

FILM & MEDIA STUDIES



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

The School believes in providing students with an enriching learning experience to enable them to excel in the dynamic film and media industry.

At its core are programmes that prepare students professionally for the demands of the vibrant film and media industry while stimulating their creativity and fuelling their passion. The School has nurtured many outstanding graduates. Among these graduates are Singapore's first Cannes Film Festival award-winning film director Anthony Chen, media entrepreneurs Jason Lai and Zahirat Banu of Oak3 Films, The Straits Times Money News Editor Dennis Chan, The New Paper Executive Editor Melvinder Singh, MediaCorp Radio personality Jean Danker and advertising guru Caroline Teo.

COURSES OFFERED

The School of Film & Media Studies offers four outstanding programmes:

- Diploma in Digital Visual Effects (DVFX)
- Diploma in Film, Sound & Video (FSV)
- Diploma in Mass Communication (MCM)
- Advanced Diploma in Film Production (ADFP)

The MCM programme gives students a balance between theoretical knowledge and practical skills while emphasising a work attitude critical to success. Projects and creative work by MCM students have clinched top prizes from the Association of Accredited Advertising Agents, The Singapore Crowbar Awards (aka Student Creative Awards), and the Institute of Public Relations' Student PRISM Award for Best PR Project. Many MCM graduates have become leading personalities in the local media industry.

The FSV programme is designed to meet the need for creative and technical manpower in the film, video and audio production industries in Singapore. Over the years, the FSV programme has produced many illustrious graduates who have moved into a variety of prominent positions in the local industry. These graduates – as students and professionals – have consistently won 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 international awards at film festivals in Australia, Belgium, Canada, France, Poland, Spain, the UK and the US.

The DVFX programme was introduced in 2007 as a response to the demand for creative talent 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.

ADFP is a two-year programme offered through the Centre for Professional Development. It provides advanced training in the art and craft of film-making. Each year, the programme accepts a select group of creative, mature and motivated individuals to specialise in the disciplines of Producing, Directing, Cinematography and Editing. The films of ADFP students have toured the international film festival circuit and won numerous prizes at Singapore and international film festivals in Italy, Portugal, Moscow, Pyongyang (North Korea) and Germany.

MAJOR ACHIEVEMENTS

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

At the 60th Cannes Film Festival in 2007, film director Anthony Chen's short film *Ah Ma* (Grandma) was awarded a Special Mention at the world-acclaimed event. Anthony is the first Singaporean filmmaker to clinch the Special Mention Award. FMS was also commissioned by the National Day Committee to produce the NDP 2007 Filmlets depicting seven persons with one common story in our City of Possibilities. Directed by Anthony Chen, the production involved staff, alumni and students.

In 2006, FMS received the Public Relations in the Service of Mankind (PRISM) Merit Award (Students' Chapter) from the Institute of Public Relations in Singapore for the Joint Social Services Centre proposal promoting racial harmony in Singapore written by MCM students Brendan Ang, Christina Tong, Evon Teo and Timothy Wee.

Over the last two years, MCM 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 work in Nias (Indonesia), Chiangmai (Thailand) and Shaoxing and Qingdao (China).

FACILITIES & STAFF

FMS students enjoy an excellent array of studios and state-of-the-art production facilities and equipment, including:

- TV studios, soundstages, set design workshops
- Integrated newsroom
- Campus radio station (Radio Heatwave)
- Campus television station (CTV), TV journalism studio (DV & DVCAM) 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
- Photographic dark room
- 80-seat preview theatre

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

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.

The School also actively creates opportunities for students and staff to participate in local and overseas internships and exchange programmes.

FMS, in 2007, signed a Memorandum of Understanding with China's top-ranked Communication University of China that will involve staff and student exchange and co-production opportunities with the Beijing 2008 Olympics as a backdrop.

DIPLOMA IN DIGITAL VISUAL EFFECTS (DVFX) (3-YEAR COURSE)

SCHOOL OF FILM & MEDIA STUDIES



The **Diploma in Digital Visual Effects (DVFX)** aims to meet the growing demand for creative talent in the areas of digital visual effects (VFX), animation 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 learning environment that brings people together – where students enjoy working and ideas are stimulated through chance encounters – to create compelling content in support of motion picture, digital video, television commercials, mobile applications 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 will serve to enhance the student's employability in the burgeoning digital media and entertainment industry.

ENTRY REQUIREMENTS

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

Subject	'O' Level Grade
English (EL1)	1-5
Any three other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics (Grade 1-9), a Humanities subject (Grade 1-9) and two other subjects.

