articles, photo essays and interactive ads for the world. Students also repurpose content generated by their peers in Print Journalism, Broadcast Journalism and Photographic journalism to create packages for delivery via theurbanwire.com, which receives more than 2 million hits each month.

Photojournalism
Students are exposed to the digital workflow of a photojournalist, focusing on the composition of newsworthy visual stories for publication 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 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.

Social Media Strategies
Students will learn strategies to sidestep potential crises and unlock the potential of social networking platforms and innovations such as Facebook, Twitter, data mining, location-based services and regional bar camps. These will enable them to read market sentiment for products, drive advertising and PR campaigns virally, build brand loyalty, and engage users to co-create and contribute content to media owners like press and broadcast companies.

LEVEL 3.2
Students do either an industry-based project or go on an internship for one semester over 22 weeks.

Industry-Based Project (IBP)
Students may work for m:idea, the school’s unique comprehensive media group, managing our student-run media units and leading their peers for one intensive semester. Working in teams under the supervision of lecturers, they will also undertake cross-disciplinary media projects for a variety of clients. These external projects provide an opportunity for selected students to 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 22-week internship matching their abilities and interests with private companies and government agencies. The internship gives the students opportunities to apply the media knowledge and skills they have acquired to the work environment. Students gain valuable work experience and exposure to the rigour, demands and excitement of the media industry, thereby enabling them to adapt effectively to future employment. Many of our students are offered permanent employment by these same companies.