

WSQ DIPLOMA IN MEDIA **(CONTENT PRODUCTION & MANAGEMENT)** **- ASSISTANT DIRECTOR**

THIS COURSE IS ALSO AVAILABLE UNDER
SKILLSFUTURE CAREER TRANSITION PROGRAMME (SCTP)



ABOUT SINGAPORE MEDIA ACADEMY

Singapore Media Academy (SMA) is a wholly-owned subsidiary of Mediacorp, offering training, education, and consultancy services to address the needs of the local and regional media industries.

Incorporated since November 2005, SMA consolidates over 50 years of broadcast and media expertise to provide a wide range of accredited, conservatory-style and market-relevant programmes that are taught by top practising professionals using comprehensive facilities in Mediacorp's broadcast centre.

In 2008, SMA was appointed by SkillsFuture Singapore (previously known as Workforce Development Agency) as the sole Continuing Education and Training Centre for the Singapore Media Industry and plays a central role in training and up-skilling media practitioners. SMA currently provides enrichment, education, and performance arts training to kids, youths, and hobbyists to nurture their creative and artistic potentials; training in film, broadcast, media and digital for adult professionals; and media training solutions and consultancy services to corporations and organisations.

SMA is awarded 4-year EduTrust Certification by the Committee for Private Education. EduTrust is a quality assurance scheme that recognises private education institutions for consistently maintaining high educational standards and services.

Mediacorp is Singapore's largest content creator and national media network, operating a suite of TV channels, radio stations, and multiple digital platforms. Its mission is to engage, entertain, and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 98% of Singaporeans in four languages and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

Mediacorp is the recipient of industry accolades, including New York Festivals, World Media Festivals, PromaxBDA (World and Asia), and Asian Academy Creative Awards.

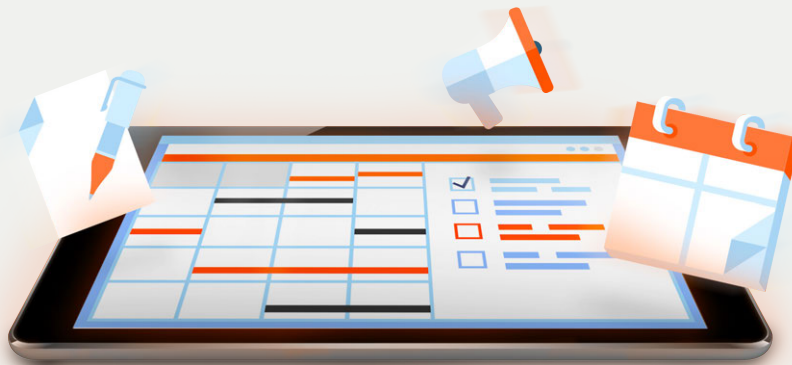
For more information, please visit MediaAcademy.sg



ABOUT

WSQ Diploma in Media (Content Production and Management) - Assistant Director (SCTP) WSQ Diploma in Media (Content Production and Management) - Assistant Director

Developed and delivered by industry practitioners, this highly interactive programme aims to equip participants with the essential knowledge to be competent and specialised in the role of an Assistant Director in the Film & Broadcast industry.



OUTLINE

This WSQ Diploma consists of seven modules of study.

MODULE 1 Production Planning and Scheduling (Assistant Director)

This module provides the participants with an understanding of production planning and scheduling, the creative team's vision and motivations, the role and contribution of key departments during filming, and the interdependencies and reporting structures. Participants will also learn about the overall production processes, types of production and genre, technical aspects, and the types of shoot.

At the end of the module, participants will be able to use relevant scheduling tools and software and work around production limitations, including details of shooting locations and any key constraints on budget, resources, and time availability.

MODULE 2 Location Scouting

This module covers creative vision and production purposes, location selection parameters based on script and production requirements, and understanding the production limitations such as constraints on budgets, resources and time availability, and any specific limits on shooting locations. It also involves knowing about key departments' role and contribution during the shoot, interdependencies and reporting structures, health and safety parameters related to locations, legal requirements, insurance clauses, and risk management and the contracting processes.

MODULE 3 Production Operations (Assistant Director)

This module covers the budgets, schedules, and desired standards of the production. Participants will learn about the key limitations on budgets, resources, time availability, and detailed technical requirements for different genres and content types. They will also learn about the interlinkage across the various content production stages and the possible factors that typically impact the production schedules. The module will also cover the approval processes for deviations, relevant health and safety guidelines, and the statutory and regulatory compliances.

MODULE 4 Production Budget Management

This module will cover the overall production processes and schedules, and the typical value of all budget elements, including capital expenditures, cost of Intellectual Property (IP), technology, and other factors. Participants will learn about the key components of profit and loss accounts and balance sheets. Participants will be trained to plan and control the budget of a production based on the relevant accounting principles. The trainer will also touch on the typical areas of delays, overruns and production risks, forecasting models for cost and revenue streams, and budget management and tracking mechanisms.