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

CAREER PROSPECTS

Due to DVFX's broad-based approach, graduates can look forward to securing entry-level professional positions in the digital media and entertainment industry, such as film and video, broadcast media, television commercials, mobile applications and multimedia productions. DVFX graduates can hold positions such as pre-visualizer, concept designer, modeller, compositor, effects and character 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.

COURSE STRUCTURE

FIRST-YEAR MODULES

Level 1.1	Level 1.2
<ul style="list-style-type: none">• 2D Art• Photography• Design & Typography (Motion Type)• Storyboarding & Storytelling• Written Communication• Creativity & Applied Thinking Skills[^]• Sports & Wellness[^]	<ul style="list-style-type: none">• 3D Art• Animation Foundation• Location Production• Introduction to Computer Graphics• Social Psychology & Communication• Individual & the Community[^]• Exploring Contemporary Issues[^]

SECOND-YEAR MODULES

Level 2.1	Level 2.2
<ul style="list-style-type: none">• Motion Graphics & Broadcast Design• Hardware Modelling & Animation• Camera & Lighting Effects• Scriptwriting• Any 2 Interdisciplinary Studies (IS) modules[^]	<ul style="list-style-type: none">• Organic Modelling• Compositing• Production Planning• Pre-visualisation• Post-production• Innovation & Enterprise in Action[^]

FINAL-YEAR MODULES

Level 3.1	Level 3.2
<ul style="list-style-type: none">• Effects Animation• Character Rigging & Animation• Digital Backlot & Set Extension• History of Film & Motion Arts• Creative Portfolio• World Issues: A Singapore Perspective[^]• Interdisciplinary Studies (IS) module[^]	<ul style="list-style-type: none">• Industry-based Project or Industry Attachment Programme

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

COURSE MODULES

LEVEL 1.1

2D Art

This module aims to provide students with an understanding of the fundamental aesthetic concepts and design techniques of visual art and visual communication. It will also help develop the student's skill in figure drawing, which is essential in the field of animation, character development/animation and creature design/animation. This will involve sketching sessions, ranging from human anatomy to animals. The module will also develop the conceptual and technical abilities of the students through the process of producing artwork. This course will culminate with student portfolios that include course work done throughout the semester.

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.

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.

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.

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, expository writing. On top of acquiring the basics of structure and style, students will learn how to formulate and develop clear writing objectives, how to flesh these objectives out into coherent, cohesive written pieces, and how to support and sustain inquiry through research. The module will also cultivate students' willingness to constantly critique and revise their writing, engage with their peers in providing and receiving feedback on written work, and develop intellectual integrity by respecting others' work.

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 in 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.

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.

Introduction to Computer Graphics

This module is a foundation subject in which students are given a working knowledge of software available for designing, illustrating, creating web pages and animating on the PC platform. Students will use Photoshop, Dreamweaver and SoftImage to explore areas such as digital photographic collage, digital painting, web page design, rendering and animating techniques.

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 assignment with other modules across this level, which will culminate in a portfolio.

Hardware Modelling & Animation

This module will cover virtual set creation/extension, texture acquisition/creation. 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 and, in so doing, discover their own visual styles in both production and virtual environments. 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 varies substantially 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 3D space as well as applying 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. 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, obtaining a script and creating a budget for the visual effects production unit.

Pre-visualisation

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

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 gives students the opportunity to create and simulate the elements connected with earth, wind, fire and water. Projects range from creating simple explosions, to things like twisters and tempests as featured in movies like *The Day After Tomorrow* and *The Perfect Storm*.

Character Rigging & Animation

This module will deal with things like Virtual Actors and Digital Doubles/Stuntmen. Creature design and animation will also be touched upon. 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.

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. Opportunities for cross-diploma collaboration between Digital Visual Effects students and their Film, Sound & Video peers have also been designed into the curriculum to promote interdisciplinary integration.

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.

Industry Attachment Programme (IAP)

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.

COURSE CURRICULUM

Module No.	Module Name	Credit Units
YEAR 1		
Level 1.1 (24 hours per week)		
1.	2D Art (Sem 1)	5
2.	Design & Typography (Motion Type) (Sem 1)	3
3.	Photography	4
4.	Storyboarding & Storytelling (Sem 1)	3
5.	Written Communication	5
6.	Creativity & Applied Thinking Skills ^	2
7.	Sports & Wellness ^	2
Level 1.2 (24 hours per week)		
8.	3D Art (Sem 2)	4
9.	Animation Foundation (Sem 2)	4
10.	Introduction To Computer Graphics	3
11.	Location Production (Sem 2)	5
12.	Social Psychology	4
13.	Individual & the Community ^	2
14.	Exploring Contemporary Issues ^	2

