



## SCHOOL OF 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 them are Singapore's first Cannes Film Festival award-winning film director Anthony Chen, media entrepreneurs Jason Lai and Zaihirat 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 Advertising & Public Relations (APR) **NEW**
- Diploma in Digital Visual Effects (DVFX)
- Diploma in Film, Sound & Video (FSV)
- Diploma in Mass Communication (MCM)

The MCM programme offers students a balance between theoretical knowledge and practical skills while emphasising a work attitude critical to success. Students run media companies on campus, producing the campus newspaper, radio station, television station, magazine and e-zine, securing advertising from clients and organising events for publicity as very close simulations to the actual work they will do after graduation. Projects and creative work by MCM students have clinched top prizes from the Association of Accredited Advertising Agents (The Singapore Crowbar 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 many 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 United Kingdom and the United States of America.

The DVFX programme was introduced in 2007 in 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.

Our new Diploma in Advertising & Public Relations is the first of its kind in Singapore to bring 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.

## 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, recent FSV graduate 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, who is now reading his Masters in London on an Media Development Authority scholarship, the production involved staff, alumni and students.

In 2008, MCM graduate Linus Chen won the Crowbar Awards (Advertising) for his poster for the Kallang/Paya Lebar Expressway.

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, designed for the President's Challenge campaign, and embarked on regional media production work in Nias (Indonesia), Chiangmai (Thailand), Shaoxing and Qingdao (China), as well as for the Beijing 2008 Olympics.

## FACILITIES & STAFF

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

- HD-ready TV studios, sound stages
- 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. It recently 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 for media professionals.

The School also actively creates opportunities for students and staff to participate in local and overseas internships, as well as exchange programmes, deepening already close ties with universities and employers.

## FURTHER EDUCATION

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

A new Bachelor of Fine Arts (BFA) in Creative Producing programme with top-ranked American film school, Chapman University, was recently launched in September 2008. The degree programme accepts only holders of FMS diplomas in Film, Sound & Video (FSV) and Mass Communication (MCM) for an accelerated, tailor-made two-year programme. The course is designed and delivered by film and media practitioners in Hollywood and includes an optional immersion programme at Chapman University's Orange County campus in California.

## DIPLOMA IN ADVERTISING & PUBLIC RELATIONS (APR) NEW (3-YEAR COURSE)

SCHOOL OF FILM & MEDIA STUDIES



The Diploma in Advertising & Public Relations (APR) is established to recognise the intricate and integrated nature of advertising and public relations in an ever-evolving and sophisticated marketing environment.

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

In the first year, students will be grounded in fundamental media theories, written, speech and visual communication skills, and broadcast media production skills. The discipline-specific modules of marketing communications, advertising and public relations will be delivered at introductory level.

Students' knowledge of key advertising and public relations strategies, development processes and research skills are further enhanced in the second year.

In the final year, their learning will culminate in a capstone project, where advertising, public relations or marketing communications knowledge and skills are applied in an integrated approach. In addition, acclaimed top guns in the advertising and public relations field will guest lecture as well as mentor selected capstone projects. Lastly, students will also have to complete a 20-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 and fulfill the aggregate computation requirements:

Subject	'O' Level Grade
English Language*	1-3
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 must attain the required grade for English as a first language.

### CAREER PROSPECTS

In a vibrant economy, APR graduates can look forward to an exciting career in both the civil and private sectors. APR graduates are poised to take on various entry-level positions such as Advertising & Promotion Executives, Account Coordinators/Executives, Corporate Communications Executives, Corporate Marketing Executives, Corporate & Public Affairs Executives, Marketing Executives, Marketing Communications Executives, Communications Specialists/Associates, Media Buyers/Planners, Exhibition & Sales Executives and Customer Relationship Executives.

### ACCREDITATION FOR FURTHER STUDIES

Graduates from the APR course qualify for a one-semester exemption from General Studies in local universities, namely **Nanyang Technological University, National University of Singapore and Singapore Management University**.

Many overseas universities also offer APR graduates credit exemptions in their selected degree programmes.

