2010/2011
School of Communication, Arts and Social Sciences

- Applied Drama and Psychology
- Creative Writing for TV and New Media
- Media and Communication

www.sp.edu.sg
Look no further if you want a flying start to a fulfilling career!

The School of Communication, Arts and Social Sciences (CASS) offers 3 exciting diplomas for you to pursue your passion:

Diploma in Applied Drama and Psychology
Diploma in Creative Writing for TV and New Media
Diploma in Media and Communication

These courses will not only bring out the best in you but also prepare you for an exciting career and further education.

You will be trained for jobs in the advertising, public relations, news, TV scriptwriting, web publishing, video production, arts, community development and social service sectors and more!
You can learn about:
- Advertising and brand management
- Public relations management and practices
- Video production and digital post
- Integrated communications management
- Media law and ethics
- Radio production
- Consumer behaviour
- Educational drama
- Events management and fund raising
- Arts and community services management
- Social psychology
- Organisational psychology
- Understanding disabilities and special needs
- Journalism
- Writing for different media platforms
- Deconstructing television
- Story Classics: Heroes, Myths and Legends
- Creative story making
- Scriptwriting for entertainment programmes
- Scriptwriting for drama and sitcoms
- Documentary making

With the practical training, you can:
- Produce TV and radio programmes
- Create print, online and video collateral in our Media and Communication Studio
- Work on PR, advertising and integrated communication projects for real clients
- Write for news and other media products
- Be assistant producers and directors in television, video production and industries requiring online or multimedia communications
- Design and facilitate educational outreach programmes for social services agencies.
- Script, direct and perform plays to address social concerns.
- Research and create intervention programmes for “at-risk” communities.
- Intern at media and communication organisations, community development and social service agencies, television networks, production houses and other media-related businesses
- Participate in local and overseas community projects
CASS manages many other programmes in SP.

- Core language modules such as Communication Skills for Work, Report Writing and Presentation, Critical Reasoning Skills
- Diploma-Plus Programme
- General Elective Modules (GEMs) including Film Appreciation, Drama Appreciation, Effective Speaking and Interpersonal Skills, Goal Setting and Decision Making

...and if you are truly outstanding, you will be SPOT-ted!

Yes, spotted to take part in the SP Outstanding Talent (SPOT) and SP Scholars Programmes! These programmes offer you the opportunity to develop your personal, intellectual and leadership potential. A range of activities has been designed to enhance your interpersonal and communication skills, deepen your knowledge of the world today and develop your character. Yes, we take you out of the classroom and put you in a spot (or two) and make you a knowledgeable and outstanding person. And you’ll have fun while doing it!

In addition, as an SP Scholar, you will enjoy full (bond-free) tuition fee sponsorship and a notebook computer subsidy of up to $1,000!
Entry Requirements

Students should have the following minimum results taken at not more than two sittings of the GCE ‘O’ Level Examination.

GCE ‘O’ Level

<table>
<thead>
<tr>
<th>Subject</th>
<th>Minimum Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>1-4 (for DMC and DTVM)</td>
</tr>
<tr>
<td></td>
<td>1-6 (for DADP)</td>
</tr>
<tr>
<td>Mathematics (Elementary / Additional)</td>
<td>1-7</td>
</tr>
<tr>
<td>Three other subjects (excluding CCA)</td>
<td>1-6</td>
</tr>
</tbody>
</table>

In order to be eligible for admission, you must also have sat for one of the following subjects:

- Art/Art & Design
- Business Studies
- Combined Humanities
- Commerce / Commercial studies
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English/Chinese/Malay/Tamil
- Media studies (EL)
- Music
- Principles of Accounts

This is what those selected for the SPOT programme have to say:

“I want to be an individual with independent thinking: I want to be well-rounded in my education so that I can offer something different to society and the SPOT programme can help me do that.”

Sarah Marlena Malik
Diploma in Media and Communication
School of Communication, Arts and Social Sciences
SPOT student

Singapore Polytechnic Principal, Tan Hang Cheong says:

“The SPOT programme is designed to prepare students, not just to enter the working world, but to become the movers and shakers of the next generation.”
You will be pioneers in using drama for education, social intervention and rehabilitation. Your ability to design appropriate drama programmes that combine the knowledge of drama techniques and the human psyche to meet different community needs will be much sought after.