Module No.	Module Name	Credit Units
YEAR 2		
Level 2.1 (18 hours per week)		
15.	Motion Graphics & Broadcast Design (Sem 1)	3
16.	Hardware Modelling & Animation (Sem 1)	4
17.	Camera & Lighting Effects (Sem 1)	4
18.	Scriptwriting	3
19.	Interdisciplinary Studies (IS) module^	2
20.	Interdisciplinary Studies (IS) module^	2
Level 2.2 (21 hours per week)		
21.	Organic Modelling (Sem 2)	4
22.	Compositing (Sem 2)	4
23.	Production Planning	3
24.	Pre-visualisation (Sem 2)	3
25.	Post-production	3
26.	Innovation & Enterprise in Action ^	4
YEAR 3		
Level 3.1 (22 hours per week)		
27.	Effects Animation	4
28.	Character Rigging & Animation	4
29.	Digital Backlot & Set Extension	4
30.	History of Film & Motion Arts	3
31.	Creative Portfolio	3
32.	World Issues: A Singapore Perspective	2
33.	Interdisciplinary Studies (IS) module^	2
Level 3.2 (25 hours per week) (Students to do one)		
34.	Industry-Based Project	25
35.	Industrial Attachment Programme	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 the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

DIPLOMA IN FILM, SOUND & VIDEO (FSV) (3-YEAR COURSE)

SCHOOL OF FILM & MEDIA STUDIES

With the rise of local productions and their increasingly popular reception at the box office, the film industry in Singapore is taking off. Ngee Ann Polytechnic's School of Film & Media Studies is leading this transformation with films by Film, Sound & Video students and alumni, winning numerous awards at international film festivals in Singapore, Thailand, China, Australia, Poland, Germany, France, Spain, Russia, the United Kingdom and the United States of America. In fact, in 2007, recent FSV graduate Anthony Chen became the first Singaporean to be honoured at the prestigious Cannes Film Festival.

The first and only filmmaking course in Singapore, the **Diploma in Film, Sound & Video (FSV)** combines academic study with practical learning. Such training is essential for students who aspire to have a career in the film, sound, video and computer animation industries. The course nurtures both creativity and technical competence in the latest technologies and software.

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 animation, and post-production. The course provides opportunities to nurture creative talent in the use of professional equipment and facilities, that represent new film and broadcasting media technologies.

In an integrated learning approach, students experience a progressive build-up of knowledge and skills in these areas over their course of study. In the final year, students either undertake a project of industry standard, working with external or campus clients, or embark on a five-month industry attachment.

ENTRY REQUIREMENTS

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

Subject	'O' Level Grade
English (EL1)	1-5
Any four other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics (Grade 1-9), a Humanities subject (Grade 1-9) and two other subjects.

Candidates with Grade 1-6 in Mathematics may apply under the Joint Admissions Exercise (JAE). Those with Grade 7-9 in Mathematics or did not sit for Mathematics are to apply through the Joint Polytechnic Special Admissions Exercise (JPSAE) or the Direct Admissions Exercise (DAE). Short-listed candidates under the JPSAE or DAE will be invited for an interview.

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

CAREER PROSPECTS

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

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

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

ACCREDITATION FOR FURTHER STUDIES

Some FSV graduates seek 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 two years have been recognised for academic excellence by being awarded scholarships to study at Stanford University, USA and Nanyang Technological University.

COURSE STRUCTURE

FIRST-YEAR MODULES

Level 1.1

- Art & Design (Sem 1)
- Audio Technology & Production
- Location Production
- Social Psychology & Communication
- Written Communication
- Creativity & Applied Thinking Skills
- Sports & Wellness[^]

Level 1.2

- Introduction to Computer Graphics (Sem 2)
- Introduction to Film
- Studio Production
- Photography
- Storytelling Technology
- Individual & the Community[^]
- Exploring Contemporary Issues[^]

SECOND-YEAR MODULES

Level 2.1

- Short Film & Video Scriptwriting
- Production Planning
- Camera & Lighting (Sem 3)
- 3D Computer Animation
- Any 2 Interdisciplinary Studies (IS) modules[^]

Level 2.2

- Non-Linear Editing
- Film History
- Drama Production (Sem 4)
- Non-Fiction Production (Sem 4)
- Audio Post-Production
- Innovation & Enterprise in Action[^]

FINAL-YEAR MODULES

Level 3.1

- Media Law
- Regional Cinema
- Advanced Studio Production or Documentary Production
- Advanced Film Production
- World Issues: A Singapore Perspective[^]
- Any 1 Interdisciplinary Studies (IS) module[^]
- One elective

Level 3.2

- Industry-based Project or
- Industry Attachment Programme

Electives (Choose one elective)

- Advanced 3D Computer Animation
- Advanced Audio Post-production
- Cinematography
- Directing for Camera
- Digital Effects
- Music for Picture
- Post-production

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

COURSE MODULES

LEVEL 1.1

Art & Design

This module aims to provide students with an understanding of the fundamental aesthetic concepts and design techniques of visual art and visual communication. Pre-existing artistic ability and training are not a major concern as the primary focus is on developing the conceptual and technical abilities of students through the process of producing artwork. This course will cultivate student portfolios to include course work done throughout the semester.

