

# Communication, Arts AND Social Sciences

APPLIED DRAMA & PSYCHOLOGY  
CREATIVE WRITING FOR TV & NEW MEDIA  
MEDIA & COMMUNICATION

With **SP**, it's So Possible

SINGAPORE  
POLYTECHNIC **SP**



FIND TALENT FOR XBOOT BY MANIZAY

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**THE SCHOOL OF COMMUNICATION,  
ARTS & SOCIAL SCIENCES GIVES YOU**

**opportunities**

**TO RISE TO THE DEMANDS OF TODAY'S WORLD.**

**You can curate a story into an impactful communication campaign,  
an interactive applied drama programme for the community  
or a moving documentary.**

The real-world learning spaces present an authentic learning environment for you to dream and imagine. Your lecturers – all industry experts – will nurture your ability to change the way the world thinks.

When you graduate, you can become a confident communication professional, a creative writer or a passionate community worker/drama educator. You can be certain that you can take your story to a higher level.



**I CAN TAKE MY STORY TO A HIGHER LEVEL**

**As a CASS grad, you will stand out and be ready to take on the world. Here's why:**

- Singapore's most comprehensive mass communication diploma, with emphasis on producing online content and managing social media to executing multi-market campaigns - Diploma in Media and Communication (DMC).
- Asia's only inter-disciplinary diploma that combines applied drama and psychology – Diploma in Applied Drama and Psychology (DADP).
- Singapore's only writing diploma – Diploma in Creative Writing for TV and New Media (DTVM).
- Innovative learning spaces, such as DMC's The Agency, which simulates the workings of a real-life communication agency; DTVM's The Writers' Room, a unique space for dreaming and writing; and DADP's BlackBox, the space for drama.
- Exciting internships with major media companies, advertising agencies, public relations firms, and private and government organisations.
- Exclusive and prestigious Batey Talent Programme for DMC students.

# Our Alumni

Wherever you look, CASS alumni have pursued further education or fulfilling careers in public relations, advertising, marketing, broadcasting, filmmaking, arts education, community development and social sciences.

## School Of Communication, Arts & Social Sciences

<p><b>BARAH MARLENA BTE MALIK</b></p> <p>DMC alumna, Class of 2011 Graduate, Nanyang Technological University</p>	<p><b>ZHONG WEI</b></p> <p>DMC alumna, Class of 2012 Undergraduate University of Cambridge</p>	<p><b>JOSEPH CHUA</b></p> <p>DMC alumna, Class of 2005 Head of Account Management/Digital, JWT Singapore</p>	<p><b>TAY YAN YZE</b></p> <p>DTVM alumna, Class of 2011, Graduate, Nanyang Technological University</p>	<p><b>WONG YAN TING</b></p> <p>DMC alumna, Class of 2012, Graduate, Nanyang Technological University</p>	<p><b>THOMAS LIM TING WEN</b></p> <p>DADP alumna, Class of 2011 Founder, One Man Riot, a performance collective committed to creating affordable theatre</p>	<p><b>TENG ZI YING</b></p> <p>DAOP alumna, Class of 2013 Graduate, Royal Central School of Speech and Drama, London</p>
			<p><b>WENDY WONG</b></p> <p>DTVM alumna, Class of 2011 Reporter Channel NewsAsia</p>			

## DIPLOMA IN APPLIED DRAMA AND PSYCHOLOGY ALUMNI

DADP alumni include Mark Ng Chung Kit (pictured on the right) and Noor Izzaty Binte Ishak. Mark was awarded the National Arts Council Arts Scholarship (Undergraduate) in 2014 and is currently pursuing a BA (Hons) in Drama in Queen Mary University of London. Izzaty was awarded the MENDAKI Goh Chok Tong Youth Promise Award (Distinction) to pursue a BA (Hons) in Drama, Applied Theatre and Education at the Royal Central School of Speech and Drama, University of London. She is now a community worker with Beyond Social Services.

## DIPLOMA IN CREATIVE WRITING FOR TV AND NEW MEDIA ALUMNI

DTVM is just nine years old but some of our alumni are already making their mark. One of them is Wendy Wong Shumin, who was awarded the Media Development Authority Scholarship. She has just completed her degree in Political Science at the National University of Singapore, and is working at Channel NewsAsia as a reporter.

