Hello. This is the start of SP+

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

WITH SP, IT’S SO POSSIBLE.
Wherever you look, CASS alumni are lifting off into further education or fulfilling careers in public relations, advertising, marketing, broadcasting, filmmaking, arts education, community development and social sciences. Let us take your story to a higher level.

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, 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 spaces in CASS have never been better. Step into The Agency, our innovative learning space that simulates the workings of a real-life integrated marketing communication agency; and The Writers’ Room, our very own unique space for dreaming and writing. Both these brand-new facilities join The Black Box in transporting you beyond the classroom to real-world workspaces.
The Agency
Our Learning Spaces

The Black Box

The Writers’ Room
Diploma in Applied Drama and Psychology (DADP – S43)

Using stories to transform
Do you want to help others share their stories? How can you create transformative encounters when these stories are told? Can stories 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 psychology. The result is a powerful engine for education, social intervention and change.

At CASS, authentic learning means extending the boundaries of the classroom. Design programmes to meet the specific needs of participants, including children, youths, the elderly as well as marginalised communities.
With this course, you will:

☑ Draw on the expertise of leading dramatists through our Artist-in-Residence scheme and master classes. Embark on exciting immersion programmes to London, Taiwan and Thailand, and learn from international theatre practitioners.

☑ 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, schools, government agencies and community development organisations.

☑ Bring different stories 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

<table>
<thead>
<tr>
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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 / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English) / Music
The Diploma in Applied Drama and Psychology is a three-year full-time programme.

### First Year
- Applied Drama and Psychology in Action
- Devised Drama
- Drama Conventions
- Drama-in-Education
- Introduction to Applied Drama
- Introduction to Lifespan Psychology
- Introduction to Psychology
- Introduction to Social Psychology

### 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
- General Education 3

#### Elective 1 (Choose 1)
- Acting and Directing
- Developmental Issues in Childhood

#### Elective 2 (Choose any two)
- Adolescent Psychology
- Psychological Perspectives in Ageing

#### Psychology Electives
- Story Drama
- Theatre-in-Education

#### Applied Drama Electives
- Cultural Diversity
- Graduation Project
- Internship
- Media for Social Outreach
- Organisation Management
- Professional Preparation

- Quantitative Research Methods
- General Education 1
- General Education 2
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 may pursue a career as a Drama Educator, Educational & Outreach Officer, Drama Facilitator, Programme Officer, Social Work Assistant, Welfare Officer or Youth/Rehabilitative Worker.

“ You will never leave DADP without impacting the community around you, giving yourself a voice, putting your heart into things that truly matter and most importantly, enriching the soul of our fast-paced society.”

DADP alum Noor Izzaty, Yayasan MENDAKI Goh Chok Tong Youth Promise Award (Distinction) Recipient; Final-year Student, BA (Hons) Drama, Applied Theatre and Education, Central School of Speech and Drama, University of London

Further Studies

You may further your academic pursuits in drama, theatre studies, applied drama, psychology or arts and social sciences.

DADP graduates are accepted into degree programmes at local and foreign universities. Some of these universities grant generous exemptions and advance standing to our graduates.
Diploma in

Creative 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?

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 print, radio, television and interactive new media platforms.

At CASS, authentic learning means taking your story from your imagination to the drawing board and to the audience. Produce children’s stories, news scripts, documentaries, TV dramas and sitcoms, content for mobile applications and more.
With this course, you will:

☑ Be inspired. Find your muse in The Writers’ Room, our unique space for dreaming and writing. Through our master classes, network with seasoned journalists, script writers, filmmakers, animators, comic strip artists and other media professionals from Singapore and around the world.

☑ Leave the classroom! Record your news, drama, sitcom, reality show or documentary in a studio setting or outdoors. Travel overseas to film a documentary as an assignment. Intern with reputable media networks or related companies.

☑ Get business savvy through our training in media entrepreneurship. Pitch your programmes to industry experts and, if selected, watch them come alive on TV.

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

Entry requirements

Aggregate Type: ELR2B2-A

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- Art / Art & Design
- Business Studies
- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English)
- Music
The Diploma in Creative Writing for TV and New Media is a three-year full-time programme.

**Course Modules**

**First Year**
- Communication Skills for Media Makers
- 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
- World Issues and the Media Maker
- General Education 1
- General Education 2

**Second Year**
- Content Production I (Drama and Sitcom)
- Content Production II (Documentary)
- Documentary Making
- Journalism I: News Writing for the Global Audience
- Journalism II: Total Journalism
- Philosophy, Psychology and Society
- Research and Interview Techniques
- Scriptwriting for Television II: Drama and Sitcom
- Storytelling III: Character and Plot Development
- Writing for New Interactive Media
- Web Publishing and Design
- Social Innovation Project
- General Education 3

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

Bright Future

"Just a couple of years ago, I was an average student who had little to be proud of, but now I have such a beautiful future ahead of me. Although this may sound clichéd, I really have to thank my polytechnic education in DTVM because I truly would not be where I am today without it.