Audio Technology & Production

This module is designed to equip students with 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.

Location Production

This is a foundation subject in which students are introduced to single-camera film-style 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 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 it occurs 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.

Written Communication

This module equips students with skills to help them write effectively in both academic and professional settings. The module emphasises formal, expository writing, covering the rudiments of structure and style; the development of clear writing objectives; and the support of critical inquiry through research. Above all, students will cultivate a willingness to constantly revise their writing, engage with peers in providing and receiving feedback, and develop intellectual integrity by respecting others' writing and research.

LEVEL 1.2

Introduction to Computer Graphics

This module is a foundation subject in which students are given a working knowledge of software available for designing, illustrating, creating web pages and animating within the PC platform. Students will use Photoshop, Dreamweaver and SoftImage to explore areas such as digital photographic collage, digital painting, web page design, rendering and animating techniques.

Introduction to Film

This foundation module examines the basic issues that comprise the study of film: film production, distribution and exhibition; film form; types of films; 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.

Studio Production

This module introduces multi-camera studio production techniques and technical operations. Topics include TV studio camera operation and set-up, studio lighting, audio and sound control, the character generator, tele-prompting, vision mixing, digital and chromakey 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.

Photography

This module explores the technical and aesthetic aspects of still photography and sequential photography, both 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.

Storytelling Techniques

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 understand and identify good storytelling, a critical skill for film and video producers.

LEVEL 2.1

Short Film & Video Scriptwriting

In this module, students will focus 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 out of their own personal realm of observations, memories and experiences. Writing exercises and assignments develop eventually into eight- to 12-page screenplays, which may be produced into film or video industry-based projects in Level 3.

Production Planning

This module focuses on the planning procedures of a film or video production. Students take on the role of producer by forming a company, obtaining a script and creating a budget for the production unit to bring the film or video to the stage where the cameras are ready to roll. Students also learn how to hire the unit's principals: the Director, Writer, Director of Photography, Production Manager and talent. While learning how to assess the market potential for the film, students will present a complete production portfolio, and visit local producers at work.

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.

3D Computer Animation

The module provides a comprehensive study of basic 3D concepts, principles and techniques used for designing and producing 3D computer animation. The module is structured to provide an environment that will stimulate the development of a creative visual thinking process in students, based on their previous design and graphics training.

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, as they progress to Level 3 Post-Production and their industry-based projects.

Film History

This module examines the theoretical and aesthetic context of films and film movements. 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, genre theory, montage theory, and various methods of narrative form to analyse the content of film. This module builds on the 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 medium of film.

Non-Fiction Production

This module gives students exposure to non-narrative production. Students learn how to produce short video segments similar to those required in magazine-format, lifestyle television or interview programmes.

Audio Post-Production

This module trains students in the techniques of audio post-production for film and television. They will learn basic sound design skills that will be useful when they are finishing their third-year industry-based projects. The module will also hone students' technical and content creation skills in the production of soundtracks for television and film.

LEVEL 3.1

Media Law

This module heightens students' awareness of the basic legal issues and processes they will encounter in the media industry, allowing them to appreciate the importance of ethical standards in their work. The focus is on fundamental concepts and doctrines in media-related areas such as defamation, contract, confidence and copyright.

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.

Advanced Studio Production

This module is designed to support the creation of two broadcast-quality, studio-based productions. Students must work together as a team and take up responsibility for all aspects of these productions, from show concept, casting, scripting, production planning, budgeting, art- and player-direction; to recording the scenes in a multi-camera studio, on location, post-production and the production book. In the process, students will appreciate the processes behind developing industry-standard formats, such as magazine-format, game shows, and other genres.

Documentary Production

This module introduces practical, technical, and theoretical issues in non-fiction filmmaking. Students will be exposed to different modes of documentary representation and the appropriate usage for each style. They will then work individually and, later, in groups of four in making creative choices to apply the research, planning and technical skills of location video production and non-linear digital video editing to shoot and edit their own video documentaries. Documentaries of all styles will be screened and discussed.

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.

LEVEL 3.1 – ELECTIVES

Advanced 3D Computer Animation

This subject provides students with advanced 3D animation technology training using Softimage XSI. The course will focus on hands-on exercises and techniques of 3D animation relevant to the production of film, and video production and post-production.

Advanced Audio Post Production

Students who opt for this Elective Stream seek to further advance their skills in audio post production, which is essential to the successful completion of their industry-based projects.

