COURSE INFORMATION
DIPLOMAS & DEGREES

Audio
Animation
Music Business
Film
Games

SINGAPORE.SAE.EDU

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Vision
To be the world’s leading educator for the creative media industries.

Mission
To provide lifelong learning opportunities that enable students to pursue their chosen careers in the fields of Audio, Creative Media, Film and other Digital Media.

Culture
Students come from diverse social, cultural, educational and artistic backgrounds, with different personalities and experiences. It is our goal to embrace those differences as an Institute and to allow each and every student to develop their own individual style and apply it onto the industry skills taught at SAE Institute. Our ultimate goal is to prepare the students for a realistic work environment making the course, facilities, lecturers as well as the atmosphere as close to the real world working environment as possible.

Values
Pursuit of Excellence
We strive for the highest professional standards in our work and aim to be the best in everything we do.

Students First
Our students are foremost in our minds all the time. We go the extra mile to exceed their expectations.

Concern for Staff
We value our staff and care for their well-being.

Integrity
We strive for fairness in all our business and working relationships.

Teamwork
We work with pride as a global team to achieve success together.

REGISTERED PROGRAMS

DIPLOMA IN AUDIO ENGINEERING
Validated by SAE Institute

DIPLOMA IN DIGITAL FILM PRODUCTION
Validated by SAE Institute

DIPLOMA OF DIGITAL JOURNALISM
Validated by SAE Institute

DIPLOMA OF SCREEN (ANIMATION)
Validated by SAE Institute

DIPLOMA OF IT (GAMES PROGRAMMING)
Validated by SAE Institute

DIPLOMA IN MUSIC BUSINESS
Validated by SAE Institute

BACHELOR OF ARTS (HONS) AUDIO PRODUCTION
Validated by Middlesex University, UK.

BACHELOR OF ARTS (HONS) DIGITAL FILM MAKING
Validated by Middlesex University, UK.

BACHELOR OF ARTS (HONS) INTERACTIVE ANIMATION
Validated by Middlesex University, UK.

BACHELOR OF SCIENCE (HONS) GAMES PROGRAMMING
Validated by Middlesex University, UK.
Welcome

“I founded SAE Institute to provide world-class education and training in the audio engineering and creative media sectors. It’s great you’ve chosen to consider SAE Institute and the information provided here will assist you to see the quality of our practical industry relevant courses. I also invite you to take a tour of our fantastic facilities and meet our experienced staff to find out for yourself why SAE Institute is truly leading in these fields.”

Dr. Tom Misner – Founder

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WHO WE ARE
SAE Institute located in Singapore is a Private Education Institution (PEI) that offers both local and international students a wide spectrum of creative media-based courses. SAE Institute has grown to become the largest creative media technology institute in the world with over 50 branches operating worldwide.

The first Asian branch was set up in Singapore in 1989 as the pioneer of creative media education in Singapore. Recognized for its university degrees, diplomas and short courses, SAE Institute is committed to provide lifelong learning opportunities that enable students to pursue their chosen careers in the fields of audio engineering, digital film, animation, games programming & digital journalism.

SAE Institute students enjoy state-of-the-art facilities including a fully equipped world-class Solid State Logic Studio, Digidesign Control 24 Multi-track Recording Studio, HD Film Production Studio and Final Cut Pro Editing Suites; as well as professional animation & games programming workstations. SAE Institute provides practical education to all students. Students enjoy studying in a highly dynamic educational environment, with well-developed international programs taught by specialized industry lecturers in high-technology facilities.

THE SAE INSTITUTE CONCEPT
Every SAE Institute program is a unique educational concept that provides the participant with a comprehensive theoretical and practical education. SAE Institute has internationally recognised qualifications, hands-on experience with the very latest equipment and an accelerated two year Degree program. Our students attend formal classroom lectures and complete extensive practical workshops, competency assignments, exercises and creative projects with our highly trained staff. This combination of concept, quality and convenience provides our students with the SAE Institute advantage at every level of study.

Certificate level
Ranging from topics such as Studio Production, Electronic Music Production, Video Production to Journalism and Game Level Design, these courses are primarily targeted at professionals who already are active in the media industry and need a booster or refresher course in a particular area and individuals who wish to use these certificate courses as a stepping stone and introduction to the respective field of study to continue onto the Diploma and Degree level.

Diploma level
These courses are highly practical in nature and culminate in a Diploma qualification. These qualifications are designed to enable graduates to start working in their chosen industry upon successful course completion. The Diploma in Audio, Film, Screen (Animation), and IT (Games Programming) are equivalent to having completed 50% of the Middlesex University Bachelor Degree.

Degree Level
Due to the intensive character of studies at SAE Institute, the Middlesex BA (Honours) academic qualifications are taught by SAE Institute in a two calendar-year structure. The first year of these Degree programs is the Diploma, the second year explores subjects at a more academic level. The Bachelor Degree qualification gives a wider range of career options. The second year of the Degree is available as a “progression” module and can be taken separately from the Diploma by any SAE Diploma graduate from around the world. The Degrees can only be taken at selected SAE Institutes which have been designated as Degree Centres such as SAE Institute located in Singapore. Please Visit www.sae.edu for details on other Degree Centre locations. The “progression” module is only available full time.

ACCREDITATION and PARTNERSHIP:
SAE Institute is:
- Registered with the Council for Private Education
- Awarded with EduTrust Provisional,
  EduTrust Cert No: EDU-3-3060
- Recognised by the Media Industry worldwide
- The pioneer in Media Education in Singapore since 1989

SAE Institute is a Private Education Institution registered to accept local and international students.

SAE Institute has a full standing partnerships with Middlesex University, UK
OVERVIEW

Audio Production
These courses provide students with the practical skills necessary to work in the entertainment and music industries. Students learn the technical and creative aspects of the recording process by working on complex projects in various professional studio environments. The courses cover all aspects of audio production, studio recording and live sound techniques, mixing, mastering, MIDI and modern music creation, music business, studio acoustics and the application of current technology to the music production process. Students can also go on to gain expertise in music and business management, marketing, communications, and knowledge of the contemporary 'infotainment' industry.

Film Production
These courses are designed to provide students with experience in all facets of digital filmmaking and production; they foster creative confidence and artistic independence in a hands-on learning environment. The courses cover the technical and creative components of filmmaking including concept development, screen writing, camera operation, production management, directing, editing and sound design. Students create their own projects to develop skills as directors, producers and editors with the aim to become proficient filmmakers. Students can also go on to gain expertise in digital film production, business management, marketing, communications and knowledge of the contemporary 'infotainment' industry.

Music Business
The Diploma in Music Business is designed to prepare graduates for work in the music and entertainment industries and give them an in-depth knowledge of business principles, basic sound studio and music video techniques and a wide variety of skills necessary to be successful in business. It provides a broad base of general music industry skills and places primary emphasis on the skills and attributes necessary to function in the business, financial and management sectors of the industry.

Animation
In these courses students acquire comprehensive skills in computer-generated 2D and 3D graphics and animation using the industry's most widely used 3D software packages. SAE Institute provides an understanding of the systems and equipment used for creating animation and the practical experience in production techniques and design concepts. Students can gain expertise in digital animation production and business management, marketing and communications, and knowledge of the contemporary 'infotainment' industry.

Games Programming
This program will focus on specific areas that are critical to developing knowledge and skills in games programming for interactive entertainment. This program is designed to prepare graduates to undertake operational, development and managerial roles within the Interactive Entertainment industries. Students learn C++ programming and work with mathematical functions and artificial intelligence to design and program games for a variety of devices. Students opting for major studies in games programming will undertake specialised courses including character development, scriptwriting, games design and agent systems.

Digital Journalism
The Diploma of Digital Journalism combines high academic standards with plenty of practical, hands-on exercises and it equips students with proper professional journalism skills. It is designed for someone with a curious mind and appetite for the unexpected. After one year of study the student will have a broad overview of new media and an ability to learn future technologies at a fast pace, enable him/her to efficiently implement knowledge and skills in the working environment.
## Audio Production - Course Structure

### 1st Year - Diploma in Audio Engineering

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</tr>
<tr>
<td>101.1: Introduction to Audio Technology</td>
<td>102.1: Audio Post Production</td>
<td>201.2: Television Commercial (TVC) Production</td>
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<td>101.2: Studio Production</td>
<td>103.1: Applied Music Theory</td>
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### 2nd Year - Bachelor of Arts (Hons) in Audio Production

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## Audio Production Units

### First Year - Diploma Level

#### Module 100: Basic Media Studies

**100.1 Communications and Computer Technologies:** This unit deals with the concept of effective communications both verbal and written. Students are taught presentation skills and project and time management. Basic computer concepts like computing hardware and data structure organization are taught in this unit as well.

