The School believes in giving students an enriching learning experience that enables them to excel both in the dynamic film and media industry, and in further education. It does this through time-tested programmes that prepare students to meet professional standards while stimulating their creativity, sharpening their analytical and communication skills, and fuelling their passion.

FMS has nurtured many outstanding graduates. Among them are Singapore’s two-time Cannes Film Festival award-winning director Anthony Chen, 8 Days Senior Food Editor Florence Fong, media entrepreneur Lau Kah Hui of Widescreen Media, Channel NewsAsia broadcast journalist Cheryl Fox, Los Angeles and home-based celebrity photographer Kevin Ou, MediaCorp Radio personalities Justin Ang and Bharati Jagdish, Vice Dean of SIM University’s School of Arts & Social Sciences Dr Ludwig Tan, Creative Director of Saatchi & Saatchi Jeremy Chia, and Walt Disney Pictures lighting artist Roger Lee who won his third Oscar working on 3D animation film Frozen.

COURSES OFFERED

FMS offers four outstanding programmes, all of which were the first of their kind in Singapore:

- Diploma in Advertising & Public Relations (APR)
- Diploma in Film, Sound & Video (FSV)
- Diploma in Mass Communication (MCM)
- Diploma in Visual Effects (VFX)

The MCM programme, consistently one of Singapore’s most popular polytechnic courses, offers students a balance between theoretical knowledge and practical skills, while emphasising a work attitude critical to professional success. Students are held to exacting standards through real and accountable projects including managing media companies on campus: producing the campus newspaper, magazine and e-zine; running radio and television stations and winning clients with advertising pitches. Students also organise publicity events for clients, including regional ones in places like Hanoi. Many MCM graduates are well-known names in the local media industry.

FSV is designed to meet the need for creative and technical manpower in the film, broadcast and audio production industries. The programme has produced many illustrious graduates who hold prominent positions and have started companies. Many FSV alumni are also noted for winning prizes at film festivals and competitions. Locally, these include the Singapore International Film Festival, the FiRST Film Fest and ciNE65. At the international level, our grads have garnered awards at film festivals in Australia, Belgium, Canada, France, Poland, Spain, the United Kingdom and the United States of America, including scoring local firsts at the notable Cannes Film Festival and Berlin Film Festival.
VFX was introduced as DVFX in 2007 to meet the strong demand for creative talents in the areas of visual effects and special effects to support the growth of the film and broadcast industries. The programme builds on the School’s established strengths and experience in film and broadcast media production and quickly gave us Singapore’s first student-produced Stereoscopic 3D short film Lakme, telecast on Okto in 2011. The students also produced the opening credits for Gonna Make It aired on MediaCorp Channel 8. With internship and immersion opportunities, VFX students make the most of their regional industry exposure.

APR brings together the two fundamental disciplines in marketing communications — Advertising and Public Relations — into one comprehensive and unique programme. The diploma’s trademark agency-based learning model, which won the Ngee Ann Polytechnic (NP) Academic Award (Development) for innovative pedagogy in 2015, offers students real-time interaction with leading agencies whose key personnel have helped to develop, deliver and assess many of the classes. These strategic partnerships offer a natural springboard into industry for employment-ready APR students.

MAJOR ACHIEVEMENTS

The School’s stellar record of achievements is a shining testimony of the unstinting belief in excellence and passion among its staff, students and graduates. Over two consecutive years, FMS produced four Public Service Commission (PSC) scholars. 2012 PSC scholars Woo Wan Fong and Fanny Koh have just graduated from Cambridge University and Sarah Lawrence College in New York, and are headed for postgraduate studies in Harvard and Oxford Universities, while Jenny Ganeshrays and 2013 awardee Joey Ong are Arts & Social Sciences undergraduates at the National University of Singapore.

FSV graduate Martin Tan, who co-founded the Halogen Foundation, won the Singapore Youth Award in 2013. Over the past four years, four winners of the prestigious National Arts Council’s Young Artist Award were FMS alumni.

FMS has also proudly flown Singapore’s flag overseas. In 2013, FSV grad Anthony Chen’s maiden feature film Ilo Ilo — produced with support from NP — clinched the Camera d’Or prize for best first feature at the Cannes Film Festival. He had won a Special Mention Award at that same prestigious festival in 2007, making it Singapore’s first win there. Anthony also bagged four awards at Taiwan’s renowned Golden Horse Awards. In 2010, another FSV graduate Boo Junfeng saw his debut feature Sandcastle premiere at the Cannes International Critic’s Week, again the first time a local movie has achieved this. MCM grads Jeremy Boo and Lee Xian Jie received the inaugural Singapore Advocacy Award in 2014 for their documentary Before We Forget about dementia.

VFX student interns’ work on local movie AFTERIMAGES led it to win two Best FX awards in film festivals in Michigan and New York City in 2014. The movie was also named Best Feature in Pennsylvania. In the same year, APR students swept both Gold and Silver prizes at the NexGen Challenge Awards at Gong Creative Circle Awards, the advertising industry’s most-watched competition for unearthing new creative talents.

As part of their Capstone Project, APR graduates (Class of 2016) created Drop It For Life, the first student-led social campaign done in collaboration with Singapore Cancer Society, that encouraged smokers to quit the habit. The successful campaign gained traction on social media and local media channels, garnering approximately $2 million in PR value.

FACILITIES & STAFF

FMS students enjoy learning in world-class studios and state-of-the-art production facilities including:

- 84-seat preview theatre with 7.1 surround sound
- Art studio
- Animation studio
- Audio Technology / Music Creation labs
- Avid Media Composer editing suites
- Radio Heatwave (Campus radio station)
- CTV (Campus television station)
- Da Vinci Resolve colour grading system
- Visual effects computer labs
- 5.1 Surround Sound mixing suite
- Green screen studio
- Music Recording studio
- HD TV studio
- HD digital video cameras
- Integrated media production facilities
- Radio Presentation studio
- ProTools Audio editing suites
- Sound stage
- TV journalism studio

The faculty is made up of dedicated local and international media educators with extensive professional and award-winning work experience in the film and media sector, and strong academic credentials.

COLLABORATIONS

The School continues to develop strategic links with the industry through industry-applied research and consultancy projects, and provide skills upgrading for media professionals. We launched the Diploma (Conversion) in Digital Media Design in April 2015, to meet industry demand for more skilled technical and creative manpower in the digital media sector. Modules include Digital Publishing, Social Media Marketing and New Media Design.
FURTHER EDUCATION

FMS opens doors for graduates to pursue higher education with substantial advanced standing.

In addition to the Public Service Commission, outstanding FMS graduates have also won scholarships from the National Arts Council, Singapore Film Commission and the Media Development Authority, to pursue undergraduate and postgraduate degrees at top-ranked universities such as Stanford University, Northwestern University, Harvard University, University of Southern California (USA), Cambridge University, Oxford University and the National Film & Television School (UK). Since 2005, four Ngee Ann Kongsi Gold Medallists (our Polytechnic’s top academic award that comes with a bond-free university scholarship to study anywhere in the world) were also FMS graduates!
Given the backdrop of continuous media change, and innovative ways of communicating with and persuading consumers, APR students learn the theoretical frameworks in communication models, consumer behaviour, media characteristics, strategic campaign planning and brand management processes. They then apply these concepts in various integrated advertising and public relations campaigns for clients. Most importantly, students are constantly challenged to provide creative solutions within realistic market scenarios.

From the start, APR students are grounded in both fundamental communication theories and practical skills. These include discipline-specific modules in marketing communications, advertising and public relations, as well as written and visual communication, and broadcast media modules with an emphasis on production skills.