### COURSE CURRICULUM

Module Name	Credit Units
-------------	--------------

#### YEAR 1

##### Level 1.1 (24 hours per week)

Visual Communication	4
Rich Media Design	4
Media in Society	4
Principles of Marketing Communication	4
Broadcast Media Production	4
Creativity and Applied Thinking Skills <sup>^</sup>	2
Sports & Wellness <sup>^</sup>	2

##### Level 1.2 (25 hours per week)

Speech Communication	4
Social Psychology & Communication	4
Professional Communication	5
Introduction to Advertising	4
Introduction to Public Relations	4
Exploring Contemporary Issues <sup>^</sup>	4

#### YEAR 2

##### Level 2.1 (24 hours per week)

Understanding the Creative Process & the Creative Brief	4
Agency Business Management	4
Consumer Behaviour & Advertising Research	4
Advertising & Brand Management	4
Strategic Media Planning	4
Interdisciplinary Studies (IS) Module <sup>^</sup>	2
Interdisciplinary Studies (IS) Module <sup>^</sup>	2

##### Level 2.2 (24 hours per week)

Corporate Relations	4
Marketing PR	4
Issues & Crisis Management	4
PR Campaign Planning	4
PR and the Media	4
Innovation & Enterprise In Action <sup>^</sup>	4

#### YEAR 3

##### Level 3.1 (25 hours per week)

Advertising & PR Regulations Code of Practice	4
Mass Media in Singapore & Asia	4
Capstone Project	10
World Issues: A Singapore Perspective <sup>^</sup>	2
Interdisciplinary Studies (IS) Module <sup>^</sup>	2

##### Level 3.2 (25 hours per week)

Internship	25
------------	----

#### Notes:

<sup>^</sup> For more details on Interdisciplinary Studies (IS) modules, please log on to [www.np.edu.sg/is/](http://www.np.edu.sg/is/).

#### IS Modules

The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum under the Ngee Ann Learning Model (NLM). The NLM was introduced in 2001 to nurture a new generation of professionals with multidisciplinary skills to meet the challenges of a knowledge-based economy. The NLM incorporates core disciplines and Interdisciplinary Studies. It also nurtures innovative and entrepreneurial traits through the Innovation & Enterprise in Action (I & E in Action) module. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & 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 XHTML. 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, to budget, to the production process. Students will have the working production knowledge to communicate effectively with the client, production houses and other partners involved.



### 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.

#### 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 to their own lives. In addition, they will have to cultivate, through application, both higher-order and critical thinking skills.

#### Professional Communication

This 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.

#### Introduction to Advertising

This module exposes students to the basic principles and practices of advertising. Students will understand the creative and media processes of the advertising industry. As part of learning, they will get to evaluate advertising campaigns. Topics include an overview of an advertising agency structure and the application of advertising strategies using case studies.

#### Introduction to Public Relations

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

### LEVEL 2.1

#### Understanding the Creative Process & the Creative Brief

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

#### Agency Business Management

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

#### Consumer Behaviour & Advertising Research

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

#### Advertising & Brand Management

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

#### Strategic Media Planning

This module is designed to expose students to the basic principles and concepts of strategic media planning within an advertising context. Though the focus would be primarily on planning for 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 a crisis and developing a crisis communication plan. Students will also learn to solve brand communication problems using case studies.

### 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 tool for stakeholder engagement. 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.

### PR Campaign Planning

The module teaches students how to strategise and apply appropriate communication tools and techniques to develop and evaluate a PR campaign in a simulated agency environment. Students will use PR research in the design, application and evaluation of the applied PR project. The module provides an opportunity in an actual PR practice through research, analysis and critical thinking.



### LEVEL 3.1

#### Advertising & PR Regulations and Code of Practice

This module highlights the professional code of conduct governing the advertising and PR industries. Case studies will be used to illustrate key issues such as intellectual property rights, agency contracts, professional behaviour and ethics.

### Mass Media in Singapore & Asia

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

### Capstone Project

Building on the fundamentals of advertising, PR and marketing communication, this project is where students will utilise their conceptual and applied knowledge to strategise and plan a campaign for an external client. This project will provide students with hands-on experience in the process of integrating various communication platforms and mechanisms to achieve the desired impact in the marketplace.

