Your heart’s set on a career in the film or media business. Your passion burns bright. You want to make a difference where it matters. That can only mean one thing – beginning your journey by getting a head start at Singapore’s most established film and media school!
In Ngee Ann Polytechnic’s School of Film & Media Studies (FMS), you learn to tell and sell these stories well. As future filmmakers and media professionals, our Film, Sound & Video (FSV) and Mass Communication (MCM) students learn to craft stories that are original, compelling and thought-provoking. There is no better way to engage with a global audience that is being bombarded with ever more choices of information, education and entertainment.

Our Visual Effects (VFX) wizards and Advertising & Public Relations (APR) specialists are taught to harness the power of stories and other narrative to enhance emotional impact, to provoke action, to influence behaviour, and then change the world.

It’s a tall order, but this is the story of Singapore’s most established film and media school. The FMS faculty is lauded for creating innovative platforms for realistic learning, industry mentorship, entrepreneurship and service learning. With its well-equipped studio and soundstage spaces, you can expect a top-notch learning environment that inspires industry-standard works.

FMS also prides itself on having a successful and growing graduate community. Some of these alumni include media hotshots like Channel NewsAsia broadcast journalist Cheryl Fox, Singapore’s two-time Cannes Film Festival award-winning director Anthony Chen, 8 Days Senior Food Editor Florence Fong, 2015 Media Person of the Year Jian Yang who is the Global Strategy Director for Hasbro’s Transformers, and Walt Disney Pictures (Los Angeles) lighting artist Roger Lee, whose team has won three Oscars for animation film work including Frozen and Big Hero 6.
Overseas exposure is a key feature of your learning journey at NP. At FMS, our students experience first-hand the opportunities and challenges out there through rigorous overseas study trips, five-week immersion programmes at top overseas universities, six-month internships in Hawaii or Cambodia, competitions and service learning in the region.

Also very popular are study trips to media meccas such as Los Angeles/San Francisco, Seoul/Busan, Shanghai, Hong Kong, Taipei and Tokyo.

Broaden your horizons

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Our students experience first-hand the opportunities and challenges out there through rigorous overseas study trips, immersion programmes, internships, competitions and community service programmes.

Overseas Learning
DIPLOMA IN ADVERTISING & PUBLIC RELATIONS

- First and only polytechnic course that integrates Advertising and Public Relations, two key marketing communications tools
- Agency-based learning approach where industry professionals provide consultations and mentor students
- Six-month internships at top international and local agencies
- Develop and execute campaigns for external clients in a student-anchored agency

WHAT THE COURSE IS ABOUT

Think you can come up with better ideas to help companies generate buzz about their brands and services, or to restore public confidence when crisis strikes? If you’re keen on a creative and challenging career, the Diploma in Advertising & Public Relations (APR) course is for you.

The only diploma of its kind at polytechnic level, APR trains you in the two fundamental disciplines in marketing communications – advertising and public relations. Learn what influences consumer behaviour and brand loyalty, and how to create effective advertising messages and credible public relations campaigns.

The Best of Advertising & Public Relations

In the first year, you will be introduced to key advertising and public relations principles, as well as the complementary areas of visual communication, broadcast media production and social psychology.

You will move on to learn about agency business management, brand management and media planning, public relations campaign planning and crisis management in your second year.

Then in your final year, hone your skills and knowledge by working on a capstone project - an integrated marketing campaign based on briefs from organisations like M1, Sport Singapore and Motion Picture Association International.

Finally, polish up your learning experience with a six-month local or overseas internship with top international and local agencies.

Agency-based Learning

Be mentored by industry experts from leading agencies such as Dentsu Aegis Network, Weber Shandwick, Ogilvy & Mather, Saatchi & Saatchi and Acorn Asia. Get clued in on the latest marketing trends, campaign-winning strategies, and what makes the industry tick. Best of all, you get a head start in your career by networking with various agency partners.

