WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION APPLIED COMMUNICATION RESEARCH / PILOT CAMPAIGN FYP

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1. Overview

Final Year Project provides students with the opportunity to showcase the abilities and talents you have acquired during your time at WKWSCI. Since its inception, one of the goals of the Wee Kim Wee Final Year Project is for students to complete a project that reaches a wider audience than the school. This document will cover essential information for students pursuing an Applied Communication Research final-year project.

In meetings conducted in recent academic years, Department Leads, selected FYP supervisors and faculty administrators endorsed the following:

- Applied Communication Research FYPs are interdisciplinary in nature, comprising a hybrid of Campaign and Research FYPs.

- Applied Communication Research FYPs address contemporary societal problems utilizing cutting-edge communication strategies. These FYPs aim to generate practical and policy recommendations that may be applied immediately or in the near future.

- In keeping with the vision of the University, the School, and the Strategic Communication and Technology Department, FYPs are encouraged to address technology's impact on humanity.

- Specifically, communication strategies should comprise innovations in the field of communication, such as the latest messaging and modalities research, emergent communication technologies, disruptive media platforms, etc. Creative approaches should emphasize practical implications rather than merely 'successful' campaigns or 'significant' statistical results.

- Applied Communication Research FYPs differ from traditional Research FYPs as these do not necessarily derive from theory nor aim to contribute to theory development. However, theoretical perspectives may guide selection of communication strategies, and analysis should provide evidence of impact.

- Applied Communication Research FYPs differ from traditional Campaign FYPs as these targeted interventions do not necessarily need to set campaign objectives nor engage in campaign execution. However, a pilot campaign of limited scope may be conducted to understand, test and/or evaluate select communication strategies.

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1.1. Project Schedule

Submission of group membership and project	**Dec 2021**
Updating of FYP portal with tentative project title and description, and supervisor	**26 Sep 2021** *(An email with instructions will be sent by early September)*
Confirmation of project type, title, description	**20 Feb 2022** *(No changes are allowed after the stipulated date)*
FYP Submission • Project submission • Archival submission to DR-NTU	**By Thursday, 24 Mar 2022 4.00pm**
• Turnitin via NTULearn (All projects) - Plagiarism Checker	**Tuesday – Thursday, 22 to 24 Mar 2022**
Oral Presentation Day	**Tuesday, 19 Apr 2022**

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2. Project Submission

All FYPs are to be submitted (hardcopy and softcopy) by 4pm on Thursday 24 March 2022. An email with instructions will be sent to you closer to the date of submission.

Hardcopy Submission

You will have to submit three copies of your FYP - one copy for the supervisor and two for moderators. Not all group members have to be present for the submission, but a representative of each group has to endorse the submission. Use ring binding with a clear, plastic cover and a card backing and bundle the reports together.

The front cover of each FYP report and all supporting documents should include the following information:

- COHASS WKWSCI Logo
- Project Title
- Project ID
- Full Names and Matriculation Numbers of all group members
- Name of supervisor (You do not need to include moderators' names)

Softcopy Submission

You are also required to submit the softcopy of your report in:
- Archival Submission via DR-NTU (Library)
- Turnitin via NTULearn (Plagiarism Checker) under the module: SCI-FYP: SCI-FYP

Refer to this simplified checklist for project submission.

Late Submission

The penalty for late submissions is to deduct 5 points per day late; the weekend will count as two days. Groups who submit their media on time and re-submit new copies after the deadline are subject to the late policy.

The late penalty may be waived in the event of serious illness, bereavement, or other events beyond the students 'control. The FYP committee, in consultation with the FYP supervisor, will approve any waivers and set a later deadline.

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2.1.   Report Requirement

- Besides the main text, the report should also include a cover page, an abstract, references, and appendices (if any)

- The front cover of each FYP report and all supporting documents should include the following information:
  - COHASS WKWSCI Logo
  - Project Title
  - Project ID
  - Full Names and Matriculation Numbers of all group members
  - Name of supervisor (You do not need to include moderators' names)

- Length of main text: maximum 50 pages (excluding cover page, abstract, references, and appendices)
  - Length of abstract: 250 words
  - The report should conform to the latest edition of the Publication Manual of the American Psychological Association

- The students hold the copyright for their projects and the copyright text on the project should clearly indicate this (e.g. © student(s) name, 2018). However, the students must also include the NTU logo and a text card in the credits or at the site that reads,

  "This work was produced as final-year project in the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore"

  NOTE: When used on black background, students are expected to adjust the black level of the logo so that it merges with the background.

- Each written report must be presented in ring binding with clear, plastic cover and card stock backing.