### LEVEL 3.2

#### Internship

Students will be attached to an organisation locally or overseas for on-the-job training in the field of advertising/PR/marketing communications for five months.

## 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 an enjoyable and creatively stimulating learning environment that brings people together to create compelling content in support of motion picture, 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 hands-on learning experience, and a systematic building of the student's portfolio throughout the course, will enhance his or her employability in the burgeoning digital media and entertainment industry.

### ENTRY REQUIREMENTS

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

Subject	'O' Level Grade
English Language*	1-5
Any three other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics (Grade 1-9), Art/Higher Art (Grade 1-9) or Design & Technology (Grade 1-9) or Computer Studies (Grade 1-9) or Science (excluding Additional Science, Food & Nutrition, General Science, Human & Social Biology (Grade 1-9)) and two other subjects.

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

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

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

### 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, in the areas of film and video, broadcast media, television commercials, mobile applications and multimedia productions.

DVFX graduates can hold positions such as pre-visualizer, concept designer, modeller, composer, 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.

Australian universities such as the **Queensland University of Technology** offer advanced standing of up to one and half years to our DVFX graduates.

## COURSE CURRICULUM

Module Name	Credit Units
-------------	--------------

### YEAR 1

#### Level 1.1 (24 hours per week)

2D Art (Sem 1)	5
Design & Typography (Motion Type) (Sem 1)	3
Photography	4
Storyboarding & Storytelling (Sem 1)	3
Written Communication	5
Creativity & Applied Thinking Skills <sup>^</sup>	2
Sports & Wellness <sup>^</sup>	2

#### Level 1.2 (24 hours per week)

3D Art (Sem 2)	4
Animation Foundation (Sem 2)	4
Introduction To Computer Graphics	3
Location Production (Sem 2)	5
Social Psychology & Communication	4
Exploring Contemporary Issues <sup>^</sup>	4

### YEAR 2

#### Level 2.1 (18 hours per week)

Motion Graphics & Broadcast Design (Sem 1)	3
Hardware Modelling & Animation (Sem 1)	4
Camera & Lighting Effects (Sem 1)	4
Scriptwriting	3
Interdisciplinary Studies (IS) module <sup>^</sup>	2
Interdisciplinary Studies (IS) module <sup>^</sup>	2

#### Level 2.2 (21 hours per week)

Organic Modelling (Sem 2)	4
Compositing (Sem 2)	4
Production Planning	3
Pre-visualisation (Sem 2)	3
Post-production	3
Innovation & Enterprise in Action <sup>^</sup>	4

### YEAR 3

#### Level 3.1 (22 hours per week)

Effects Animation	4
Character Rigging & Animation	4
Digital Backlot & Set Extension	4
History of Film & Motion Arts	3
Creative Portfolio	3
World Issues: A Singapore Perspective	2
Interdisciplinary Studies (IS) module <sup>^</sup>	2

#### Level 3.2 (25 hours per week)

(Students to do one)	
Industry-Based Project	25
Internship	25

### Notes:

<sup>^</sup> For more details on Interdisciplinary Studies (IS) modules, please log on to [www.np.edu.sg/is/](http://www.np.edu.sg/is/).

### IS Modules

The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum under the Ngee Ann Learning Model (NLM). The NLM was introduced in 2001 to nurture a new generation of professionals with multidisciplinary skills to meet the challenges of a knowledge-based economy. The NLM incorporates core disciplines and Interdisciplinary Studies. It also nurtures innovative and entrepreneurial traits through the Innovation & Enterprise in Action (I & E in Action) module. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

## 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 of subjects 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.