## DIPLOMA IN MEDIA AND COMMUNICATION ALUMNI

DMC alumni include Joseph Chua (pictured on the opposite page), who is the Chief Operating Officer of Resn Asia, a creative digital agency and winner of Young Professional of the Year 2010 by the Institute of Advertising Singapore, and Ivan Zeng, Director, Digital Marketing, APAC Regional Marketing, Lego Singapore Pte Ltd.

DMC has a history of graduates who have won prestigious scholarships as well as done well in further studies. Andrew Yee Zi Han topped his cohort at the Nanyang Technological University Wee Kim Wee School of Communication and Information in 2014, winning the Lee Kuan Yew Gold Medal.

You can start working immediately after your diploma as an Advertising Executive, Journalist, Drama Educator or Community Worker, just to name a few career options. You may also pursue further studies in universities locally or overseas. For the latter, some of the popular universities that accept our students, often times with credit exemptions, are Australian National University, University College London, University of Melbourne, University of Sydney, Royal Central School of Speech and Drama, and Royal Melbourne Institute of Technology.

*Media Development Authority Scholarship recipient and Channel NewsAsia reporter.*



# DIPLOMA IN Applied Drama & 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 DADP, authentic learning means extending the boundaries of the classroom. Your assignments will give you the chance to work with different communities, from children to the elderly.

## COURSE HIGHLIGHTS

In this course, you will:

- Draw on the expertise of leading dramatists through our Artist-in-Residence scheme and master classes. Learn from international practitioners in drama/social service/psychology fields.
- Work with communities from a wide range of settings, such as schools and social/community services. Intern with local drama companies, schools, government agencies and social/community service organisations.
- Bring different stories to life in BlackBox, our drama 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

**2017 JAE ELR2B2: 14**

**Aggregate Type: ELR2B2-A**

SUBJECT	GRADE
English Language	1 - 6
Mathematics (Elementary / Additional)	1 - 7
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 / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English) • Music

# Course MODULES

The Diploma in Applied Drama and Psychology is a three-year full-time programme.

All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 hours).

All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an elective.

## FIRST YEAR

- Introduction to Applied Drama
- Introduction to Drama and Performance
- Devised Drama
- Drama Conventions
- Introduction to Psychology
- Lifespan Psychology
- Social Psychology
- Understanding Research and Ethics
- Industry Immersion
- General Education 1
- General Education 2

## SECOND YEAR

- Process Drama
- Drama-in-Education
- Theatre-in-Education
- Forum Theatre
- Community Psychology
- Psychology-in-Education
- Methods of Inquiry
- General Education 3
- Social Innovation Project

## OPTIONS (CHOOSE 2)

- Children (Story Drama & Developmental Issues in Childhood)
- Youth (Participatory Video & Adolescent Psychology)
- Elderly (Reminiscence Theatre & Perspectives in Ageing)

## THIRD YEAR

- Graduation Project
- Cultural Diversity
- Grants, Proposals and Evaluation
- Communicating for Professional Effectiveness
- Internship Programme

## WHAT THE INDUSTRY SAYS:

“DADP is a course which enlightens both the heart and mind through self-reflection and meaningful lessons which, in turn, have 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 been recognised that drama is an important pedagogical tool to build a creative and cohesive community.”

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

## CAREER OPTIONS INCLUDE:

- Drama Educator
- Drama Facilitator
- Assistant Teacher
- Social Work Assistant
- Community Worker
- Psychology Assistant
- Project Coordinator

DADP graduates enjoy immediate employment with organisations in the social/community services, educational services and governmental sectors. Some DADP graduates have been offered prestigious scholarships by the National Arts Council, Yayasan MENDAKI and Nanyang Technological University.

## FURTHER STUDIES

You may further your academic pursuits in Theatre Studies, Applied Drama, Psychology, Social Work, Early Childhood/Special Education 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 advanced standing to our graduates.

