

**SP** | SCHOOL OF  
COMMUNICATION, ARTS &  
SOCIAL SCIENCES

TAKE YOUR  
**STORY** TO A  
**HIGHER**  
L E V E L

- Applied Drama and Psychology (S43)
- Creative Writing for TV and New Media (S41)
- Media and Communication (S86)



# TAKE YOUR STORY TO A HIGHER LEVEL

Diploma in Applied Drama and Psychology (DADP)  
Using stories to transform

Diploma in Creative Writing for TV and New Media (DTVM)  
Writing stories that inspire

Diploma in Media and Communication (DMC)   
Creating stories that connect



# Why

# CASS?

The School of Communication, Arts & Social Sciences (CASS), like the rest of Singapore Polytechnic (SP), has embarked on an exciting re-imagining of education. As experts in media and communication, creative writing, applied drama and psychology, we know our industry and we're here to help you find your voice; translate that good idea into a brilliant communication campaign, eloquent drama, documentary, film or web-based project; and change the way people think – forever.

The learning space in CASS has never been better. Step into The Agency, our innovative DMC learning space that simulates the workings of a real-life integrated marketing communication agency; and The Writers' Room, our very own DTVM space for dreaming and creating. These brand-new facilities join The Black Box in transporting you beyond the classroom to environments that simulate real-world workspaces and stimulate the imagination.



Download the free Tag Reader app onto your smartphone and scan this code for more details on the diplomas offered by CASS.

# Diploma in Applied Drama and Psychology (DADP – S43)



## Using stories to transform

Do you have a story for a cast of characters to tell? How can you take that message beyond the stage to connect with your audience? Can your story change lives or influence communities for the better, and if so, how?

The Diploma in Applied Drama and Psychology journeys beyond performance, integrating the tools of drama with an understanding of what drives human thought and behaviour. The result is a powerful engine for education, social intervention, rehabilitation and healing.

At CASS, authentic learning means extending the boundaries of the classroom and stage. Connect with your audience through industry-based assessments. Design programmes to meet the specific needs of participants, including children, youth and the elderly as well as marginalised or underprivileged communities.



## Our uSPs

With this course, you will:

- Draw on the expertise of our Artist-in-Residence and leading dramatists to create programmes for different communities. Through our master classes, pick the brains of renowned applied theatre practitioners, including academics and experts flown in from overseas.
- Leave the classroom and work with communities from a wide range of settings, such as schools, prisons and welfare homes. Collaborate with educational institutions and non-profit organisations. Intern with local drama companies and community development agencies.
- Bring inner space to life in The Black Box, our concrete theatrical space with unlimited potential to transform itself, its players and its audience.

Join us — combine your dramatic flair with the heart to make a difference in society.

# Entry Requirements

Aggregate Type: ELR2B2-A

Subject	Grade
a) English Language	1 - 6
b) Mathematics (Elementary/Additional)	1 - 7
c) Any three other subjects	1 - 6

**Note:**

**To be eligible for admission, you must also have sat for one of the following subjects:**

- Art / Art & Design
- Business Studies
- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English
- Literature in Chinese
- Literature in Malay
- Literature in Tamil
- Media Studies (Chinese)
- Media Studies (English)
- Music

# M Course Modules

DADP is a three-year full-time programme.

## FIRST YEAR

- Applied Drama and Psychology in Action
- Drama Conventions
- Devised Drama
- Drama-in-Education
- Introduction to Applied Drama
- Introduction to Psychology
- Introduction to Lifespan Psychology
- Introduction to Social Psychology
- Quantitative Research Methods
- Critical Reasoning and Argumentation
- Critical Reasoning and Persuasion

## SECOND YEAR

- Arts and Community Services Management
  - Educational Drama
  - Ethics in Applied Drama
  - Introduction to Educational Psychology
  - Introduction to Health Psychology
  - Introduction to Theatre for Intervention
  - Marketing for Community Services
  - Mental Health and Adjustment
  - Qualitative Research Methods
  - Social Innovation Project
  - Independent Study Project and Presentation
- Elective 1 (Choose 1)**
- Developmental Issues in Childhood
  - Acting and Directing

### **Elective 2 (Choose any two) Psychology Electives**

- Adolescent Psychology
- Psychological Perspectives in Ageing

### **Applied Drama Electives**

- Story Drama
- Theatre-in-Education

## THIRD YEAR

- Cultural Diversity
- Graduation Project
- Internship
- Media for Social Outreach
- Organisational Management
- Professional Preparation

# Bright Future

DADP will open the door to a variety of exciting career options and opportunities in the arts, education, community development and social services sectors. You can pursue careers as a Drama Educator; Educational & Outreach Officer; Drama Facilitator; Programme Officer; Social Work Assistant; Welfare Officer; and Youth / Rehabilitative Worker.