In the second year, APR students deepen their knowledge of key communication strategies, development processes and research skills within a unique agency-based learning model. Key personnel in some of the most renowned advertising and public relations agencies partner APR in developing, refining and delivering classes.

For the final year, student learning culminates in a capstone project, where advertising and public relations knowledge and skills are applied in an integrated approach for an external client. Before they graduate, students also have to complete a 22-week internship, either locally or overseas.

**ENTRY REQUIREMENTS**

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</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>
</table>

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

**CAREER PROSPECTS**

APR graduates can look forward to exciting careers in both the public and private sectors. They are poised to assume various entry-level positions such as Advertising & Promotion Executives, Account Coordinators/Executives, Brand Executives, Communications Specialists/Associates, Corporate Communications Executives, Corporate Marketing Executives, Corporate & Public Affairs Executives, Exhibition & Sales Executives, Customer Relationship Executives, Marketing Executives, Marketing Communications Executives, Sports Marketing Executives, Social Media Executives, Junior Copywriters and Media Buyers/Planners.

**ACCREDITATION FOR FURTHER STUDIES**

APR graduates qualify for a one-semester exemption from General Studies in local universities. Many overseas universities also offer credit exemptions in related degree programmes, including Advertising, Public Relations and Integrated Marketing Communications.
### COURSE CURRICULUM

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEAR 1</strong> (22 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Broadcast Media Production</td>
<td>4</td>
</tr>
<tr>
<td>Media in Society</td>
<td>4</td>
</tr>
<tr>
<td>Principles of Marketing Communication</td>
<td>4</td>
</tr>
<tr>
<td>Rich Media Design</td>
<td>4</td>
</tr>
<tr>
<td>Visual Communication</td>
<td>4</td>
</tr>
<tr>
<td>Sports &amp; Wellness ▲</td>
<td>2</td>
</tr>
<tr>
<td><strong>Level 1.2 (27 hours per week)</strong></td>
<td></td>
</tr>
<tr>
<td>Introduction to Advertising</td>
<td>4</td>
</tr>
<tr>
<td>Introduction to Public Relations</td>
<td>4</td>
</tr>
<tr>
<td>Presentation Skills</td>
<td>4</td>
</tr>
<tr>
<td>Social Psychology &amp; Communication</td>
<td>4</td>
</tr>
<tr>
<td>Writing for the Creative Industries</td>
<td>4</td>
</tr>
<tr>
<td>Career &amp; Professional Preparation I</td>
<td>2</td>
</tr>
<tr>
<td>Exploring Contemporary Issues ▲</td>
<td>2</td>
</tr>
<tr>
<td><strong>YEAR 2</strong> (24 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Advertising &amp; Brand Management</td>
<td>4</td>
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<tr>
<td>Agency Business Management</td>
<td>4</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>4</td>
</tr>
<tr>
<td>Strategic Creative Process</td>
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<tr>
<td>Strategic Media Planning</td>
<td>4</td>
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<tr>
<td>Career &amp; Professional Preparation II</td>
<td>2</td>
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<tr>
<td>Interdisciplinary Studies (IS) elective ▲</td>
<td>2</td>
</tr>
<tr>
<td><strong>Level 2.2 (22 hours per week)</strong></td>
<td></td>
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<tr>
<td>Corporate Reputation Management</td>
<td>4</td>
</tr>
<tr>
<td>Issues &amp; Crisis Management</td>
<td>4</td>
</tr>
<tr>
<td>Marketing Public Relations</td>
<td>4</td>
</tr>
<tr>
<td>Public Relations &amp; the Media</td>
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<tr>
<td>Public Relations in Integrated Marketing</td>
<td>4</td>
</tr>
<tr>
<td>Communications</td>
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<td>Interdisciplinary Studies (IS) elective ▲</td>
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<tr>
<td><strong>YEAR 3</strong> (22 hours per week)</td>
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<tr>
<td>Capstone Project</td>
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<tr>
<td>Mass Media in Singapore &amp; Asia</td>
<td>4</td>
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<tr>
<td>Media Law</td>
<td>4</td>
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<tr>
<td>World Issues: A Singapore Perspective ▲</td>
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<td>Interdisciplinary Studies (IS) elective ▲</td>
<td>2</td>
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<tr>
<td><strong>Level 3.2</strong></td>
<td></td>
</tr>
<tr>
<td>Six-month Industry-based Project or Internship</td>
<td>22</td>
</tr>
</tbody>
</table>

### 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.

### Module Name Credit Units

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEAR 3</strong> (22 hours per week)</td>
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<tr>
<td>Capstone Project</td>
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<tr>
<td>Mass Media in Singapore &amp; Asia</td>
<td>4</td>
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<tr>
<td>Media Law</td>
<td>4</td>
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<td><strong>Level 3.2</strong></td>
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</table>

### 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.
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.

LEVEL 1.2
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 literature. Literature review and MLA (Modern Language Association) citation are also covered, in addition to basic grammar principles.

Career & Professional Preparation I
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.

LEVEL 2.1
Advertising & Brand Management
Here, students are initiated to the theory and techniques of integrated planning for a brand campaign, with an emphasis on media-message strategies. Students will learn to analyse market trends, develop unique ideas, manage the campaign’s message structure in relation to media, and pitch for an advertising campaign in an agency environment.

Agency Business Management
This module focuses on advertising as a business. Account profitability, account team productivity, as well as agency, client and supplier selection processes will be examined. Students will also learn operational and communications processes to achieve a fruitful agency-client relationship.

Marketing Research
This module introduces practical knowledge of planning and implementing qualitative-quantitative advertising research using various research tools. Students will learn to use research, and focus groups in particular, to extrapolate key consumer insights that will enhance the uniqueness, relevance, credibility and comprehensibility of the advertising campaign and its message.

Strategic Creative Process
Students are introduced to the key fundamentals of the creative process, from developing the creative brief to creative advertising strategies and concepts in this module. They will be challenged to formulate innovative and effective campaigns using various media platforms such as print, broadcast, outdoor/transit, digital and social media, to communicate a relevant, unique and credible message.

Strategic Media Planning
This module is designed to expose students to the basic principles and concepts of strategic media planning within an advertising context. Though the focus is primarily on planning for traditional and digital media in Singapore, international media planning practices will be covered as well. Emphasis is also placed on using media planning tools for niche and interactive media to achieve a cohesive and integrated communication objective.

Career & Professional Preparation II
This module helps to equip students with skills necessary to seek and secure work. They will also be equipped to communicate their personal brand in a positive way. As students sharpen their communication
skills, they will also learn to market themselves effectively.

**LEVEL 2.2**

**Corporate Reputation Management**
Students learn how to manage an organisation’s reputation through public relations strategies and tools, including corporate branding, employee relations, media relations, corporate social responsibility and corporate sustainability. The module examines the importance of communicating the brand values strategically and consistently, to ensure stakeholder engagement and effective reputation management, particularly in a social media setting.

**Issues & Crisis Management**
The module focuses on issues management, including identifying potential public relations crises and proactively developing a crisis communication plan. Students will also learn to solve corporate or brand communication problems using appropriate strategies and tactics.

**Marketing Public Relations**
The relationship between public relations and marketing is the object of study in this module. It focuses on the role of public relations strategies in developing and defending consumer brands. Students will also learn to apply communications strategies and tools in developing campaigns for the consumer market.

**Public Relations in Integrated Marketing Communications**
Students will be taught the appropriate Integrated Marketing Communications (IMC) tools and techniques to develop, execute and evaluate a public relations-led IMC campaign for either a simulated or an actual client. Students will be guided through established research methodologies in the design, application and evaluation of an applied IMC project that has a clear public relations focus. The module also provides a more in-depth understanding of integration management principles and strategies for students to apply to other IMC scenarios, be it an advertising- or social media-led integrated campaign.