“

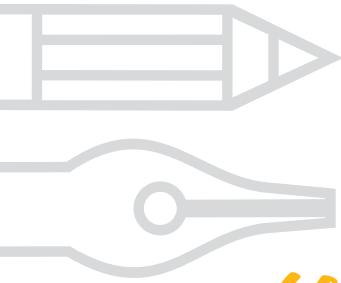
I’ve always been passionate about working with people and youths in particular. DADP provided the framework to curate art with scientific depth. The combination of applied drama and psychology showed me how to engage youths in creative ways in my work as a Training and Development Executive with Halogen Foundation Singapore.

”

**Vanessa Yap Ru**

*Class of 2013, who is now working as a Training and Development Executive with Halogen Foundation Singapore.*



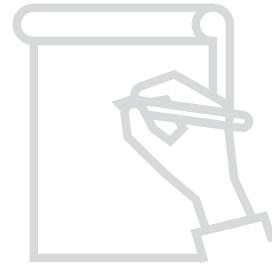


# DIPLOMA IN Creative Writing for TV and New Media

(DTVM - S41)

## WRITING STORIES THAT INSPIRE

How do words combine with picture, 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 students' ability to find, shape and realise their stories, fine-tuning them into polished content for various media platforms such as print, television and transmedia.

Students learn to ideate and create stories, put them into words and visuals and present them to the audience. This is done through children's stories, news articles, documentaries, TV dramas and comedies as well as content for website and mobile applications.



## COURSE HIGHLIGHTS

In 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, comedy, reality show or documentary in a studio setting or the outdoors. Travel overseas to film a documentary as an assignment.
- 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

**2017 JAE ELR2B2: 12**

**Aggregate Type: ELR2B2-A**

SUBJECT	GRADE
English Language	1 - 4
Mathematics (Elementary / Additional)	1 - 7
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 / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English) • Music

# Course MODULES

The Diploma in Creative Writing for TV and New Media is a three-year full-time programme.

All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 hours).

All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an elective.

## 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
- World Issues and the Media Maker
- General Education 1
- General Education 2

## SECOND YEAR

- Video Production for Narratives I (Drama and Comedy)
- Introduction to Documentary
- Video Production for Narratives II (Documentary)
- Journalism I: News Writing for the Global Audience
- Journalism II: Total Journalism
- Research and Interview Techniques
- Scriptwriting for Television II: Drama and Sitcom
- Storytelling III: Character and Plot Development
- Transmedia Storytelling
- Web Publishing and Design
- Social Innovation Project
- General Education 3

## THIRD YEAR

- Creative Writing Project
- Internship Programme
- Media Entrepreneurship
- Media Law and Ethics
- On-Location Production

## FREE ELECTIVES (CHOOSE 1)

- Filmmaking
- Television and Online Journalism

## 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.

## CAREER OPTIONS INCLUDE:

- Writer for Web, Radio and TV
- Journalist
- Content Producer
- Research Writer
- Assistant Producer
- Assistant Director
- Transmedia Producer

DTVM graduates get job offers even before they graduate and some have been awarded prestigious scholarships by the Nanyang Technological University, Ministry of Education, IMDA (Info-communications Media Development Authority of Singapore) and Singapore-Industry Scholarship (SgIS).

## WHAT THE INDUSTRY SAYS:

“DTVM students have the skills and understanding of story-making, plotting and characterisation. Despite their young age, they are able to grasp and deal with current family/social problems and matters concerning the elderly.”

### Amanah Mustafi

Assistant Vice President, MediaCorp Pte Ltd

“The DTVM intern showed a great attitude when it came to learning and taking on assignments. I could see her skills and confidence improve as she progressed through the internship.”

### Mr Eugene Wee

Editor, The New Paper

“(The DTVM intern was) very good at getting the zeitgeist regarding topics and story ideas, and was very good with social media ideas and posts.”

### Niki Bruce

Editor, HerWorldPLUS.com, SPH Magazines

“

I have always loved writing since young and DTVM has helped me pursue my passion. Besides creative writing, I was also exposed to production work and have found my career in it. My internship with Big 3 Media was such an eye opening and fruitful experience that I decided to work full-time after graduation to build up my industry experience.