**Real-world Training Opportunities**
You will be involved in numerous hands-on projects, productions and exciting internship opportunities either locally or abroad during the three-year course, including:

- Training attachments with local drama companies, drama practitioners, community development agencies or social service agencies
- Entrepreneurial opportunities through collaboration with schools, social service agencies and non-profit organisations
- Internships with community development or social service agencies. In year 2, you will also get to choose free electives in drama or psychology depending on your interest.

**Rewarding Future**
As a DADP graduate, you can look forward to employment in the arts, arts education, community development and in the social services sectors as Drama Educators, Educational and Outreach Officers, Educative/Rehabilitative Facilitators, Social Work Assistants, Welfare Officers and Youth Workers. And that’s not all – you can go on to pursue further studies in psychology or theatre education locally or overseas.

**A First in Asia**
Have you always dreamt of doing something special with your life? The Diploma in Applied Drama and Psychology (DADP) may be just what you have been looking for! DADP is the first multidisciplinary course in Singapore that integrates the arts and social sciences, and we are the first in Asia to offer applied drama as a course of study.
## Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Communication Skills</td>
<td>• Arts &amp; Community Services Management</td>
<td>• Cultural Diversity</td>
</tr>
<tr>
<td>• Devised Drama</td>
<td>• Critical Reasoning Skills</td>
<td>• Graduation Project</td>
</tr>
<tr>
<td>• Drama-in-Education</td>
<td>• Educational Drama</td>
<td>• Internship</td>
</tr>
<tr>
<td>• Innovation, Design and Enterprise in Action</td>
<td>• Ethics in Applied Drama</td>
<td>• Marketing for Community Services</td>
</tr>
<tr>
<td>• Introduction to Applied Drama</td>
<td>• Introduction to Theatre for Intervention</td>
<td>• Professional Preparation</td>
</tr>
<tr>
<td>• Introduction to Lifespan Psychology</td>
<td>• Introduction to Educational Psychology</td>
<td></td>
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<tr>
<td>• Introduction to Psychology</td>
<td>• Introduction to Health Psychology</td>
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<tr>
<td>• Introduction to Social Psychology</td>
<td>• Mental Health and Adjustment</td>
<td></td>
</tr>
<tr>
<td>• Media for Social Outreach</td>
<td>• Research Methods and Statistics</td>
<td></td>
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<tr>
<td>• Our Nation Our World</td>
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</tbody>
</table>

**Psych Electives:**
- Developmental Issues in Childhood
- Adolescent Psychology
- Psychological Perspectives in Ageing

**AD Electives:**
- Acting and Directing
- Story Drama
- Theatre-in-Education
WHAT THE STUDENTS SAY...

“I think DADP is a fun course. We are just like one big family. We learn and play together and are very united. I love everyone here and I will never regret that I chose this course.”

“DADP unleashes your potential and allows you to embark on a road of self-discovery. I have now achieved things that I never thought I could in my lifetime.”

“DADP is a course which enlightens both the heart and mind through self-reflective and meaningful lessons which, in turn, create a significant impact on our lives.”

“We are packing for a journey to make the world better than when we first found it.”

“DADP is a course that inspires me to inspire others and this is a choice that I will never regret”

“DADP is a fun course which does not require us to sit down all day, listening to lectures. It is a very hands-on course. The caring lecturers are an added bonus.”

“DADP taught me to be unafraid and open enough to embrace different perspectives. We learn about various forms of drama that can be used to help and make an impact on different communities.”

WHAT EMPLOYERS SAY...

“The Ministry of Information, Communications and the Arts (MICA) notes the development of [the Diploma in] Applied Drama and Psychology, in particular the use of drama and theatre in sectors such as social services, education and training, as well as healthcare. The necessary jobs in these sectors would need to be developed in tandem with opportunities for further education and postgraduate studies in this growing field.”

Ms Yvonne Tham (in 2007), Acting Director, Arts and Heritage Development, MICA

“…this course allows for comprehensive training of students in the field of combining the study of human behaviour, interactive drama practice for various social contexts and environments, as well as the business aspects of the industry.”

Mr Alvin Tan, Artistic Director, The Necessary Stage

“…equips its graduates with a unique range of skill sets and competencies, it will also provide them with the opportunities to make a significant contribution to the development of the social sector.”