## Further Studies

You can further your academic pursuits in drama, theatre studies, applied drama or psychology at local or foreign universities.



“DADP is a course that enlightens both the heart and mind through self-reflection and meaningful lessons which, in turn, create a significant impact on our lives ... Singapore is in dire need of good arts educators to teach in schools and social welfare associations because it has recognised that drama is an important pedagogical tool to build a creative and cohesive community.”

– *Kok Heng Leun, Artistic Director, Drama Box*





## Diploma in **reative** Writing for TV and New Media (DTVM – S41)

### **Writing stories that inspire**

How do words combine with pictures, video and sound to make good stories? How will you mesmerise and challenge your audience? How will you craft a message that resonates with an entire generation — maybe even several?

The Diploma in Creative Writing for TV and New Media develops and hones your ability to find, shape and realise your stories, fine-tuning them into polished messages for television and interactive new media platforms.

At CASS, authentic learning means taking your story from the drawing board and all the way to the audience beyond. Produce documentaries, TV scripts, webisodes, content for mobile applications and more. Bring Design Thinking to content creation — understand what consumers want, generate new media genres and influence the way people live.

# Our uSPs

With this course, you will:

- Be inspired. Find your muse in The Writers' Room, our concrete space for dreaming and writing. Through our master classes, pick the brains of seasoned journalists, writers, broadcast correspondents, filmmakers, animators, comic strip artists and other media professionals.
- Leave the classroom! Record your drama, sitcom, reality show or documentary in a studio setting or outdoors. Shoot on location — overseas. Intern with reputable media networks or related companies.
- Get business savvy through our training in media entrepreneurship. Harness your passion. Pitch your programmes to industry experts. Get your story seen and heard.

Join us – Dream it. Write it. Make it.

## Entry Requirements

Aggregate Type: ELR2B2-A

Subject	Grade
a) English Language	1 - 4
b) Mathematics (Elementary/Additional)	1 - 7
c) Any three other subjects	1 - 6

**Note:**

**To be eligible for admission, you must also have sat for one of the following subjects:**

- Art / Art & Design
- Business Studies
- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English
- Literature in Chinese
- Literature in Malay
- Literature in Tamil
- Media Studies (Chinese)
- Media Studies (English)
- Music

# M Course Modules

DTVM is a three-year full-time programme.

## FIRST YEAR

- Communication Skills for Media Makers
- Creative Story Making
- Deconstructing Television
- Scriptwriting for Television I: Entertainment Programmes
- Story Classics: Heroes, Myths and Legends
- Storytelling I: Visual Communication
- Storytelling II: Conceptualisation and Structure
- Video Production Principles and Practices
- Writing Across Media Platforms
- Critical Reasoning and Argumentation
- Critical Reasoning and Persuasion

## SECOND YEAR

- Content Production I
- Content Production II
- Documentary Making
- Journalism I: News Writing for the Global Audience
- Journalism II: Total Journalism
- Research and Interview Techniques
- Philosophy, Psychology and Society
- Storytelling III: Character and Plot Development
- Scriptwriting for Television II: Drama and Sitcom
- Writing for New Interactive Media
- Web Publishing and Design
- World Issues and the Media Maker
- Social Innovation Project
- Independent Study Project and Presentation

## THIRD YEAR

- Creating New Media Genres
- Creative Writing Project
- Internship
- Media Entrepreneurship
- Media Law and Ethics
- On-Location Production
- **Free Electives (Choose one)**
  - Filmmaking
  - Television and Online Journalism

# Bright Future

DTVM will open the door to a variety of exciting career options and opportunities in the fields of TV, video production, journalism, web publishing, telecommunications and other industries that need content production. You can pursue a career as a Media Content Writer; Scriptwriter; Sub-editor; News Correspondent; Web Journalist; Blogger; Researcher; Assistant Producer; Assistant Director; and Educator.

## Further Studies

You can also pursue degrees in journalism, mass communication, new media communication and other related degrees at local or foreign universities.



# Believe

“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, Former Editorial Director, MediaCorp Press;  
now Adjunct Associate Professor, Wee Kim Wee School of  
Communication and Information**



# Diploma in edia and Communication (DMC – S86)



## Creating stories that connect

With an extreme makeover for 2012, the Diploma in Media and Communication places you in the thick of the workings of The Agency, an integrated marketing communication space modelled on a real-life agency. A high point here is the mentorship provided by Starcom MediaVest Group, one of the largest brand communication groups in the world. You'll explore the main channels that carry ideas — print, radio, television, digital media as well as social media — to create relevant messages and powerful strategies for organisations to connect with their consumers. Add to this potent mix a foundation in basic business principles and a good grounding in psychology, and you have a course that's huge on practical skills.