**100.2 Principles of Sound and Sound Production:** This unit deals with the theory of sound and characteristics of the human ear which affect the human perception of sound. Students are guided through the sound production process and equipment requirements for sound production.

### Module 101: Introduction to Studio Studies

**101.1 Introduction to Audio Technology:** Students are introduced to equipment used in sound production. A practical hands on approach to this unit enables them to develop a thorough working knowledge of such equipment.

**101.2 Studio Production:** This unit deals with the sound recording studio and students are taught proper production techniques required to achieve quality sound production content.

### Module 102: Digital Audio Production

**102.1 Audio Post Production:** This unit covers the synchronization of sound effects and dialogue with video. Students are taught proper synchronization techniques and timing. Location sound recording is covered in detail and students are also introduced to the art of foley recording.

**102.2 Fundamentals of Digital Audio:** This unit introduces audio in various digital formats and looks at the characteristics of digital as compared to analog audio. Students are taught the binary concepts which make up digital audio and the processes involved in analog to digital as well as digital to analog conversions.

### Module 103: Applied Music Production

**103.1 Applied Music Theory:** This unit covers music appreciation and its genres. Students are also taught basic music theory skills which include notation, time signatures and key signatures.

**103.2 MIDI and Electronic Music Production:** This unit deals with the theory behind Musical Instruments Digital Interface (MIDI), its uses in music production, audio equipment synchronization and control. Students...
are also taught the creation of sound, sound effects and loops using a number of computer softwares dealing in audio waveform synthesis.

Module 104: Acoustics and Sound Reinforcement

104.1 Signal Processing and Aural Perception: This unit deals with signal processing methods which affect human aural perception. Students are put through practical ear training exercises aimed at improving their aural perception and recognition.

104.2 Acoustics and Live Sound Production: This unit deals with the intricacies of the industry and objects comprising different materials and densities. Students are also taught audio studio design and the various considerations involved in such a design. A comparison is also made between studio sound production and live sound production; their similarities and individual unique traits are discussed.

Module 201: Advanced Digital Audio/Video Production

201.1 Advanced Audio Post Production: This unit takes audio post production to the next level by introducing sound design, 3D sound mixing for film and audio for broadcast. Students are also taught audio mixing for film and the various techniques used in different delivery formats.

201.2 Television Commercial (TVC) Production: This unit goes into the visual aspect of media creation by introducing the student to video production and post production techniques. Cameras and lighting equipment are covered in detail. Students are given practical training on equipment handling and also first hand insight into the roles of different individuals involved in video production.

Module 202: Advanced Studio Production

Techniques taught in unit 101.2 Studio Production, are brought to a higher level with the introduction of specialized mixing and recording techniques unique to various scenarios. Tools, both hardware and software to enhance the final mix are also introduced in this unit. Students are also introduced to the art of mixing in surround sound and techniques which are designed to add the final "polish" to an already well recorded and mixed production. Audio delivery formats are also discussed.

Second Year - Degree Level

The second stage of the Bachelor of Arts (Hons) in Audio Production builds on the solid sound skills gained in the Diploma in Audio Engineering. The program allows students to broaden their creative horizons and undertake substantial self-initiated audio projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Audio Practitioner. Supported by Middlesex University's revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured triple module approach, the audio production student can flexibly pitch and undertake project driven course initiatives. Audio practitioners who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE 502)

This module aims to position audio engineering knowledge and skills; acquired during the diploma phase; into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design audio projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial audio production portfolio coupled with an in-depth investigation into targeted media platforms, cultures and audiences.

Summary of Topics:

1) Structure of the creative media industries
   • Positioning the industry
   • Technology, communication & media
   • Literate vs non-literate culture
   • Publishing & dawn of the industry
   • Analog culture
   • Rise of mass entertainment
   • Corporate structure of the media industry
   • Computing & digital culture
   • Convergence culture/fan culture
   • Global culture industry

2) Culture, cultural product and consumer
   • Culture & cultural object
   • Perceptual & structural variables
   • Genre cultures
   • Decoding culture
   • Metaphors and Controlling Ideas
   • Hits analysis

3) Pitching and marketing
   • Creating an "image" in the industry
   • Target audiences & market research
   • Target media – mass & online media
   • Press-kit components
   • Networking and scenes
   • Marketing strategies
   • Crafting the pitch

4) Related disciplines
   • Written and oral communication
   • Academic foundations - referencing & plagiarism
   • Identifying related disciplines
   • Using libraries and the Internet
   • Introduction to research methods

2. Advanced Audio Practice (SAE 601)

This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized audio production challenges. Students are encouraged to identify, explore and evaluate advanced audio applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between creative audio production and the legal, contractual and ethical requirements for professional practice. Students explore options for their continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

Summary of Topics:

1) Continuing professional development
   • Professional attitudes
   • Developing yourself as a business entity
   • Financial strategies
   • Industry investigation & attachment activity
   • Developing your portfolio & CV

2) Business & project management
   • Business models
   • Financial strategies
   • Models of project management
   • Leadership and teamwork
   • Quality assurance & quality management
   • Deals and negotiations

3) Ethics & values – systems of compliance
   • Contract negotiation
   • Business law
   • Intellectual property law
   • Ethics for the media industry

4) Advanced audio applications
   • Electro-acoustic composition
   • Advanced Sound design
   • Advanced Audio Technology
   • Soundbite, Music Ontology, Audio Forensics, others

3. Major Project (BA) (SAE 610) (Audio)

The major project is self-generated and may take on a many-efficient form. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:

1) Potential avenues for research in the field
   • Research methodologies relevant to the major project
   • Development of project proposal & resources for the research project
   • Advanced project development & management skills

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OVERVIEW

Film Production - Course Structure

1st Year - Diploma in Digital Film Production

Semester 1

100.1: Communications and Computer Technologies
101.1: Introduction to Digital Imaging
100.2: Digital Audio and Video Production
103.1: Introduction to Post Production

Semester 2

102.1: Scriptwriting and Storyboarding
104.1: Motion Graphics
104.2: Television Commercial Production
101.2: Principles of 3D Modelling

Semester 3

201.2: Visual FX
202.1: Television Production
201.1: Advanced Post Production
202.2: Music Video Production

Semester 4

202.1: Television Production

Point of completion for Diploma in Digital Film Production

2nd Year - Bachelor of Arts (Hons) in Digital Film Making

Semester 5

SAE 502: Creative Media Practice

Semester 6

SAE 601: Advanced Film Practice

Semester 7

SAE 610: Major Project (BA) (Film)

Point of completion for Bachelor of Arts (Hons) in Digital Film Making

FILM PRODUCTION UNITS

First Year - Diploma Level

Module 100: Basic Media Studies

100.1 Communications & Computer Technologies: This unit aims to build fundamental technological skills and associated cognitive abilities required for participation in the creative media industry. Emphasis is placed on developing a clear understanding of the role and function of computer technology in society, and competence in handling hardware and software applications as they relate to communications, information gathering and dissemination to the market.

100.2 Digital Audio & Video Production: In this unit, the theoretical and practical implications of the use of digital video and audio are examined. Students will be provided with a range of skills and theoretical knowledge necessary for the production of digital video and audio.

Module 101: Introduction To Computer Graphics

101.1 Introduction to Digital Imaging: A foundation course in the application of design principles and elements that is fundamental to all design activities. Students will enhance their knowledge and skills to effectively apply these principles and elements as well as critically evaluate their design processes.

101.2 Principles of 3D Modelling: An introductory course in 3D modelling. In this course, students will be exposed to a wide range of tools used in 3D modelling, and will develop skills in the construction and manipulation of 3D models.

Module 102: Production Planning

102.1 Scriptwriting & Storyboarding: This unit will introduce students to the concepts and practices of developing and actualising scripts and storyboards and animatics for projects in various media.

Module 103: Fundamentals Of Post Production

103.1 Introduction To Post Production: This unit aims to install a basic working knowledge of the stages and technologies involved in a digital film project with particular emphasis on the editing process.