#### 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)

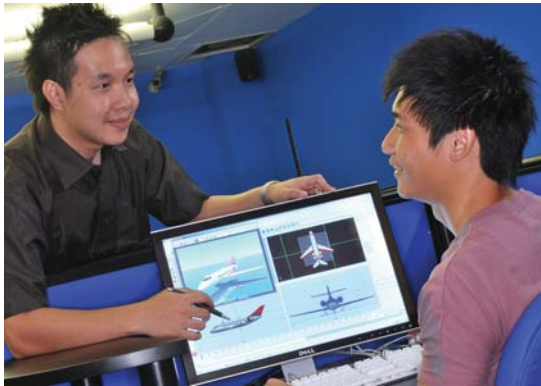
This module equips students with an appreciation of the basic principles of design, typography and the animation of type (or motion type/graphics). Emphasis is given to basic visual design skills and terminology, creative visual thinking/problem solving techniques, basic broadcast design and the use 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

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 the discipline of constantly revising their writing, engaging with peers in providing and receiving feedback, and developing intellectual integrity by respecting others' writing and research.



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

### LEVEL 2.2

#### Organic Modelling

This module will give the students the skills needed to efficiently create and build characters in 3D space, as well as apply materials and textures using the toolsets available in Maya. It will share an integrated assignment with other modules across this level.

### Compositing

This module will deal with compositing concepts such as Chroma Keying, Matte Extraction, Wire Removal, Colour Correction and other areas connected with image manipulation. 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. They form a company, obtain a script and create a budget for the visual effects production unit.

### Pre-visualisation

This module, popularly known as "PreViz", will deal with methods and techniques associated with this pre-planning stage of the production process. Techniques 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 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 on 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.

### Internship

This module involves students being placed on a 20-week internship with a company matching their abilities and interests in either motion graphics and/or animation for broadcast and video platforms.

## 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 swiftly. Ngee Ann Polytechnic is leading this transformation, with films by **Diploma in Film, Sound & Video (FSV)** students and alumni winning numerous awards at international film festivals. More recently, FSV graduate Anthony Chen became the first Singaporean to be honoured at the prestigious Cannes Film Festival in 2007.

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

The curriculum provides a thorough grounding in the artistic and technical elements required in the craft of filmmaking and video production. It covers the areas of film, digital video, sound, motion-graphics, compositing and animation, and post-production. The course provides opportunities to harness creative talent in the use of professional equipment and facilities that represent new film and broadcasting media technologies.

Through an integrated learning approach, students progressively build up knowledge and skills 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 internship.

### ENTRY REQUIREMENTS

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

Subject	'O' Level Grade
English Language*	1-5
Any four other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics (Grade 1-9), Art/Higher Art (Grade 1-9) or Design & Technology (Grade 1-9) or Computer Studies (Grade 1-9) or Science [excluding Additional Science, Food & Nutrition, General Science, Human & Social Biology (Grade 1-9)] and two other subjects.

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

Candidates with hearing deficiency or severe vision deficiency 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 successfully secured employment in the industry as video editors, assistant film directors, art directors, production managers, sound recordists, music producers, computer animators and freelance cinematographers/videographers.

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

### ACCREDITATION FOR FURTHER STUDIES

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

Module Name	Credit Units
-------------	--------------

#### YEAR 1

##### Level 1.1 (26 hours per week)

Art & Design	2
Audio Technology & Production	5
Location Production	6
Social Psychology & Communication	4
Written Communication	5
Creativity & Applied Thinking Skills <sup>^</sup>	2
Sports & Wellness <sup>^</sup>	2

##### Level 1.2 (24 hours per week)

Introduction to Computer Graphics	3
Introduction to Film	5
Photography	4
Storytelling Techniques	3
Studio Production	5
Individual & the Community <sup>^</sup>	4

#### YEAR 2

##### Level 2.1 (19 hours per week)

Production Planning	3
Camera & Lighting	4
Short Film & Video Scriptwriting	4
3D Computer Animation	4
Interdisciplinary Studies (IS) module <sup>^</sup>	2
Interdisciplinary Studies (IS) module <sup>^</sup>	2

Module Name	Credit Units
-------------	--------------

#### Level 2.2 (25 hours per week)

Non-Linear Editing	4
Film History	5
Drama Production	4
Non-Fiction Production	4
Audio Post-Production	4
Innovation & Enterprise in Action <sup>^</sup>	4

#### YEAR 3

##### Level 3.1 (26 hours per week)

Advanced Film Production	4
Media Law	4
Regional Cinema	5
World Issues: A Singapore Perspective <sup>^</sup>	2
Interdisciplinary Studies (IS) module <sup>^</sup>	2

