Digital Visual Effects (N78)
Film, Sound & Video (N82)
Mass Communication (N67)
School of
Film & Media Studies

- First in Singapore to offer full-time diplomas in Mass Communication and Film, Sound & Video

- Famous and prominent alumni in film, broadcast and journalism - media personalities Cheryl Fox, Jamie Yeo and Jean Danker, ad guru Carolyn Teo and Cannes Film Festival Award winner Anthony Chen to name a few

- Top-notch multi-million dollar facilities include an integrated newsroom, visual effects & animation studio, broadcast studio, sound stage, 48-track recording studio and editing suites

- Real-world training with student-run campus radio and TV stations, online and print publications, film and video production companies

- Collaboration with leading industry players like MediaCorp, Singapore Press Holdings, top advertising and public relations agencies and production houses
A good start is half the battle won.

Just ask some of the most successful local media personalities, like television broadcast personality star Cheryl Fox, The New Paper editor Melvin Singh, radio presenter Jean Danker and international award-winning film director Anthony Chen. Besides their fine work, they have something else in common - all of them started as students in the School of Film & Media Studies (FMS) at Ngee Ann Polytechnic - the first tertiary institution in Singapore to offer full-time diplomas in Mass Communication and Film, Sound & Video.

If you’ve always wanted to produce your film, launch your website, publish a magazine or newspaper article or create your advertisement... now's the time to unleash the infinite, creative power within you.

At FMS, we show you how to create stories by harnessing the power of thought, imagination and creation. You’ll experience a rich and well-rounded learning environment that will propel you into the global and ever-evolving film and media industry. You’ll also benefit through internships, guest lectures or collaborations through our strong links with leading players in the media industry including MediaCorp, Singapore Press Holdings, Weber Shandwick and Oak 3 Films, which was founded by our alumni.

You can choose from an exciting range of modules and obtain hands-on experience by handling projects that simulate clients’ demands in the media industry. The mix of theoretical knowledge, practical skills and emphasis on professional work attitude will ensure success in your chosen field. Enjoy access to cutting-edge facilities and industry-standard equipment - 16/35 mm Film, HDV & DV cameras, Visual Effects & Animation Studio, surround sound mixing, multi-track recording, HD & digital editing suites, TV studios, radio station, the sound stage, and an integrated newsroom.

Outstanding FMS graduates have been recognised for their academic excellence by being awarded scholarships from the National Arts Council, Singapore Film Commission and the Media Development Authority to study at prestigious local and overseas universities such as America’s Stanford University, Northwestern University and the National Film & Television School in the United Kingdom.
Harnessing creative and technical skills

Why keep your dreams on hold until you graduate? FMS students take on realistic media projects while acquiring a professional work attitude. Before you even don your graduation gown, you’ll already have an impressive portfolio.

Hone your skills through a variety of industry-based learning platforms:

- **UrbanWire (www.theurbanwire.com)**
  Write for this online entertainment and lifestyle news magazine. Gain practical, professional and global exposure in online journalism and mingle with local and international celebs. It gets more than 1.5 million hits each month.

- **Radio Heatwave**
  Be a DJ on Singapore’s first campus radio station with intranet broadcast and sharpen your broadcast management, production, podcast, digital radio broadcast and presentation skills.

- **Tribune**
  Bring out the journalist in you - write news stories and see your work published in our campus newspaper.

- **hype magazine**
  Showcase your writing talent in this fun and exciting glossy lifestyle publication.

- **Campus TV**
  A riveting range of topics, programmes and styles show you that Campus TV (CTV) is more than just a student endeavour. Programmes include “Style Addict”, “Food Hunt”, “Celebs Uncut” and “Wads Up” for the latest movies and reviews.

- **FMS Studios**
  Write compelling scripts. Work with established actors. Shoot on Super 16, Standard 16, HDV and DV. Produce award-winning films that traverse the world – the Singapore International Film Festival, Cannes Film Festival in France, Asiana International Film Festival in Korea, Munich International Festival of Film Schools in Germany, Cinema Jove International Film Festival in Spain and the Palm Springs International Festival in the US.

- **The Agency**
  Join the Agency - where ideas, imagination and strategic planning come together to create compelling Advertising/Public Relations/Integrated Marketing Communication campaigns. Work with industry players and clients on real-world projects. Work on your portfolio. Get headhunted. Clients include Coca-cola, Audi and SingTel.

- **The Label**
  The Label synergises the strengths and skills of both MCM and FSV students to research, source, produce, record, mix and market media, and to promote original indie music. Understand local music trends, manage upcoming and established talents, network with industry professionals and play an active role in promoting the local music and entertainment industry.

A lot of made-in-FMS content has been broadcast, screened and published over national and international media channels.