103.2 Audio Post Production: This unit focuses on the various elements of sound in audio post production. Workflow and file management for post production is
examined as well as the techniques and methods used by engineers and sound designers. Location sound applications are reviewed as well as the use of time code and synchronisation formats.

Module 104: Broadcast Techniques

104.1 Motion Graphics: This unit will focus on motion graphics as a means of communication. A series of historical and contextual lectures will identify the rise of motion graphics within the motion picture industries as well as series of practical lectures with creative project based outcomes.

104.2 Television Commercial Production: This unit explores the television commercial (TVC) as means of mass communication, considering the techniques that may be implemented to effectively communicate products and services to an audience. Students examine the activities involved in the three phases of film projects: pre-production; production; and post-production. The unit also develops professional attitudes for collaboration and teamwork.

Module 201: Advanced Post Production

201.1 Advanced Post Production: This unit aims to further develop student understanding of editing and post production. Students will critically analyse a variety of works identifying common editing styles. Students will examine a variety of advanced post production techniques with particular emphasis placed on professional workflow and methodologies.

201.2 Visual FX: This unit introduces students to the range of techniques and skills that comprise ‘digital visual effects’. Specialised lectures, tutorials and practical projects focus on compositing within the film and television industry. Students will acquire knowledge of animation techniques and skills in shooting live action footage suitable for integration in their projects using compositing techniques.

Module 202: Advanced Production

202.1 Television Production: The unit will examine the three phases of Television production, including various approaches the writer, and producer and director may take. The unit also encourages respect for ‘collaboration’ and teamwork in the various stages of project development and realization.

202.2 Music Video Production: This unit explores all facets of music video production from its early origins to present day. The unit focuses on visualization through rhythm, genre and style to best represent the musicians style. Students learn the importance of pre visualization through storyboards, location photography and videography. Existing music clips are examined, studying cinematic techniques that include computer generated images (CGI), animation and visual effects (VFX).

Second Year - Degree Level

The second stage of the Bachelor of Arts (Hons) in Digital Film Making builds on the foundational film skills gained in the Diploma in Digital Film Production. The program allows students to broaden their creative horizons and undertake substantial self-initiated, digital film projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Film Practitioner. Supported by Middlesex University’s revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured Triple Module approach, the digital film making student can flexibly pitch and undertake project driven course initiatives. Film makers who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE 502)

This module aims to position film making knowledge and skills, acquired during the diploma phase, into a wider industry and cultural context. Students will take the existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design film projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial film production portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

Summary of Topics:

1) Structure of the creative media industries
   • Positioning in the industry
   • Technology, communication & media
   • Literate vs non-literate culture
   • Publishing & dawn of the industry
   • Analog culture
   • Rise of mass entertainment
   • Corporate structure of the media industry
   • Computing & digital culture
   • Convergence: alternative culture
   • Global culture industry.

2). Culture, cultural product and consumer
   • Culture & cultural object
   • Perceptual & structural variables
   • Genres cultures
   • Decoding culture
   • Metaphors and Controlling Ideas
   • Hits analysis

3). Pitching and marketing
   • Creating an “image” in the industry
   • Target audiences & market research
   • Target media – mass & online media
   • Press-kit components
   • Networking and scenes
   • Marketing strategies
   • Crafting the pitch

4). Related disciplines
   • Written & oral communication
   • Academic foundations - Referencing & plagiarism
   • Identifying related disciplines
   • Using Libraries and the Internet
   • Introduction to research methods

2. Advanced Film Practice (SAE 601)

This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized audio production challenges. Students are encouraged to identify, explore and evaluate advanced film making applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between creative film production and the legal, contractual and ethical requirements for professional practice. Students explore options for continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

Summary of Topics:

1). Continuing professional development
   • Professional attitudes
   • Defining yourself as a business entity
   • Researching opportunities in the industry
   • Industry investigation & attachment activity
   • Developing your portfolio & CV

2). Business & project management
   • Business models
   • Financial strategies
   • Models of project management
   • Leadership and teamwork
   • Quality assurance & quality management
   • Deals and negotiations

3). Legal, contractual and ethical issues
   • Contract negotiation
   • Business law
   • Intellectual property law
   • Ethics & values – systems of compliance

4). Advanced film applications
   • Advanced character & narrative development
   • Advanced visual FX
   • Advanced Digital Film Technology
   • Advanced cinematography & directing
   • Edutainment

3. Major Project (BA) (SAE 610) (Film)

The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:

• Potential avenues for research in the field
• Research methodologies relevant to the major project
• Development of project proposal & resources for the research project
• Advanced project development & management skills
### Interactive Animation - Course Structure

#### 1st Year - Diploma of Screen (Animation)

**Semester 1**
- 100.1: Communications and Computer Technologies
- 101.1: Introduction to Digital Imaging
- 100.2: Digital Audio and Video Production
- 102.2: Fundamentals of Drawing

**Semester 2**
- 102.1: Scriptwriting and Storyboarding
- 104.1: Principles of 2D Animation
- 103.1: Design for Interactive Entertainment
- 101.2: Principles of 3D Modelling

**Semester 3**
- 201.1: Interactive Animation
- 104.2: Advanced 2D Animation
- 201.2: Advanced 3D Animation
- 103.2: Game Level Design

**Semester 4**
- 202.1: Modelling Digital Environment
- 202.2: Interactive Entertainment Project

#### 2nd Year - Bachelor of Arts (Hons) in Interactive Animation

**Semester 5**
- SAE 502: Creative Media Practice

**Semester 6**
- SAE 601: Advanced Animation Practice

**Semester 7**
- SAE 610: Major Project (BA) (Animation)

### Course Info

**Qualification**
- Bachelor of Arts (Hons) in Interactive Animation

**Duration**
- 12 months Diploma + 12 months

**Degree (2nd Year Only):**
- Completion of at least two GCE O-Level or N-Level subjects including English (D7 and above) or ITE Certificate or completion of SAE Certificate; and
- Mature age of over 17 years;
- A high school transcript showing proof of satisfactory English to year 10 or higher.

### Interactive Animation Units

#### First Year - Diploma Level

**Module 100: Basic Media Studies**

100.1 Communications & Computer Technologies: This unit aims to build fundamental technological skills and associated cognitive abilities required for participation in the creative media industry. Emphasis is placed on developing a clear understanding of the role and function of computer technology in society, and competence in handling hardware and software applications as they relate to communications, information gathering and dissemination to the market.

100.2 Digital Audio & Video Production: In this unit, the theoretical and practical implications of the use of digital video and audio are examined. Students will be provided with a range of skills and theoretical knowledge necessary for the production of digital video and audio.

**Module 101: Introduction To Computer Graphics**

101.1 Introduction to Digital Imaging: A foundation course in the application of design principles and elements that is fundamental to all design activities. Students will enhance their knowledge and skills to effectively apply these principles and elements as well as critically evaluate their design processes.

101.2 Principles of 3D Modelling: An introductory course in 3D modelling. In this course, students will be exposed to a wide range of tools used in 3D modelling, and will develop skills in the construction and manipulation of 3D models.

**Module 102: Concept Development**

102.1 Scriptwriting & Storyboarding: This unit will introduce students to the concepts and practices of developing and actualising scripts and storyboards for projects in various media. The use of scripts, storyboards and animatics for different purposes and outcomes will also be examined and applied.

102.2 Fundamentals of Drawing

Students are introduced to the concepts and methodologies of drawing using a variety of media and concentrating on drawing from life, character design and construction.

**Module 103: Introduction to Game Design**

103.1 Design for Interactive Entertainment

Students are introduced to key theories, concepts and methodologies in design for interactive entertainment. They will critically analyse and evaluate a range of games and digital entertainment artifacts.
to develop an understanding of how to design interactive applications that are engaging, entertaining and targeted.

103.2 Game Level Design: Students are introduced to key theories, concepts, and methodologies of designing effective levels for a variety of different game types. Students examine the processes and issues involved. Students will undertake and report on research they have done, as well as produce examples of level design.

Module 104: 2D Animation

104.1 Principles of 2D Animation: This is an introductory unit in 2D animation. Students will study the historical context of 2D animation, its current applications, animation principles, and styles and methods of animation – with emphasis on 2D digital animation.

104.2 Advanced 2D Animation: This unit builds on MED102: Principles of 2D Animation and focuses on the development of advanced 2D animation skills. Students will develop character animation techniques, use sound to enhance animation, and develop knowledge and skills in character drawing, depicting weight and motion, keyframe animation, in betweening, and lip-syncing.