WHAT YOU WILL LEARN

YEAR 1
- Introduction to Advertising
- Principles of Marketing Communication
- Broadcast Media Production
- Rich Media Design
- Visual Communication
- Introduction to Public Relations
- Social Psychology & Communication
- Writing for the Creative Industries
- Presentation Skills
- Media in Society
- Career & Professional Preparation I
- Sports & Wellness^*
- Exploring Contemporary Issues^*

YEAR 2
- Advertising & Brand Management
- Agency Business Management
- Strategic Creative Process
- Strategic Media Planning
- Marketing Research
- Public Relations in Integrated Marketing Communications
- Public Relations & the Media
- Corporate Reputation Management
- Issues & Crisis Management
- Marketing Public Relations
- Career & Professional Preparation II
- Any two IS electives^*

YEAR 3
- Capstone Project
- Mass Media in Singapore & Asia
- Media Law
- Six-month Industry-based Project or Internship
- World Issues: A Singapore Perspective
- Any one IS elective^*

Interdisciplinary Studies (IS) electives are taken on top of core discipline modules and account for up to 15 per cent of curriculum hours. They cover diverse areas such as the arts, humanities, business, design, and science & technology.
DIPLOMA IN FILM, SOUND & VIDEO

• The most established filmmaking course in Singapore
• FSV students, alumni and lecturers have won accolades at international and local film festivals
• Masterclasses and workshops with world-renowned filmmakers and industry experts
• Access to the latest equipment and facilities similar to those in MediaCorp, international production companies and Hollywood

CAREER
As an APR graduate, you can work at any advertising or public relations agency, marketing department or corporate communications office. You can pursue a career as an account executive, brand executive, media planner/buyer, account planner, marketing executive, corporate communications officer, or advertising and promotions executive.

FURTHER STUDIES
You can pursue degrees in related disciplines such as communications, media, advertising, public relations, marketing, or arts and social sciences at local or overseas universities.

You may receive between one and two years’ advanced standing from overseas universities such as the University of Texas at Austin (US), Curtin University, Monash University, RMIT University (Australia) and University of Hertfordshire (UK).

ENTRY REQUIREMENTS
AGGREGATE TYPE ELR2B2-A
To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>‘O’ LEVEL GRADE</th>
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<tbody>
<tr>
<td>English Language as a First Language</td>
<td>1-3</td>
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<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
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You must also fulfil the aggregate computation requirements for the ELR2B2-A aggregate type listed at http://www.np.edu.sg/admissions/elr2b2

CONTACT US
For the most up-to-date information on NP’s Diploma in Advertising & Public Relations, log on to www.np.edu.sg/apr

“Besides learning how to solve problems in unique ways at APR, we also get valuable first-hand experience in being part of the advertising and public relations industry through our regular course work. This helped us to ace the 48-hour GONG challenge, which required us to produce a creative campaign within two days.”

Elaine Cheong, a third-year APR student, Elaine (right), Jamie Soh (left) and Dinis Goh (centre) won the Silver Prize at the NextGen Challenge Awards in 2014, one of the most prestigious local awards in the advertising industry. The Gold Prize of the competition was won by another team of APR students.
WHAT THE COURSE IS ABOUT

The Diploma in Film, Sound & Video (FSV) gives you a strong foundation in the artistic and technical aspects of filmmaking. Stretch your imagination to tell compelling stories. Bring your work to life using the latest technology and software. With an optimal balance of rigorous academic study and practical training, your acquired skills are designed to catapult your career in the dynamic film and media industries.

The Art of Filmmaking

Hone the art and craft of filmmaking in areas like scriptwriting, sound, motion graphics, composing and post-production. Just as importantly, you will get to build your theoretical foundation by studying the masters of cinema.