Mrs Kiang Koh Lai Lin, Director (Reading Initiatives), Public Library Services Group, National Library Board

“…this course allows for comprehensive training of students in the field of combining the study of human behaviour, interactive drama practice for various social contexts and environments, as well as the business aspects of the industry.”

Mr Alvin Tan, Artistic Director, The Necessary Stage

“…Singapore is in dire need of good arts educators to teach in schools and social welfare organisations because they have recognised that drama is an important pedagogical tool to build a creative and cohesive community.”

Mr Kok Heng Leun, Artistic Director, Drama Box

“…there is a need for an innovative medium to reach out to youths, and we see graduates for this course being able to offer the skills to develop and execute such programmes.”

Ms Harmin Kaur, Centre Manager, AWARE

“…Singapore is in dire need of good arts educators to teach in schools and social welfare organisations because they have recognised that drama is an important pedagogical tool to build a creative and cohesive community.”

Mr Kok Heng Leun, Artistic Director, Drama Box
You will learn to create, write and produce for different types of media – from television entertainment programmes like dramas, sitcoms and reality programmes, to factual ones like news, current affairs and documentaries, and new media like websites, blogs and podcasts. You will also be trained in television production, web publishing and media entrepreneurship.

As a DTVM student, your lessons will often be outside the classroom and you will get to meet many professionals from the industry. You will meet personalities such as movie directors, actors, animators, authors, comic strip writers, journalists, documentary makers, etc from all over the world because you will attend exclusive workshops.

Your lessons will also be carried out in classrooms and media labs that are equipped with the latest gadgets.

Real World Training Opportunities
From the first year, DTVM students are approached to help produce various projects, especially those that target young people, for government and non-governmental organisations.

When you are in Year 3, part of the curriculum is a six-month internship with television networks, production houses or other media-related businesses.

This will provide you with the hands-on experience required to join the industry.

Rewarding Future
As a DTVM graduate, you can expect rewarding positions as media content writers, scriptwriters, sub-editors, news correspondents, researchers, assistant producers and directors in the fields of television, video production, journalism, web publishing, telecommunications and other industries requiring online or multimedia communications.

You can also further your studies in journalism, mass communication, new media communications, arts and social sciences or other related areas at local and foreign universities.
"This is the best choice I have made in my entire life."

"DTVm exceeds my expectations. I love everything about it, the modules, the lecturers and of course, my fellow course-mates. DTVm rocks!"

"I merely expected to learn skills but I did not know I had stepped into a new world."

"DTVm is not only a course, it’s a relationship with people, the environment, I can’t wait for what’s to come!"

"I’m enjoying every moment of this course!"

"What surprised me was the number of opportunities we were given!"

"I never knew writers could be hot too!"

"I never knew TV was so fun!"

"I have the best and most interesting lecturers!"

"I’ve learnt how powerful words can be through the different media platforms."

"This enriching experience has developed me and made me grow as a person and as a writer."

"DTVm fits my ambition and has provided many more options for me in the future."
### Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
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</tr>
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</table>
| • Issues and Viewpoints  
• Writing Across Media Platforms  
• Deconstructing Television  
• Understanding the Media Consumer  
• Story Classics: Heroes, Myths and Legends  
• Creative Story Making  
• Communication Skills for Media Makers  
• Storytelling I: Conceptualisation and Structure  
• Storytelling II: Visual Communication  
• Scriptwriting for Television I: Entertainment Programmes  
• Video Production Principles and Practices  
• Innovation, Design and Enterprise in Action  
• Our Nation, Our World | • World Issues and the Media Maker  
• Research and Interview Techniques  
• Philosophy, Psychology and Society  
• Storytelling III: Characterisation and the Art of Dialogue  
• Scriptwriting for Television II: Drama and Sitcom  
• Content Production I  
• Journalism I: News Writing for the Global Audience  
• Writing for New Interactive Media  
• Journalism II: Total Journalism  
• Documentary Making  
• Web Publishing and Design  
• Content Production II | • Media Entrepreneurship  
• Media Law and Ethics  
• Creating New Media Genres  
• Creative Writing Project  
• Professional Preparation  
• Broadcast Journalism*  
• Scriptwriting for Film*  
• General Elective Module  
• Six-month Internship |

* Students may choose one of these free elective modules in their final year.
“This (diploma) programme will not only equip its graduates with a crucial set of skills and competencies as media content specialists, it will also provide them with the opportunities to make a significant contribution towards the development of the media industry in Singapore.”
Zaihirat Banu, CEO
Oak 3 Films