Cinematography

This module enables students to build on the technical and aesthetic skills acquired in earlier years of study, 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.

Digital Effects

This module focuses on Hollywood-style special effects with an emphasis on digital techniques. Students will be involved in all aspects of completing digital effects, including shooting the raw material (both film and video), scanning the film and/or digitising the video, use of professional-level software programmes on the SGI platform, and returning the completed effect to film and/or video.

Multi-Camera Location Production

This module enables students to build on the skills acquired in their first and second years to create larger-scale, multi-camera productions on location. Students will be primed first in handling a broadcast-standard camera before proceeding to install multi-cam set-ups and directing field events under supervision. Students will also take on client-based events as final projects, and are expected to deliver well-finished, broadcast-quality videos. These client-based videos will hone not just the students' practical and communication skills, but also their show creation and design abilities.

Music for Picture

This subject provides the opportunity for students with the musical and aesthetic aptitude to develop some basic skills in creating soundtracks 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 post-production. 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

Industry Attachment Programme

Students may either work in groups to complete an industry-based project, or undertake a 20-week industry attachment.

Industry-Based Project (IBP)

In one semester, students will 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 pitch their proposals/scripts before an approving panel, simulating the industry process.

COURSE CURRICULUM

Module No.	Module Name	Credit Units
YEAR 1		
Level 1.1 (26 hours per week)		
1.	Art & Design	2
2.	Audio Technology & Production	5
3.	Location Production	6
4.	Social Psychology & Communication	4
5.	Written Communication	5
6.	Creativity & Applied Thinking Skills [^]	2
7.	Sports & Wellness [^]	2
Level 1.2 (24 hours per week)		
8.	Introduction to Computer Graphics	3
9.	Introduction to Film	5
10.	Photography	4
11.	Storytelling Techniques	3
12.	Studio Production	5
13.	Exploring Contemporary Issues [^]	2
14.	Individual & the Community [^]	2
YEAR 2		
Level 2.1 (19 hours per week)		
15.	Production Planning	3
16.	Camera & Lighting	4
17.	Short Film & Video Scriptwriting	4
18.	3D Computer Animation	4
19.	Interdisciplinary Studies (IS) module [^]	2
20.	Interdisciplinary Studies (IS) module [^]	2
Level 2.2 (25 hours per week)		
21.	Non-Linear Editing	4
22.	Film History	5
23.	Drama Production	4
24.	Non-Fiction Production	4
25.	Audio Post-Production	4
26.	Innovation & Enterprise in Action [^]	4
YEAR 3		
Level 3.1 (26-28 hours per week)		
27.	Media Law	4
28.	Regional Cinema	5
29.	Advanced Film Production	4
30.	World Issues: A Singapore Perspective [^]	2
31.	Interdisciplinary Studies (IS) module [^]	2
(Students to choose one module)		
32.	Documentary Production	5
33.	Advanced Studio Production	5

Module No.	Module Name	Credit Units
ELECTIVES		
(Students to choose one module)		
34.	Advanced 3D Computer Animation	4
35.	Advanced Audio Post-production	4
36.	Digital Effects	4
37.	Post-production	6
38.	Cinematography	4
39.	Directing for Camera	4
40.	Music for Picture	4
41.	Multi-Camera Location Production	4
Level 3.2 (25 hours per week)		
(Students to do one)		
42.	Industry-based Projects	25
43.	Industry Attachment	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 the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

**DIPLOMA IN
MASS COMMUNICATION (MCM)
(3-YEAR COURSE)**

SCHOOL OF FILM & MEDIA STUDIES



The **Diploma in Mass Communication (MCM)** is a course that 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 the development of 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. Students learn through lectures and tutorials, and receive hands-on training in a multimedia environment comprising computer laboratories, and radio and television studios.

DIPLOMA IN MASS COMMUNICATION (MCM) SCHOOL OF FILM & MEDIA STUDIES

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 examinations (or equivalent) results:

Application through the Joint Admissions Exercise (JAE)

Subject	'O' Level Grade
English (EL1)	1-3
Any four other subjects	1-6

Application through the Joint Polytechnic Special Admissions Exercise (JPSAE) and Direct Admissions Exercise (DAE)*

Subject	'O' Level Grade
English (EL1)	1-4
Any four other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics (Grade 1-9), a Humanities subject (Grade 1-9) and two other subjects.

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

CAREER PROSPECTS

The MCM programme has produced over 3,000 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 production, research applications and scriptwriting.