Your technical skills will be sharpened through using the latest industry-standard equipment including HD digital cinema cameras and established post-production tools such as Avid, ProTools and DaVinci Resolve. You will be working in top-notch facilities like surround sound mixing and multi-track recording studios, a sound stage and a full HD television studio.

Reel-world Exposure

Create your short film masterpiece in your final year, or embark on a six-month internship in the film and media industry. Alternatively, work in-house with media, Singapore's first student-run media conglomerate, and undertake productions for external and internal clients.

Excellent Track Record

Many FSV graduates excel in their fields and consistently acknowledge the high impact of their FSV training and exposure. Some work in leading media companies like MediaCorp while others started their own production companies such as Widescreen Media, Upside Down Concepts and Oak3 Films. Yet others have had the opportunity to work on international blockbusters like The Life of Pi, Pirates of the Caribbean: On Stranger Tides and Guardians of the Galaxy.

FSV graduate Anthony Chen continues to put Singapore cinema on the world map. His movie Ilo Ilo created national history by winning the prestigious Camera d’Or prize for best first feature film at the Cannes Film Festival 2013.

In 2014, Last Trip Home was the first homegrown student film to be invited to compete at the Cinéfexion programme of the Cannes Film Festival in France, while in 2015, our student film “November” received awards for Best Picture, Best Direction and Best Script at the inaugural National Youth Film Awards in Singapore.

WHAT YOU WILL LEARN

YEAR 1

- Introduction to Film
- Art & Design
- Sound Design
- Storytelling Techniques
- Location Filmmaking
- Professional Communication
- Visual Effects
- TV Production
- Audio Technology
- Photography
- Career & Professional Preparation I
- Innovation Toolkit^* 
- Sports & Wellness^* 
- Exploring Contemporary Issues^*

YEAR 2

- Producing
- Documentary Production
- Scriptwriting
- Cinematography
- Intermediate Visual Effects
- Editing
- Film History
- Intermediate Filmmaking
- Advanced TV Production
- Intermediate Sound Design
- Career & Professional Preparation II
- Any two IS electives^*

YEAR 3

- Asian Cinema
- Advanced Filmmaking
- Six-month Internship, Final-Year Project or Industry-based Project
- World Issues: A Singapore Perspective^* 
- Any one IS elective^*

Elective Modules (Choose 3)
- Advanced Scriptwriting
- Advanced Producing
- Advanced Audio Production
- Advanced Cinematography
- Advanced Editing
- Advanced Visual Effects
- Directing

FURTHER STUDIES

You may enjoy advanced standing for degree programmes at top film and media schools, both locally and abroad. Many FSV graduates have also received scholarships and bursaries from the National Arts Council, Singapore Film Commission and the Media Development Authority to pursue further studies at the National University of Singapore, Nanyang Technological University, Stanford University (US), University of Cambridge and the National Film & Television School (UK).

ENTRY REQUIREMENTS

AGGREGATE TYPE ERL2B2-D

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

SUBJECT  O’ LEVEL GRADE
English Language as a First Language .............................................. 1-5
Mathematics (Elementary/Additional) .............................................. 1-7
Any two other subjects ................................................................. 1-6

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

Candidates with hearing deficiency or severe vision deficiency should not apply for the course. Those with colour vision deficiency are required to declare this condition at enrolment, as certain modules require colour recognition.

CONTACT US

For the most up-to-date information on NP’s Diploma in Film, Sound & Video, log on to www.np.edu.sg/fsv

Bridging cultures

In 2014, First Words, a short film produced by four FSV students, won the top prize at the inaugural Solve for Tomorrow competition organised by Samsung Singapore. The group, consisting of Keane Tay, Nicholas Lee, Devika Sateesh and Nishok, won the judges over with a short film about an application that automatically translates dialects into English. The team received a $10,000 cash prize, an all-expense-paid trip to Samsung’s headquarters in South Korea and a chance to intern at Samsung Singapore.
DIPLOMA IN MASS COMMUNICATION

WHAT THE COURSE IS ABOUT

Get backstage access and interview celebrities and newsmakers for publication. Host your own radio talkshow. Become the next big thing in social media. Do all this and more when you sign up for the Diploma in Mass Communication (MCM)! As the most established media course in Singapore, MCM offers a comprehensive curriculum ranging from print, online and broadcast journalism to advertising, public relations, radio, TV and social media.