**LEVEL 3.1**

**Capstone Project**
Building on the fundamentals of advertising and public relations, students will use their conceptual and applied knowledge to strategise and plan an integrated brand communications campaign for a selected client. This project will provide students with hands-on experience in incorporating various communication platforms and mechanisms to achieve the desired impact in the marketplace.

**Mass Media in Singapore & Asia**
Students will examine media cultures and practices in Singapore and Asia in relation to the media theories and concepts taught in the first and second years. Media systems and practices in East Asia (Hong Kong, China, Korea) as well as Southeast Asia (Malaysia and Thailand) will be examined for their commonalities with, and variations from, local media. Discussions based on the material covered in lectures intentionally encourage a critical analysis of the various Asian media in a dynamic environment.

**Media Law**
Students are introduced to media law to heighten their awareness of the basic legal issues and processes that they are likely to encounter in the media industry. The focus is on imparting some fundamental concepts in law, primarily in media-related areas such as defamation, contract, confidence and copyright. This module will equip students with sufficient knowledge to recognise the legal boundaries that apply to the media industry and situations that require legal advice.

**LEVEL 3.2**

**Six-month Industry-based Project (IBP)**
Students are offered the opportunity to work for the school’s media conglomerate, m:idea, for 22 weeks. Working in a team under the supervision of a lecturer, they will undertake brand management and communication projects for a variety of clients. These external projects allow the students to write their own pay cheques as they showcase their abilities in advertising, public relations, marketing research, event management and media planning. Industry-standard work developed during IBP will add significantly to students’ personal portfolios.

**Six-month Internship**
Students will be placed on an internship with companies and agencies matching their abilities and interests. The internship gives students opportunities to apply their acquired knowledge and skills to the work environment. Students gain valuable work experience and exposure to the rigour, demands and excitement of the media industry, enabling them to adapt effectively to future employment. Several students have been offered permanent employment by these same companies.
The first and most illustrious filmmaking course in Singapore, FSV combines academic study with practical learning. This is essential training for students who aspire to build a career in the film, broadcast and media industries.

The curriculum provides a thorough grounding in the artistic/creative and technical elements required in the craft of filmmaking and broadcast media production using the latest technologies and software. It covers film, HD digital cinema production, sound, motion graphics, compositing and post-production. The test of the students' progressive learning comes in the final year, when they undertake an industry-standard project, work with external and campus clients, or embark on a six-month internship.

FSV graduates have excelled in the local and international arena. For example, Anthony Chen's movie *Ilo Ilo* created history for Singapore by winning the prestigious Caméra d'Or prize for Best First Feature Film at the Cannes Film Festival 2013. *Ilo Ilo* also won four awards at Taiwan's renowned Golden Horse Awards in 2013. In 2016, another FSV graduate also made it to Cannes - Boo Junfeng's film Apprentice was nominated in the Un Certain Regard category, receiving critical acclaim and international praise. Both filmmakers were conferred the prestigious Young Artist Award by the National Arts Council.

**ENTRY REQUIREMENTS**

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

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</tr>
</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 fulfill 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.

**CAREER PROSPECTS**

Due to the strong demand for their skills, FSV graduates have successfully secured employment as video editors, assistant film directors, art directors, production managers, sound recordists, music producers, scriptwriters and computer animators. A number of them have also struck out on their own as freelance cinematographers/videographers or independent filmmakers/entrepreneurs, starting companies and producing successful documentaries and feature films.

**ACCREDITATION FOR FURTHER STUDIES**

Many FSV graduates have pursued further education in countries such as Australia, Canada and the United States of America. Several have also won scholarships and bursaries from the National Arts Council, Singapore Film Commission and the Media Development Authority of Singapore. Top graduates in the past few years have been recognised for their academic excellence by being awarded scholarships to study at Stanford University (USA), Cambridge University (UK), National Film & Television School (UK), National University of Singapore and Nanyang Technological University.
COURSE CURRICULUM

Module Name | Credit Units
---|---
**YEAR 1**

**Level 1.1 (23 hours per week)**
- Art & Design: 2
- Location Filmmaking: 4
- Professional Communication: 5
- Sound Design: 3
- Storytelling Techniques: 3
- Innovation Toolkit: 4
- Sports & Wellness: 2

**Level 1.2 (26 hours per week)**
- Audio Technology: 4
- Introduction to Film: 5
- Photography: 4
- TV Production: 4
- Visual Effects: 3
- Career & Professional Preparation I: 2
- Exploring Contemporary Issues: 4

**YEAR 2**

**Level 2.1 (22 hours per week)**
- Cinematography: 4
- Documentary Production: 4
- Editing: 4
- Scriptwriting: 4
- Intermediate Sound Design: 4
- Interdisciplinary Studies (IS) elective: 2

**Level 2.2 (24 hours per week)**
- Advanced TV Production: 4
- Producing: 3
- Film History: 5
- Intermediate Filmmaking: 4
- Intermediate Visual Effects: 4
- Career & Professional Preparation II: 2
- Interdisciplinary Studies (IS) elective: 2

**YEAR 3**

**Level 3.1 (25 hours per week)**
- Advanced Filmmaking: 4
- Asian Cinema: 5
- World Issues: A Singapore Perspective: 2
- Interdisciplinary Studies (IS) elective: 2
- Any 3 Electives: 12
  - Advanced Cinematography: 4
  - Advanced Editing: 4
  - Advanced Producing: 4
  - Advanced Scriptwriting: 4
  - Advanced Sound Design: 4
  - Advanced Visual Effects: 4
  - Directing: 4

**Level 3.2**
- Six-month Industry-based Project or Final-Year Project or Internship: 22

Notes:
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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 1.1
Art & Design
This module aims to provide students with a fundamental understanding of aesthetic concepts and design techniques within the visual art and visual communication disciplines. The focus is on developing the conceptual and technical abilities applicable to film production, as students produce artwork and motion graphics design.

Location Filmmaking
This is a foundation subject introducing students to single-camera video production. The module aims to provide students with a basic theoretical and practical introduction to pre-production planning, single-camera operation, location lighting, grip work, sound recording and non-linear video editing. Students will gain a visual understanding of moving images and be able to combine them with simple soundtracks.
Professional Communication  
Students will learn presentation and writing skills for the film and media industry. They will be introduced to business writing and writing for various media. In addition, there is a strong focus on research, citation skills and grammar.

Sound Design  
Students will learn the basic knowledge and skills needed for capturing good sound on location in support of sound design. They will also learn the different techniques employed by professional sound recordists and discover how location sound can be enhanced in audio post production via sound design. With an introduction to ProTools, students will be able to produce basic sound tracks for short films through location sound recording, sound design, editing and mixing.

Storytelling Techniques  
This module focuses on how students can create meaning through stories that reflect their own lives and imagination. Using a three-act dramatic structure, students develop compelling short story ideas using the basic storytelling tools of observation, memory and experience. Through written and oral exercises, as well as assignments, students learn to understand and apply good storytelling techniques — a critical skill for producers of film and other media.

LEVEL 1.2  
Audio Technology  
Students are taught the knowledge and skills for audio production here. They will learn the basic principles and technical concepts of sound production and technology. Foundational production skills developed in recording, overdubbing, processing and mixing can be applied to create audio for video, television, film, radio and music products.

Introduction to Film  
This foundation module examines the basic elements that comprise the study of film. These are film production, distribution and exhibition, film form, film genre, documentary and experimental cinema, film style and film criticism. Screenings, lectures and readings are designed to help students understand what makes a film look and sound the way it does. Students are also encouraged to analyse films as created objects, to prepare them for more advanced modules in film history and scriptwriting.