(Students to choose one module)

Documentary Production or	5
Advanced Studio Production	5

1 Elective (see below)	4
------------------------	---

##### Electives

Advanced 3D Computer Animation	4
Advanced Audio Post Production	4
Cinematography	4
Directing for Camera	4
Digital Effects	4
Multi-Camera Location Production	4
Music for Picture	4
Post-Production	4

##### Level 3.2 (25 hours per week)

(Students to do either)

Industry-based Project	25
Internship	25

#### Notes:

<sup>^</sup> For more details on Interdisciplinary Studies (IS) modules, please log on to [www.np.edu.sg/is/](http://www.np.edu.sg/is/).

#### IS Modules

The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum under the Ngee Ann Learning Model (NLM). The NLM was introduced in 2001 to nurture a new generation of professionals with multidisciplinary skills to meet the challenges of a knowledge-based economy. The NLM incorporates core disciplines and Interdisciplinary Studies. It also nurtures innovative and entrepreneurial traits through the Innovation & Enterprise in Action (I & E in Action) module. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & 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.

#### 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 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 the discipline 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 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.

#### Introduction to Film

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

#### 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 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 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.

### LEVEL 2.1

#### Short Film & Video Scriptwriting

This module focuses on writing short screenplays for film or video. In building on storytelling and visualisation techniques acquired in Level 1, students are encouraged to develop stories from their own personal realm of observations, memories and experiences. Writing exercises and assignments develop eventually into an eight to 12-page screenplay, 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. Students also learn how to hire the Director, Writer, Director of Photography, Production Manager and talent. Students will present a complete production portfolio to assess the market potential for the film 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 creative visual thinking 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, before they progress to Level 3 Post-Production and their industry-based projects.

#### Film History

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

### Drama Production

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

### Non-Fiction 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 completing 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

#### 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.

#### 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 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, variety shows and sitcoms.

### Documentary Production

This module introduces practical, technical, and theoretical issues in documentary filmmaking. Students will be exposed to different documentary genres and the appropriate use 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.

## ELECTIVES

### Advanced 3D Computer Animation

This subject is an advanced 3D animation technology training that focuses 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 seek to hone 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 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 sharpen students' practical and communication skills, as well as their show creation and design abilities.

### Music for Picture

This subject provides the opportunity for students with the musical 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

### Internship

Students may either work in groups to complete an industry-based project, or undertake a five-month internship with an external company.

### 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 also pitch their proposals/scripts before an approving panel, simulating the industry process, and may secure grants or sponsorship to help them complete their final film project.

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

SCHOOL OF FILM & MEDIA STUDIES



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

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

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

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

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

### ENTRY REQUIREMENTS

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

Application through the Joint Admissions Exercise (JAE)

Subject	'O' Level Grade
English Language*	1-3
Any four other subjects	1-6

Application through the Joint Polytechnic Special Admissions Exercise (JPSAE) and Direct Admissions Exercise (DAE)<sup>†</sup>

Subject	'O' Level Grade
English Language*	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.

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

<sup>†</sup> Short-listed candidates under the JPSAE or DAE will be invited for an interview.

## CAREER PROSPECTS

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

The majority of our graduates have joined the industry as Print/Broadcast/Online Journalists, Radio Producers/Presenters, Television Producers/Presenters/Directors, Advertising Account Executives, Public Relations/Affairs Executives, Corporate/Marketing Communication Executives, Communications Teachers, Designers, Actors, Multimedia Programmers, Programme Hosts and Media Researchers.

## ACCREDITATION FOR FURTHER STUDIES

The Diploma in Mass Communication is an internationally-recognised tertiary qualification. Students may enjoy advanced standing of up to one and a half years' exemption in a related three-year course in top-ranked Australian universities including **University of Melbourne**, **The Australian National University**, **Monash University** and **University of Queensland**.