MODULE 5 Camera Operations

This module explains visual storytelling concepts, techniques to capture complex shots, principles of cinematography, and other factors that impact overall visuals and principles of composition and continuity. Participants will learn about focus requirements and camera positions for various types of cameras, types of specialty camera equipment and accessories, budgetary guidelines of the production and production safety guidelines and protocols.

MODULE 6 Direction (Assistant Director)

This module covers the production element requirement based on the project details by breaking down the script, production schedules, formats of screen grammar, shot breakdown, shot design, scene design, and the Creative and technical requirements of a production.

Participants will also learn the technical, budget, and time constraints applicable, the organisational structure of the production and the roles and functions of every crew member, camera control and operations, and continuity principles.

At the end of the module, participants will understand the content production and workflows concerning cinematography, celluloid and digital, audiography, location sync recording, dubbing, track laying, sound mixing, and music recording and arrangement, and editing, synchronising, splicing, stitching, and structuring.

MODULE 7 Crew Selection (Assistant Director)

This module covers the pre-production and post-production requirements, types of production and genre, the technical aspects of production, and shoot types. Participants will also learn about the geography and location, types of equipment to be operated, statutory guidelines and legislation for recruitments, policies for fair employment practices, and the relevant health and safety laws and procedures.

COURSE FEES

WSQ Diploma in Media (Content Production and Management) - Assistant Director

SkillsFuture Funding (Baseline) for Singapore Citizens, Permanent Residents and Long-Term Visit Pass Plus (LTVP+) Holders

Full Course Fee	S\$19,400.00
SkillsFuture Funding (Baseline)	(S\$13,580.00)
Nett Course Fee	S\$5,820.00
9% GST	S\$523.80
Nett Course Fee, including GST	S\$6,343.80

SkillsFuture Mid-Career Enhanced Subsidy for Singapore Citizens aged 40 years old and Above

Full Course Fee	S\$19,400.00
SkillsFuture Mid-Career Enhanced Subsidy	(S\$17,460.00)
Nett Course Fee	S\$1,940.00
9% GST ¹	S\$523.80
Nett Course Fee, including GST	S\$2,463.80

SkillsFuture Enhanced Training Support for SMEs for SME-sponsored employees (Singapore Citizens and Permanent Residents)

Full Course Fee	S\$19,400.00
SkillsFuture Enhanced Training Support for SMEs	(S\$17,460.00)
Nett Course Fee	S\$1,940.00
9% GST ¹	S\$523.80
Nett Course Fee, including GST	S\$2,463.80

¹As per SSG Policy, GST payable is calculated based on prevailing GST rate after the baseline funding subsidy of 70%.

Course fees stated exclude application fee, and other miscellaneous fees.
For more information, please visit [Diploma.MediaAcademy.sg](https://diploma.mediaacademy.sg).

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Nett Course Fee, including GST	S\$2,463.80

SkillsFuture Additional Funding Support for Singapore Citizens who meet one of following eligibility criteria:

- Long-term unemployed individuals (unemployed for six months or more); or
- Individuals in need of financial assistance – ComCare, Short-to-Medium Term Assistance (SMTA) recipients or Workfare Income Supplement (WIS) recipients; or
- Persons with Disabilities

Full Course Fee	S\$19,400.00
SkillsFuture Additional Funding Support	(S\$18,430.00)
Nett Course Fee	S\$970.00
9% GST ¹	S\$523.80
Nett Course Fee, including GST	S\$1,493.80

¹As per SSG Policy, GST payable is calculated based on prevailing GST rate after the baseline funding subsidy of 70%.

MINIMUM ENTRY REQUIREMENTS

- Minimum Age: 18
- Academic Requirement: Obtain Pass Grade in GCE N-Level subjects including English (or IELTS overall band score 5 and above or equivalent) and 2 other subjects or equivalent
- Applicants who do not meet the minimum requirements may still apply and will be considered based on:
 - At least 1 year working experience in any industry; and/or
 - Oral interview or evaluation test by Singapore Media Academy to determine suitability for the course determine suitability for the course
- Applicants may be called for interview at the discretion of Singapore Media Academy.

CONTENT

WSQ Diploma in Media (Content Production and Management) – Assistant Director consists of seven modules of study.

The modules are taught by Media Professionals, to find out more about trainers visit Diploma.MediaAcademy.sg.

ASSESSMENT METHOD

- All modules will conclude with a compulsory assessment component.
- Assessments may include role plays, quizzes, assignments, projects, and written examinations.
- Participants need to achieve at least 75% attendance for each module before they are allowed to sit for the assessment.

CERTIFICATION

Completion of all the required modules will qualify candidates for the WSQ Diploma in Media (Content Production and Management) under the SkillsFuture Singapore (SSG) Skills Framework for Media.

