

## **COURSE MODULES**

### **LEVEL 1.1**

#### **Academic Writing and Presentation**

This module focuses on critical thinking, academic writing as well as presentation and listening skills. The module aims to equip students with the skills necessary to undertake academic writing and presentation. Finding and evaluating academic sources, reading, annotation, essay planning and writing and presentation skills will be developed in this module.

#### **Career & Professional Preparation I**

This module helps to give students a foundational introduction to their three-year diploma course curriculum and how it prepares them for industry. It will help them to embark on their three-year course with the end in mind, through guided reflection of their personal characteristics, producing an overall game plan for their future education and career goals. The module aims to deepen students' commitment to the sector that the course prepares them for.

#### **Fundamentals of Translation**

This module introduces students to fundamental strategies and techniques of English/Chinese (EC) and Chinese/English (CE) translation. Students will learn the basic principles of written translation and apply these principles to the translation of a variety of text genres. Students will also understand and experience how a translator makes decisions in actual translation practices by considering a host of factors, including the author's intention, the desired function of the translated text as well as the needs of target language readers.

#### **Introduction to Mass Communication**

This module provides an introduction to the basic theories and concepts of mass communication. Besides exploring the historical development, organisation and functions of the media, students will also examine the production processes of the media industries, as well as a broad range of issues such as globalisation, identities and representation.

#### **Publication Design & Production**

This module introduces students to typography and page composition, including grid layout, and the principles of alignment, contrast, proximity and repetition. Through lectures, hands-on projects and classroom critiques, students learn the process of designing magazines, brochures, periodicals, books and collateral pieces. This module also covers writing design specifications, copy-fitting, copy-editing and newspaper production layout.

#### **Visual Communication**

This module focuses on the use of images in the media and examines the theories and concepts of visual literacy. It provides an introduction to communicating visually through conceptual thinking with the use of digital photography and imaging software. Students will also think critically about the issues of visual images in communication, and learn the basic principles of visual design.

#### **Writing for Chinese Media**

This module aims to foster a love of writing in Chinese, and build a strong foundation in the Chinese language. It teaches students how to write effectively, and covers creative writing, storytelling and other forms of writing. Students will also learn different elements of style, construction and syntax in essay writing.

### **LEVEL 1.2**

#### **Business Communication**

This module prepares students to communicate effectively in business settings. Students will learn both oral and written communication skills that demonstrate concepts of business communication principles, interpersonal skills

and intercultural skills. Topics such as business proposal and report writing, elevator pitch and professional presentation will be covered.

### Chinese History & Culture

This module provides an introduction to Chinese history and culture. Students will be taught to think critically about social, cultural, economic and political issues in Chinese societies.

### News Reporting & Feature Writing

This module equips the students with the basic skills in writing news and feature stories for the print and online media. Students will learn to gather information from different sources and to critically assess the information they obtain. They will also examine the social responsibility and ethical framework of print journalists, and learn to write with accuracy, clarity and credibility.

### Speech Communication in Chinese

This module teaches students the basics of Chinese phonetics as well as speech communication styles in different social settings. It trains students to be effective, articulate, confident, composed and credible Mandarin speakers in a variety of professional situations. The module also explores how communication affects human behaviour and social developments.

### Video Production

This module provides a theoretical and practical introduction to video production and post-production techniques. It covers single and multi-camera operation, and basic concepts of television broadcast and programming.

### Web Design & Applications

This module gives students an appreciation of web design process, content development and new media skills. Through this module, students will familiarise themselves with the basic principles of using the computer software to design and create websites and interactive multimedia content.

### Sports & Wellness<sup>^</sup>

This module helps students learn a sport as a recreational activity to keep fit and healthy, and is conducted in English. Team building and collaboration skills are developed as students interact with each other. 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.

## COURSE CURRICULUM

Module Name	Credit Units
<b>YEAR 1</b>	
<b>Level 1.1 (26 hours per week)</b>	
Academic Writing & Presentation	4
Career & Professional Preparation I	2
Introduction to Mass Communication	4
Fundamentals of Translation	4
Publication Design & Production	4
Visual Communication	4
Writing for Chinese Media	4
<b>Level 1.2 (26 hours per week)</b>	
Business Communication	4

Media, Culture and Society	4
News Reporting & Feature Writing	4
Speech Communication in Chinese	4
Video Production	4
Web Design & Applications	4
Sports & Wellness ^	2

**Notes:**

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

**COURSE MODULES**

**LEVEL 2.1**

**Career & Professional Preparation II**

This module prepares students to write effective cover letters and resumes. Preparation and enhancement of portfolio to meet professional standards as well as development of presentation skills, and improvement of job-seeking techniques will also be covered in the module.

**Copywriting & Advertising**

This module provides an introduction to the creative process of advertising and covers basic principles and concepts of copywriting. Students will learn to write and edit Chinese-language advertising and commercial copy for different media. They will also learn about media planning, and get to produce advertising materials and develop advertising campaigns.