The majority of our graduates have joined the industry as Print Journalists, PR Managers, Radio Programme Producers/Presenters, Television Producers/Directors, Audio Visual Programmers, Junior Advertising Art Directors, Media Researchers, Broadcast Journalists, Actors/Actresses, Magazine Writers, MTV Programme Hosts, Project Development Officers, Marketing Communications Officers, Multimedia Programmers, Communications Teachers, Sales Managers and Public Education Officers.

ACCREDITATION FOR FURTHER STUDIES

The Diploma in Mass Communication is an internationally-recognised tertiary qualification. Local universities as well as many overseas universities offer our Diploma holders significant credit exemptions in their degree programmes.

COURSE STRUCTURE

FIRST-YEAR MODULES

Level 1.1	Level 1.2
<ul style="list-style-type: none"> Graphic Communication Introduction to Web Design & Computer Graphics Location Video Production Media in Society Principles of Marketing Communication Creativity & Applied Thinking Skills[^] Sports & Wellness[^] 	<ul style="list-style-type: none"> Speech Communication Radio Production 1 Social Psychology & Communication Written Communication Individual & the Community[^] Exploring Contemporary Issues[^]

SECOND-YEAR MODULES

Level 2.1	Level 2.2
<ul style="list-style-type: none"> Advertising Media Management Media Research Methods News Writing TV Studio Production Any 2 Interdisciplinary Studies (IS) modules[^] 	<ul style="list-style-type: none"> Communication Issues Feature Writing Public Relations Radio Production 2 Web Design Applications Innovation & Enterprise in Action[^]

FINAL-YEAR MODULES

Level 3.1	Level 3.2
<ul style="list-style-type: none"> Media Law Mass Media in Singapore & Asia World Issues: A Singapore Perspective[^] Any 1 Interdisciplinary Studies (IS) module[^] 3 electives 	<ul style="list-style-type: none"> Industry-based Project or Industry Attachment Programme

Electives***

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

*** With options to specialise in Advertising & Public Relations, Journalism & Publishing, or Broadcast Media

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

COURSE MODULES

LEVEL 1.1

Graphic Communication

Students gain an appreciation of the basic principles of design. Emphasis is on basic visual design skills and terminology, creative visual thinking/problem-solving techniques, basic layout design and use of some necessary graphic 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 computer graphics, Web design and animation. This module is a foundation for those hoping to pursue a multimedia stream. Students will familiarise themselves with the basic principles of using a computer, creating and optimising 2D computer graphics for use on Web pages, and 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 planning and organising 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 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.

LEVEL 1.2

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.

Radio Production 1

Students will develop fundamental critical listening, writing and effective audio production skills in radio production. They will learn the concepts of analogue editing through Dub & Splice editing techniques as well as digital editing through Protools, an industry-standard software.

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 processes of social influence that occur 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.

Written Communication

Students are equipped with skills to help them write effectively in both academic and professional settings. This module emphasises formal, expository writing, covering the rudiments of structure and style; the development of clear writing objectives, and the support of critical inquiry through research. Above all, students will cultivate a willingness to constantly revise their writing, engage with peers in providing and receiving feedback, and develop intellectual integrity by respecting others' writing and research.

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 are taught how to apply them in a media organisation setting. They will understand the finer points of managing people, and working in a team, leadership skills, basic concepts of financial accounts, marketing and programming.

Media Research Methods

Students are exposed to the basic principles of descriptive and inferential statistics. They also focus on acquiring the analytical and interpretative skills needed to understand and apply research findings. The emphasis is on acquiring an understanding of methods used across different segments in the media industry and the ability to take part in post-research decision-making.

News Writing

Students are introduced to the role and responsibilities of the reporter in print media. Their basic news gathering, evaluation and writing skills are developed so that they can be effective members of a news writing team. They 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 are also familiarised with basic studio production procedures and communication techniques in a studio environment.

LEVEL 2.2

Communication Issues

Students will learn 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 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 the realm of digital editing and production works, 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, talkshows, phone-ins and 'live' radio presentations. In view of multimedia convergence, students will learn the key concepts in order to apply them in their final year.

Web Design Applications

Students will gain an appreciation of Web design process, content development and new media skills. This module aims to give students an appreciation of strategic Web content development processes. They will study essential content development concepts before formulating interactive media strategies. Topics include the concepts of information architecture, search engine optimisation, navigation, graphical user interface, new and developing forms of interactive media including the Internet, e-zine, video and interactive content using flash Professional 8. In addition to Macromedia Studio 8, JavaScript, CSS and XHTML will also be covered.

LEVEL 3.1

Media Law

Students are introduced to media law to heighten their awareness of basic legal issues and processes that they will encounter in the media industry. The focus is on imparting some fundamental concepts and doctrines 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 generically termed, "Asian") voice.

LEVEL 3.1 – ELECTIVES

Depending on student interest and staff availability, not all options will be offered. In the third year, three electives will be scheduled and taken by each student. These modules are built on previous studies but look at specific applications in greater depth.