Participants will also receive a Statement of Attainment issued by SkillsFuture Singapore (SSG) for each module completed.

COURSE SCHEDULE

Please refer to Diploma.MediaAcademy.sg.

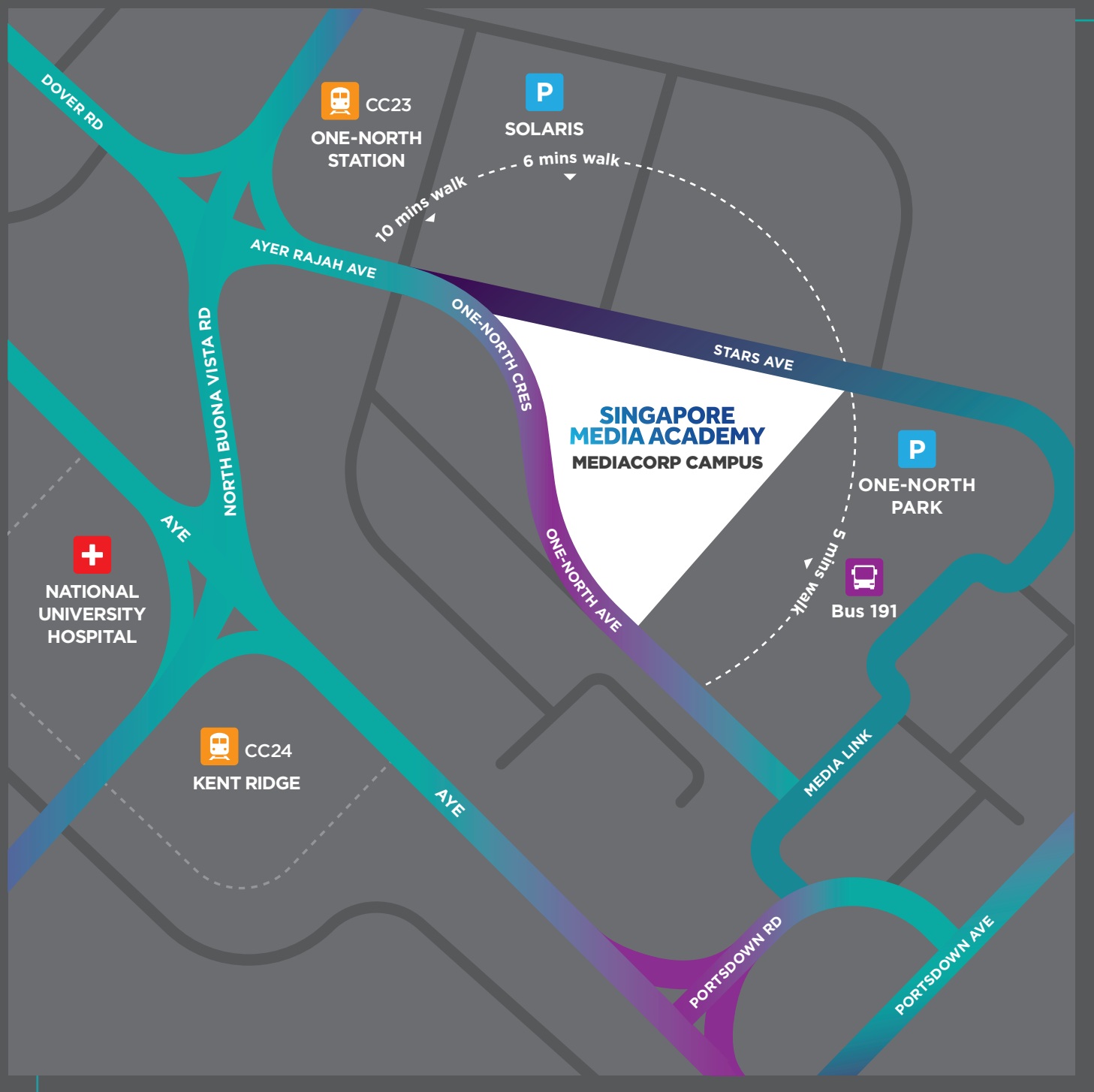
OTHER INFORMATION

For details on the Private Education Act (PEI-Student Contract, Cooling-Off Period, Fee Protection Scheme, Medical Insurance), terms and conditions and other information, please visit Diploma.MediaAcademy.sg.

HOW TO APPLY

Email Marketing@MediaAcademy.sg
or call +65 6333 3888 to register.

LOCATION MAP



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Validity: 27/01/2020-26/09/2024

Singapore Media Academy Private Limited
UEN: 200515963R
Period of Registration: 26-04-2021 to 25-04-2025

All information contained in this brochure is correct at time of print (January 2024), and may be subject to change. Singapore Media Academy reserves the right to change, amend or alter the information without prior notice.