

SHELTON

College International

Shelton College International

1 Telok Blangh Rise, #01/2-00, Singapore 098888
CPE Reg(UEN)/Co Reg/GST Reg 200406880C
UEN Validity 20/05/2014 - 19/05/2022
Tel: (65)6334 1330 Fax:(65)6337 4208
Email: enquiries@myshelton.org
Website: www.shelton.edu.sg

Faculties of Shelton College International

Shelton Asiavision School of Media and Arts
Shelton High school
Shelton School of Business Management
Shelton School of Hospitality and Tourism Management
Shelton Pedagogy and Training Centre
Shelton International Export Programme

SHELTON ASIAVISION SCHOOL OF MEDIA AND ARTS
Prospectus

About Shelton College International

Awarded the prestigious EduTrust (4-year) certification for its hallmark excellence in education and student support, Shelton is a premier private college that offers not only the benefits of quality education in Singapore, but an integrated pathway that bridges High School right through to University education.

With a strong and dynamic team of highly qualified and passionate teachers and lecturers and an industry-focused curriculum, students at Shelton are thus better equipped to achieve their academic and future career goals.

VISION

To establish a premier, integrated and renowned international school for the ages.

MISSION

To provide our students with a comprehensive platform for development in excellence and multi-educational pathways; cultivate creativity and team spirit to become the world elites.

PHILOSOPHY

A true education motivates students to strive for their passions and to immerse themselves in the pursuit of their dreams to reach their greatest potential.

VALUES

Passion, Responsibility, Integrity, Compassion and Elite Education.



FOUNDATION CERTIFICATE IN COMMUNICATION, MEDIA AND ARTS

Minimum Entry Requirement	1) Minimum age of 16 years. 2) Academic Level: <ul style="list-style-type: none">• Singapore-Cambridge GCE ‘O’ Level with minimum 3 credits OR• Min 10 years of formal education (middle school) OR• Below Year 10 completion if it is an official completion of secondary education in the country of origin 3) Minimum language requirement: <ul style="list-style-type: none">• Min English language requirement of equivalent to IELTS 4 or minimum score of 50% in Shelton’s English Language Placement Test. Note: Exemption from English 1 and 2 may be extended to students who score 70% and above in Shelton’s English Language Placement Test equivalent to IELTS 5.5.
Intake	Monthly
Mode of Study	Full Time : 8 months Part Time: 8 months
Award	Foundation Certificate in Communication, Media and Arts

FOUNDATION CERTIFICATE IN COMMUNICATION, MEDIA AND ARTS is a preparatory program that aims to equip students with the language proficiency, communication skills and academic foundation in order to prepare them for their entry into Shelton College International’s higher education pathway in media, communication and arts. It is directed to students who seek to enter a diploma programme adopting an approach to higher education where students are expected to take a degree of responsibility for managing their own learning. The course is delivered in English and is aimed particularly but not exclusively at international students whose mother tongue is not English.

The programme aims to:

- 1.enable the learner to gain a certain level of proficiency in English equivalent to approximately equivalent to IELTS 5.0
- 2.provide learners with the basic communication, study and research skills
- 3.provide learners with the necessary concepts coupled with a range of practical skills in the media, communication and arts perspective

At the end of this programme, students will be able to:

- Develop skills in reading, writing and grammar; build confidence in the usage of English language and acquire the appropriate proficiency necessary for higher education delivered in English.
- Evaluate and apply the acquired basic study, critical thinking and research skills in their area of studies
- Understand the underlying concepts and principles associated with media, communications and the arts
- Communicate the output of their study/ work accurately and reliably in a structured argument
- Commence advance training/studies and cultivate new abilities in line with their course of study

MODULES

ENGLISH 1

This module will assist students in developing skills in essential grammar, vocabulary and sentence structures with equal weighting on speaking, reading, writing and listening components. The indicative content focuses both on life skills / experiences as well as academic applications for a widely accessible language experience. The skills learned in this module will further be reinforced in English 2.

ENGLISH 2

This module will reinforce students’ skills in reading, writing and grammar. Group interaction and critical thinking will be incorporated in instructional techniques. This module aims to prepare the student for the demands of further study at a higher level. It will revise grammar and build confidence in communication and discussion. It will update and expand knowledge in culture and current events as well as expose students to academic reading and writing tasks.

STUDY SKILLS & CRITICAL THINKING

The module aims to provide students with the fundamental learning and critical thinking skills necessary to derive maximum benefit from their Higher Education studies.