For more information, log on to www.np.edu.sg/fms
Diploma in Digital Visual Effects

- Leverage on the School of Film & Media Studies’ core strength and expertise in film, sound & video production and post-production to get a firm foundation in 2D/3D art and animation
- Build your own creative portfolio and showreel
- Experience the real world with a semester-long industry-based project or the internship programme
- Create spectacular visual effects (think Jurassic Park) with cutting-edge production facilities and software
About the Diploma

The Lord of the Rings, Pirates of the Caribbean, Star Wars – blockbuster films featuring epic battles with mystical creatures on land, the high seas and deep space. Spectacular visual effects in these box office hits have awed audiences worldwide. The impossible dreams of yesterday have become reality on today’s silver screens. Visual effects now play a key role in creating exciting digital media and entertainment content and an unforgettable cinematic experience.

Ngee Ann Polytechnic’s Diploma in Digital Visual Effects (DVFX) is designed to meet the increasing demand for creative talent in this area of digital visual effects. Created to support the growth and development of the film, television and interactive digital media industry, DVFX has its roots in the Diploma in Film, Sound & Video (FSV) programme. As the most well-established film programme in Singapore, FSV has trained students in film-making techniques, video production, sound recording and design, and also various aspects of digital animation as applied to film and video production.

Benefit from this fine heritage while gaining a firm foundation in 2D/3D art and animation. Practical training in computer-generated imagery and digital visual effects will give you that edge in the broadcast digital media industry.

Nurture your creative talent through cutting-edge facilities and software including an on-line post-production suite, Avid Adrenaline video editing suites, HDV cameras and 3D software such as Maya, Softimage, Z-Brush and Vue d’esprit. Use these to create visual effects similar to those in Jurassic Park and Pirates of the Caribbean and more, so as to build up your own creative portfolio and showreel. Your course will culminate in either the semester-long industry-based project or the internship programme – where a five-month training stint will allow you to experience real world industry practice.
What will you learn in the course?

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

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

**Year 3**
- Effects Animation
- Character Rigging and Animation
- Digital Back Lot and Set Extension
- History of Film and Motion Arts
- Creative Portfolio
- Industry-Based Project OR
  Industrial Attachment Programme
- World Issues: A Singapore Perspective
- Any 1 IS general module

▲ Interdisciplinary Studies (IS) modules
What can you achieve in your career?

Due to DVFX’s broad-based approach, you can look forward to securing entry-level professional positions in the digital media and entertainment industry, working on film and video, broadcast media, television commercials, mobile applications and multimedia production.

You will hold positions like pre-visualiser, concept designer, modeller, compositor, effects and character animator, motion-graphic and technical director/specialist.

Further Studies

DVFX graduates also have the opportunity to pursue Bachelor Degrees at local universities like NTU, as well as to further their studies and training in Australia, UK and the US where undergraduate courses in animation, special effects and games design abound.

Entry Requirements

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

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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.
Diploma in Film, Sound & Video

- The first and most established film-making course in Singapore
- Award-winning students and alumni who have garnered local and international recognition with wins at national and international film festivals including the prestigious Cannes Film Festival, Golden Horse Awards and many more
- Firm foundation in filmmaking and video production with hands-on practice in 16/35 mm film, HDV & DV cameras, DVD authoring, surround sound mixing and multi-track recording

About the Diploma

Walking down the red carpet alongside Hollywood’s finest for the Oscars may not be just a dream for someone from Film, Sound & Video (FSV).

After all, one of our recent graduates, Anthony Chen, became the first ever Singaporean to win at the prestigious Cannes Film Festival. We can’t say we were too surprised. After all, Anthony’s graduation film won four international awards, and he was trained in the polytechnic that has produced the largest number of local film award winners both at the Singapore International Film Festival and internationally.

If you aspire to be one of this growing number of award-winning filmmakers in Singapore, you can – with our FSV training. Bring your ideas and dreams to ‘reel’ life!

Our FSV diploma is the first and most established filmmaking course in Singapore. The curriculum provides you a thorough grounding in the artistic and technical elements of filmmaking and video production. It covers the areas of film, digital video, sound, motion-graphics, compositing and animation, and post-production. The course nurtures creative talent through hands-on practice with professional equipment and facilities such as 16/35 mm film, HDV & DV cameras, surround sound mixing and multi-track recording.

Your aptitude and potential will determine how far you can develop as a producer, writer, director, cinematographer or editor. In your final year, you can either undertake an industry project, working with external or campus clients, or embark on a five-month internship programme.

Films produced by FSV students and alumni have won numerous awards at international film festivals in Singapore, Thailand, China, Australia, Poland, Germany, Korea, France, Spain, Russia, United Kingdom and United States. Some of these film festivals include the Cannes Film Festival, Golden Horse Awards and Singapore International Film Festival Awards.

FSV will provide the “lights and camera”.

Your call is: “Action!”
“Everyday in Ngee Ann Polytechnic is an enjoyable and rewarding experience. Nothing beats the joy of learning and mastering something new. The lecturers are well-versed in the subjects and are ever so willing to help students in need. Coming to the Film, Sound & Video programme was a dream come true for me – it still is.”

- Daniel Koh Xianlong (FSV graduate)
What can you achieve in your career?