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

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

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

## COURSE CURRICULUM

Module Name	Credit Units
-------------	--------------

### YEAR 1

#### Level 1.1 (23 hours per week)

Graphic Communication	4
Introduction to Web Design & Computer Graphics	3
Location Video Production	4
Media in Society	4
Principles of Marketing Communication	4
Creativity & Applied Thinking Skills <sup>^</sup>	2
Sports & Wellness <sup>^</sup>	2

Module Name	Credit Units
-------------	--------------

#### Level 1.2 (21 hours per week)

Radio Production 1	4
Social Psychology & Communication	4
Speech Communication	4
Written Communication	5
Individual & the Community <sup>^</sup>	4

### YEAR 2

#### Level 2.1 (24 hours per week)

Advertising	4
Media Management	4
Media Research Methods	4
News Writing (Sem 1)	4
TV Studio Production	4
Interdisciplinary Studies (IS) module <sup>^</sup>	2
Interdisciplinary Studies (IS) module <sup>^</sup>	2

#### Level 2.2 (24 hours per week)

Communication Issues	4
Feature Writing (Sem 2)	4
Public Relations	4
Radio Production 2	4
Web Design Applications	4
Innovation & Enterprise in Action <sup>^</sup>	2

### YEAR 3

#### Level 3.1 (24 hours per week)

Media Law	4
Mass Media in Singapore & Asia	4
World Issues: A Singapore Perspective <sup>^</sup>	2
Interdisciplinary Studies (IS) module <sup>^</sup>	2
Elective	4
Elective	4
Elective	4

#### Electives

Acting	4
Advanced Advertising	4
Advanced Public Relations	4
Advanced Radio Production	4
Advertising Creatives	4
Book Writing & Publishing	4
Conventions & Exhibitions	4
Documentary Production	4
Integrated Digital Media	4
Integrated Marketing Communications	4
Online Journalism	4
Photojournalism	4
Presentation Skills in Chinese	4
Print Journalism	4
Radio Journalism	4
Television Journalism	4

#### Level 3.2 (25 hours per week)

(Students to do one)	
Industry-based Project	25
Internship	25

**Notes:**

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

**IS Modules**

The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum under the Ngee Ann Learning Model (NLM). The NLM was introduced in 2001 to nurture a new generation of professionals with multidisciplinary skills to meet the challenges of a knowledge-based economy. The NLM incorporates core disciplines and Interdisciplinary Studies. It also nurtures innovative and entrepreneurial traits through the Innovation & Enterprise in Action (I & E in Action) module. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

**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 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 become familiar 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 how to plan and organise a video production.

**Media in Society**

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

**Principles of Marketing Communication**

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

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

**Social Psychology & Communication**

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

**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 the discipline of constantly revising their writing, engaging with peers in providing and receiving feedback, and developing 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 will learn the basics of financial statements, as well as how to manage media organisations as viable businesses. Students also learn the importance of marketing, branding and programming strategies for media companies and the different ways these strategies are implemented by companies. Assignments include writing a business plan that emphasises good communication skills.

### Media Research Methods

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

### News Writing

Students are introduced to the role and responsibilities of the reporter in print media, at the same time developing their basic news gathering, evaluation and writing skills. Students are expected to build a working knowledge of structured, balanced, accurate and effective news reporting, and to develop the necessary professional attitudes and skills. They will also learn to appreciate the ethics and realities of working as journalists in Singapore.

### TV Studio Production

Students will acquire the knowledge and basic skills in television studio production. Special attention is paid to developing creativity and continuity in planning and executing 'live' studio-based television programmes. Students are also taught to perform duties in the various studio positions. In addition, they also become familiar with basic studio production procedures and communication techniques in a studio environment.

## LEVEL 2.2

### Communication Issues

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

### Feature Writing

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

### Public Relations

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

### Radio Production 2

Students will expand and refine their audio production skills and on-air presentation skills. They will explore digital editing and production, practise interview techniques and content research techniques, and write for various types of radio programmes. Students are also introduced to the techniques of panel discussions, talkshows, phone-ins and 'live' radio presentations.

### Web Design Applications

Students will gain an appreciation of web design, content development and rich media design. This module aims to introduce students to strategic content development processes, a skill employable in any media project. They will study essential content development concepts before formulating interactive media strategies and developing structures of information directed to specific audiences (for example, those of a complex website).