A Strong Foundation in Media
During the first two years of the course, you will pick up skills in areas such as marketing communications, radio and TV production, journalism, digital media, advertising and public relations. These are complemented with writing, speech, social psychology, media research and business management skills. You will develop your skills in top-notch purpose-built facilities that include TV and radio studios and media labs.

Real-world Exposure
For the best possible learning experience, classroom assignments go beyond academic exercises. You may find yourself reporting overseas on the MTV World Stage, reviewing restaurants and plays, interviewing or taking photographs of celebrities, producing programmes for national TV or radio, or pitching advertising and public relations campaigns to multinational companies as part of your homework.

You will also get a chance to go on six-month local or overseas internships as your seniors have with industry leaders such as MediaCorp, Singapore Press Holdings, Sony Pictures Entertainment, Wunderman (US) and Myriad Pictures (US).

Alternatively, you could intern with m:idea, Singapore’s first student-run media conglomerate, where you will pitch for business and deliver editorial, design, photography, public relations, advertising, digital media, TV and radio production services to clients. You may even get to supervise your peers for our campus newspaper, lifestyle magazine, e-zine, radio or TV station.

Exciting Specialisations
In your final year, you can pursue one of four specialisation options. Or choose to remain a generalist by opting for electives from different specialisations.

SPECIALISATION OPTIONS

Broadcast Media
Be equipped for careers in TV and radio production with modules including Advanced Radio Production, Documentary Production and Advanced TV Production.

Journalism & Publishing
Further develop your news gathering and content creation skills. Modules offered are Broadcast Journalism, Online Journalism, Photojournalism, Print Journalism and Creative Writing.

Advertising & Public Relations
Hone your marketing communications skills through specialist modules such as Advanced Advertising, Advertising Creatives, Advanced Public Relations, Integrated Marketing Communications and Events Management.

Digital Media Communication
Learn how content can be repackaged to better engage different audiences on social and digital media. Modules offered include Integrated Digital Media, Social Media Strategies, and Content Design for Mobile Devices.

DIPLOMA IN MASS COMMUNICATION

• First and most established media course in Singapore
• Largest network of successful media alumni, including 8 Days Senior Editor Florence Fong, Straits Times Deputy Money Editor Dennis Chan, MediaCorp Radio and TV presenter Bharati Jagdish, 987FM DJs Justin Ang, Sonia Chew and Gerald Koh, and London-based International Business Times online journalist Mary-Ann Russon
• Real-world exposure through projects, internships or a stint at m:idea, Singapore’s first student-run media conglomerate
• State-of-the-art facilities including TV and radio studios, and editing suites

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• Real-world exposure through projects, internships or a stint at m:idea, Singapore’s first student-run media conglomerate
• State-of-the-art facilities including TV and radio studios, and editing suites
WHAT YOU WILL LEARN

YEAR 1
- Principles of Marketing Communication
- Writing for the Creative Industries
- Speech Communication
- Visual Communication
- Digital Media Fundamentals
- Digital Photography
- Location Production
- Radio Production I
- Media in Society
- Social Psychology & Communication
- Career & Professional Preparation I
- Sports & Wellness
- Exploring Contemporary Issues

YEAR 2
- Advertising
- Public Relations
- Media Research Methods
- Feature Writing
- News Writing
- TV Production
- Digital Media Design
- Communication Issues
- Media Business Management
- Radio Production 2
- Career & Professional Preparation II
- Any two IS electives

YEAR 3
- Media Law
- Mass Media in Singapore & Asia
- Six-month Internship or Industry-based Project
- World Issues: A Singapore Perspective
- Any one IS elective

Choose one of these four specialisation options:
- Broadcast Media
- Journalism & Publishing
- Advertising & Public Relations
- Digital Media Communication

OR
Keep your options open by picking any three elective modules from the different specialisations.