Module 201: 3D Animation

201.1 Interactive Animation: This unit explores the creation of interactive animation for games and simulations. It examines user expectations and human-computer interaction, looking at the most effective methods of creating real-time animation.

201.2 Advanced 3D Animation: This unit builds on MED103: Principles of 3D Modelling and focuses on the design of 3D character set-ups, the fundamentals of lighting, lip-syncing and composition and advances the traditional animation principles as applied to 3D animation.

Module 202: Animation Production

202.1 Modelling Digital Environments: This unit introduces students to the concepts and practices used in creating digital environments for use in computer games and film and television. Students will examine the relationship between characters, their environment, and its influence on game play and storytelling.

202.2 Interactive Entertainment Project: Requires students to complete the design of a client-driven project in the field of entertainment. Incorporating the key elements of their field of study, Students are to maintain a record of their work and produce a report and present their design activities

2. Advanced Animation Practice (SAE 601)

The second stage of the Bachelor of Arts (Hons) in Interactive Animation builds on the solid animation skills gained in the Diploma of Screen (Animation). The program allows students to broaden their creative horizons and undertake substantial self-initiated animation projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Animator. Supported by Middlesex University’s revolutionary pedagogy of Learning Narratives (LUNs), featuring a flat, open structured triple module approach, the animation student can flexibly pitch and undertake project driven course initiatives. Animators who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE 502)

This module aims to position animation knowledge and skills, acquired during the diploma phase, into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design animation projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial animation portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

Summary of Topics:
1. Structure of the creative media industries
   • Positioning in the industry
   • Technology, communication & media
   • Literate vs non-literate culture
   • Publishing & dawn of the industry
   • Analog culture
   • Rise of mass entertainment
   • Corporate structure of the media industry
   • Computing & digital culture
   • Convergence culture/fan culture
   • Global culture industry.
2. Culture, cultural product and consumer
   • Culture & cultural object
   • Perceptual & structural variables
   • Genre cultures
   • Decoding culture
   • Metaphors and Controlling Ideas
   • Hits analysis and WOWs
3. Pitching and marketing
   Creating an “image” in the industry
   • Target audiences & market research
   • Target media – mass & online media,
   • Press-kit components
   • Networking and scenes
   • Marketing strategies
   • Crafting the pitch
4. Related disciplines
   • Written and oral communication
   • Academic foundations - referencing & plagiarism
   • Identifying related disciplines
   • Using libraries and the Internet
   • Introduction to research methods

2. Business & project management
   • Business models
   • Financial strategies
   • Models of project management
   • Leadership and teamwork
   • Quality assurance & quality management
   • Deals and negotiations

3. Legal, contractual and ethical issues
   • Contract negotiation
   • Business law
   • Intellectual property law
   • Ethics & values – systems of compliance

4. Advanced animation applications
   • Advanced character & narrative development
   • Advanced visual FX
   • Advanced Animation Technology
   • Edutainment

3. Major Project (BA) (SAE 610) (Animation)

The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

Summary of Topics:
• Potential avenues for research in the field
• Research methodologies relevant to the media or project
• Development of project proposal & resources for the research project
• Advanced project development & management skills
### OVERVIEW

#### Games Programming - Course Structure

**1st Year - Diploma of IT (Games Programming)**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100.1: Communications and Computer Technologies</td>
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<tr>
<td></td>
<td>101.1: Introduction to Digital Imaging</td>
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<td></td>
<td>100.2: Object-Oriented Programming</td>
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<td></td>
<td>102.2: Games Systems Design</td>
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<td>2</td>
<td>102.1: Scriptwriting and Storyboarding</td>
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<tr>
<td></td>
<td>104.1: Games Programming I</td>
</tr>
<tr>
<td></td>
<td>103.1: Design for Interactive Entertainment</td>
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<tr>
<td></td>
<td>101.2: Principles of 3D Modelling</td>
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<tr>
<td>3</td>
<td>104.2: Games Programming II</td>
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<tr>
<td></td>
<td>103.2: Games Level Design</td>
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<td></td>
<td>201.1: Mathematics of Game Programming</td>
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<td></td>
<td>201.2: Games Programming III</td>
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<tr>
<td>4</td>
<td>202.1: AI &amp; Agent Systems</td>
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<td></td>
<td>202.2: Interactive Entertainment Project</td>
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</table>

#### Point of completion for Diploma of IT (Games Programming)

**2nd Year - Bachelor of Science (Hons) in Games Programming**

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
<th>Semester 7</th>
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</thead>
<tbody>
<tr>
<td>SAE 502: Creative Media Practice</td>
<td>SAE 601 Advanced Games Development Practice</td>
<td>SAE 620 Major Project (BSc) (Games)</td>
</tr>
</tbody>
</table>

#### Point of completion for Bachelor of Science (Hons) in Games Programming

### COURSE INFO

#### Qualification
- Bachelor of Science (Hons) in Games Programming
- Diploma of IT (Games Programming)

#### Duration
- 12 months Diploma + 12 months Degree full-time

#### Entry Requirements
- **Diploma & Degree:**
  - Completion of at least two GCE O-Level or N-Level subjects including English (D7 and above) or ITE Certificate or completion of SAE Certificate; and
  - Mature age of over 17 years;
  - For international students:
    - IELTS overall band score 6.0 or above; or
    - TOEFL overall grade of 550 or above (paper-based); or
    - TOEFL overall grade of 213 or above (computer-based); or
    - TOEFL overall grade of 79 or above (Internet-based); or
    - A high school transcript showing proof of satisfactory English to year 10 or higher.

- **Degree (2nd Year Only):**
  - Completion of SAE Diploma of IT (Games Programming) or equivalent; and
  - Mature age of over 17 years;
  - For international students:
    - IELTS overall band score 6.0 or above; or
    - TOEFL overall grade of 550 or above (paper-based); or
    - TOEFL overall grade of 213 or above (computer-based); or
    - TOEFL overall grade of 79 or above (Internet-based); or
    - A high school transcript showing proof of satisfactory English to year 10 or higher.

#### GAMES PROGRAMMING UNITS

**First Year - Diploma Level**

**Module 100: Basic Media Studies**

**100.1 Communications & Computer Technologies:** This unit aims to build fundamental technological skills and associated cognitive abilities required for participation in the creative media industry. Emphasis is placed on developing a clear understanding of the role and function of computer technology in society, and competence in handling hardware and software applications as they relate to communications, information gathering and dissemination to the market.

**100.2 Object Orientated Programming**

In this unit, students are introduced to programming fundamentals for computer applications. Students will study the basic skills in the development of computer applications, as well as applying object-oriented concepts and modular programming techniques.

**Module 101: Introduction To Computer Graphics**

**101.1 Introduction to Digital Imaging:** A foundation course in the application of design principles and elements that is fundamental to all design activities. Students will enhance their knowledge and skills to effectively apply these principles and elements as well as critically evaluate their design processes.

**101.2 Principles of 3D Modelling:** An introductory unit in 3D modelling. In this course, students will be exposed to a wide range of tools used in 3D modelling, and will develop skills in the construction and manipulation of 3D models.

**Module 102: Production Planning**

**102.1 Scriptwriting & Storyboarding:** This course will introduce students to the concepts and practices of developing and actualising scripts and storyboards for projects in many media. The use of scripts, storyboards and animatics for different purposes and outcomes will also be examined and applied.

**Module 103: Introduction to Games Design**

**103.1 Design for Interactive Entertainment**

Students are introduced to key theories, concepts and methodologies in design for interactive entertainment. They will critically analyse and evaluate a range of games and digital entertainment artifacts to develop an understanding of how to design interactive applications that are engaging, entertaining and targeted.

**103.2 Games Level Design**

**Module 104: Mathematics of Game Programming**

**104.1 Games Programming I**

**104.2 Games Programming II**

**201.1 Mathematics of Game Programming**

**201.2 Games Programming III**

**Module 201: Mathematics of Game Programming**

**202.1 AI & Agent Systems**

**202.2 Interactive Entertainment Project**

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For international students:
- Mature age of over 17 years;
- Completion of SAE Diploma of IT (Games Programming) or equivalent; and
- IELTS overall band score 6.0 or above; or
- TOEFL overall grade of 550 or above (paper-based); or
- TOEFL overall grade of 213 or above (computer-based); or
- TOEFL overall grade of 79 or above (Internet-based); or
- A high school transcript showing proof of satisfactory English to year 10 or higher.
are introduced to key theories, concepts, and methodologies of designing effective levels for a variety of different game types. Students examine the processes and issues involved. Students will undertake and report on research they have done, as well as produce examples of level design.

