

# WSQ DIPLOMA IN MEDIA (CONTENT PRODUCTION & MANAGEMENT)

- SCRIPTWRITER

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



**SINGAPORE  
MEDIA ACADEMY**

CET Centre For The Media Industry



# 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](https://www.mediaacademy.sg)





## ABOUT

### WSQ DIPLOMA IN MEDIA (CONTENT PRODUCTION AND MANAGEMENT) – SCRIPTWRITER (SCTP)WSQ DIPLOMA IN MEDIA (CONTENT PRODUCTION AND MANAGEMENT) – SCRIPTWRITER

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 a Scriptwriter in the Film & Broadcast industry.

## OUTLINE

This WSQ Diploma consists of seven modules of study.

### **MODULE 1** Narrative Design

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This module focuses on writing a narrative script for film and television drama. Participants will learn to develop a story idea and write a script with commercial and/or artistic potential by identifying the theme of the story, developing creative plots and compelling characters. This module will also emphasise learning how to write evocative action and descriptors, create effective and appropriate dialogue, and a suitable pace for the story.

### **MODULE 2** Scriptwriting

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This module gives participants a clear understanding of the various documentary modes and formats, how to conceptualise a compelling documentary, conduct research, devise a plot structure for the script, and write the documentary script.

### **MODULE 3 Direction (Scriptwriter)**

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Designed with scriptwriters in mind, this module in Direction provides an overview of the production activities that assist the Director to realise her/his vision of the script. The main focus of this module is on the production of narrative scripts in television drama series and telemovies. Similar fundamentals apply to the production of movies. The module also touches on the documentary-making process for those who are interested in factual storytelling and visually led script writing.

Scriptwriters will learn to appreciate the production process carried out by the various media professions and their respective departments to help the Director bring a script to life. It will show how a script impacts production and how production constraints can affect the script. With this knowledge, scriptwriters are better equipped to write scripts with a good understanding of production requirements without any compromise to the quality of the story itself.

### **MODULE 4 Storyboarding**

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This module covers the drafting and drawing techniques, essential storyboarding elements including character movements, backgrounds, camera angles, shots, frame composition, perspective, lighting, sets, different formats for visual storytelling, and frame sequencing across genres and concept art. Participants will also learn illustrations for words, emotions, and actions, including human anatomy, emotions, actions, and expressions, as well as relevant storyboard, graphics, and editing software.

### **MODULE 5 Concept Creation**

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This module covers the techniques for idea generation. Participants will also be guided on the format and structure relating to proposed media products and platforms. They will be trained on the best practices for creative processes and the concept of acceptable risks in creative process improvement.

### **MODULE 6 Creative Storytelling (Scriptwriter)**

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This module focuses on the elements of storytelling and character psychology and cross-media and non-linear storytelling principles. Participants will also learn about the mechanisms and devices to convey time, events or emotions, audience engagement techniques, principles, and design of emotional maps of plots.

### **MODULE 7 Production Planning and Scheduling (Scriptwriter)**

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Participants will learn the process of reading, analysing, articulating, and quantifying critical elements of a script for the objective of charting a strategic plan for production. At the end of the module, participants will read and analyse the story and script structure to identify the various production elements and organize the different production components into a working schedule within an overall budgetary framework.

## COURSE FEES

### WSQ DIPLOMA IN MEDIA (CONTENT PRODUCTION AND MANAGEMENT) – SCRIPTWRITER

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

Full Course Fee	S\$19,700.00
SkillsFuture Funding (Baseline)	(S\$13,790.00)
Nett Course Fee	S\$5,910.00
9% GST	S\$531.90
<b>Nett Course Fee, including GST</b>	<b>S\$6,441.90</b>

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

Full Course Fee	S\$19,700.00
SkillsFuture Mid-Career Enhanced Subsidy	(S\$17,730.00)
Nett Course Fee	S\$1,970.00
9% GST <sup>1</sup>	S\$531.90
<b>Nett Course Fee, including GST</b>	<b>S\$2,501.90</b>

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

Full Course Fee	S\$19,700.00
SkillsFuture Enhanced Training Support for SMEs	(S\$17,730.00)
Nett Course Fee	S\$1,970.00
9% GST <sup>1</sup>	S\$531.90
<b>Nett Course Fee, including GST</b>	<b>S\$2,501.90</b>

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

## COURSE FEES

### (SCTP) WSQ DIPLOMA IN MEDIA (CONTENT PRODUCTION AND MANAGEMENT) – SCRIPTWRITER

#### SkillsFuture Funding (Baseline) for **Singapore Citizens**

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SkillsFuture Funding (Baseline)	(S\$13,790.00)
Nett Course Fee	S\$5,910.00
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Nett Course Fee	S\$1,970.00
9% GST <sup>1</sup>	S\$531.90
<b>Nett Course Fee, including GST</b>	<b>S\$2,501.90</b>

#### 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\$19,700.00
SkillsFuture Additional Funding Support	(S\$18,715.00)
Nett Course Fee	S\$985.00
9% GST <sup>1</sup>	S\$531.90
<b>Nett Course Fee, including GST</b>	<b>S\$1,516.90</b>

<sup>1</sup>As 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 O-Level subjects including at least B4 for English (or IELTS overall band score 6.5 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:
  - o At least 1 year working experience in any industry; and/or
  - o 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) – Scriptwriter consists of seven modules of study.