Acting

Students will learn the fundamental skills needed for a credible performance. This module will take the student from the stage to the screen, with the main focus on film. The classes will involve an introduction to techniques from Stanislavski to variations of the Method. The learning process will involve in turning theory into practice. The course will also focus on how an Actor prepares for the role, the tools needed for the Actor, and how to communicate clearly to an audience and a Director.

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 and 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, PR research, electronic PR, financial PR, PR budgeting, issues management and crisis communication. Central to this module is the strategic development of a major PR campaign for a real client. Students perform under actual industry expectations, by competing in "consultancy" teams.

Advanced Radio Production

Students apply the skills developed in the first two years of the Radio Production module to produce programmes and be presenters in the campus station, Radio Heatwave. Daily programming is transmitted via a state-of-the-art scheduler and digital automated broadcast software. In addition to digital and automated broadcasts, students are introduced to radio station management, formatting, station positioning, promotions, marketing, commercial productions, 'live' broadcasting and Digital Audio Broadcasting (DAB).

Advertising Creatives

Students will acquire basic skills in 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 on selling and defending creative ideas.

Book Writing & Publishing

Students will gain real-life experience in publishing a trade and/or professional book with an external publishing house. They will be engaged in writing for publication and in conceptualising, designing, marketing and distributing this book.

Conventions & Exhibitions

Students are given an overview of the MICE (Meetings, Incentives, Conventions and Exhibitions) industry. The objective is to provide them with a working knowledge of MICE industry principles and the mechanics of designing, planning and managing a typical MICE event such as a conference, convention or seminar. Students are exposed to industry practices through visits, guest speakers and by planning a MICE event for an 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 then work individually and, later, in groups of four to apply the technical skills and creative choices that they have learned in class to shoot and edit their own video documentaries.

Integrated Digital Media

Students will get to experiment various time-based media, including visual, sound, content and interactivity. They are required to apply information architecture, data mining and integration, navigation, graphical user interface metaphors and concepts into their various projects. This project-intensive module focuses on the use of interactivity as a language. It emphasises metaphors, conceptual ideas, experimental exploration and integration of multidisciplinary skills into industry-acceptable "new media products".

Integrated Marketing Communications

Students will learn to expand, strategise and integrate various communication tools in a campaign-based project with an external client. The main focus of the project is getting students to comprehend the importance of consumer insights in message strategy formulation. This in turn allows them to cut through the clutter to provide a singular "Many-Voices-One-Message" approach via innovative niche media.

Online Journalism

Students run www.theurbanwire.com, a popular entertainment and lifestyle e-zine, honing news gathering, analytical and evaluation skills and put just-acquired techniques of new media storytelling and business to practice. Working as a team to both generate compelling original content and re-purpose content produced by their colleagues in Print Journalism, Television Journalism, Radio Journalism and Photojournalism, Online Journalism students learn to be all rounders in the vibrant and interactive 24/7 global news environment.

Photojournalism

Students are exposed to various aspects of contemporary photojournalism, focusing on the expression of ideas and stories via photography. They learn the principles of natural light photography, the use of the single lens reflex (SLR) camera, and darkroom techniques to develop and enlarge black-and-white photographs. They will develop a portfolio of their work and end this module with a photo-essay project.

Presentation Skills in Chinese

Students communicate through Mandarin and Chinese phonetics (汉语拼音) and are trained to become effective, articulate, composed and credible speakers in a variety of situations. It is a practical, realistic and inductive approach, which equips students with necessary skills for refining everyday conversations in Mandarin. Students will gain confidence through individual, paired and group exercises, as well as emotional awareness and critical thinking skills. They will also be trained to listen attentively.

Print Journalism

Students will develop a high degree of reporting and writing skills for newspapers or magazines. By performing under real deadline pressure, they acquire hands-on experience in writing for two student-managed publications: Tribune, the Ngee Ann campus newspaper, or hype magazine. Students develop their initiative and interpersonal 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.

Radio Journalism

This module focuses on the development of editorial and production techniques for radio news. Students are introduced to different news/current affairs formats and are taught how to enhance them. Those who are producing and presenting the daily news bulletins for the campus station, Radio Heatwave, get to simulate the radio newsroom environment. Students will also get the opportunity to produce a weekly news package for MediaCorp Radio's Radio Singapore International (RSI), 93.8 'live', as well as UN Radio.

Television Journalism

Students will develop the requisite research, interviewing, writing, production, editing and presenting skills needed to pursue entry-level positions in television journalism. They will develop teamwork and production skills while producing a weekly TV news programme. They will also develop analytical and critical thinking skills while assessing their own and other TV news stories amid 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 will undertake a number of group projects of industry standard – either independent career-related or research-related projects – in their areas of interest over 20 weeks. They will have opportunities to work with real clients and also may take on managerial roles for campus media vehicles.