Module 104: Introduction to Games Programming

104.1 Games Programming I: This is a foundation course in the application development of computer games. Students will study the core development processes involved in the creation of computer games and learn programming techniques used to develop 2D computer games using current game development techniques.

104.2 Games Programming II: This unit builds on and extends the student’s games programming skill set by focusing on the development of 3D rendering techniques and games engines.

Module 201: Advanced Games Programming

201.1 Mathematics of Games Programming: A foundation unit in the application of mathematics for the development of game environments. Students will study the essentials of trigonometry, matrices, physics simulations and collision detection systems in the context of games and player actions.

201.2 Games Programming III: Students will study in the field of network programming, to aid in the development of multi-user environments. Students will be introduced to the basics of electronic communications, such as packets and communication protocols, and also the role entity management plays in a Multi-user game.

Module 202: Advanced Games Development

202.1 AI & Agent Systems: Focuses on the concepts of artificial intelligence (AI) and its specific use in relation to agents and agent systems within the computer games environment. Students will study several techniques in the field of AI and its application to the design and development of computer games.

202.2 Interactive Entertainment Project: Requires students to complete the design of a client-driven project in the field of entertainment. Incorporating the key elements of their field of study. Students are to maintain a record of their work and produce a report on and presentation of their design activities.

Second Year - Degree Level

The second stage of the Bachelor of Science (Hons) in Games Programming builds on the solid game development skills gained in the Diploma of IT (Games Programming). The program allows students to broaden their creative horizons and undertake substantial self-initiated, game development projects, underpinned by a strong industry and academic focus, that will help them build an enduring career as a 21st Century Games Programmer. Supported by Middlesex University’s revolutionary pedagogy of learning Narratives (LUNs), featuring a flat, open structured Triple Module approach, the games programming student can flexibly pitch and undertake project driven course initiatives. Game Developers who wish to upgrade their qualifications and undertake specialized research and development can also apply to enter this second year program.

1. Creative Media Practice (SAE 502)

   This module aims to position game development knowledge and skills, acquired during the diploma phase into a wider industry and cultural context. Students will take their existing skills and adapt them for targeted markets, cultures and platforms, challenging them to pitch and design game projects requiring the identification, exploration and application of new skills, techniques and insights. Assessment for this module requires students to complete a substantial game development portfolio coupled with an in-depth investigation into targeted media platform, culture and audience.

   Summary of Topics:
   1. Structure of the creative media industries
   2. Positioning in the industry
   3. Technology, communication & media
   4. Literate vs non-literate culture
   5. Publishing & dawn of the industry
   6. Analog culture
   7. Rise of mass entertainment
   8. Corporate structure of the media industry
   9. Computer & digital culture
   10. Convergence culture
   11. Global culture
   12. Culture, cultural product and consumer
   13. Culture & cultural object
   14. Perceptual & structural variables
   15. Genre cultures
   16. Decoding culture
   17. Metaphors and Controlling Ideas
   18. Hits analysis and WOWs
   19. Pitching and marketing
   20. Creating an “image” in the industry
   21. Target audiences & market research
   22. Target media – mass & online media
   23. Press-kit components
   24. Networking and scenes
   25. Marketing strategies
   26. Crafting the pitch
   27. Related disciplines
   28. Written and oral communication
   29. Academic foundations - referencing & plagiarism
   30. Identifying related disciplines
   31. Using libraries and the Internet
   32. Introduction to research methods

2. Advanced Games Development Practice (SAE 601)

   This module builds on previous knowledge and skills by engaging in more conceptually and technically advanced and specialized game development challenges. Students are encouraged to identify, explore and evaluate advanced games applications through lectures, workshops, research and by managing a professional project. In their assessment, they are required to examine the tensions between games programming and legal, contractual and ethical requirements for professional practice. Students explore options for their continued professional development through direct research in their local and regional industries. They are encouraged to seek professional placement and to pitch creative ideas and projects to industry players.

   Summary of Topics:
   1. Continuing professional development
   2. Professional attitudes
   3. Defining yourself as a business entity
   4. Researching opportunities in the industry
   5. Industry investigation & attachment activity
   6. Developing your portfolio & CV

3. Major Project (BSc) (SAE 620) (Games)

   The major project is self-generated and may take one of many different forms. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture. The final deliverable will be of a calibre that will help progress the student into employment or postgraduate work. The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial level three project. Central to the module is an exploration of research methodologies and how they may be successfully employed. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

   Summary of Topics:
   • Potential avenues for research in the field
   • Research methodologies relevant to the major project
   • Development of project proposal & resources for the research project
   • Advanced project development & management skills
OVERVIEW

Digital Journalism - Course Structure

1st Year - Diploma of Digital Journalism

Semester 1

- 100.1: Foundations of Journalism
- 101.1: Principles of Sound and Sound Production
- 102.1: Scriptwriting and Storyboarding
- 103.1: Digital Photography

Semester 2

- 100.2: Writing Skills for Journalism
- 101.2: Introduction to Audio Technology
- 102.2: Digital Audio and Video Production
- 103.2: Multimedia Graphic Design

Semester 3

- 201.1: Research Methods
- 104.2: Studio Production
- 104.1: Audio Visual Production
- 201.2: Web Technology

Semester 4

- 202.1: Journalism Practice
- 202.2: Editorial Production

Point of completion for Diploma of Digital Journalism

DIGITAL JOURNALISM UNITS

Module 100: Introduction to Journalism

100.1 Foundations of Journalism: This unit is a guide to the fundamentals of news media. It aims to enable students to develop an understanding of journalism and how the global news media works. The course provides a solid foundation in the history of journalism, changes in media, law and ethics, as well as providing an industry overview.

100.2 Writing Skills for Journalism: Students are introduced to descriptive, expository, and persuasive writing techniques essential for modern journalism. Emphasis will be placed on grammar, syntax and journalist style, with a focus on writing for credibility and avoiding logical fallacies.

Module 101: Introduction to Audio Production

101.1 Principles of Sound and Sound Production: This unit deals with the theory of sound and characteristics of the human ear which affect the human perception of sound. Students are guided through the sound production process and equipment requirements for sound production.

101.2 Introduction to Audio Technology: Students are introduced to equipment used in sound production. A practical hands on approach to this unit enables them to develop a thorough working knowledge of such equipment.

Module 102: Video Narrative

102.1 Scriptwriting and Storyboarding: This unit will introduce students to the concepts and practices of developing and actualising scripts and storyboards and animatics for projects in many media.

102.2 Digital Audio & Video Production: In this unit, the theoretical and practical implications of the use of digital video and audio are examined. Students will be provided with a range of skills and theoretical knowledge necessary for the production of digital video and audio.

Module 103: Visual Design

103.1 Digital Photography: This module introduces the fundamentals of photojournalism. Students will learn how to capture images on the move that will support their print journalism in a variety of areas, such as feature news, sports, and glamour. Computer-based imaging, editing, and enhancement will also be covered.

103.2 Multimedia Graphic Design: This foundation unit will introduce students to specific multimedia, graphic and typographical tools used in the field. Student will learn basic design theory, and how to critically evaluate visual design elements.

Module 104: Audio Production

104.1 Audio Visual Production: This unit aims to install a basic working knowledge of the stages and technologies involved in a digital film project with particular emphasis on the editing process.

104.2 Studio Production: This unit deals with the sound recording studio and students are taught proper production and post production techniques required to achieve quality sound production content.

Module 201: Journalism Techniques

201.1 Research Methods: This unit will provide students with analytical research abilities that are fundamental for informed journalism. Emphasis will be on critical thinking skills needed to evaluate potential research methodologies and analysis, interviewing and surveying techniques, Internet and print-based sources.

201.2 Web Technology: This unit introduces students to different tools needed to become an online journalist. This course will teach basic website design using static code in HTML and CSS and various content management systems so that students will learn how to integrate text, design, and audio visual elements into a seamless whole.

Module 202: Advanced Journalism

202.1 Journalism Practice: This unit equips students with the skills they need in the field to move from basic preparations to a finished piece of new media journalism. Students will hone their observation skills and learn important time management skills. Student will also learn about the business aspects of journalism, the importance of PR and how to pitch freelance work.