“There is a shortage of good researchers, scriptwriters and story tellers in the industry. Content is king, and we need to help train more skilled writers to translate ideas into reality.”
Tony Chow, President (in 2008)
Association of Independent Television Production Companies Singapore

“The inclusion of a total journalism component in the diploma is critical, considering the current squeeze on talent in our newsrooms. I feel the diploma programme is therefore timely and relevant.”
PN Balji, Editorial Director
MediaCorp
“We have had the opportunity to look through the course structure and we find that it has made a real attempt to be relevant to our industry. The modules look robust and rigorous.”
Joshua Hong, Group General Manager
Megamedia Group

“We find the course structure relevant and a good formalised training for students who wish to pursue a career in the media industry or degrees in all media communications.”
Jenny Lim, Vice President
Dream Forest Productions

“We applaud the move to start a diploma course focusing solely on this very important core (storytelling) skill. Directors, video editors, producers all need to understand storytelling, not just scriptwriters.”
Jean Yeo, Creative Director, Ochre Pictures,
Director of local film, ‘The Leap Years’
If you want to develop your potential even further, you could pursue an additional qualification in film-making, theatre and others while doing the Diploma in Media and Communication course.

**Real-world Training Opportunities**
The training that we give you goes far beyond books, and you will find yourselves working on creative communication projects for real clients, producing TV and radio programmes as well as print, online and video collateral using top-of-the-line equipment in our studio.

You will have ample opportunities to learn in the actual workplace through a three-month internship programme at some of the best media and communication organisations.

**Rewarding Future**
The Diploma in Media and Communication is an excellent passport to a range of great jobs such as public relations or advertising executive, journalist, designer, radio or TV presenter and many others. Graduates will also be in demand in the Integrated Resorts sector and other fast-growing sectors that require public relations or communications executives.

DMC graduates are accepted into degree programmes with local and overseas universities. These universities grant generous exemptions and advanced standing to our graduates, with many admitting them directly into the second or final year of their three-year degree programmes.

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**Diploma in Media and Communication (with concentrations) (S86)**

We will give you a strong basic foundation in a broad range of critical mass communication areas such as public relations, advertising, marketing communication, event management, and journalism. And if you are interested in Radio and TV Production, Advertising Creative Services or Social Media, we offer three concentrations to allow you to delve deeper into these areas. Business and finance are not forgotten as you will study modules on economics and management.
“Life in DMC was fantastic! I established a strong foundation and it gave me the competitive edge over those who have worked longer. What I gained in my advertising, media and design classes enabled me to understand creative concepts and hence sell better, while the skills in business and research have helped me to constructively critique marcom plans to create unconventional ideas.”
Jolynn Wong (graduate), Associate Account Director, XM Asia Pacific Pte Ltd.

“DMC gave me a strong foundation on understanding how new media will affect media usage, cultures and the integration with other media within the marketing mix over time. The course also developed my interest for new media and propelled me to naturally seek a career in the new media world.”
Ivan Zeng (graduate), Sales Strategist, Yahoo! South-east Asia.
The DMC students from SP were part of the creative team who were instrumental in the conceptualisation and execution of oktolIVE! Season 1. Under the direction and supervision of experienced media professionals from MediaCorp okto, they were exposed to and worked in the various aspects of production including scripting, filming, editing and also in helping to run the show on ‘live’ transmission days. To their credit, these DMC students were enthusiastic and responsible as well as having lots of creative ideas and suggestions which were invaluable. Through this collaboration with MediaCorp okto, we hope that the students from SP had a rewarding and enriching first-hand learning experience. We are proud to be part of a process that nurtures and celebrates creativity in our students which contributes towards preparing them for their foray into the media industry.”

Yvonne Chu, Programming Manager, MediaCorp, okto Channel

The graduates of the Media and Comm programme are ‘industry-ready’ the very day they graduate. It produces superb ‘plug and play’ talents who are readily equipped with the necessary skills and knowledge demanded by the industry. So far, the DMC graduates outpaced even some fresh university graduates in our agency. An added bonus is their good attitude and work ethics. This is a fantastic testament to the DMC programme and the teaching professionals at this faculty of SP.”