Photography  
This module explores the technical and aesthetic aspects of still photography and sequential photography. Topics include the use of still camera, film and exposure, existing light, pictorial composition, storytelling with pictures, and a brief history of photography.

TV Production  
Students are introduced to multi-camera studio production techniques and technical operations. Topics include TV studio camera operation and setup, studio lighting, audio and sound control, the character generator, teleprompting, vision mixing, digital effects and production roles. The module is designed to help students acquire the basic knowledge and skills to fill various studio positions competently. There is a focus on developing creativity and continuity in planning and executing live studio-based television programmes.

Visual Effects  
This is a foundation module in which students are given an introduction to visual effects for rich media design and motion graphics. Students will be taught digital imaging and 3D application tips and tricks in support of visual effects but which are also applicable to digital photographic collage, digital painting, rendering and motion graphics.

Career & Professional Preparation I  
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.

LEVEL 2.1  
Cinematography  
Students gain a better understanding of the craft, methods and aesthetics of cinematography, allowing them to discover their own visual styles. They learn the finer points of camera and production techniques, including camera mechanics, optics, lighting and exposure. By acquiring a broad understanding of what makes cinematography a creative art, they can become well-rounded cameramen, able to excel in their craft while working well with other members of the crew.

Documentary Production  
This module is designed to expose students to the practical, technical and theoretical issues in nonfiction filmmaking. Students will study different types of documentary storytelling and the appropriate use for each style. They will work individually and later in groups to apply the technical skills and creative choices to shoot and edit their own video documentaries.

Editing  
This module provides introductory knowledge in the area of post-production as well as hands-on editing experience. Students, having been primed in non-linear editing during the first year, will learn the finer details of editing for a narrative-driven project. Through exercises and reflection, they will have many opportunities to become familiar with the various concepts of editing.

Scriptwriting  
Students learn to write screenplays for short films. Building on storytelling and visualisation techniques they acquired in Level 1, students are encouraged to develop stories from their own observations, memories and experiences. Writing exercises and assignments develop eventually into an 8- to 12-page screenplay,
which may be expanded into projects in Level 3.

**Intermediate Sound Design**
In this module, students will be challenged with more elaborate sound design assessments designed to help them create, edit and mix special sound effects, dialogue and music to produce quality sound tracks for short films. They will also learn to operate audio equipment and understand production workflow to record and mix multi-channels of instruments and soundtracks to enhance their sound design work within a professional recording environment.

**LEVEL 2.2**
**Advanced TV Production**
This module focuses on creating a deeper understanding and appreciation of nonfiction television productions. It is designed to introduce students to the practical and technical aspects of creating television programmes, particularly in the infotainment and info-education genres. Students will work in a team and be responsible for all aspects of production: from conceiving the show idea, to casting, scripting, production planning, budgeting, graphics, to recording programme segments in the studio and on location. They are also responsible for packaging the product using these segments.

**Producing**
This module introduces students to the planning procedures in producing for film. Students will be exposed to production management responsibilities such as production documentation, budget and schedule planning, location scouting and crew hiring. As part of the assessment, students will visit and critique local production houses to study how they operate. Students will be able to present a production portfolio based on a script, and will gain a basic understanding of local media and entertainment law.

**Film History**
In this module, students explore aesthetics as the foundation of film style and film language, and film theory as a framework from which to probe deeper into the meaning of film. Selected films will be screened to illustrate the aesthetic dimensions or aspects of film theory models such as auteur theory, montage theory and various methods of narrative form to help them better analyse film content. This module builds on critical thinking skills developed in Level 1.

**Intermediate Filmmaking**
Students hone the skills acquired in their first year, particularly in location filmmaking and storytelling, to create short narrative projects that also give them significant exposure to the High Definition video medium and its workflow.

**Intermediate Visual Effects**
In this module, students will be introduced to more elaborate concepts and techniques in Visual Effects for film and other media. 3D software such as Maya will be introduced, and used complementarily with After Effects and Photoshop, so that students gain an understanding and skill in working with both 3D and 2D graphics to composite “live” action footage.

**Career & Professional Preparation II**
This module helps to equip students with skills necessary to seek and secure work. They will also be equipped to communicate their personal brand in a positive way. As students sharpen their communication skills, they will also learn to market themselves effectively.

**LEVEL 3.1**
**Advanced Filmmaking**
Building on skills acquired in their first two years of study, students complete two short films that allow them to hone their abilities in writing, cinematography, lighting, sound recording, editing and sound mixing. The students will develop a conceptual knowledge of different film styles, and enhance their understanding and competence in issues related to content and storytelling. Both “in-class” and “on-location” assignments will reinforce the shooting procedure, and how to work with actors on a set.

**Asian Cinema**
The module introduces students to the art and business of Asian cinema. Students will explore the unique traditions of selected national cinemas of East-, South- and Southeast Asia. They will also discover the unique histories and aesthetics of Asian film production, against the backdrop of globalisation.

**Electives**
**Advanced Cinematography**
This module enables students to build on their acquired technical and aesthetic skills, to focus on more advanced techniques of cinematography to become competent Directors of Photography for their Final-Year Projects and to build a creative portfolio.

**Advanced Editing**
More advanced and complex principles of editing and post-production are introduced here. Students will tap on new skills and insights in subjects such as Colour Correction and Motion Graphics to create more polished documentaries, promotional trailers and music videos to enhance their creative portfolio.

**Advanced Producing**
This module is designed to help students understand the role of the Producer for a film by tasking them to get a film project started. They will source for scripts, identify the market potential for a film, do target audience and film festival research, and identify possible production partners. They will also create budget scenarios for a film, resulting in the production of a development folder for which they will be assessed. As part of the assessment, students are expected to source for and develop a concept, which they will pitch before a panel of film and media industry professionals.

**Advanced Scriptwriting**
Students will conceptualise several story ideas and develop one of them into a screenplay. The selected
screenplay will serve as a script for a Final-Year Project or be part of their creative portfolio. Students will participate in comprehensive script critiques to refine this further.

**Advanced Sound Design**
This module will deepen students’ skills in the creative and technical aspects of audio design. They will learn advanced techniques in audio-post, with emphasis on sound design and mixing for stereo and surround sound. They will also learn to create music in the electronic music writing environment using MIDI, loops and digital audio technology in support of sound design, gaining competency in the use of the computer-based music workstations, electronic controllers, hardware and software instruments and peripheral audio equipment to produce music for films and animation.

**Advanced Visual Effects**
In this elective module students will be introduced to the pipeline of visual effects for film and other media. They will build knowledge and skills to support the supervision of visual effects projects and apply these to their short film projects.

**Directing**
Students learn aspects of pre-scriptwriting, scene direction, completion of scriptwriting, script visualisation, pre-production, blocking, direction, rehearsal and filming. The focus is on equipping students with the essential skills to become competent Directors for their Final-Year Projects and to build a creative portfolio.

**LEVEL 3.2**

**Six-month Industry-based Project (IBP)**
Students may work for the school’s media conglomerate, m:idea, managing our student-run media company and leading their peers for one intensive semester (22 weeks). Working as a team under the supervision of lecturers, they will also undertake media projects for a variety of clients. These external projects provide an opportunity for selected students to write their own pay cheques as they showcase their capabilities in film, high definition and new media production. Industry-standard work developed during IBP will add significantly to students’ portfolios.

**Six-month Final-Year Project**
Students can choose to undertake a group project of industry standard in their areas of interest. The projects may vary in size and length, and will allow students to apply their directing and producing skills in a film/video production, with audio and CG skills complementing the production. Each project has a lecturer-supervisor to give feedback throughout the planning, production and post-production stages. Students will also pitch their proposals/scripts before an approving panel simulating the industry process, and may secure grants or sponsorship to help them finance their final film project.