202.2 Editorial Production: This unit prepares students to report, write and present news for radio, television and any electronic media. Working in teams, students will learn how to produce an online news magazine using integrated design of print, audio, and visual media.
## Music Business - Course Structure

### 1st Year - Diploma in Music Business

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<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
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</thead>
<tbody>
<tr>
<td>Communications &amp; Computer Technologies</td>
<td>The Recording Business</td>
<td>Multimedia &amp; Web Development</td>
<td>201 Music Business Portfolio 2</td>
</tr>
<tr>
<td>100.1</td>
<td>102.1</td>
<td>104.1</td>
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</tr>
<tr>
<td>Copyrights &amp; Music Publishing</td>
<td>102.2</td>
<td>Music Video Production</td>
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</tr>
<tr>
<td>101.1</td>
<td>Artist Management</td>
<td>Business &amp; Legal Studies</td>
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<tr>
<td>Industry Perspectives</td>
<td>Promotion &amp; Marketing</td>
<td>Entertainment &amp; Media Distribution</td>
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<td>Audio Production</td>
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<td>Music Business Portfolio 1</td>
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### Point of completion for Diploma in Music Business

#### MUSIC BUSINESS UNITS

**SEMESTER 1**
- **MBD100.1 Communications & Computer Technologies:** This unit aims to give a basic knowledge to communicating effectively on a personal and professional basis. It also gives an overview of how computer technology is involved in communication. The students will study the theories of communication and learn how to apply those within multimedia and interactive entertainment resources with the means of computer technology.

- **MBD101.1 Copyrights & Music Publishing:** This unit is designed as an introduction to the modern music publishing business. It gives students a broad based foundation to build from on topics such as copyright, publishing, income sources and film composition.

- **MBD102.1 Industry Perspectives:** This unit is designed to give students a broad-based perspective on the music industry. Students will learn about the history and development of the music business and the various roles and positions that make up the modern music industry.

- **MBD102.2 Audio Production Students In this unit students are given an overview of the record studio and various production techniques. Budget considerations for the production of an album are also discussed in this module.**

**SEMESTER 2**
- **MBD102.1 The Recording Business:** This unit is designed to give students a working knowledge of record label operations. It will offer insights into the various roles that are available inside a major or independent label, and what goes into getting an artist signed to a record deal.

**MBD102.1 Artist Management:** This unit will investigate the basic concepts of artist management and various business entities for effective management. It will explore the responsibilities of the personal and business manager, booking agent, tour manager, attorney and other representatives as they relate to the development and maintenance of the artist's career.

**MBD103.1 Promotion & Marketing:** This unit is designed to give students the knowledge they need to effectively market an artist in the modern music business. Students will gain skills in Internet marketing, selling a vision, and creating a press kit. They will also gain knowledge in marketing concepts, promotions and merchandising.

**MBD103.2 Music Business Portfolio 1:** This unit involves a real world exercise culminating in a portfolio of work demonstrating learning over the first two semesters. Working with a band or artist, students will develop an artist brand and basic artist management strategy, organize and conduct a demo recording session and develop an artist career and branding strategy. Students will present their work in a portfolio presentation.

**SEMESTER 3**
- **MBD104.1 Multimedia & Web Development:** This unit introduces students to different tools needed to become a multimedia web designer. This course will guide students through creating basic websites using static code in HTML and CSS. In addition, this unit will introduce different online content management systems, industry standard software platforms, and techniques covering essential concepts and various trends used in web design today.

### COURSE INFO

#### Qualification
- **Diploma in Music Business**

#### Duration
- **12 months full-time**

#### Entry Requirements:
- Completion of at least two GCE O-Level subjects including passing of English or equivalent or completion of SAE certificate; and
- Mature age of over 17 years; For international students: - IELTS overall band score 6.0 or above; or - TOEFL overall grade of 550 or above (paper-based); or - TOEFL overall grade of 213 or above (computer-based); or - TOEFL overall grade of 79 or above (internet-based); or - A high school transcript showing proof of satisfactory English to year 10 or higher.

**MBD104.2 Music Video Production:** This unit covers the history of music video and the most recent developments. Topics include production planning (budgeting and scheduling), scripting and music video production techniques.

**MBD200.1 Business & Legal Studies:** This unit covers legal and business aspects of the music industry. Topics such as contract law, advanced copyrights, advanced record contracts and other contractual agreements, business planning and accounting procedures and financial strategies are analyzed to ensure graduates are able to build a strong legal and business framework for themselves and their clients.

**MBD200.2 Entertainment & Media Distribution:** This unit is designed to give students a working knowledge of modern distribution methods in the music and entertainment business. Students will learn about traditional music format sales and distribution, sales tracking as well as online distribution and distribution through radio markets. Students will apply basic market research methods for customer profiling.

**MBD201 Music Business Portfolio 2:** This unit is designed to be the final culminating project of the Music Business Diploma. It allows students to put into practice in a real world scenario all the things they have learned during the course. This will include students creating a press kit, marketing materials, and promoting their artist, making their recordings available for sale and completing a business plan. Students will present their work in a final portfolio presentation, hone their observation skills and learn important time management skills. Student will also learn about the business aspects of journalism, the importance of PR and how to pitch freelance work.
SAE Institute is a world-class provider of audio, multimedia, games, animation and filmmaking education with a commitment to the principles of cultural diversity, equal opportunity and ethical work practices.

The following information is provided to ensure a clear understanding of SAE Institute’s operating policies and procedures and we encourage all prospective students to read these pages carefully. If you have any questions regarding the governance of SAE Institute’s programs, please contact your local Institute who will be glad to assist.

ADMISSION Applicants for all courses must be of a minimum age of 17 years. All applicants should provide evidence of 10-12 years of school-level education. Applications are reviewed by Admissions and appropriate determinations made regarding applicants’ suitability for courses.

ENROLMENT IN PERSON Enrolment in person is accepted during office hours, preferably by appointment.

ENROLMENT BY MAIL Enrolment by mail will be accepted if all admission requirements have been met, pending the availability of selected courses.

COLLEGE TOURS The Institute is open daily for studio tours and career interviews. Arrangements for a personal inspection can be made by telephone.

PUBLIC HOLIDAYS Interruptions to our courses are kept to a minimum. The dates for all forthcoming holidays are displayed on Institute notice boards. The Institute observes all official public holidays.

RECOGNITION OF PRIOR LEARNING (RPL) Students enrolling in our programs may request credit for previous relevant training and substantial, demonstrable industry experience. If credit is given, program length may be shortened (applicable to local students only) and the tuition fees may also be reduced accordingly. Applicants will need to provide suitable evidence in order to qualify for recognition of prior learning and/or experience and credit is awarded at the discretion of the relevant Head of Department. For international students, the subsequent study undertaken with SAE Institute located in Singapore must be on a full-time basis. More details regarding RPL procedures and associated costs can be obtained from your local SAE Institute.

MUTUAL RECOGNITION SAE recognises the qualifications and statements of attainment issued by other Private Education Institution and Government Educational Facilities.

TEACHING METHODS Courses at SAE Institute are taught through a combination of formal lectures, seminars and tutorials. In addition, students are required to undertake a significant amount of supervised laboratory work utilising Institute practical facilities including computer workstations, audio, multimedia, animation, games and film studios.

ASSESSMENT METHODS Assessment methods adopted will be dependent upon the program for which a student is enrolled but will generally include written and oral examination, practical demonstration and assignments, and written submissions. Grading incorporates standard marking and competency-based criteria.

TEACHING HOURS One clock hour is equivalent to 50 minutes of teaching with a 10 minute break.

BREAKS Courses are scheduled continuously throughout the year except for Public Holidays and a two week break around July and December.

CLASS SIZES We have a low teacher-student ratio at 1:20 (diploma) and 1:30 (degree). Studio time is usually allocated on an individual basis. Some special practical lectures are conducted in small groups.

PRACTICAL BOOKINGS Practical time is allocated on an individual or group basis and fully supervised by our qualified staff. Practical sessions can be booked by students on a weekly basis during the operating hours of the Institute. Practical assignments must be completed within the specified deadlines and attendance at supervised sessions is mandatory.

STUDENT SUPPORT Students may seek the advice from their Head of Department (HOD) or Student Services for any matters regarding attendance, tuition fees, vocational advice and academic progress. Management and other support staff are available by appointment.