**Introduction to Chinese Literature**

This module surveys the development of classical Chinese literature from ancient times to contemporary period. It introduces students to representative literary works of each period, ranging from legends to modern and contemporary literature. The module explores the historical background of literary works, the lives and experiences of major writers, as well as the structural and formal characteristics of different literary genres.

**News & Documentary Production**

This module covers the practical skills required in the production of video news stories, and documentary filmmaking. Students are introduced to the production process of a broadcast newsroom. They will produce news videos and documentaries.

**Public Relations**

This module equips students with the necessary strategic skills and various tools and techniques to organise and implement public relations activities. Students are involved in planning, coordinating, staging, and managing events. They will also learn to write persuasively for various audiences.

**Radio Production**

This module teaches students audio production skills and on-air presentation skills for professional radio broadcasting. The hands-on training covers industry-standard digital editing software, as well as research and script writing techniques for radio commercials and other types of radio content. The module also aims to develop students' understanding of the radio industry and the job of a radio presenter.

#### Interdisciplinary Studies Elective<sup>^</sup>

Any one Interdisciplinary Studies (IS) elective.

### LEVEL 2.2

#### Digital Filmmaking

This module develops skills in writing, directing, cinematography, lighting, sound and editing. Students will learn the art and technique of shooting a scripted, dramatic short film. The module covers the creative and technical aspects of telling a story with moving images, as well as advanced post-production skills. At the end of the module, students will complete a short narrative project.

#### Media Ethics, Law & Policies

This module examines the legal, regulatory and ethical issues that media practitioners face in the course of their work, with emphasis placed on Singapore. Students will learn the fundamental concepts and doctrines in law, and explore the different theoretical approaches to media ethics. Using real-life and hypothetical case studies, they will develop analytical skills to make ethical judgments in complex situations. Areas of interests include contract, censorship, defamation and intellectual property.

#### Media Presentation Skills

This module provides insights into the media world and the communication skills and techniques. Students will hone their radio and TV presentation skills and learn how to handle media interviews.

#### Media Research

This module provides an introduction to the different types of mass media research methodologies, and examines the role of research in media management and planning of media strategies. Students will be equipped with the practical skills in conducting quantitative and qualitative research. They will learn to craft questionnaires, analyse data, and present their research findings.

#### Project Development

This module guides the students in the creative process of generating, developing, and communicating new ideas. It provides an introduction of different techniques and approaches to idea generation, and equips the students with the basic knowledge and skills of proposal writing, pitching and project management. Upon completion of this bilingual module, students will enhance their problem solving skills, and develop creative and feasible proposals for their final-year projects.

#### Interdisciplinary Studies Elective<sup>^</sup>

Any one Interdisciplinary Studies (IS) elective.

### COURSE CURRICULUM

Module Name	Credit Units
<b>YEAR 2</b>	
<b>Level 2.1 (22 hours per week)</b>	
Copywriting & Advertising	4
Career & Professional Preparation II	2
Introduction to Chinese Literature	4

News & Documentary Production	4
Public Relations	4
Radio Production	4

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

Chinese History & Culture	4
Digital Filmmaking	4
Media Ethics, Law & Policies	4
Media Presentation Skills	4
Media Research	4
Project Development	4

#### **Notes:**

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

### **COURSE MODULES**

#### **LEVEL 3.1**

##### **Career & Professional Preparation III**

This module will equip students with personal grooming skills required in a professional settings. Students will be taught grooming and social etiquette as well as appropriate dressing. Other topics include making small talk and handling difficult conversations.

##### **Final-Year Project**

This module requires students to work on a capstone project that allows them to integrate and apply what they have learnt in their three years of study. In small teams, they will undertake an industry-related project. The module will also include seminars, workshops and industry visits.

##### **Interdisciplinary Studies Elective<sup>^</sup>**

Any one Interdisciplinary Studies (IS) elective.

##### **World Issues: A Singapore Perspective<sup>^</sup>**

This module develops a student's ability to think critically on world issues. Students will discuss a wide range of social, political and cultural issues from the Singapore perspective. It also looks at how the city-state of Singapore defied the odds to achieve more than half a century of rapid economic growth, political stability and social harmony.

#### **LEVEL 3.2**

##### **6-Month Internship**

This module provides the opportunity for students to be assigned to industry attachments at reputable organisations. The attachment, which will be for the entire internship semester, will match students' abilities and interests to relevant organisations.

## COURSE CURRICULUM

Module Name	Credit Units
<b>YEAR 3</b>	
Level 3.1	
6-Month Internship	22
<b>Level 3.2 (20 hours per week)</b>	
Career & Professional Preparation III	2
Final-Year Project	16
World Issues: A Singapore Perspective ^	2

### Notes:

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