**Six-month Internship**
Students will be placed on an internship with companies and agencies matching their abilities and interests. This gives students opportunities to apply their acquired knowledge and skills to the work environment. Students gain valuable work experience and exposure to the rigour, demands and excitement of the media industry, thereby enabling them to adapt effectively to future employment. Many of our students are offered permanent employment by these same companies.
Our programme encourages students to apply their learning to tackle professional challenges through the development of teamwork, strategic, organisational and critical thinking skills while maximising their creative potential.

An important method of assessment is using problem-based projects that simulate the demands of clients and employers in the media industry. Beyond lectures and tutorials, students receive hands-on training in all forms of media, and work in state-of-the-art radio and television studios.

First- and second-year students take foundation modules to develop the generic knowledge and skills necessary for the course, as well as intermediate modules that give them the essential knowledge, skills and training in all mass communication areas.

Final-year students can opt for electives in specific mass communication areas — television production, radio production, journalism, public relations, advertising and multimedia applications — in combinations that lead to either the general track or one of the four specialisation options: Advertising & Public Relations, Journalism & Publishing, Broadcast Media or Digital Media Communication.

To cater to changing student profiles and workplace needs, the modules in our curriculum are regularly revised and updated, in close consultation with the industry.

ENTRY REQUIREMENTS

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</td>
<td>1-3</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
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</tbody>
</table>

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

CAREER PROSPECTS

The MCM programme has produced about 4,000 graduates since it began in 1989. Graduates can secure entry-level professional positions in fields such as advertising, journalism, marketing communications, digital and social media, multimedia, public relations, radio and television production, research and copywriting.

Many graduates become Print/Broadcast/Online Journalists, Radio Producer-Presenters or DJs, Television Producer-Presenters/Directors, Advertising Account Executives, Public Relations/Affairs Executives, Corporate/Marketing Communications Executives, Communications Educators, Designers, Actors, Multimedia Programmers, Programme Hosts, Media Researchers, Media Entrepreneurs and Social Media Managers.

ACCREDITATION FOR FURTHER STUDIES

The Diploma in Mass Communication is a tertiary qualification that is recognised internationally. Students enjoy up to one-and-a-half years’ exemption in related three-year courses at top-ranked Australian universities including University of Melbourne, the Australian...
National University, Monash University and University of Queensland.

A number of our graduates have enrolled in and won scholarships to highly competitive media and liberal arts programmes at Stanford University, Columbia University, Northwestern University, School of Visual Arts and Sarah Lawrence College in America. They have also gone on to study in Cambridge University, the University of London, University of Sheffield and many others in the United Kingdom.

Exemptions from various subjects apply on a case-by-case basis for entry to universities in the UK, USA and Canada. MCM graduates may also gain entry into related degree programmes at local universities, gaining up to one year’s exemption from NTU’s Wee Kim Wee School of Communication and Information, and one semester’s exemption from NUS’ Faculty of Arts & Social Sciences. MCM graduates have also enrolled in other courses in the local universities and some have read Law, Business, Computer Science, Architecture and even Archaeology overseas!

## COURSE CURRICULUM

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td></td>
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<tr>
<td><strong>Level 1.1 (22 hours per week)</strong></td>
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</tr>
<tr>
<td>Digital Media Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>Digital Photography</td>
<td>4</td>
</tr>
<tr>
<td>Location Production</td>
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</tr>
<tr>
<td>Media in Society</td>
<td>4</td>
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<tr>
<td>Writing for the Creative Industries</td>
<td>5</td>
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<tr>
<td>Sports &amp; Wellness ^</td>
<td>2</td>
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<tr>
<td><strong>Level 1.2 (25 hours per week)</strong></td>
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<tr>
<td>Principles of Marketing Communication</td>
<td>4</td>
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<tr>
<td>Radio Production 1</td>
<td>4</td>
</tr>
<tr>
<td>Social Psychology &amp; Communication</td>
<td>4</td>
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<tr>
<td>Speech Communication</td>
<td>4</td>
</tr>
<tr>
<td>Visual Communication</td>
<td>3</td>
</tr>
<tr>
<td>Career &amp; Professional Preparation I</td>
<td>2</td>
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<tr>
<td>Exploring Contemporary Issues ^</td>
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<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td><strong>YEAR 2</strong></td>
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<tr>
<td><strong>Level 2.1 (22 hours per week)</strong></td>
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<tr>
<td>Advertising</td>
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<tr>
<td>Digital Media Design</td>
<td>3</td>
</tr>
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<td>Media Research Methods</td>
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<td>News Writing</td>
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<tr>
<td>TV Production</td>
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</tr>
<tr>
<td>Career &amp; Professional Preparation II</td>
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<tr>
<td>Interdisciplinary Studies (IS) elective ^</td>
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<tr>
<td><strong>Level 2.2 (22 hours per week)</strong></td>
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<tr>
<td>Communication Issues</td>
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<td>Feature Writing</td>
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<td>Media Business Management</td>
<td>4</td>
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<tr>
<td>Public Relations</td>
<td>4</td>
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<tr>
<td>Radio Production 2</td>
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<tr>
<td>Interdisciplinary Studies (IS) elective ^</td>
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<table>
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<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td><strong>YEAR 3</strong></td>
<td></td>
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<tr>
<td><strong>Level 3.1 (24 hours per week)</strong></td>
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</tr>
<tr>
<td>Mass Media in Singapore &amp; Asia</td>
<td>4</td>
</tr>
<tr>
<td>Media Law</td>
<td>4</td>
</tr>
<tr>
<td>World Issues: A Singapore Perspective ^</td>
<td>2</td>
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<tr>
<td>Interdisciplinary Studies (IS) elective ^</td>
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<tr>
<td>Any 3 Electives</td>
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<tr>
<td>• Acting Workshop</td>
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<tr>
<td>• Advanced Advertising</td>
<td>4</td>
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<tr>
<td>• Advanced Public Relations</td>
<td>4</td>
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<tr>
<td>• Advanced Radio Production</td>
<td>4</td>
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<tr>
<td>• Advanced TV Production</td>
<td>4</td>
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<tr>
<td>• Advertising Creatives</td>
<td>4</td>
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<tr>
<td>• Broadcast Journalism</td>
<td>4</td>
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<tr>
<td>• Content Design for Mobile Devices</td>
<td>4</td>
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<tr>
<td>• Creative Writing</td>
<td>4</td>
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<tr>
<td>• Documentary Production</td>
<td>4</td>
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<tr>
<td>• Events Management</td>
<td>4</td>
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<tr>
<td>• Integrated Digital Media</td>
<td>4</td>
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<tr>
<td>• Integrated Marketing Communications</td>
<td>4</td>
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<tr>
<td>• Issues &amp; Crisis Management</td>
<td>4</td>
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<tr>
<td>• Media Presentation Skills</td>
<td>4</td>
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<tr>
<td>• Online Journalism</td>
<td>4</td>
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<tr>
<td>• Photojournalism</td>
<td>4</td>
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<tr>
<td>• Presentation Skills in Chinese</td>
<td>4</td>
</tr>
<tr>
<td>• Print Journalism</td>
<td>4</td>
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<tr>
<td>• Social Media Strategies</td>
<td>4</td>
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</tbody>
</table>

Alternatively, you can choose to focus on a particular area by selecting electives that fall under one of these specialisation options:
• Advertising & Public Relations
• Journalism & Publishing
• Broadcast Media
• Digital Media Communication
COURSE MODULES

LEVEL 1.1

Digital Media Fundamentals
Designed to equip students with the basic knowledge and skills of 2D computer graphics and web design, this module serves as a foundation for all first-year MCM students who will later need to integrate the use of various digital media for communication purposes.