The modules are taught by Media Professionals, to find out more about trainers visit [Diploma.MediaAcademy.sg](http://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](http://Diploma.MediaAcademy.sg).

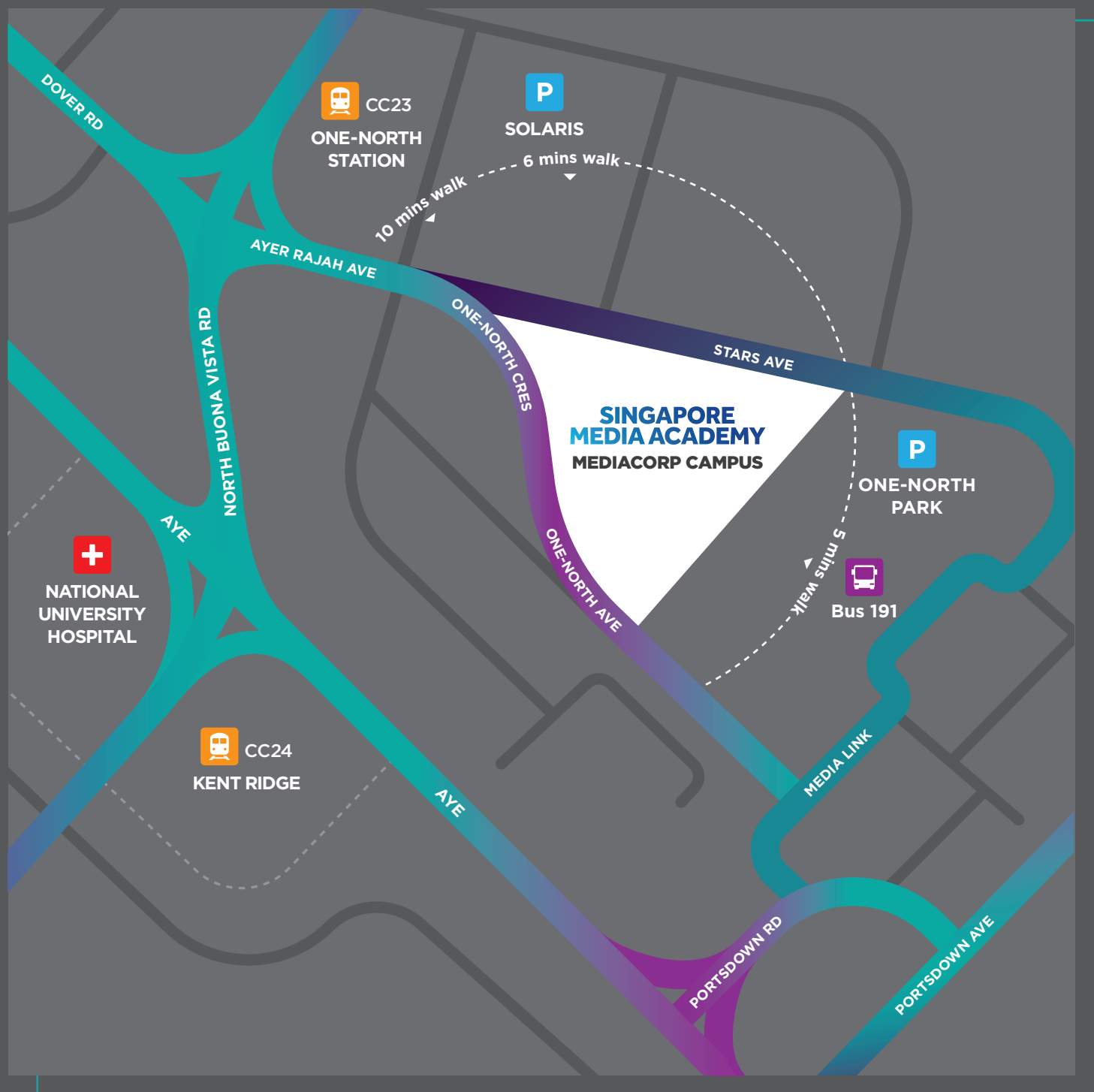
## OTHER INFORMATION

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](http://Diploma.MediaAcademy.sg).

# HOW TO APPLY

Email [Marketing@MediaAcademy.sg](mailto:Marketing@MediaAcademy.sg)  
or call +65 6333 3888 to register.

## LOCATION MAP



**SINGAPORE MEDIA ACADEMY PTE LTD**  
1 Stars Avenue, Singapore 138507  
T +65 6333 3888 E [Marketing@MediaAcademy.sg](mailto:Marketing@MediaAcademy.sg)  
[Diploma.MediaAcademy.sg](http://Diploma.MediaAcademy.sg)  
[www.facebook.com/SingaporeMediaAcademy](http://www.facebook.com/SingaporeMediaAcademy)



Singapore Media Academy Private Limited  
UEN: 200515963R  
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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.