You will find employment in the areas of film and video production, cinematography, computer animation, post-production, sound design and recording, and scriptwriting. Or you could set up your own production company like Oak3 Films started by alumnus Jason Lai. A number of FSV graduates have made their mark as independent filmmakers and entrepreneurs.

Further Studies

You can build on your diploma with advanced standing in degree programmes with recognised film and media schools locally and overseas.

You may enjoy up to one and a half years’ exemption in schools and universities in Australia, New Zealand, United Kingdom and United States. For example, the University of Technology Sydney allows up to one-year exemption for its Bachelor of Arts in Communication (Media Arts and Production).

Entry Requirements

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

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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.
Diploma in Mass Communication

- Famous alumni in the media industry - broadcast journalist Cheryl Fox, radio presenters Vernetta Lopez and Jean Danker and news editor Dennis Chan
- First-rate facilities such as TV & Radio studios, the sound stage and an integrated newsroom
- Industry-based learning platforms to hone your skills - UrbanWire, Radio Heatwave, Tribune, hype magazine, Campus TV, the Agency and The Label
- Optional specialisation in third-year allows greater emphasis on Advertising & Public Relations, Journalism & Publishing, and Broadcast Media
About the Diploma

Cheryl Fox, Vernetta Lopez and Jean Danker – they are among the first cohorts of students to graduate with our Diploma in Mass Communication (MCM). All three subsequently joined MediaCorp and are household names. You may also have come across the byline of Wong Phin Wei, TV host and assistant editor of 8 Days Magazine. He is also a graduate of Singapore’s first mass communication course.

You too can become the next household name, as the captain of your chosen industry - whether as an editor of a national newspaper or a hip magazine, or an accounts director of an advertising agency.

In preparing you for a range of careers in the mass media and related areas, this highly regarded course takes you through foundation modules in the first two years. In the third-year, you have the option of selecting electives that will lead to specialisation in Advertising & Public Relations, Journalism & Publishing, or Broadcast Media.

First-rate facilities such as TV & Radio studios, the sound stage and an integrated newsroom are where you will hone skills to prepare you for a job in the media fast lane.

In the final semester, to stretch you further, those with an aptitude in managerial positions will be selected to run prototypes of media companies such as UrbanWire (www.theurbanwire.com), Radio Heatwave, Tribune, hype magazine, Campus TV, the Agency and The Label. Or you could go on a five-month internship. Both will lead the way to a satisfying career in the dynamic media industry.

“I have had many occasions to interact with the NP Mass Communication graduates who joined the Faculty of Arts and Social Sciences at NUS. I must say that I am rather impressed with their confidence, poise, presentation, and eloquence. I also found those in my module to be highly motivated and participative both within and outside the classroom. It is a delight to have them. They have certainly added value to our academic and campus life.”

- Associate Professor Tan Ern Ser
  Department of Sociology, Faculty of Arts and Social Sciences, National University of Singapore
What will you learn in the course?

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

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

**Year 3**
- Media Law
- Mass Media in Singapore & Asia
- Elective modules*
- Industry-Based Project or Industrial Attachment Programme
- World Issues: A Singapore Perspective
- Any 1 IS general module
- Electives*
  - Acting Workshop
  - Advanced Advertising
  - Advanced Public Relations
  - Advanced Radio Production
  - Advertising Creatives
  - Conventions & Exhibitions
  - Documentary Production
  - Integrated Digital Media
  - Integrated Marketing Communications
  - Online Journalism
  - Photojournalism
  - Presentation Skills in Chinese
  - Print Journalism
  - Radio Journalism
  - Television Journalism

* With the following specialisation options:
  - Advertising & Public Relations
  - Journalism & Publishing
  - Broadcast Media

Interdisciplinary Studies (IS) modules
**What can you achieve in your career?**

The MCM programme has produced over 3,000 graduates since it began in 1989, making us the school with the biggest network of trained media practitioners in Singapore. And it’s not just about size, because the quality of our graduates is well known in the industry. You can secure professional positions in fields related to broadcast and print journalism, advertising, public relations, marketing communications, multimedia, radio and television production and scriptwriting.

Our past graduates have gone far to secure senior positions. You can too!

**Further Studies**

You may enjoy advanced standing of up to one and a half years’ exemption in a related three-year course in more than a dozen Australian universities including University of Melbourne, Monash University, University of Queensland and The Australian National University.

Our graduates also enrol in highly competitive media and liberal arts programmes in Stanford University and Northwestern University in America, as well as the University of Bournemouth in the United Kingdom. Exemptions from various subjects apply, on a case-by-case basis, when you apply for entries to universities in the UK, USA and Canada.

MCM graduates may also gain entry into related degree programmes at local universities.

**Entry Requirements**

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*Short-listed candidates under the J PSAE or DAE will be invited for an interview.*
Join Us

If you took the 2007 GCE ‘O’ Level examinations as a school candidate, you may apply on-line through the Joint Admissions Exercise (JAE). Details will be available in the JAE information booklet which you will receive when collecting your results.

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

Fees

$2,100 per academic year (for local students)

All information correct at time of printing (Oct 2007)