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

CAREER
MCM graduates can join the media industry as producers for radio and TV programmes, news reporters, magazine editors, broadcast journalists and photojournalists. Those interested in advertising and public relations can look forward to exciting careers in account management, copywriting, media planning, marketing communications, corporate communications, media relations and event planning. Graduates may also drive online and mobile campaigns as web content managers and social media managers. Or you can start your own business as the founders of award-winning The Secret Little Agency did.

FURTHER STUDIES
With a broad-based MCM diploma, you can pursue degrees in many fields such as arts and social sciences, business, communications, design, journalism, law, media, public relations and psychology. In recent years, several MCM grads have clinched Public Service Commission scholarships as well as bond-free Ngee Ann Kongsi scholarships for university studies anywhere in the world. All local and many top foreign universities, including Columbia University, Northwestern University, University of Melbourne, University of Sheffield and Waseda University offer our graduates exemption for related degrees.

ENTRY REQUIREMENTS

AGGREGATE TYPE ELR2B2-A
To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

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English Language as a First Language 1-3
Mathematics (Elementary/Additional) 1-7
Any three other subjects 1-6

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

CONTACT US
For the most up-to-date information on NP’s Diploma in Mass Communication, log on to www.np.edu.sg/mcm

2015 MCM graduate Shaista Dinis Meldi landed a job right after her internship, and is now a Promotions Executive at MediaCorp radio station 987FM.

“It’s a great feeling to be able to wake up every morning and know that you’re going to be spending your day in an environment you adore. Never in a million years did I ever dream of scoring such an incredible opportunity at just 19. In fact, I was the first intern 987FM has ever hired as a full-timer right after internship!”

*Interdisciplinary Studies (IS) electives are taken on top of core discipline modules and account for up to 15 per cent of curriculum hours. They cover diverse areas such as the arts & humanities, business, design, and science & technology.
DIPLOMA IN VISUAL EFFECTS

- First polytechnic diploma to offer one of Singapore’s largest green screen studios as training facilities
- Shoot your projects in stereoscopic 3D using High Definition (HD) cameras
- Use professional software like Autodesk Maya, Pixologic Zbrush & The Foundry’s NUKE to work on these projects
- Build your visual effects showreel with the tools Hollywood effects studios use for movies such as Mad Max: Fury Road and Star Wars: Episode VII-The Force Awakens

DIPLOMA IN VISUAL EFFECTS REVAMPED!

- Can you imagine Jurassic World without the pivotal scene where T-Rex devours I-Rex? Or Avengers: Age of Ultron without the Hulk or the maniacal robot Ultron? Thanks to the work of visual effects professionals, new worlds and never-before-seen characters are brought to life. If you want to be part of this creative design and entertainment industry, look no further.

WHAT THE COURSE IS ABOUT

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The Diploma in Visual Effects (VFX) (previously known as Diploma in Digital Visual Effects) aims to equip aspiring visual effects artists with industry-based production techniques as well as key visual and creative skills. What’s more, with VFX’s revamped curriculum, you will get a solid grounding in core principles of visual communication, special effects and advanced post-production services.

Create Exciting 3D Content

As a VFX student, you will learn the fundamentals of storytelling and storyboarding, camera and lighting as well as animation. You will also get to create dramatic settings and characters using the latest industry-standard software such as NUKE, a high-end software compositing tool used by top Hollywood effects studios on movies such as The Avengers: Age of Ultron, Star Wars: Episode VII and Batman v Superman: Dawn of Justice. VFX is also the first polytechnic diploma programme to pioneer training in Stereoscopic 3D (S3D) filmmaking equipment and software.