ACADEMIC WRITING AND RESEARCH SKILLS

This module consists of two parts:

- A. Academic Writing aims to provide students with the fundamental skills of writing for their academic work. It will help students to formulate their ideas and thoughts into writing. Students will develop the ability to write creatively, format their work for different platforms and learn how to plan and structure their writing. The course will help students to connect ideas with writing and increase students’ ability to perform independently.
- B. Research Skills aims to provide students with the basic research skills needed for higher education study. These include how to find and select the most relevant information from source materials; understanding the concepts of qualitative and quantitative research; learning what plagiarism is and how to avoid it and learning how to do reference and use the Harvard referencing style. It will also help students to use their own ideas and express opinions based on the knowledge obtained from research.

AUDIO VISUAL LANGUAGE

This module aims to introduce the students to the basic theory and knowledge of audio-visual language, the basic technology and methods of film and television production and to master the composition of film and television production elements.

FILM AND TELEVISION ANALYSIS

This module aims to teach students to analyse movies, TV and new media images ranging from a general audience to a professional perspective.

INTRODUCTION TO ARTS

This module lays a foundation for students to study other art courses and related courses. It provides students the understanding and mastery of the basic theories of art , such as its nature, function, composition, creation, consumption and the origin of art.

INTRODUCTION TO MEDIA

The course emphasizes the full combination of theory and practice, and will serve as a foundation for students to pursue courses such as mass media, film and television, and new media.

ASSESSMENT

A combination of written examination and coursework.

DIPLOMA IN MASS COMMUNICATION

Minimum Entry Requirement	1) Minimum age of 17 years. 2) Academic Level: a. Completion of Shelton Certificate in Higher Education OR b.Shelton Certificate in Advanced Study Skills OR c. A-Levels OR its equivalent 3) Mature candidate of minimum age of 30 with at least 8 years working experience in related industry 4) Minimum language requirement: a. TOEFL 500 or IELTS 5.5 or its equivalent b.Score 70% in Shelton’ s English Language Admission Test
Intake	Monthly
Mode of Study	Full Time : 8 months
Award	Diploma in Mass Communication

The course DIPLOMA IN MASS COMMUNICATION provides students with structured learning in mass communication theories and practices. Students will develop professional knowledge and communication skills necessary for a career in mass media and related areas. The main emphasis of the course is to give students the best possible preparation for a successful career in media Industry. Lectures on international case studies, group discussions and activities used throughout the course provide opportunities for individuals to apply their learning, to develop and enhance their knowledge and competencies in media industry.

- At the end of this program, participants will be able to:
- a. Develop a good foundation of mass communication skills and knowledge in order to progress to higher skills acquisition in the media study.
 - b. Analyze strategic issues related to the media industry.
 - c. Gain an overview of the marketing and management principles and practices in the context of the media industry

MODULES MEDIA MANAGEMENT

This course aims to develop knowledge of managing in media organization. Students will practice planning, motivating, organizing, staffing and evaluating within an organizational framework.

ADVERTISING – PLANNING AND MANAGEMENT

This module is designed to provide an in depth awareness of the organizational circumstances, standards, and operating practices of the contemporary advertising industry and to demonstrate vocationally relevant understanding pertaining to the design perspective within current advertising practice.

FUNDAMENTALS OF MARKETING

This module is designed to investigate the principles that underpin the marketing . It is a broad-based unit providing a general overview of marketing for all students and a foundation for further study in the specialist area of marketing.

PUBLIC RELATION – PRINCIPLES & PRACTICES

This module is designed to provide students with an overall understanding of key determinants in the operational contexts of Public Relations and critically evaluate practice in the current Public Relations operating sphere.

CREATIVE WRITING FOR PRINT AND ELECTRONIC MEDIA

The module aims to provide students with basics in the different forms of writing for the various media.

MEDIA, CULTURE AND SOCIETY

This module provides an introduction to the subject of media and communication science. The course teaches how media is related to culture and society and offers an overview of how media can be studied – as structure, production, content and audience/reception.

MULTIMEDIA 1 - BROADCAST

MULTIMEDIA 2 - DESIGN

ASSESSMENT

Assessments will be a combination of written examinations and assignments.

ADVANCED DIPLOMA IN MASS COMMUNICATION

Minimum Entry Requirement	1) Minimum age of 18 years. 2) Academic Level: o Relevant Shelton Diploma OR Successful completion of first year of study on a UK 3- year degree OR o Other recognized qualifications of approved overseas Institutions of Higher Education. PLUS any necessary subject pre-requisites PLUS additional skills modules if required 3) Mature candidate of minimum age of 30 with at least 8 years working experience in related industry 4) Minimum language requirement: o IELTS 5.5 or equivalent language test results
Intake	Monthly
Mode of Study	Full Time: 8 months Part Time: 8 months
Award	Advanced Diploma in Mass Communication

This course offers opportunities to develop research skills and to present sound and educated arguments that enhance student’s knowledge base and practice in this dynamic media industry.

