

COURSE MODULES

LEVEL 1.1

Broadcast Media Production

Students will learn the fundamentals of producing television and radio commercials, covering formats, budgets and the production process. Students will acquire enough working knowledge to communicate effectively with clients, production houses, other partners and stakeholders.

Media in Society

Students are introduced to the history, processes, structures and technological development of 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 relevant regulatory bodies in Singapore. Competing theoretical approaches are introduced to help students 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.

Rich Media Design

This module introduces students to foundational rich media content development, so they can effectively communicate using digital media tools, including HTML, Cascading Style Sheets (CSS), Adobe Photoshop and Adobe Dreamweaver. Students will learn how to apply and integrate these tools and techniques to create interactive content to enhance websites and online campaigns.

Visual Communication

This module introduces essential design concepts, tools, and theories central to advertising and public relations, and their rationale. Students will learn how to use design principles, images and text creatively to achieve effective visual communication to intended audiences. They will also gain knowledge and skills in concept development, graphic design, typography, digital imaging, print media production and presentation techniques.

Sports and Wellness ^

This module helps you to learn a sport as a recreational activity to keep you fit and healthy. Team building and collaboration skills are developed as you network with other students. There are a total of 19 sports electives to choose from: Aerobics, Badminton, Basketball, Cheerleading, Dance Movement, Dancesport, Flag Football, Hip Hop, Life Saving / Swimming, Netball, Orienteering, Street Soccer, Soccer, Softball, Tennis, Touch Rugby, Volleyball, Wellness Programme and Yoga. Outstanding students are awarded a Pass with Merit.

LEVEL 1.2

Career & Professional Preparation 1

Students are introduced to their diploma course and learn how it prepares them for work in the industry. As they are guided through reflections on their unique characteristics and strengths, they will produce a game plan for their career goals and future education. This will help them embark on their three-year course with the outcomes clearly in mind. This module is also intended to deepen students' commitment to the sector that the course prepares them for.

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 existing advertising campaigns, as well as create their own. Topics include an overview of an advertising agency structure and the application of advertising strategies using case studies.

Introduction to Public Relations

The basic principles and practices of public relations are the focus in this module. Students will acquire fundamental knowledge in public relations functions and practice areas. Through the use of case studies, they will learn public relations planning skills and how to apply various tools and techniques to develop public relations programmes.

Presentation Skills

Students will learn how to become composed, credible and articulate speakers in a variety of professional situations. Special attention is paid to identifying and developing verbal and non-verbal communication skills, as well as cultivating strong and expressive vocal characteristics. Students are also taught to organise their ideas logically and to use appropriate visuals to support vocal delivery.

Social Psychology & Communication

This module introduces students to the processes of human communication and social influence occurring at the intrapersonal, interpersonal and small group levels. Students are encouraged to reflect upon and apply what they have learnt to their own lives. Through application, they will cultivate both higher-order and critical thinking skills.

Writing for the Creative Industries

This module introduces the fundamentals of professional writing formats. Students will learn how to formulate and develop clear writing objectives and flesh these out into coherent and cohesive written pieces suited for academic work, advertising, corporate communications and the media. Areas covered include email/memos, proposals, concept and problem statements, copywriting, company profiles and various corporate literatures. Literature review and MLA (Modern Language Association) citation are also covered, in addition to fundamental grammar principles.

Exploring Contemporary Issues ^

To be a media or psychology professional par excellence, you will need a good grasp of contemporary issues. Avoid the frog-in-the-well syndrome; free your mind as you hone your craft through critical and horizontal thinking in a media-rich environment of thought-provoking movies, documentaries and news.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 1	
Level 1.1 (22 hours per week)	
Broadcast Media Production	4
Media in Society	4
Principles of Marketing Communication	4
Rich Media Design	4
Visual Communication	4
Sports & Wellness ^	2
Level 1.2 (27 hours per week)	
Career & Professional Preparation I	2
Introduction to Advertising	4
Introduction to Public Relations	4
Presentation Skills	4
Social Psychology & Communication	4
Writing for the Creative Industries	5
Exploring Contemporary Issues ^	4

Notes:

^ For more details on Interdisciplinary Studies (IS) electives, please log on to www.np.edu.sg/is/

IS Modules

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.