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2.2.   Grading Criteria

Part One: Written Report (90%)

The main text of the written report is to include the following:

Relevance (20%)
- Contemporary societal problem
- Evidence-based literature review

This section is assessed on (1) identification of, and evidence for, an unresolved societal problem, (2) balancing academic and non-academic sources to make an argument

Project Design (25%)
- Selection of communication strategies to address problem
  - Messages
  - Mediums
  - Modalities
- Research design (Quantitative/Qualitative/Mixed)
- Pilot campaign design to understand/test/evaluate strategies

This section is assessed on (1) the cutting-edge nature, and rationale for selection, of the strategy components, (2) robustness of research method, and (3) comprehensiveness of pilot campaign design.

Execution/Analysis (30%)
- Rigorous execution of the pilot campaign
- Demonstration of analytical skills
- Appropriateness of project findings to identified problem

This section is assessed on (1) the strategic execution of pilot campaign tactics to address societal issues, and (2) applied communication research

Societal and Learning Value/Implications (15%)
- Value of project to solving societal issue
- Learning value of the project
- Implications for both practice and policy

This section is assessed on (1) the applicability of communication messages, mediums, or modalities to addressing societal problems and (2) balanced perspective of both impact and limitations of the pilot campaign
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Part Two: Oral Presentation (10%)

Students briefly summarise their project, discuss implications, and allow ample time to answer questions.

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3. Donation, Funding and Conference Support

3.1. WKWSCI Grant

Each group will designate a treasurer who will provide his/her bank details and receive the payment via GIRO in his/her personal account. The treasurer may update the bank account details under "StudentLink > Administrative Matters > Update of Bank Account Number".

All projects will receive a lump sum grant of $300 by December. It is the treasurer's responsibility to disburse the funds to other group members.

3.2. External Funding

The NTU Development Office (DO) works with foundations that donate to the university and they coordinate the donors funds across the university. As such, DO requests that FYP groups refrain from asking the following organisations for support: the Lee Foundation, Lien Foundation, Tan Chin Tuan Foundation, Hong Leong Foundation, Ho Bee Investment, Temasek Foundation, Keppel Corporation and Shaw Foundation.

Should a contract with an external organisation be required, make sure your team and your supervisor are fully aware of the terms and conditions before committing to them. Upon accepting a donation, it is the responsibility of the FYP group to ensure all terms and conditions are met, including the deliverables to the organisation. The school does not enter into contracts on behalf of student groups.

If an external donation needs to be credited to the school, refer to the attached document for the process and information required:

- [Funds from External Organisation](#)
- [Donation – Gift Transmittal WKWSCI FYP Form](#)

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3.3.   Conference Support

Submission of creative work

FYP students are encouraged to enter their projects into competitions or festivals and then submit receipts for reimbursement, up to a total of $150 total per FYP group for all submission fees.

- [Reimbursement claim form for students](#)

Travel assistance

WKWSCI has allocated money to support student travel and participation in academic conferences & film festivals. To be eligible to receive funding from the school, follow these guidelines.

- [Student Travel Support](#)
- [Conference Leave Form with Financial Support for Undergraduate](#)
- [Overseas Film Festival Leave Form with Financial Support for Undergraduate](#)

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4. Clearances and Permissions

Everyone wants your FYP to get as wide an audience as possible, and not just to sit on the (virtual) library shelf. So, you must get the appropriate clearances and licenses. These include obtaining permission to record, tape or photograph on location and getting performers' authorization to use their performances.

4.1. Location Booking within NTU

For locations in the "Event Venue and Banner Space" booking within the intranet system, please approach the UG team for assistance.

For locations outside of this system, contact the venue owner for more information. The school will be able to provide a letter of support for such bookings, however, the final approval lays with the event owner.

4.2. Forms

The forms have been edited to make them more user-friendly but still include the necessary language to provide you with the rights you need for wider distribution to the public. If you modify the forms, discuss changes with your supervisor to make sure that you aren't limiting your options for distribution.

For groups working on videos:

- [Location Permission Form](#)
- [Performer's Clearance Form](#)
- [Appearance Release Form](#)
- [Producer Warranty](#)

A Producer's Warranty is needed in order for you to submit your work to festivals or competitions. It declares that you are not infringing upon any 3rd party copyright. Please note that a Producer's Warranty is not a substitute for any of the above clearances or for obtaining copyright permission. It merely declares that you have done so.

4.3. Collaterals

If you wish to put up collaterals within WKWSCI, please refer to these [guidelines](#).

4.4. Copyright

The students hold the copyright any media they produce as part of their FYP, unless they arrange otherwise with their clients or subjects. The copyright text within the projects should clearly indicate this (i.e. © student(s) name, 2017).

However, the students must include a NTU logo and text at the end of their project, on the packaging, and any publicity materials which reads:

"This work was produced as a Final Year Project at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore"

- [School Logo](#)

5. Equipment and in-house facility Booking

Students may use the School's media equipment and facilities for their Final Year Project via [Media Resource Booking System (MRBS)](#). Refer to this [file](#) for more information.