LEARNING SUPPORT Students experiencing learning difficulties may request additional learning support. Appropriate support will be recommended on an individual basis after discussion with the Head of Department (HOD).

RETAkes If a student fails a program, he or she may repeat the required units of the program. For international students this is subject to Singapore Immigration Authority’s student visa approval. Repeated sections will be billed at the program fee current at the time of retake.

PERSONAL DETAILS SAE Institute treats all student data as private and confidential and will, generally, only divulge such information to third parties when required to do so by law or for operational purposes. Parents and sponsors will only be provided with information if expressed, written permission has been granted by the student and students are required to advise such interested parties to this effect. In keeping with Singapore immigration law, certain student data may be communicated to Government authorities. Students are required to immediately inform the Institute of any changes to Singapore contact details. For International Students, failure to do so is considered a breach of visa conditions and will result in cancellation of the visa.

EMAIL ACCOUNT & CONTACT NUMBER Students are required to maintain an active email account and contact number whilst attending the Institute. This will be used to communicate course-related matters and students must ensure that SAE Institute is in possession of their current email address and contact number at all times.

FEES AND REFUND POLICIES Please refer to the Registration Agreement and the Student Contract.

ISSUE OF RECEIPTS For every payment made by the student to SAE Institute, the Institute shall issue a receipt to the student stipulating (i) the amount paid, (ii) the date of payment and (iii) the purpose of such payment (with a proper breakdown of the payment amount, where applicable).

ATTENDANCE REQUIREMENTS SAE Institute full-time courses require a minimum attendance of 20 - 25 hours per week for theoretical training, supervised practical laboratories, group work and relevant excursions. Taking into account additional self-directed study time, students may be required to commit to as many as 36 hours per week in total.

SAE Institute operates a minimum attendance requirement of 80% at all formal classes and practical sessions. Failure to meet this requirement, may result in a student not being allowed to continue with a course. In addition, the Institute is required, under Singapore law, to monitor foreign student attendance and report breaches of attendance regulations.

Non-attendance of classes or practical sessions does not release a student from their obligation to pay fees and does not constitute a course cancellation or deferment.

PROBATION A student who fails to achieve an adequate academic record will be placed on probation for a period up to 8 weeks. If the student’s academic performance does not improve in that period, he/she may be dismissed.
POLICIES AND PROCEDURES CONT.

TRANSFERRING All or part of a program may be completed at any SAE Institute where a similar program is on offer, subject to certain conditions. Fees in credit will be transferred to the new location.

DEFERMENT and CANCELLATION Please refer to the Registration Agreement and Student Contract.

CHANGE OF PROGRAM SAE Institute reserves the right to change the content of a program in which students are enrolled to allow for new developments and techniques to be incorporated and inappropriate subjects and software to be omitted.

VISITORS RESPONSIBILITIES Visitors accompanying students to the Institute must abide by the rules and regulations of the Institute and register with Reception. Responsibility for all equipments and fixtures during sessions rests with the student. Guests' personal equipment is not covered by the SAE insurance policies.

TAPES AND OTHER STORAGE MEDIA During the program, students will be required to provide media such as CD-ROMs and DVDs, tapes, discs, secondary storage and backup media including removable hard disk drives and other magnetic, solid-state or optical storage media for their personal use. This includes internal computer hard disk drives and multitrack audio tapes.

EQUIPMENT USE Students are responsible for the care and safekeeping of all equipment used during practical sessions. If equipment is lost or damaged because of a student's failure to observe correct operating procedures or exercise due care, the student will be held liable for the cost of repairing or replacing the equipment.

EQUIPMENT BREAKDOWN In the event of equipment failure during a student's practical session, the student should notify an SAE Technical Support Officer (TSO) giving full details of the malfunction. A student who loses practical time due to equipment breakdown, which has not resulted through any fault of their own, will have their practical time re-scheduled.

RESERVED RIGHTS AND STUDENT CONDUCT Students are expected to conduct themselves in a responsible and considerate manner whilst studying in SAE Institute. If a student's conduct is, in the opinion of the General Manager, unsuitable, SAE Institute reserves the right to expel a student. Expulsion may be necessary if:

• The student fails to comply with any of the Institute regulations detailed in this supplement or in material provided after course commencement (including the Student Handbook).
• Fees are not paid.
• The student makes racist or sexist remarks that are offensive to others.
• The student is absent from more than 10% of classes or the incidence of late attendance is more than 10% without medical certification or the prior approval of SAE staff.
• The student's obvious lack of practice and enthusiasm causes a hindrance to the progress of the class.
• A student's standard of personal hygiene is offensive to other students and staff.
• A student is found to be cheating.
• A student undertakes any illegal act whilst on Institute premises or is found guilty of such an act by a Court of Law whilst registered at the Institute.

These reserved rights are not exclusive.

GRADUATION REQUIREMENTS For students to graduate they must achieve a pass grade of 16 in all modules and have a minimum attendance record of 90%.

IDENTIFICATION CARD Current SAE Institute students will be provided with an identification card. The card is used to gain access to Institute facilities. Upon application, students must supply the Institute with 2 passport-size photographs and the student card deposit.

STUDENTS FEE PROTECTION SCHEME (FPS) SAE Institute hereby confirms and undertakes to the Student that it has in place a Fee Protection Scheme which is compulsory for PEIs that wish to collect more than two months of fees at a time from students.

The Fee Protection Scheme (FPS) serves to protect students’ fees in the event a SAE Institute is unable to continue operating due to insolvency, and/or regulatory closure. The Fee Protection Scheme also protects students if SAE Institute fails to pay penalties or return fees to the students arising from judgement made against it by the Singapore courts.

The insurance provider for SAE Institute located in Singapore is Lonpac Insurance Bhd, a Council for Private Education appointed insurance company. The insurance fee is 0.75% (+7% GST) of the insured course fees* and it is payable to SAE Institute together with the course fee.

In the event of withdrawal by the student, the insurance fee will be refundable according to Tokio Marine Insurance calculations. For more details on FPS including its benefits, please visit www.cpe.gov.sg

*Scheduled course fees consists of course fee excluding 7% GST.

SCHOOL AGE DEPENDENTS If you are intending to come to Singapore with school age dependents, you will be required to pay the full fees for their compulsory schooling.
The Application Form & Contract

The application form is available in a separate booklet called “Application Form & Fees”. Additional copies are available at the reception desk and downloadable at http://singapore.sae.edu/en-gb/content/2860/Downloads

Applicants who have fulfilled the entry requirements will receive a notification of offer and a student contract for the course. Students will be required to sign the student contract and put in place a Fee Protection Scheme upon the first payment of the course fee and have the original completed contract signed and returned to SAE Institute. Please retain a copy for your records. Ensure that you have read and understood the terms of the Registration Agreement prior to making any payment towards your course.

How to Apply

Carefully read all documents before submitting any forms. Contact SAE Institute Student Admin Services to gain assistance in completing forms or to have any questions answered.

- Complete all the required sections throughout the Application Form and Registration Agreement.
- Print clearly in block letters, using a black or blue pen.
- Print an X in the appropriate boxes.
- Attach all required documentation.
- Retain a copy for your records and send the original via post or email to the SAE campus that you are applying to.

Closing Dates for Applications

Applications will be assessed for eligibility up until three (3) weeks for local students and eight (8) weeks for international students before the advertised commencement date of that course. Places in the course are capped and filled on a date-received priority. The earlier the application is made, the more likely the applicant is to receive a place in the course. If the student is not able to commence the course on the scheduled commencement date, they may postpone commencement by contacting SAE Institute Student Admin Services.

Essential Supporting Documents

All applications must include verified copies of the following documents, in English:
- Final transcripts of any secondary or tertiary studies indicating the units/subjects attempted and proof of completion.
- Photographic identification, including current contact information. (eg. Passport or NRIC or employment pass).
- 2 passport sized photographs.
- English Language test results (if applicable).
- Malaysian ID (if applicable)
- Please do not send original documents as they will not be returned.

Correctly Verified Documents

Copies of official documents included with the application must be in English and verified as being a true and accurate copy of the original. The records department of the institute that originally issued the document(s); or anyone currently employed as a professional person can verify copies.

The person verifying the documents must write “This is a true copy of the original document sighted by me” and should sign and print the following details: name; address; date; profession or occupation; organisation and registration number (where applicable); and the date verified.

