



Supported by



04 Feb 2010

CHEERING SINGAPORE 2010 YOUTH OLYMPIC GAMES SCENE 3 ACT I - NEW MEDIA ACADEMY

Dear Principals

1. Innova Junior College Centre of Excellence (COE) for New Media, together with Media Development Authority (MDA) and Singapore Youth Olympic Games Organizing Committee (SYOGOC), is pleased to invite all secondary schools to participate in **New Media Academy**. This year's **New Media Academy** supports the Media Fiesta as well as Singapore 2010 Youth Olympic Games.
2. Last year's **New Media Academy** saw Innova JC welcoming over 270 participants from 39 secondary schools.
3. For **New Media Academy**, students will select from a varied range of training packages conducted by professionals from the industry, catering to the following disciplines of New Media Arts:
 - (a) Digital Filmmaking
 - (b) Digital Broadcasting and Music design
 - (c) Website & Graphics Design, Animation
 - (d) Digital Photography
4. This series of training packages will be conducted in a 5-Day (non-residential) Camp during the March school holidays from 15 - 19 March. Learning journeys will also be organized to provide students with on-site experience and to further enrich their learning.
5. To celebrate Singapore 2010, participating schools may also sign up for a special **New Media Ambassador Mentorship Programme**. Shortlisted participants who show talent in the new media disciplines will be further groomed to facilitate new media workshops with young athletes from around the world during upcoming YOG 2010. As vacancies are limited, this special programme is offered on a first-come-first-served basis.
6. Each school can nominate up to 10 participants. Please complete the attached form and fax it to us at 6894 3655. **Registration starts from 09 Feb 2010 and will end by 03 Mar 2010.**
7. Should you have any queries, please feel free to contact Mr Lee Peck Ping at 6398 3416, Ms Tan Wan Jun at 6398 3433 or Mdm Nur a'in Mohd at 6398 3443 for further clarifications. Alternatively, you may email us at feedback@nma.sg.

Warmest regards

Marian Chia Siew Yong
Principal / Innova Junior College
Advisor to Centre of Excellence for New Media

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Annex A: Background to sCene3

Annex B: Teacher's Brief

Annex C: Journal Adjustment Request Form

Annex D: New Media Academy Registration form

THE ORGANIZER

1. Innova Junior College was endorsed as the COE for New Media since February 2007 and aims to support the Singapore Media Fusion Plan in the nation's intent on becoming a "Trusted Global Capital for New Asia Media". The COE functions in two capacity: as a Research Think-Tank Centre that looks into enhancing pedagogical models through new media technologies, as well as a Media Centre that seeks to equip students with new media literacies as well as media competencies for creative self expression and social commentary.
2. As a Media Centre, the COE organizes a range of activities to achieve its objectives. Our annual events include sCene 3, a series of new media-centric events, the first of which is a week long New Media Academy during the March holidays, where secondary school students learn various digital media disciplines from industry professionals as well as embark on learning journeys to studios, galleries and production houses. This is followed by the National New Media Challenge, where the students put their new-found skills to practice by creating digital productions mounted on self-designed website to promote worthy social causes.
3. Internally within Innova JC, the COE manifests itself as the New Media Arts CCA, integrating creative thinking and problem solving skills within its well-structured curricula. Its 160 strong membership looks into members specializing in areas of their interest, ranging from digital photography and design to digital filmmaking, 3D animation and digital audio broadcasting. Our members learn specific, new media-related skills that prove highly relevant in their engagement with an increasingly media-saturated environment, and aid them in both their academia and career. Project-based experiential learning ensures that each and every member graduates from the college with rich hands-on-experience as well as an exciting portfolio.