This course is intended for those seeking a career in the mass communication industry and aim to develop their skills in dealing with existing mass media and with the challenge of new communications technology.

The expected learning outcome of the course is to provide:

- In-depth training in practical skills such as writing for various media, marketing, management practices and research methods.
- Sound theoretical knowledge of concepts of communication.

MODULES MEDIA LAW

This module is designed to introduce students to concepts and issues related to the law of mass communication.

MEDIA ETHICS

The goal of this module is to prepare students to face the ethical dilemmas that will inevitably confront in their professional careers.

SOCIAL PSYCHOLOGY IN MASS COMMUNICATION

This module introduces students to theories ranging from scientific "process and effects" research to "content-influence" studies in media sociology. Media content, mass communication effects, audience psychology, and sociological aspects of mass media will be discussed.

MARKETING MANAGEMENT

The module aims to develop the students’ appreciation of the role and value of marketing in a variety of organization types and the management of the marketing mix to achieve objectives and to enable students to understand the nature and sources of information used in marketing management.

INTERNATIONAL BUSINESS

This module is designed to provide students the understanding that companies are no longer operating in the domestic market and for them to develop a sense of urgency that tremendous opportunities exist to develop business if companies can change their outlook from domestic to international arena with the expertise to create strategies for international expansion.

ORGANIZATIONAL BEHAVIOUR

This module provides students with an introduction to basic individual and group processes and how these processes affect people in organizations.

MEDIA RESEARCH

This module aims to outline a range of media and communications research methods, to consider different theories about media and communications research and for students to demonstrate a variety of quantitative and qualitative research methods and identify the relationship between theory and media/communications research.

CONSUMER BEHAVIOUR

This module is designed to expose students to the concepts of consumer behavior and to show the role of behavioral psychology in marketing strategies and situations.

ASSESSMENT

A combination of written examinations and/or coursework/ssignments.

ADVANCED DIPLOMA IN FILM, TV AND MEDIA PRODUCTION

Minimum Entry Requirement	1) Minimum age of 17 years. 2) Academic Level: a. Shelton Diploma in Film, TV and Media Production OR b.Equivalent academic qualification from a recognized institution PLUS any necessary subject pre-requisites PLUS 3) Mature candidate of minimum age of 30 with at least 8 years working experience in film, TV and media or related industry 4) Minimum language requirement: o equivalent to IELTS 5.5 or minimum score of 70% in Shelton’ s English Language Placement Test.
Intake	January/May/September
Mode of Study	Full Time : 8 months Part Time: 8 months
Award	Advanced Diploma in Film, TV and Media Production

The course Advanced Diploma in Film, TV and Media Production (Chinese) builds up from the knowledge and skills learned from Diploma in Film, TV and Media Production (Chinese) and provides students with the same structured learning in film, TV and media production theories and practices. Students will continue to develop professional knowledge and communication skills necessary for a career in film, TV, mass media and related areas.

MODULES
CINEMATOGRAPHY

The students will develop their skills in capturing subjects and scenes in film. The nuances of lighting and various photo/film shooting techniques will be explored and examined. Key to learning to creating a good photo/film will be understanding and application of the new techniques and ideas.

SCRIPT WRITING 2
This module aims to develop students’ skills on television and film script writing. The various forms of scripts will be explored and how to take a written script and adapt it into its various forms needed to create a film. This module builds on what was learnt in Script Writing 1.

SOUND TECHNOLOGY 2
This module is designed to facilitate deeper understanding of sound in the production process of film, building on the knowledge of sound technology learnt from Sound Technology 1.This includes the usage of digital sound software, post-dubbing, and other processes and related software.

POST PRODUCTION 2
This module is to equip the students with the knowledge on how to create special effect in film production and its synthesizing technique building on what is learnt in Post Production 1. This module also builds on what was taught and teaches the use of more advance functions of video special effect software like AE, NUKE and other similar software.

COLOR CORRECTING
This module aims to provide the students with a strong understanding of color in film. The student will understand the various control techniques in relation to the gray scale of the film picture, how to balance color content and managing the color production of a film media. The students will also be introduced to color matching for digital video.

FILM, TV AND MEDIA PRODUCTION 2
This module is aimed to provide the students with an understanding of the basic production steps in producing a film or television production; familiarizing them with all aspects of film and television production as well as equipping them with the necessary skills in film production and management. The students will be introduced to different types of filming equipment and production software. They will also be introduced to cross-media production techniques and management.