At CASS, authentic learning means you won't just understand integrated marketing communication — you'll live it. Design real campaigns for clients in a global marketplace. Bring Design Thinking to projects — understand how consumers think, generate new ideas for services and come up with creative solutions.

# Our uSPs

With this course, you will:

- Learn hands on. Hone your skills at a fun-filled bootcamp that combines team-building activities with mini-lessons, field trips and 'live' pitches. Conceive and develop real-life integrated marketing communication campaigns in an authentic space at The Agency. Produce radio and television programmes as well as print, online and video material using state-of-the-art technology
- Pick the brains of the best in the media and communication industry through our master classes, extracurricular networking opportunities and our mentorship programme with Starcom MediaVest Group.
- Intern with some of the best-known media and communication organisations. Manage the newly-launched SPACE, our portal for original creative works by youth. Or work in-house at SP's own radio station, SPACERadio, or the Centre for Social Media, our research hub providing youth insight into social media.

Join us – launch creative campaigns that connect with consumers.



Artist Impression

## Entry Requirements

Aggregate Type: ELR2B2-A

Subject	Grade
a) English Language	1 - 4
b) Mathematics (Elementary/Additional)	1 - 7
c) Any three other subjects	1 - 6

**Note:**

**To be eligible for admission, you must also have sat for one of the following subjects:**

- Art / Art & Design
- Business Studies
- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English
- Literature in Chinese
- Literature in Malay
- Literature in Tamil
- Media Studies (Chinese)
- Media Studies (English)
- Music

# DMC Course Modules

DMC is a three-year full-time programme.

## FIRST YEAR

- Integrated Marketing Communication in Action
- Professional Communication
- Visual Communication
- Video Production and Digital Post
- Human Mind and Behaviour
- Introduction to Business
- Social Psychology
- Critical Reasoning and Argumentation
- Critical Reasoning and Persuasion

## SECOND YEAR

- Student Integrated Marketing Communication Agency
- Mass Media Research
- Public Relations
- Advertising
- Consumer Psychology
- Radio and TV Production and Management
- News and Feature Writing
- Social Media
- Media Psychology
- Media Law and Ethics
- Social Innovation Project
- Independent Study Project and Presentation

## THIRD YEAR

- Corporate Social Responsibility Project
- Internship
- **Practicum (Choose one):**
  - Centre for Social Media
  - SPACEmedia
  - Writing Lab
  - Agency Start-up
  - Independent Study Project



# Bright Future

DMC will open the door to a variety of career options and opportunities such as Integrated Marketing Communication Strategist; Public Relations Executive; Advertising Executive; Social Media Analyst; Assistant Producer; Video Editor; Journalist; and Designer.

## Further Studies

DMC graduates are accepted into degree programmes at local and overseas universities. Some of 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. For details, visit [www.sp.edu.sg/schools/cass](http://www.sp.edu.sg/schools/cass)

# Believe

“DMC taught us to excel ... I was given a lot of opportunities to explore ... The modules were very relevant and they were very accurate in reflecting what was happening in the industry. Eventually I chose advertising; it started to become a passion for me and now it's my life-long career.”

– **Joseph Chua, Group Account Director; Leo Burnett Singapore; Winner of the Young Professional of the Year Award (2010) by the Institute of Advertising, Singapore.**



# Diploma Plus Programmes



The Diploma-Plus Programme is designed for students who are keen to take on an additional qualification on top of their diploma course.

Under the Diploma-Plus programme, CASS is proud to offer these two courses and qualifications:

- Certificate in Digital Film
- Certificate in Theatre Performance and Production



For the Aspiring Film Producer

## Certificate in Digital Film

This is a full-time Diploma-Plus Programme offered exclusively to students in our Diploma in Media and Communication (DMC) and Diploma in Creative Writing for TV and New Media (DTVM). 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.

## Entry Requirements

You must have passed the first year of your DMC or 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 be required to attend an interview to assess your suitability for the programme.

## Course Modules

- History of Film
- Scriptwriting for Film
- Directing for Film
- Project



For the Aspiring Actor/  
Actress

## Certificate in Theatre Performance and Production

This programme gives you the opportunity to hone your acting ability and get involved in a full-length theatre production, from the conceptual stage to actual presentation, for an audience.

## Entry Requirements

First-year students need to achieve a GPA of 3.0 and show a keen interest in drama. You may be required to go through a workshop-cum-interview selection process.

Second-year students with a GPA of 3.0 may be considered, subject to vacancy.

## Course Modules

- Acting
- Theatre Production
- Project

For further information regarding entry requirements, courses and careers please contact:

**School of Communication, Arts & Social Sciences**

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**WITH SP, IT'S SO POSSIBLE.**

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