## LEVEL 3.1

### Media Law

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

### Mass Media in Singapore & Asia

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

## ELECTIVES

Students will take on 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**

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 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 working with industry players. Corporations provide students with actual marketing briefs, which the students have to translate into an entire advertising proposal. The proposal covers end-to-end 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, crisis communication, investor relations and PR research. Central to this module is the strategic development of a PR campaign for a genuine client, so that students perform under actual industry expectations and challenges.

**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, selected 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, and radio and television commercials. This module further examines the shaping of creative strategies for leading international and local advertising campaigns in Singapore, and tactics for selling and defending creative ideas.

**Book Writing & Publishing**

Training for this module is conducted by video conferencing and online communication with a lecturer based in America. Students will receive peer and lecturer critique on a series of creative writing projects they will have to undertake. This material, if of a suitable marketable standard, can then be published after the students marry this with apt design, pitch it successfully to an external publishing house, and work on marketing and distributing the book.

**Conventions & Exhibitions**

Students will acquire a working knowledge of the Meetings, Incentive, Conventions & Exhibitions (MICE) industry, including its principles and practices. Students will learn 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 an 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 in groups of four, to apply the technical skills and creative choices that they have learnt in class to shoot and edit their own video documentaries.

**Integrated Digital Media**

Students will get to experiment with various media, incorporating visuals, sound and interactivity to create content. They are required to apply information architecture, data mining and integration, navigation, graphical user interface metaphors and concepts into their assignments. 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 to create "new media products" acceptable to industry.

**Integrated Marketing Communications**

Students will expand their conceptual and applied knowledge in the practice of strategic marketing communications. Central to this module is a tracking/analysis project of an Integrated Marketing Communications campaign recently executed in the local market. This term project will provide students with the necessary skills to plan marketing communication strategies.

**Online Journalism**

News gathering and writing skills acquired in second year are honed and extended to the online realm, so students can take advantage of the unique strengths of an intense multimedia and interactive new media environment to present and package timely and compelling content for the world. Students create original content and repackage material generated by their peers in Print Journalism, TV Journalism, Radio Journalism and Photojournalism, to offer entertainment news and reviews for [theurbanwire.com](http://theurbanwire.com), which receives more than two million hits each month.

**Photojournalism**

Students are exposed to various aspects of contemporary photojournalism, focusing on the expression of ideas and storytelling via the medium of photography. Students will also be learning the principles of natural light photography, composition, use of the SLR (single lens reflex) camera and darkroom techniques to develop and enlarge black-and-white photographs. Besides traditional photography, students are also taught digital imaging and editing. They will develop a photo portfolio that will include photo essays.

#### Presentation Skills in Chinese

Students who already have reasonable fluency in Mandarin are trained to become even more effective, articulate, composed and credible speakers in a variety of situations. In addition to teaching translation techniques and enriching vocabulary in Mandarin, the module also focuses on advanced methods and techniques to help students develop their speech and presentation skills to a higher level of proficiency needed in the media industry.

#### Print Journalism

Students will develop a high degree of 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* or *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.

#### Radio Journalism

Emphasising the development of editorial, writing and production techniques specific to radio news, the module introduces students to different news/current affairs formats while also teaching them how to enhance these formats. In producing and presenting the daily news bulletins for the campus station, Radio Heatwave, students get a simulation of the radio newsroom environment. Students will also have the opportunity to produce current affairs programme for MediaCorp Radio's 938LIVE station. Besides creating packaged programmes, the students will host a 'live' half-an-hour current affairs talkshow.

#### 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 undertake an industry-based project or get enrolled in an internship for one semester.

#### Industry-Based Project (IBP)

Students are offered the opportunity to work for the school's media conglomerate, managing our student-run media companies and leading their peers for one intensive semester (20 weeks). Working in teams under the supervision of lecturers, they will also undertake media projects for a variety of clients. These external projects provide an opportunity for selected students to write their own paychecks even as they showcase their capabilities in areas such as journalism and publishing, design, public relations, advertising, event management, video and radio production and research. Industry-standard work developed during IBP will add significantly to students' personal portfolios.

#### Internship

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