Digital Photography
This module exposes students to the technical and aesthetic aspects of digital photography. Digital Photography will serve as a foundation for many other modules related to Media and Advertising. Students will receive technical and creative instruction during lectures. They will build their technical skills through workshops and exercise their creative expression through photo assignments.

Media in Society
Students are introduced to the history, processes, structures and technological developments of broadcast and print media, the Internet, and related industries of advertising and public relations. They will better understand the local media industry and the roles of relevant regulatory bodies in Singapore. Key theoretical approaches are introduced to help students think critically about the place of the media within society.

Principles of Marketing Communication
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 literature. Literature review and MLA (Modern Language Association) citation are also covered, in addition to fundamental grammar principles.

LEVEL 1.2

Radio Production 1
Students will develop fundamental listening, writing and audio production skills. They will gain hands-on experience in the audio production studio, and be introduced to the recording and editing process, and the use of portable digital recorders. Students will also learn up-to-date digital audio editing techniques in line with industry standards.

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.

Speech Communication
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 lend impact to vocal delivery.

Visual Communication
Students will gain an appreciation of the basic elements of graphic design, with an emphasis on elementary visual communication skills and digital artwork production for print-based media. Fundamental elements in the design process are introduced including typography, imagery, colour, layout and gestalt principles.

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.

Notes:
^ For more details on Interdisciplinary Studies (IS) electives, please log on to www.np.edu.sg/is/
Career & Professional Preparation I
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.

LEVEL 2.1
Advertising
This module introduces 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 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.

Digital Media Design
Students will be introduced to tools for essential digital media content development such as digital media publishing, acquiring social media development skills and creating rich media content, before formulating interactive media strategies.

Media Research Methods
Students will acquire the analytical and interpretative skills needed to gather, understand and apply research findings across different segments in the media industry. They will learn about the research process, design surveys and questionnaires for specific purposes in social research, and gather primary research data through surveys. They will also be exposed to the basic principles of descriptive and inferential statistics.

News Writing
Students are introduced to the role and responsibilities of the reporter in print media, while developing their basic news gathering, evaluation and writing skills.

Students build a working knowledge of structured, balanced, accurate and effective news reporting, while developing the necessary professional attitudes and skills. They will also learn to appreciate the ethics and realities of working as journalists in Singapore.

TV Production
This module is designed to help students acquire the knowledge and basic skills in studio production. Special attention is paid to developing creativity and continuity in planning and executing ‘live’ studio-based shows, with students performing duties in various studio positions. In addition, students are also taught basic studio production procedures and communication techniques in a studio environment.

Career & Professional Preparation II
This module helps to equip students with skills necessary to seek and secure work. They will also be equipped to communicate their personal brand in a positive way. As students sharpen their communication skills, they will also learn to market themselves effectively.

LEVEL 2.2
Communication Issues
Students will learn what it means to be responsible media practitioners. This module engages them in critically evaluating a range of media issues and their implications. Attention is paid to the media’s role in Singapore’s political, economic and cultural landscape, and its relationship to the globalisation of communication industries.

Feature Writing
Students are introduced to the role of a feature writer in the print media. Emphasis is placed on acquiring skills to write basic features — such as personality profiles, background features and travel features — in styles acceptable for publication in both magazines and newspapers.

Media Business Management
This module is designed to provide students with a basic understanding of management principles, building effective work teams and managing a media company. The curriculum includes learning how to understand financial statements, as well as the marketing, branding and programming functions of media companies.

Public Relations
Students are introduced to the basic principles and practices of public relations. They will acquire the necessary public relations planning skills and learn to apply various tools and techniques to develop public relations programmes. Students will also learn how to write persuasively for various stakeholders.

Radio Production 2
Students will expand and refine their audio production skills as well as their radio DJ on-air presentation skills. They will explore digital production and editing, practise content research and interview techniques, and write for various types of radio programmes. Students are also taught how to manage panel discussions, talk shows, phone-in segments and “live” radio presentations.

LEVEL 3.1
Mass Media in Singapore & Asia
Students will examine media cultures and practices in Singapore and Asia in relation to the media theories and concepts taught in the first and second years. Media systems and practices in East Asia (Hong Kong, China, Korea) as well as Southeast Asia (Malaysia and Thailand) will be examined for their commonalities with, and variations from, local media. Discussions based on the material covered in lectures intentionally encourage a critical analysis of the various Asian media in a dynamic environment.

Media Law
Students are introduced to media law to heighten their awareness of the basic legal issues and processes that they are likely to encounter in the media industry. The focus is on imparting some fundamental concepts
in law, primarily in media-related areas such as defamation, contract, confidence and copyright. This module will equip students with sufficient knowledge to recognise the legal boundaries that apply to the media industry and situations that require legal advice.

**Electives**

Students will choose three electives in their third year of study. These modules build on those taken in the first and second years, offering greater depth in specific areas. Depending on student interest and staff availability, not all options will be offered every semester.

**Acting Workshop**

Students will understand the craft of acting in relation to stage, film and television. Various forms of productions and performance skills will be developed to help create and give structure to a performance. Lectures and workshops will include improvisational work, character development, blocking a scene and script breakdowns.

**Advanced Advertising**

Students enhance their learning of strategic advertising campaigns through working with industry players. Corporations provide actual marketing briefs, which the students have to translate into an entire advertising proposal. The proposal covers various stages of an advertising campaign: from the development of advertising strategies and creative concepts to selective media message delivery and finally, the execution of the campaign.

**Advanced Public Relations**

Students will develop advanced public relations skills in areas such as media relations, crisis communication, investor relations, public relations research, budgeting and strategic public relations planning. Central to this module is the development of a public relations campaign for an external client. Students will form public relations consultancy teams and perform according to actual industry expectations to “pitch” for and win the client account.

**Advanced Radio Production**

Students enhance the skills developed in the first two years of Radio Production modules to produce a capsule programme, chart show, podcast, radio drama or feature, or documentary for broadcast on campus radio station Radio Heatwave. Students will also learn radio station management and positioning, radio formatting, promotional planning (for traditional and social media, intranet/internet broadcast) and programming when they develop a proposal either for a new radio station or to revamp an existing radio station. This will be presented to MediaCorp Radio Pte Ltd or another radio company.

**Advanced TV Production**

This module is designed to introduce students to the practical, technical and theoretical issues in multiplatform productions. Students will learn skills and techniques in both multi-camera studio, and single camera on location production to make bite-sized programmes in the infotainment genre, suitable for consumption on multiple media platforms (e.g. Internet TV, mobile phone).

**Advertising Creatives**

This module introduces the key fundamentals of the creative process, from developing the creative brief to creative advertising concepts and strategies in an agency environment. Students will be challenged to formulate innovative and effective campaigns using various media platforms such as print, broadcast, outdoor/transit, digital and social media, to communicate a relevant, unique and credible message.

**Broadcast Journalism**

This elective focuses on the techniques of broadcast news writing and the requisite research and interviewing skills. Students will work on story angles, produce, edit and present recorded and “live” programmes for both the campus radio and TV stations.

**Content Design for Mobile Devices**

This module aims to provide students the knowledge of how traditional print content can be redesigned for various mobile and tablet devices, different audiences and further outreach. The focus will also be on making the content interactive.

**Creative Writing**

The module looks critically at prose and poetry writing and gives students a chance to stretch their creative expression. Through intensive workshops, the module helps the students rediscover their inner voice and their innate writing abilities.

**Documentary Production**

Students are introduced to the practical, technical and theoretical issues in nonfiction filmmaking. They are exposed to the different sub-genres of documentary representation and the appropriate use for each style. They will apply technical skills and make creative choices to shoot and edit their own video documentaries. In addition to the creative aspect, students will also work on the practical considerations of budgeting, scheduling and pitching.