Build Your Creative Portfolio

To get a head start in this portfolio-driven industry, gain practical experience with industry-leading Maya and Zbrush software. Another big plus – you get to work with High Definition (HD) cameras in one of Singapore’s largest green screen studios, and an online production suite.

In your final year, enhance your portfolio with a six-month internship, a final-year project or an industry-based project. You can intern at production and post-production houses where you will take on tasks such as shooting, compositing, modelling and animation for commercials, films, TV programmes and videos. Choose to do a final-year project where you have creative freedom to conceptualise and put together your own short film built around eye-popping visual effects. You can even take on an industry-based project with m:idea, our in-house media conglomerate, and help produce cutting-edge titles, graphics and visual effects to enhance videos created by the production team for clients.

VFX students also have the chance to work with industry practitioners and showcase their projects to industry partners. In fact, six VFX interns worked on a local horror movie Afterimages by Mythopolis Pictures that won the “Best FX Award” in the 9th Edition of the Thriller! Chiller! Film Festival in Michigan, United States, in 2014 and another “Best FX Award” at the NYC Horror Film Festival in New York that year.

Here’s what final-year student Cheong Ming Jun had to say about his trip to Bangkok:

“The overseas immersion programme in Bangkok was an enriching experience that opened my eyes up to a different culture and landscape. It definitely added a new dimension to my studies! A visit to the company Technicolor deepened my passion for visual effects: Watching how they edit clips, create sound in their foley studios and bring their stories to life really inspired me. Being six weeks away from home wasn’t very easy for me as I was completely on my own.”
WHAT YOU WILL LEARN

YEAR 1
- Introduction to Visual Effects
- Drawing & Perspective
- Design & Typography (Motion Type)
- Camera & Lighting 1
- Storytelling & Storyboarding
- 3D Form & Space
- Animation Foundation
- Hardware Modelling
- Location Production
- History of Film & Motion Arts
- Career & Professional Preparation I
- Innovation Toolkit
- Sports & Wellness
- Exploring Contemporary Issues

YEAR 2
- Motion Graphics & Broadcast Design
- Polysculpting
- Visual Communication
- Compositing 1
- Compositing 2
- Camera & Lighting 2
- Post-production
- Special Effects
- Lighting & Rendering
- Effects Animation 1
- Career & Professional Preparation II
- Any two IS electives

YEAR 3
- Effects Animation 2
- Character Rigging
- Set Extension
- Advanced Post-production
- Professional Communication
- Six-month Internship, Final-Year Project or Industry-based Project
- World Issues: A Singapore Perspective
- Any one IS elective

CAREER
You can pursue a career as a matte painter, concept artist, 3D modeller, compositor, rotoscope artist, motion graphics artist or matchmover. You can even work in diverse industries that include film, television, new/social media and advertising.

FURTHER STUDIES
You may enjoy up to two years’ advanced standing for some degree programmes at local or overseas universities. For example, the Queensland University of Technology offers VFX graduates one and a half years’ advanced standing for its Bachelor of Fine Arts (Interactive and Visual Design) programme.

ENTRY REQUIREMENTS
AGGREGATE TYPE ELR2B2-D
To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>‘O’ LEVEL GRADE</th>
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</thead>
<tbody>
<tr>
<td>English Language as a First Language</td>
<td>1-5</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any two other subjects</td>
<td>1-6</td>
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</tbody>
</table>

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

Candidates with severe vision deficiency should not apply for the course. Those with colour vision deficiency are required to declare this condition at enrolment, as certain modules require colour recognition.

CONTACT US
For the most up-to-date information on NP’s Diploma in Visual Effects, log on to www.np.edu.sg/vfx

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* Interdisciplinary Studies (IS) electives are taken on top of core discipline modules and account for up to 15 per cent of curriculum hours. They cover diverse areas such as the arts & humanities, business, design, and science & technology.