DOCUMENTARY PRODUCTION
This module aims to provide the students with the knowledge of the development and evolution of documentary film around the world and where it stands right now. It will introduce students to the emergence and the changes of documentary film world. It will also examine the key production feature of a documentary film, introducing students to the narrative characters and key elements of appropriate selection of materials and the multiple ways of documentary film shooting. Students will also be introduced to the ethical responsibilities of directing a documentary film as well as the documentary film industry production chain. This module should sufficiently prepare students to produce their own documentary film independently.

FILM & TV DEVELOPMENT 2
This module aims to build on the knowledge and skill learnt from the module Film and TV Development 1 to further enhance the students’ understanding and appreciation of the history of film and TV development. This module will allow student to explore and learn film & TV development in greater detail and depth.

ASSESSMENT
Coursework

Tuition Fees

Programme	Course Fee (8mths)	Others (8mths)	Total (include GST)
Foundation Certificate in Communication, Media and Arts	S\$9020.00	S\$1842.94	S\$10,862.94
Diploma in Mass Communication	S\$8,580.00	S\$3543.05	S\$12,123.05
Advanced Diploma in Mass Communication	S\$9020.00	S\$4015.53	S\$13,035.53
Advanced Diploma in Film, TV and Media Production	S\$16,900.00	S\$6487.92	S\$23,387.92
<i>-Total fees include course fee, sup material fee, medical insurance, FPS fee and GST(Please refer to our website for more details). -Application fee for international students is S\$565</i>			

Application Procedure for International Students

- 1、Complete the official Application Form IN FULL.
- 2、All documents in foreign languages must be officially translated into English. The submission of this completed Application Form must be accompanied by the following documents:

	Documents required
1	Evidence of applicant's English Language Proficiency** ** <i>All students who apply for admission to SCI must submit evidence of their English Language ability. They may do this either by submitting an IELTS certificate or similar certificate such as TOEFL or TOEIC. If students have an alternative English qualification then they may obtain guidance from the Admission Officer as to whether this is acceptable. Students who cannot show evidence of English language attainment must take the SCI English Language Assessment Test (ELAT). The SCI English Language Assessment Test may be taken at any of the approved SCI test centres by prior appointment. A list of approved centres may be obtained from the Admission Officer, SCI.</i>
2	Applicant's certified / notarized copy of Birth Certificate
3	Applicant's certified / notarized copies of ALL educational qualifications, transcripts, awards and certificates
4	Applicant's personal particulars page copy from passport
5	6 recently taken passport-sized photographs
6	For visa-required countries ONLY, documentary proof of bank deposit of at least S\$30,000 for the last 6 months
7	Advisory Note to Students, to be signed by either the applicant, or if the applicant is below the age of 18, his parent or guardian. (Please refer to www.cpe.gov.sgfor Advisory Note to Students.)
8	If any of the parents OR step-parents are Singapore citizen OR Permanent resident, pls refer to attach Annex 1
9	Hostel Application Form (if required)

- 3、Return with payment of Application Fee of S\$565 (non–refundable) to Shelton College International Private Limited, 1 Telok Blangah Rise, Singapore 098888 or email to: enquiries@myshelton.org

The Application Fees can be paid via the alternatives below:
(Note: The school only accepts payment in Singapore currency. We do not accept foreign currencies for any payment)

Met hods	
By demand draft (in Singapore Dollars only)	
Made payable to	Shelton College International Private Limited
By direct payment to the College's Singapore Bank Account:	
Name	Shelton College International Private Limited
A/C no	501-818074-001
Bank	Overseas Chinese Banking Corporate Ltd – OCBC
Swift code	OCBCSGSG
Branch	North Bridge Branch, OCBC Centre 65, Chulia Street Singapore 049513

- 4、Offer Letter to the course applied for will be sent to the applicant after evaluation, together with Acceptance Form. Return the Acceptance Form to SCI if you accept the offer.
- 5、Upon receipt of completed Acceptance Form, pro–forma invoice and Standard PEI–Student Contract will be sent to the applicant. (Please refer to www.cpe.gov.sg for the Standard PEI–Student Contract.)
- 6、Complete and sign the Standard PEI–Student Contract by the applicant, parents or legal guardian (if the student is under 18 years of age). Return 1 ORIGINAL copy of the Standard PEI–Student Contract to SCI and retain the other original copy.
- 7、Upon receipt of the original and complete copy of the contract, SCI will apply for Student’ s Pass for the applicant.
- 8、All fees due are to be paid / telegraphically transferred to the College’ s Singapore bank account upon receipt of the applicant’ s in–principle approval letter of Student Pass by ICA or before the dates set out in Schedule 2.1, whichever is later.
- 9、Students are required to arrive in Singapore at the scheduled orientation date as stated in the offer letter.