**Events Management**

This elective will train students to plan and manage events that are relevant to Advertising, Public Relations and Marketing Communications. This includes sports events, community outreach events, promotional events (e.g. product launches) and appreciation-type events such as an awards night. Case studies in managing mega-events such as the F1 Night Race and the Youth Olympic Games will also be included.

**Integrated Digital Media**

This advanced digital design elective focuses on the use of metaphoric ideas for conceptual thinking. The emphasis is on experimental exploration and integration of multi-disciplinary digital design skills to create work for digital media platforms.
Integrated Marketing Communications
In expanding their understanding of strategic marketing communications, students will draw on case studies and strategize a multi-dimensional project with an external client. This IMC campaign allows students to formulate a realistic, cohesive communication strategy based on given constraints. Project groups also learn to collate and analyse primary data to guide their creative and media strategies.

Issues & Crisis Management
The module focuses on issues management, including identifying potential public relations crises and proactively developing a crisis communication plan. Students will also learn to solve corporate or brand communication problems using appropriate strategies and tactics.

Media Presentation Skills
This elective helps students broaden their skills in more diverse presentation areas such as ‘live’ hosting (emceeing), voiceovers and interviews for a variety of media platforms. The inclusion of the “voiceover” segment will prove important for those wanting to train their voices for commercial advertisements (either on TV or Radio). The module will wrap up with a ‘live’ hosting gig with the school’s campus radio station, Radio Heatwave.

Online Journalism
News gathering and content creation skills acquired in the second year are honed and extended to the online realm, so students can take advantage of the unique strengths of an interactive and 24/7 multimedia environment to produce timely and impactful vodcasts, articles, photo essays and interactive ads for the world. Students also repurpose content generated by their peers in Print Journalism, to create packages for delivery via e-zine theurbanwire.com, which is refreshed every two to three days throughout the year.

Photojournalism
Students are exposed to the digital workflow of a photojournalist, focusing on the composition of newsworthy visual stories for publication, to become effective visual storytellers. Besides learning the basic principles of layout design, captioning and digital toning techniques, students will practise using the DSLR (digital single lens reflex) camera for natural light and flash photography. Through critical analysis and discussion, they will develop an understanding of the visual aspect of the news industry, as well as the challenges and ethical issues that photojournalists face.

Presentation Skills in Chinese
Students with reasonable fluency in Mandarin are trained as Chinese Language media practitioners. In addition to translation techniques and enriching their Chinese vocabulary, the module focuses on advanced techniques to help students develop their speech and presentation skills to the higher level of proficiency needed in the media industry.

Print Journalism
Students will develop reporting and writing skills for newspapers or magazines. By performing under real deadline pressures, they acquire hands-on experience writing for two student-managed publications, the npTribune and Hype magazine. Students develop initiative and interpersonal skills by pursuing story ideas from research, making contacts, conducting interviews, collating and distilling information, to writing and rewriting until the final product reaches the standards set for publication. Students also examine the ethics and realities of working as Singaporean print journalists.

Social Media Strategies
The module aims to equip students with a strategic framework used by industry practitioners on social media campaigns for Fortune 500 companies. Students will learn strategies to sidestep potential crises and unlock the potential of social networking platforms and innovations such as Facebook, Twitter, data mining, location-based services and regional bar camps. These will enable them to read market sentiment for products, drive advertising and PR campaigns virally, build brand loyalty, and engage users to co-create and contribute content to media owners like press and broadcast companies.

Level 3.2
For 22 weeks, students either do an Industry-based Project or an Internship.

Six-month Industry-based Project (IBP)
Students are offered the opportunity to work for Singapore’s first student-run media conglomerate, m:idea, managing the media company’s media platforms (TV and radio stations, newspaper, magazine and e-zine) and leading their peers for 22 weeks. Working in a team under the supervision of a lecturer, they will also undertake brand management and communication projects for a variety of government and private sector clients. These external projects allow the students to write their own pay cheques as they showcase their abilities in journalism, media production, photography, advertising, public relations, event management and media planning. Industry-standard work developed during IBP will add significantly to students’ personal portfolios.

Six-month Internship
Students will be placed on an internship with companies and agencies matching their abilities and interests. The internship gives students opportunities to apply their acquired knowledge and skills to the work environment. Students gain valuable work experience and exposure to the rigour, demands and excitement of the media industry, thereby enabling them to adapt effectively to future employment. Several students are offered permanent employment by these same companies.
Students can look forward to working collaboratively in a stimulating learning environment that brings people together to create compelling content in support of movies, corporate videos and television commercials.

The course aims to hone students’ passion and interest in visual effects by leveraging on the School’s core strengths and expertise in film, sound and video production and post-production.

The broad-based and comprehensive hands-on learning experience, and systematic building of a student’s portfolio throughout the course, will enhance his or her employability in the burgeoning digital media and entertainment industry.

ENTRY REQUIREMENTS

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>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>1-5</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

You must 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.

CAREER PROSPECTS

With VFX training, graduates can look forward to securing entry-level professional positions in the digital media and entertainment industries, working on films and videos, as well as television commercials. The visual effects industry in Singapore and abroad is growing at a phenomenal rate and is constantly on the lookout for talent. VFX graduates can hold positions such as Matte Painter, Concept Artist, 3D Modeller, Compositor, Rotoscope Artist, Motion Graphics Artist, or Matchmover in prestigious companies such as LucasFilm or Bandai Namco, as well as in post-production houses.

ACCREDITATION FOR FURTHER STUDIES

VFX graduates can pursue bachelor’s degrees at local universities like Nanyang Technological University and Singapore Institute of Technology, as well as further their studies and training in Australia, the United Kingdom and the United States where undergraduate degree courses in visual & special effects, animation and games design are abundant. Australian universities, such as the Queensland University of Technology, offer advanced standing of up to one and a half years to VFX graduates.
## COURSE MODULES

### LEVEL 1.1

**Design & Typography**
Students appreciate the basic principles of design, typography and the animation of type (i.e. motion type/graphics) in this module. Emphasis is given to basic visual design skills and terminology, creative visual thinking/problem-solving techniques, basic broadcast design and the use of graphic software. Fundamental elements in the design process, including imagery, colour and layout, are also introduced.

**Drawing & Perspective**
This module aims to equip students with an overall appreciation and understanding of the fundamental aesthetic concepts and techniques of visual art through theoretical and practical training. Topics such as drawing fundamentals, colour theory and perspective drawing will serve as foundation that will complement other modules in the diploma. The module will also develop the conceptual and technical abilities of the students as they produce artwork.

**History of Film & Motion Arts**
Students are taught the technological and aesthetic history of visual effects and animation from its origins to the present day. The module will examine the techniques and creative innovations that have evolved into today’s powerful technology that now enables media convergence.

**Introduction to Visual Effects**
In this foundation subject, students are given a working knowledge of the software used in the creation of 2D and 3D computer graphics. They will use Adobe Photoshop and Autodesk photographic collage, compositing, digital painting, 3D modelling, animation and rendering techniques.