Students Fee Protection Scheme (FPS)

SAE Institute hereby confirms and undertakes to the Student that it has in place a Fee Protection Scheme which is compulsory for all foreign students who wish to study in Singapore. The completion of the FPS serves to protect students’ fees in the event a SAE Institute is unable to continue operating due to insolvency, and/or regulatory closure. The Fee Protection Scheme also protects students if SAE Institute fails to pay penalties or return fees to the students arising from judgement made against it by the Singapore courts.

The insurance provider for SAE Institute located in Singapore is Lonpac Insurance Bhd, a Council for Private Education appointed insurance company. The insurance fee is 0.75% (+7% GST) of the insured course fees and is payable to SAE Institute together with the course fee.

In the event of withdrawal by the student, the insurance fee will be refundable according to Lonpac Insurance Bhd Insurance Calculations.

For more details on FPS including its benefits, please visit www.cpe.gov.sg
*Insured course fees consists of course fee excluding 7% GST.

Student Selection Procedures

SAE Institute endeavours to provide an environment where access to courses and financial support is not limited on the basis of age, gender or sexual or political orientation, social status or ethnic background, religion or physical or intellectual disability.

Entry Requirements and Acceptance

Entry requirements are detailed in the course information sections throughout this prospectus. Admission to a program may be denied or cancelled if the applicant has not demonstrated sufficient proficiency in previous studies or if statements made by an applicant in their enrolment/admission forms or documents are shown to be false. Acceptance of a place in a course, by signing and submitting the Student Registration Agreement to SAE Student Services, shall be taken to constitute acceptance of all published regulations, policies and procedures pertaining to SAE programs. SAE Institute policies and procedures are published in the student handbook which is downloadable from the website.

English Language Proficiency

Applicants must be proficient in writing, reading and speaking English. Where the applicant’s first language is not English they must meet the English language proficiency requirements to be admitted into a course.

How to Pay Fees

For details on the amounts of each payment, please consult the separate Program Costs and Commencement Dates Document available in the Application Form & Fees booklet.

With the Fee Protection Scheme, SAE Institute may collect up to a maximum of 6 months of course fees in advance. If it’s Edutrust certified, it may collect up to a year’s fees. Please contact the Student Admin Services for more details on methods and timing of payments if you intend to go for the upfront payment plan.

Payment of the application fee and course fees may be made by:
1. Bank cheque (in Singapore dollars), made payable to SAE Institute Pte Ltd
2. Money order
3. Cash (in person at SAE Institute)
4. Electronic bank transfer

Fee Payment

Account Name: SAE Institute Pte Ltd
Bank: Citibank N.A., Singapore
Code: 7214
Branch No.: 001
Account No.: 0856324001
Swift Code: CITISGSJSG
Address: Citibank N.A., Singapore Branch 8 Marina View
#16-01 Asia Square Tower 1 Singapore 019860

When paying by bank transfers, please supply full student name and course code as a reference so that your payment can be accurately traced to avoid delays. Please do not mail cash.

To avoid possible delays in course commencement, International students are strongly advised to be present at SAE Institute 3 weeks prior to commencement for the signing of student contract, fee payments and other administrative matters.

Policies and Procedures

A comprehensive list of policies and procedures are available in the student handbook and will be given on the first day of class. It is also downloadable from the website downloads. Students are to sign an acknowledgement form upon reading it.

Continuous Improvement and Changes

SAE Institute adopts a process of continuous improvement. Therefore all courses, resources, equipment and units of study are subject to change.

SAE Institute reserves the right to vary the units of study offered in any semester.

Campus Contact

The Course Consultant and Student Services, located at SAE Institute, are available to provide tours of the campus and personally assist applicants with their questions and SAE Institute application processes.

SAE Institute is located at:
The Riverwalk Galleria
20 Upper Circular Road #01-42/49
Singapore 058416
T: +65 6333 4384
F: +65 6333 4347
E: singapore@sae.edu

Page 18 SAE Institute - Course Information
# SAE Enrollment Process

## Local Student

**Step 1**
Complete and Sign the Application Form and Registration Agreement, include copies of all supporting documents (please refer to pg. 18). Submit your application to SAE Institute by courier or in person to SAE Institute campus. Students are to pay the application fee at this stage.

<table>
<thead>
<tr>
<th>Step</th>
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</thead>
<tbody>
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<td>Application</td>
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**Step 2**
SAE Institute will assess the application to check that all entry requirements, and where applicable course pre-requisites are met. Any credit (RPL or Advanced Standing) request will be processed.

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<td>Step 2</td>
<td>SAE Institute will assess the application to check that all entry requirements, and where applicable course pre-requisites are met. Any credit (RPL or Advanced Standing) request will be processed.</td>
<td>Assessment</td>
</tr>
</tbody>
</table>

**Step 3**
Notification of Offer and a Student Contract will be sent (via email) to applicants for their application.

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<tbody>
<tr>
<td>Step 3</td>
<td>Notification of Offer and a Student Contract will be sent (via email) to applicants for their application.</td>
<td>Notification of Offer</td>
</tr>
</tbody>
</table>

**Step 4**
Student contract is to be signed by both parties (SAE and student). This is followed by the payment of FPS, full course fees according to instructions on page 18 of this booklet and in accordance with regulations relating to the Fee Protection Scheme. Prices are as published on the separate Program Cost and Commencement Dates section.

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<td>Payment</td>
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**Step 5**
SAE Institute will issue a letter of acceptance to the applicants confirming that they have fulfilled admission requirements and are now confirmed students at SAE Institute.

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<td>Step 5</td>
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<td>Letter of Acceptance</td>
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</tbody>
</table>

**Step 6**
Orientation is compulsory and occurs at all SAE campuses during the commencement week.

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<td>Step 6</td>
<td>Orientation is compulsory and occurs at all SAE campuses during the commencement week.</td>
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</tbody>
</table>

## International Student

**Step 1**
Complete and Sign the Application Form and Registration Agreement, include copies of all supporting documents (please refer to pg. 18). Submit your application to SAE Institute by courier or in person to SAE Institute campus. Students are to pay the application fee at this stage.

| Step 1 | Complete and Sign the Application Form and Registration Agreement, include copies of all supporting documents (please refer to pg. 18). Submit your application to SAE Institute by courier or in person to SAE Institute campus. Students are to pay the application fee at this stage. | Application |

**Step 2**
SAE Institute will assess the application to check that all entry requirements, and where applicable course pre-requisites are met. Any credit (RPL or Advanced Standing) request will be processed.

| Step 2 | SAE Institute will assess the application to check that all entry requirements, and where applicable course pre-requisites are met. Any credit (RPL or Advanced Standing) request will be processed. | Assessment |

**Step 3**
Notification of Offer and a Student Contract will be sent (via email) to applicants for their application.

| Step 3 | Notification of Offer and a Student Contract will be sent (via email) to applicants for their application. | Notification of Offer |

**Step 4**
Student contract is to be signed by both parties (SAE and student). This is followed by the payment of FPS, student pass application fee and course fees according to instructions on page 18 of this booklet and in accordance with regulations relating to the Fee Protection Scheme. Prices are as published on the separate Program Cost and Commencement Dates section.

| Step 4 | Student contract is to be signed by both parties (SAE and student). This is followed by the payment of FPS, student pass application fee and course fees according to instructions on page 18 of this booklet and in accordance with regulations relating to the Fee Protection Scheme. Prices are as published on the separate Program Cost and Commencement Dates section. | Payment |

**Step 5**
SAE Institute will issue a letter of acceptance to the applicants confirming that they have fulfilled admission requirements and are now confirmed students at SAE Institute.

| Step 5 | SAE Institute will issue a letter of acceptance to the applicants confirming that they have fulfilled admission requirements and are now confirmed students at SAE Institute. | Letter of Acceptance |

**Step 6**
Orientation is compulsory and occurs at all SAE campuses during the commencement week.

| Step 6 | Orientation is compulsory and occurs at all SAE campuses during the commencement week. | Orientation |

**IMPORTANT NOTE FOR INTERNATIONAL STUDENTS:** International student applications need to be made at least 2 months (8 weeks) prior to course commencement as the student visa application may take up to 2 months. Registration received 7 weeks or less prior to course commencement cannot be guaranteed.
INTERNATIONAL MEDIA EDUCATION IN SINGAPORE SINCE 1989

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VERSION 1