”

### Tan Hui Tian Esther

Tan Kay Yong Gold Medallist, Class of 2017, currently working at Big 3 Media Production as an Assistant Producer



# DIPLOMA IN Media and Communication

(DMC - S86)

## CREATING STORIES THAT CONNECT

What's the role of social media like Twitter and Instagram in marketing a product or service? How do you use research to better understand an audience? How does psychology give you an edge?



The Diploma in Media and Communication is a comprehensive mass communication course with emphasis on digital content creation, integrated communications and research. Learn to create brand stories by integrating different marketing communication tools (such as advertising and public relations) and delivering them through different media platforms - print, video, digital media.

At DMC, authentic learning means you get to work closely with our industry partners to nurture your aspirations in the wide spectrum of media and communication. You will also get to apply Singapore Polytechnic's Design Thinking methodology to real-world projects.



## COURSE HIGHLIGHTS

In this course, you will:

- Create real-world and award-winning campaigns at The Agency, an exclusive, integrated communication facility on campus. Hold media conferences and get your research work published by national and regional media. Our students have won accolades in national competitions such as the Crowbar Advertising Challenge.
- Nurture your talents and aspirations and build your portfolio in SPACE Agency, an out-of-classroom incubator where students work with clients to develop campaigns for them.
- Learn from the best in the media and communication industry through our master classes, networking sessions and mentorship programme. Branding legend Ian Batey, who was behind icons such as Raffles Hotel and Singapore Girl, will personally mentor recipients of the prestigious Batey Talent Programme.

**“JOIN US - CREATE EXCEPTIONAL CAMPAIGNS THAT CONNECT.”**

## ENTRY REQUIREMENTS

2017 JAE ELR2B2: 13

Aggregate Type: ELR2B2-A

SUBJECT	GRADE
English Language	1 - 4
Mathematics (Elementary / Additional)	1 - 7
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 / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English) • Music

# Course MODULES

The Diploma in Media and Communication is a three-year full-time programme.

All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 hours).

All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an elective.

## 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 Programme

## PRACTICUM (CHOOSE 1 OF THE FOLLOWING SPECIALISATIONS):

- Centre for Social Media
- SPACEmedia
- Writing Lab
- Agency Start-up

## 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.

## CAREER OPTIONS INCLUDE:

- Advertising Executive
- Public Relations Executive
- Social Media Marketing Executive
- Branded Content Producer
- Event Coordinator
- Media Planner

DMC graduates are highly employable, draw competitive salaries and some have been offered prestigious scholarships by the IMDA (Info-communications Media Development Authority of Singapore), Nanyang Technological University and National University of Singapore.

## WHAT THE INDUSTRY SAYS:

“We ventured into the exclusive partnership with DMC to bring the corporate world closer to the students, and prepare them for the workforce in industries related to their studies. What impressed me was SP’s Design Thinking pedagogy and the application imparted to students. Every year my teams and I are excited about our internship programme with DMC students. Not only do they inspire us with their passion as new blood for the industry, they also prove to us that they are the talent we need for the eco-system.”

### Patricia Goh

Managing Director, Starcom MediaVest Group

“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 alumnus Joseph Chua

Chief Operating Officer of Resn Asia, a creative digital agency; winner of Young Professional of the Year 2010 by Institute of Advertising Singapore

“

During my three years in DMC, I was given the opportunity to produce short films and partner with non-governmental organization, Migrant Workers’ Centre, to execute social media campaigns. All these realistic working experiences were invaluable and have nurtured my passion for communication.

”

### Chong Han Lyn

Low Guan Onn Gold Medallist,  
Class of 2017



# Learning Experiences

At the School of Communication, Arts and Social Sciences, our students get to work on live projects for clients, take part in competitions and go on learning journeys.



The Leon Theory - Web series produced by DTVM students.



DMC students as production crew at Ultra Music Festival.



Documentary film, Heartware (by DTVM students), selected for screening at Lift Off Film Festival.



Digital media team (DMC) covering the World Solar Challenge 2017.



DMC students pitch their campaign idea to Frank OCBC.



DADP students' project with National Archive Singapore.



Inclusive Storytelling Training organized by DADP.



Photoshoot for a client's project (DMC).



Winner of the Scholarastic Picture Book Award (The Little Durian Tree), at the Asian Festival of Children's Content (DTVM).



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For more information regarding entry requirements and course information, please contact:

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