**Location Production**
Students are introduced to single-camera film style video production in this module. It is a foundation

## COURSE CURRICULUM

### YEAR 1

**Level 1.1 (26 hours per week)**
- **Design & Typography**: 3
- **Drawing & Perspective**: 5
- **History of Film & Motion Arts**: 4
- **Introduction to Visual Effects**: 3
- **Location Production**: 5
- **Innovation Toolkit ^**: 4
- **Sports & Wellness ^**: 2

**Level 1.2 (26 hours per week)**
- **3D Form & Space**: 5
- **Animation Foundation**: 4
- **Camera & Lighting 1**: 4
- **Hardware Modelling**: 4
- **Storyboarding & Storytelling**: 3
- **Career & Professional Preparation I**: 2
- **Exploring Contemporary Issues ^**: 4

### YEAR 2

**Level 2.1 (20 hours per week)**
- **Camera & Lighting 2**: 4
- **Compositing 1**: 4
- **Motion Graphics & Broadcast Design**: 3
- **Polysculpting**: 4
- **Visual Communication**: 3
- **Interdisciplinary Studies (IS) elective ^**: 2

**Level 2.2 (22 hours per week)**
- **Compositing 2**: 4
- **Effects Animation 1**: 4
- **Lighting & Rendering**: 4
- **Post-Production**: 3
- **Special Effects**: 3
- **Career & Professional Preparation II**: 2
- **Interdisciplinary Studies (IS) elective ^**: 2

### YEAR 3

**Level 3.1 (22 hours per week)**
- **Advanced Post-Production**: 3
- **Character Rigging**: 4
- **Effects Animation 2**: 4
- **Professional Communication**: 3
- **Set Extension**: 4
- **World Issues: A Singapore Perspective ^**: 2
- **Interdisciplinary Studies (IS) elective ^**: 2

**Level 3.2**
- **Six-month Industry-based Project or Final-Year Project or Internship**: 22

### 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.
subject which aims to provide students with a basic theoretical and practical introduction to scriptwriting, pre-production planning, single-camera operation, location lighting, grip work, sound recording and linear video editing. Students will gain a visual understanding of moving images and be able to combine them with simple soundtracks.

**LEVEL 1.2**
**3D Form & Space**
This module provides students a way to conceptualise and create 3D forms and sculptures using diverse materials and methods. This helps them understand spatial depth and visualise objects in space better. The first few lessons will be structured to reinforce students’ practical skills through the application of visual elements and design principles acquired in Drawing & Perspective.

**Animation Foundation**
This module will focus on the 12 fundamental principles of animation and the traditional animation process. Concepts such as walk, run, anticipation, weight/velocity, proportion/anatomy, overlapping action, exaggeration, keys and layout methods will be covered. Many examples of significant developments in character animation will be screened in class.

**Camera & Lighting 1**
This module will introduce students to the basic characteristics and operation of the camera and how it captures images. Students will be exposed to a variety of techniques to create in-camera effects and will be equipped with the fundamental aesthetics required to develop their artistic skills. Students get to apply these techniques creatively in their projects.

**Hardware Modelling**
Hard surface modelling, texturing, lighting and rendering are covered here. It will share an integrated assignment with other modules in this level, resulting in a portfolio at the end of the semester.

**Storyboarding & Storytelling**
This module focuses on how students can create meaning through stories that reflect their own lives and imaginations. Using a three-act dramatic structure, students learn to develop good short story ideas using the basic storytelling tools of observation, memory and experience, as well as scriptwriting tools of dialogue and character. Students will learn script formatting and genre. Concurrently, students will also apply drawing skills and learn how to use storyboarding devices and techniques to translate a script into pictures.

**Career & Professional Preparation I**
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.

**LEVEL 2.1**
**Camera & Lighting 2**
Students will be exposed to more advanced techniques of camera and lighting effects work here. Through workshops, students will get hands-on experience in shooting and lighting in a green screen studio as well as basic image capture on a Stereoscopic 3D camera. They will use these techniques creatively in their projects.

**Compositing 1**
This module will deal with compositing concepts such as Chroma Keying, Matte Extraction, Wire Removal, Colour Correction and other areas connected with image manipulation. Students will also learn the techniques to integrate CG-generated elements with a live background. It will share an integrated assignment with other modules in this level.

**Motion Graphics & Broadcast Design**
Motion graphics creation and animation using Adobe After Effects and Photoshop will be the focus of this module. It will share an integrated assignment with other modules in this level, which will culminate in a portfolio.

**Polysculpting**
This module is designed to assist students in the techniques of modelling and animating digital objects. Students will use different approaches to model and animate while doing 3D productions.

**Visual Communication**
This module will enhance students’ awareness, knowledge and appreciation of visual art and design, and equip them to critique art and design elements in any creative work.

**LEVEL 2.2**
**Compositing 2**
We will build on the foundation of Compositing 1 here. Advanced compositing topics, such as working within the 3D compositing environment in Nuke, lens distortion, grain matching, relighting, as well as solving difficult chroma keying problems, will be covered. The module will also delve into multi-pass compositing, how to render out a multi-pass image from Maya and composite the generated passes in Nuke. There will be projects simulating numerous problems that students might face in a typical production.

**Effects Animation 1**
Students get an introduction to the technique and workflow in creating dynamic Visual Effects animation here. The module will cover basic concepts of working with particles simulation within a 2D software package such as After Effects, as well as with particles system in a 3D software package such as Maya. The module will also cover other simulation systems in Maya such as Paint effects, Fur and Hair.

**Lighting & Rendering**
This module will enhance the students’ knowledge and understanding of lighting & rendering techniques. Students will use Autodesk Maya to explore the
behaviour of light such as Final Gather, Caustics, Interior/Exterior Lighting, HDRI & Mental Ray lights. Students will also explore Mental Ray shaders.

Post-Production
The module will cover the language and grammar of editing for broadcast technology as applied to editing, special effects editing, multi-layering editing and mastering to DVD.

Special Effects
Students will be introduced to the building of miniature sets to integrate practical sets with digital assets to enhance digital visual effects in film and television production.

Career & Professional Preparation II
This module helps to equip students with skills necessary to seek and secure work. They will also be equipped to communicate their personal brand in a positive way. As students sharpen their communication skills, they will also learn to market themselves effectively.

LEVEL 3.1
Advanced Post-Production
Students develop greater understanding of advanced post-production skills like colour-correction and online editing while applying these new skills to create more polished showreels, trailers and promotional materials.

Character Rigging
This module will deal with the setting up of controls for 3D character models and animation. The techniques to enable the 3D models to move and perform convincingly will be covered. This module covers the subject of Digital Thespians or Performance Acting.

Effects Animation 2
Building on the foundation of Effects Animation 1, this module will cover more advanced techniques, such as creating explosion, fire and water using Maya’s fluid dynamics systems and ocean shaders. Students will explore scripting techniques to gain more control over the behaviour of particles simulation. The effects generated will be composited onto a live action background plate.

Professional Communication
This module will introduce students to the basic principles of expressing ideas clearly and concisely, leading a team, preparing a portfolio, and giving a convincing presentation and pitch. This is tailored to prepare VFX students for job interviews.

Set Extension
Students will learn how to use image manipulation and tools to generate realistic backgrounds as backdrops for compositing. Students will plan/design and build a visually interesting matte painting to extend an existing environment that they have shot or built in 3D.

LEVEL 3.2
Six-month Industry-based Project (IBP)
Students are offered the opportunity to work for the school’s media conglomerate, m:idea, our student-run media company, for 22 weeks. Working in a team under the supervision of a lecturer, they will also undertake media projects for a variety of clients. These external projects provide an opportunity for selected students to write their own pay cheques as they showcase their capabilities in film, high definition, and new media production including Computer Graphic Imagery and Visual Effects. Industry-standard work developed during IBP will add significantly to students’ personal portfolios.

Six-month Final-Year Project
This module involves students undertaking a group project of industry standard. Students will be working with the Film, Sound & Video students and taking charge of the design of titles (motion graphics), sets extension, and digital effects compositing or live action.

Six-month Internship
Students can be placed on an internship with companies and agencies matching their abilities and interests. The internship gives students opportunities to apply their acquired knowledge and skills to the work environment. Students gain valuable work experience and exposure to the rigour, demands and excitement of the media industry, thereby enabling them to adapt effectively to future employment. Many of our students are offered permanent employment by these same companies.