Industry Attachment Programme (IAP)

Students will be placed on internships matching their abilities and interests for 20 weeks.

COURSE CURRICULUM

Module No.	Module Name	Credit Units
YEAR 1		
Level 1.1 (23 hours per week)		
1.	Graphic Communication	4
2.	Introduction to Web Design & Computer Graphics	3
3.	Location Video Production	4
4.	Media in Society	4
5.	Principles of Marketing Communication	4
6.	Creativity & Applied Thinking Skills [^]	2
7.	Sports & Wellness [^]	2
Level 1.2 (21 hours per week)		
8.	Radio Production 1	4
9.	Social Psychology & Communication	4
10.	Speech Communication	4
11.	Written Communication	5
12.	Exploring Contemporary Issues [^]	2
13.	Individual & the Community [^]	2
YEAR 2		
Level 2.1 (24 hours per week)		
14.	Advertising	4
15.	Media Management	4
16.	Media Research Methods	4
17.	News Writing (Sem 1)	4
18.	TV Studio Production	4
19.	Interdisciplinary Studies (IS) module [^]	2
20.	Interdisciplinary Studies (IS) module [^]	2
Level 2.2 (24 hours per week)		
21.	Communication Issues	4
22.	Feature Writing (Sem 2)	4
23.	Public Relations	4
24.	Radio Production 2	4
25.	Web Design Applications	4
26.	Innovation & Enterprise in Action [^]	2
YEAR 3		
Level 3.1 (24 hours per week)		
27.	Media Law	4
28.	Mass Media in Singapore & Asia	4
29.	World Issues: A Singapore Perspective [^]	2
30.	Interdisciplinary Studies (IS) module [^]	2
31.	Elective (see below)	4
32.	Elective (see below)	4
33.	Elective (see below)	4

Module No.	Module Name	Credit Units
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YEAR 3

**Level 3.2 (25 hours per week)
(Students to do one)**

34.	Industry-based Project	25
35.	Industry Attachment Programme	25

Notes:

In Level 3, students are required to take three of the 16 Elective Modules offered. Students may opt for the general track or one of three specialisation options – Advertising & Public Relations, Journalism & Publishing, Broadcast Media.

^ 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 the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

Module No.	Module Name	Credit Units
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1.	Acting Workshop	4
2.	Advanced Advertising	4
3.	Advanced Public Relations	4
4.	Advanced Radio Production	4
5.	Advertising Creatives	4
6.	Book Writing & Publishing	4
7.	Conventions & Exhibitions	4
8.	Documentary Production	4
9.	Integrated Digital Media	4
10.	Integrated Marketing Communications	4
11.	Online Journalism	4
12.	Photojournalism	4
13.	Presentation Skills in Chinese	4
14.	Print Journalism	4
15.	Radio Journalism	4
16.	Television Journalism	4

ADVANCED DIPLOMA IN FILM PRODUCTION (ADFP) (2-YEAR COURSE)

SCHOOL OF FILM & MEDIA STUDIES

The **Advanced Diploma in Film Production (ADFP)** is a full-time, two-year programme that provides advanced training in both the art and craft areas of narrative filmmaking to a select group of creative, mature and motivated individuals.

Each year, up to six students will be accepted in each of the specialist tracks of Producing, Directing, Cinematography and Editing.

The programme forges close links with the local filmmaking industry and taps its expertise in broadening students' learning experiences. The course has also been successful in securing visits from both local and foreign filmmakers to interact with its students. ADFP student films, several of which have won awards, are showcased at international film festivals such as the Clermont-Ferrand International Short Film Festival in France, the Porsche International Student Advertising Film Competition in Germany, the Taiwan Golden Lion Student Film Festival and the Singapore International Film Festival, among many others.

COURSE STRUCTURE

YEAR 1

Semester 1

- Film Directing
- Production Management
- Editing
- Cinematography
- Narrative Analysis
- Narrative Project A
- Seminars
- Film As Art
- Technology of Film
- Screenwriting

Semester 2

- Communicating the Vision
- Business & Art of Filmmaking
- Advanced Editing
- Advanced Cinematography
- Narrative Project B
- Seminars
- Asian Cinema
- Filmmaking, the Law & Society
- Sound Editing

YEAR 2

Semester 1

- Film Financing
- Filmmaking in the Digital Age
- Seminars

Semester 2

- Thesis Project
- Seminars

This diploma is administered by the Centre for Professional Development (CPD). For more information about this course, please log on to www.np.edu.sg/cpd/ or contact the CPD at 64606353.