DTVM alum Wendy Wong, Media Development Authority Scholarship Recipient; First-year Student, Faculty of Arts and Social Sciences, National University of Singapore"

Further Studies

You may pursue a degree in arts and social sciences, journalism, mass communication, new media communication and other related degrees.

DTVM graduates are accepted into degree programmes at local and foreign universities. Some of these universities grant generous exemptions and advanced standing to our graduates.
Diploma in Media and Communication (DMC – S86)

Creating stories that connect
The revamped Diploma in Media and Communication places you in the thick of the workings of The Agency, an authentic space where you can expect mentorship by the Starcom MediaVest Group, one of the world’s largest brand communication companies.

Explore mass communication and more. Learn how to use print, broadcast and digital media in branding and advertising, events management, journalism, media research, new media marketing, public relations, as well as video and audio production. Your aim: to create holistic and consistent 360 degree communication campaigns. Your method: integrated marketing communication strategies based on a useful knowledge of psychology.

At DMC, authentic learning means you learn by designing real campaigns for global brands. You will also get to apply Singapore Polytechnic’s unique Business Design methodology to projects.
Our USPs

With this course, you will:

☑ Learn hands on. Create 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.

☑ Learn from the best in the media and communication industry through our master classes, networking sessions and our year-long mentorship programme with the senior management of the Starcom MediaVest Group.

☑ Intern with top media and communication organisations, locally and overseas. Manage the newly-launched SPACEmedia, our portal for original creative works by youth. Or join SP’s own radio station, SPACEradio, or the Centre for Social Media, our research hub with a youth focus.

Journey with us at DMC – create exceptional campaigns that connect.

Entry requirements

Aggregate Type: ELR2B2-A

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• Art / Art & Design • Business Studies
• Combined Humanities • Economics • Geography
• Higher Art • Higher Music • History
• Introduction to Enterprise Development
• Literature in English / Chinese / Malay / Tamil
• Media Studies (Chinese) / (English) • Music
The Diploma in Media and Communication 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
- General Education 1
- General Education 2

**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
- General Education 3

**Third Year**
- Final Year Project
- Internship

**Practicum (choose one elective):**
- Centre for Social Media
- SPACEmedia
- Writing Lab
- Agency Start-up
- Independent Study Project
DMC will open the door to a variety of career avenues and opportunities in the dynamic marketing communication industry. You may pursue a career as an Advertising Executive, Brand Consultant, Communications Strategist, Creative Executive, Digital Consultant, Journalist, Media Planner, Media Producer, Public Relations Executive or Social Media Analyst.

You may pursue a degree in mass communication, new media communication, business, arts and social sciences and other related courses. 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.

At DMC, we are taught to excel. I was given lots of opportunities to explore. The modules were very relevant and they reflect the latest trends and changes that impact the industry. Eventually I chose advertising; it started as a passion for me and now it’s my life-long career.

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

Further Studies

You may pursue a degree in mass communication, new media communication, business, arts and social sciences and other related courses.

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.
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 Theatre Performance and Production
- Certificate in Digital Film

For the Aspiring Actor

Certificate in Theatre Performance and Production
This programme gives you the opportunity to develop your acting ability. You will be involved in a full-length theatre production, from the conceptual stage to the actual presentation, for an audience. Also covered are production elements such as marketing, design and administration.

Entry requirements
First-year students need to achieve a GPA of 3.0 and show a keen interest in theatre. You will be required to go through a workshop-cum-interview selection process.
Certificate in Digital Film
This is a full-time Diploma-Plus Programme offered to students in our Diploma in Media and Communication (DMC), Diploma in Creative Writing for TV and New Media (DTVM) and other relevant 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.

Through our master classes, you will meet award-winning film practitioners, including directors, producers and cinematographers.

For the **Aspiring Filmmaker**

**Course Modules**
- Scriptwriting for Film
- History of Film
- Directing for Film
- Project

**Entry requirements**

You must have secured a satisfactory pass in the first-year production module of your course. You may also be required to attend an interview where your suitability for the programme will be assessed.
For more information regarding entry requirements and course information, please contact:

School of Communication, Arts & Social Sciences
Tel: (65) 6772 1170
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Website: www.sp.edu.sg/schools/cass

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The Polytechnic reserves the right to alter the information in this publication. Information is correct as at 1 January 2013.