THE STORY

1. Innova Junior College Centre of Excellence for New Media and New Media Arts is organizing **sCene 3** --- a 3-in-1 national event consisting of a Camp, a Competition and a Celebration.
2. sCene 3 seeks to bring about greater awareness of the potential of New Media in Singapore's future economic and social landscape as well as to nurture young talents to augment Singapore's creative industries.
3. **Act I** of sCene 3 is **New Media Academy**, where participants benefit from hands-on experience, guided by professionals from the industry, through acquiring skills in the different new media disciplines offered.
4. **Act II** of sCene 3 is the **National New Media Challenge**, where participants will further hone the skills they have acquired through taking part in competition. Students will embark on a marketing campaign with the means of new media to promote messages for a chosen theme.
5. **Act III** of sCene 3, **New Media in Education International Conference**, will come alive with the celebration of winners of the National New Media Challenge. Seminars and talks will be arranged for educators, while students will attend an Innova Film Festival. Various industry partners will also join in the revelry and showcase their niche products to enhance teaching and learning.

NEW MEDIA ACADEMY

Organized by Innova Junior College

A) 5-Day Non-Residential Camp (15 – 19 March 2010)

1. Student participants should have a keen interest in one of the four areas of specialization offered and indicate if they have prior experience in the registration form. This will enable us to enroll them in courses that best suit their learning needs.
2. A range of courses will be organized throughout these 5 days and attendance is compulsory unless informed through prior written notice from the teacher-in-charge or with valid reason(s) such as medical leave. Participants will only need to come on the days when there are courses arranged for them, schedule to be given out at a later date.
3. Each participant from the school should bring along the following items, depending on their choice of specialization for each course (unless otherwise specified):

Digital Photography:

- One unit of digital camera with extra memory storage card
- Charger for batteries, spare batteries and connecting cables for transferring of photographs to laptop
- A laptop installed with a photo editing software and laptop power adaptor

Digital Filmmaking:

- One unit of digital videocamera (direct recording on harddisk is preferred)
- Additional storage medium for recording (if not using harddisk video-cameras)
- Charger for batteries, spare batteries and connecting cables for transferring of footages to laptop
- A laptop installed with a video editing software and laptop power adaptor

Digital Broadcasting and Music Design

- One flashdrive with at least 1GB of memory storage
- Earpiece / headsets and a microphone for use on desktops/laptops
- A laptop installed with an audio editing software and laptop power adaptor

Website & Graphic Design / Animation

- One flashdrive with at least 1GB of memory storage
- A laptop with a graphic design software and laptop power adaptor

4. A teacher-in-charge is required to facilitate liaison but is not required to attend the day camp with the student participants.
5. Participants are advised to refrain from bringing valuable items. Loss or damage to personal artefact will not be compensated by the organizer.
6. Participants will also be informed of the details for the National New Media Challenge (sCene 3 Act II) during the camp.
7. Administrator's rights should preferably be available in the laptops should the training courses require installation of provided legal software.
8. Registration fee is \$25 for each student. Please submit the registration fees via cheque made payable to "Innova Junior College" and send to "Innova Junior College, 21 Champions Way Singapore 737902". For government and government-aided schools who wish to pay through IFAAS Journal Adjustment, please complete the attached Journal Adjustment Form (Annex C) and fax it to MOE Finance Division for processing. Please also fax us a copy of the completed Journal Adjustment Form at our fax number 68943655 for our record purpose. If you need any queries on the Journal Adjustment, please contact our Administration Manager at erni_suriyani_soonan@moe.gov.sg.
9. Registration fees should be submitted before the start of the camp. Late entries may not be entertained.

B) NEW MEDIA AMBASSADOR MENTORSHIP PROGRAMME

(Includes all activities mentioned above)

1. An Innova JC New Media Arts Student Facilitator will be assigned to each group of participating students.
2. Personalized attention will be given towards the guiding, advising and transferring of knowledge and skills throughout the mentorship process.
3. At the end of the mentorship, participants demonstrating the best competency in the new media skills through their competition entry for the National New Media Challenge will be selected to undergo training organized by SYOGOC and Innova JC before facilitating new media workshops with young athletes from around the world in August 2010.
4. Certificates of Achievement will be awarded to this selected group of students while their respective schools will receive an Acknowledgement Certificate for their support of the programme.

