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 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 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.

CASS Scholarships

There are ten exclusive scholarships offered to CASS students – 7 CASS Scholar Awards and 3 Batey Scholar Awards. For details on how to apply, visit www.sp.edu.sg/schools/cass
THE BLACK BOX

OUR LEARNING SPACES

THE WRITERS’ ROOM
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.

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?
COURSE HIGHLIGHTS

With this course, you will:
✓ Draw on the expertise of leading dramatists through our Artist-in-Residence scheme and master classes. Embark on exciting overseas immersion programmes 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 theatre 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

<table>
<thead>
<tr>
<th>Aggregate Type: ELR2B2-A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
</tr>
<tr>
<td>a) English Language</td>
</tr>
<tr>
<td>b) Mathematics (Elementary/Additional)</td>
</tr>
<tr>
<td>c) Any three other subjects</td>
</tr>
</tbody>
</table>

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.

## Course Modules

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Modules</th>
<th>Modules</th>
<th>Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST</strong></td>
<td>• Applied Drama and Psychology in Action</td>
<td>• Introduction to Applied Drama</td>
<td>• Quantitative Research Methods</td>
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<td>• Devised Drama</td>
<td>• Introduction to Lifespan Psychology</td>
<td>• General Education 1</td>
</tr>
<tr>
<td></td>
<td>• Drama Conventions</td>
<td>• Introduction to Psychology</td>
<td>• General Education 2</td>
</tr>
<tr>
<td></td>
<td>• Drama-in-Education</td>
<td>• Introduction to Social Psychology</td>
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<tr>
<td><strong>SECOND</strong></td>
<td>• Arts and Community Services Management</td>
<td>• Mental Health and Adjustment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Educational Drama</td>
<td>• Qualitative Research Methods</td>
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<tr>
<td></td>
<td>• Ethics in Applied Drama</td>
<td>• Social Innovation Project</td>
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<td></td>
<td>• Introduction to Educational Psychology</td>
<td>• General Education 3</td>
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<td></td>
<td>• Introduction to Health Psychology</td>
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<td></td>
<td>• Introduction to Theatre for Intervention</td>
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<td></td>
<td>• Marketing for Community Services</td>
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<tr>
<td><strong>THIRD</strong></td>
<td>• Cultural Diversity</td>
<td>• Acting and Directing</td>
<td>• Adolescent Psychology</td>
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<tr>
<td></td>
<td>• Graduation Project</td>
<td>• Developmental Issues in Childhood</td>
<td>• Psychological Perspectives in Ageing</td>
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<td></td>
<td>• Internship</td>
<td></td>
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<td></td>
<td></td>
<td>• Elective 1 (Choose 1)</td>
<td>• Applied Drama Electives</td>
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<tr>
<td></td>
<td></td>
<td>• Acting and Directing</td>
<td>• Story Drama</td>
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<td>• Developmental Issues in Childhood</td>
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</tbody>
</table>
CAREER OPTIONS

- Drama Educator
- Educational & Outreach Officer
- Drama Facilitator
- Programme Officer
- Social Work Assistant
- Welfare Officer
- Community Worker
- Youth 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; Graduate, 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.
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.

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?
COURSE HIGHLIGHTS

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, scriptwriters, 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. Get a taste of university life and attend master classes at a local or foreign university! 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

<table>
<thead>
<tr>
<th>Subject</th>
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<tbody>
<tr>
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- Geography
- Higher Art
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- History
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- 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

**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

**THIRD YEAR**
- Creating New Media Genres
- Creative Writing Project
- Internship
- Media Entrepreneurship
- Media Law and Ethics
- On-Location Production
- Writing Across Media Platforms
- World Issues and the Media Maker
- General Education 1
- General Education 2
- Writing for New Interactive Media
- Web Publishing and Design
- Social Innovation Project
- General Education 3

**Free Electives (Choose 1)**
- Filmmaking
- Television and Online Journalism
CAREER OPTIONS

- Media Content Writer for Web, Radio, TV, Film
- Scriptwriter
- Journalist
- Editor
- Corporate Communication Executive
- Researcher
- Assistant Producer
- Assistant Director
- Educator
- Programme Coordinator

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.

“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; Second-year Student, Faculty of Arts and Social Sciences, National University of Singapore
Creating stories that connect

The revamped Diploma in Media and Communication will let you use print, broadcast and digital media to their best effect: in branding and advertising, events management, journalism, media research, new media marketing, public relations, as well as video and audio production.

You’ll find yourself in The Agency, an authentic space where you can expect mentorship by world-renowned communication legends such as Mr Ian Batey, who was behind branding icons such as the Raffles Hotel and Singapore Airlines.

Your aim: to create holistic and consistent 360 degree communication campaigns.
Your method: communication strategies based on a useful knowledge of psychology. At DMC, authentic learning means you learn by doing: designing real campaigns for global brands. You will also get to apply Singapore Polytechnic’s unique Business Design methodology to projects.
COURSE HIGHLIGHTS

With this course, you will:

☑ Learn from the best in the media and communication industry through our master classes, networking sessions and year-long mentorship programme with one of the world’s largest brand communication groups.

☑ Work on real-world campaigns at The Agency, an integrated communication agency on campus. Produce radio and television programmes as well as print, online and video material using state-of-the-art technology.

☑ Nurture your talents and aspirations in SPACE, an out-of-classroom incubator that comprises a campus radio station, a writing club, a design house, and a media research arm.

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

ENTRY REQUIREMENTS

Subject | Grade
---|---
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Aggregate Type: ELR2B2-A
The Diploma in Media and Communication is a three-year full-time programme.

<table>
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<tr>
<th>COURSE MODULES</th>
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<tbody>
<tr>
<td><strong>FIRST YEAR</strong></td>
</tr>
<tr>
<td>- Integrated Marketing Communication in Action</td>
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<tr>
<td>- Professional Communication</td>
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<tr>
<td>- Visual Communication</td>
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<tr>
<td><strong>SECOND YEAR</strong></td>
</tr>
<tr>
<td>- Student Integrated Marketing Communication Agency</td>
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<tr>
<td>- Mass Media Research</td>
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<td>- Public Relations</td>
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<tr>
<td>- Advertising</td>
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<tr>
<td><strong>THIRD YEAR</strong></td>
</tr>
<tr>
<td>- Final Year Project</td>
</tr>
<tr>
<td>- Internship</td>
</tr>
</tbody>
</table>

**Practicum**  
(Choose 1 of the following specialisations):  
- Centre for Social Media  
- SPACEmedia  
- Writing Lab  
- Agency Start-up  
- Independent Study Project  

- Video Production and Digital Post |
- Human Mind and Behaviour |
- Introduction to Business |
- Social Psychology |

- General Education 1  
- General Education 2  

- Media Psychology  
- Media Law and Ethics  
- Social Innovation Project  
- General Education 3
CAREER OPTIONS

- Advertising Executive
- Brand Consultant
- Communication Strategist
- Digital Consultant
- Journalist
- Media Planner
- Media Producer
- Public Relations Executive
- Corporate Communication Executive
- Social Media Analyst

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 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 skills in acting and theatre production. At the end of the programme, you will conceptualise, rehearse and present a full-length theatre production for an audience.

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.

COURSE MODULES
- Acting
- Production
- Project
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.

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

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Singapore Polytechnic  
500 Dover Road  
Singapore 139651

The Polytechnic reserves the right to alter the information in this publication. Information is correct as at 1 January 2014.