

Media Bootcamp for Educators

Course Outline

At the end of the course, participants will be able to:

- Find and analyse ads for possible use in the secondary school EL syllabus - (2 hrs)
- Understand and apply design principles for collaterals, how to make posters & infographics for curriculum use - (3hrs)
- Apply storytelling techniques for narrative video clips for curriculum - (3hrs)
- Use mobile phone or basic camera equipment to shoot video footage for school use - (3hrs)
- Use software for simple editing of videos - (3hrs)
- Craft media angles, practicing copywriting and propose social media strategies that apply to schools - (2hrs)

Trainer's Profile

1. Ms Shareeda Morrison

Ms Shareeda Morrison has 10 years experience in the advertising and media industry. Before joining Ngee Ann Polytechnic in 2014, she worked in media planning and strategy development developing media campaigns for brands. She has held roles at several advertising agencies in Singapore, including Mindshare, Saatchi Lab, PHD Singapore and Dentsu Aegis Network. She has worked on Singapore campaigns for Asia Pacific Breweries, Ferrero International, Toyota, CMC Markets, MDIS, Panasonic. Her regional experience covers brands such as Marina Bay Sands, HP, IE Singapore, Hitachi Asia Pacific and Canon Regional. She holds a Bachelor of Arts (Asian Studies & Chinese) from the University of Melbourne and a Master of Arts (Advertising) from RMIT University.

2. Mr Siew Kee Liong

Mr Siew Kee Liong has been actively involved in teaching photography enthusiasts and training professionals since receiving his Master of Fine Arts degree in Photography in 1991. His works have been exhibited in Singapore, Japan and the USA. Kee Liong is currently teaching Digital Photography in the School of Film & Media Studies, Ngee Ann Polytechnic.

Click to visit Siew Kee Liong's Instagram and Flickr account:

<https://www.instagram.com/keeliong.photography/>

<https://www.instagram.com/keeliong.photoboard/>

https://www.flickr.com/photos/photog_r/albums

3. Mr Jeffrey Zauhari

Mr Jeffrey Zauhari has been a new media trainer in MOE's various schools, a digital media practitioner in the entertainment industry and a professional musician for more than 15 years. Before lecturing in Ngee Ann Polytechnic, Jeffrey was awarded the Platinum Award (Teachers' Category) in the 9th edition of the School's Digital Media Awards in 2009. Jeffrey's keen sense of conceptualisation and his ability to foster strong rapport with students and trainees makes him an ideal educator. Alongside his teaching background, Jeffrey honed his talent in freelance visual effects for films, music composition, commercials and events. His work can be seen in "Surviving Rinjani - Beyond the Volcanic Mountain (documentary), Joe: The Black Assassin (film), commercials and events. Past clients include the National Heritage Board, the Malay Language Month committee, People's Association, Westgate and Muse (production house).

4. Mr Melvin Goh

Upon graduation from Ngee Ann Polytechnic's Mass Communication diploma in 1996, Mr Melvin Goh taught himself web design and began developing websites for MINDEF and The Subordinate Courts. On the side, he taught office productivity software. He then joined an IT solutions company as a Creative Manager, serving clients such as Maybank, LTA, IDA, DBS, JTC and NTU. In 2008, he became an adjunct teacher and resumed his own design consultancy. He helped Electrolux develop user-interface prototypes for their consumer products and serviced clients such as Jack's Place, Sunshine Bakery, Real Networks and Mikoishi.