Theodore Choo, Chief Executive Officer, Gosh Advertising Pte Ltd.
## Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
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</tr>
</thead>
</table>
| - Introduction to Communication Principles  
- Introduction to Public Relations and Advertising  
- Introduction to Media Writing  
- Journalism 1: News Writing  
- Media and Communication In Action  
- Issues and Viewpoints  
- Design Basics  
- Video Production and Digital Post  
- Principles of Marketing  
- Fundamentals of Economics  
- Our Nation, Our World  
- Innovation, Design and Enterprise in Action  | - Event Management and Promotion  
- Public Relations Management and Practices  
- Advertising and Brand Management  
- Journalism 2: Feature Writing  
- Public Relations Writing  
- Organisational Management  
- Consumer Behaviour  
- Mass Media Research  
- Legal System and Contracts  
- Media Law and Ethics  
- Web Design  | - Integrated Communications Management  
- Essentials of Finance  
- Issues and Crisis Management  
- New Communications Technologies  
- Professional Preparation  
- Internship Programme |

Free Elective Modules (choose one)

### Radio and TV Production Concentration
- TV and Studio Management

### Advertising Creative Services Concentration
- Design and Illustration

### Social Media Concentration
- Social+Media

Students not wishing to opt for a concentration may choose any three of the free electives from the list.
The Diploma-Plus Programme is part of a Singapore Polytechnic-wide initiative to give you the opportunity to pursue an additional qualification. CASS offers the following two Diploma-Plus programmes:

**Certificate in Digital Film**

The Certificate in Digital Film is a full-time Diploma-Plus Programme offered only to students in the Diploma in Media and Communication and the Diploma in Creative Writing for TV and New Media courses.

Comprising four modules to be read over three semesters, the course equips you with the knowledge and experience of the creative processes in film production, such as scripting and directing.

**Course Modules**

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>History of Film</td>
<td>This module examines the history of film. It will provide you with a broad understanding of film history and the movie-making industry.</td>
</tr>
<tr>
<td>Scriptwriting for Film</td>
<td>This module introduces screenwriting as a distinctive media platform that requires a different set of skills and techniques, in terms of storytelling, scriptwriting format and the business of movie-making.</td>
</tr>
<tr>
<td>Directing for Film</td>
<td>This module highlights the role of the director in the filmmaking process. You will learn the finer points of directing - interpreting a script, storyboarding, casting, directing actors, camera shots, camera movements, blocking a scene and cinematography.</td>
</tr>
<tr>
<td>Project</td>
<td>This module will give you hands-on experience of the film production process. It develops your critical and independent learning abilities through the conceptualisation, scripting, casting, directing, filming and editing of a short film.</td>
</tr>
</tbody>
</table>

Assessment is conducted regularly in the course and includes an end-of-course project. To be eligible for the course, you must have passed the first year of your Diploma in Communication (DMC) or Diploma in Creative Writing for TV and New Media (DTVM) course satisfactorily. Students from DMC must have passed the Video Production and Digital Post module while students from DTVM must have passed the Video Production Principles and Practices module. You may also need to attend an interview to assess your suitability for the programme.
Certificate in Theatre Performance and Production (CTPP)

The Certificate in Theatre Performance and Production (CTPP) gives you the chance to hone your acting ability and get involved in a full-scale theatre production, from the conceptual stage to the actual presentation for an audience.

Course Modules

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Acting</td>
<td>This module introduces the craft of acting and character creation. You will work with teacher-directors, and learn group dynamics, voice craft, body awareness, characterisation, script analysis and directing. You will put these skills into practice in a variety show where you will select and perform a solo or two-hander piece.</td>
</tr>
<tr>
<td>Theatre Production</td>
<td>This module equips you with the understanding and skills of the various behind-the-scenes job responsibilities in a theatre production. You will learn about production (set, props, costume, light and sound design), direction and management (stage, finance, marketing and publicity).</td>
</tr>
<tr>
<td>Project</td>
<td>This module integrates and applies all that has been learnt in the previous two modules, and culminates in a semi-professional production.</td>
</tr>
</tbody>
</table>

First-year students need to have a grade-point average of 3.0 and a keen interest in drama. You may be required to go through a workshop-cum-interview selection process. Second-year students with a grade-point average of 3.0 may be considered, subject to available vacancies.
For more information regarding entry requirements, courses and careers please contact:

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Fax: (65)-6772-1955  
Email: cass@sp.edu.sg  
Website: http://www.sp.edu.sg/schools/cass

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