WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION
CAMPAIGN FINAL-YEAR PROJECT

Essential Information for Campaign Projects

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1. Project Information for Campaign FYP

1.1. Information

The Final-Year Project provides students with the opportunity to showcase the abilities and talents they have acquired during their time at WKWSCI. Since its inception, one of the goals of the Wee Kim Wee Final Year Project has been for students to complete a project that reaches a wider audience than the school. This document will cover essential information for students pursuing a Campaign final-year project.

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

- A typical FYP campaign is a **public communication campaign**. A definition follows: *"Public communication campaigns can be defined as purposive attempts to inform or influence behaviours in large audiences within a specified time period using an organised set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society"* (Rice & Atkin, 2013, emphasis added).
- FYP campaigns need not be for social causes but have traditionally had a non-profit orientation. Campaigns have not been commercial but sometimes have commercial organisations as clients. For example, promoting the launch of a brand of shoes has been outside of the scope of the WKWSCI FYP campaign, but a campaign to help kids find shoes that fit, with a particular brand as a client, is within the scope. Exceptions require discussion with the FYP supervisor and administrators of the undergraduate programme.
- Theoretical perspectives guide campaign strategies.
- When the use of campaign channels is evaluated, there is no preference either for mainstream media coverage or social media reach, but for choices that are appropriate to meet the campaign objectives.
- There can be trade-offs between the scope of the project and the depth. If the scope is small (e.g., a project targets one school), depth may make the project stronger (e.g., sustained engagement to assure that objectives are met, or experimentation with multiple strategies).

Supervisors you can approach

Asst Prof. Saifuddin **Ahmed** | Asst Prof. **Dong** Yujie | Ms. Karen **Ho** | Assoc Prof. Kay **Kim** | Asst Prof. **Lew** Zijian | Prof. May **Lwin** | Asst Prof. Andrew **Prahl** | Prof Jack **Qiu** | Mr. Ian **Tan** | Ms. **Wong** Pei Wen | Asst Prof. **Wang** Yuan | Asst Prof. Andrew **Yee** | Asst Prof. Victor **Zhuang**

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1.2. FYP Guidelines & Grading Criteria

<table>
<tr><td rowspan="3">Written Report (90%)</td><td rowspan="3">Guidelines</td><td colspan="4">

Besides the main text, the report should also include a cover page, an abstract, a table of contents, references, and appendices (if any).
Word limit of main text: 5000 words maximum (excluding cover page, abstract, table of contents, references, and appendices)
Length of abstract: 250 words.
The format of the written report can be flexible. This can include but are not limited to: white paper, website, online magazine. Besides including the major components listed in the rubric below (situation and audience analysis, strategic plan and execution, evaluation), students are encouraged to present their work using graphic and visual elements, editorials, infographics, and more.
For documentation purposes, the final version must be exported and submitted as a printable PDF file. The final PDF file can be of any page size or orientation.
If your report includes multimedia elements (e.g., videos, virtual tours, interactive components) or online platforms (e.g. websites), these can be embedded in the PDF using hyperlinks or QR codes. Alternatively, you may submit these elements separately in the submission folder, along with other supplementary materials.

The main text of the Written Report is to include the following:
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<tr>
<td>Situation and Audience Analysis (15%)</td>
<td>Strategic Plan and Execution (50%)</td>
<td>Evaluation (10%)</td>
<td>Campaign Creativity (15%)</td>
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Problem identification,
Situation analysis,
Audience analysis

Students are encouraged to use secondary data and existing study findings to inform their campaign. Small-scale data collection can be conducted to fill the informational gap as part of formative research.
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Campaign goal and objectives,
Campaign strategies and tactics, which can include but are not limited to:

  Media Engagement (digital and/or traditional)
  On-the-ground engagement
  Collateral materials

Key messages

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Campaign tactics, which can include but are not limited to:

Process and output evaluation
Quantifying campaign efforts both online and offline to showcase campaign reach and effectiveness
Media coverage and other societal impacts

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Innovation in a campaign that enhanced its effectiveness,
Professional-looking deliverables infused with creativity, in the forms of editorials, infographics, portfolios, etc.

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			Students are expected to have at least a 4-month execution period to ensure their campaigns' effectiveness and overall success. The campaign ▪ can be launched in mid-October and run till next mid-February.		▪ Advertising case video is optional; award competition entry is encouraged, but not required.
		This section is assessed on (1) the sufficient justification for conducting a particular campaign, 2) the demonstration of a clear understanding of the target audience, and 3) the comprehensiveness of evidence guiding campaign decisions.	This section is assessed on (1) the close alignment amongst objectives, strategies and tactics, (2) the appropriateness of message/tactical decisions (reflecting TA's needs), and (3) the breadth and depth of campaign execution.	This section is assessed on (1) the thorough evaluation with clear metrics for measuring success, and (2) the quantity and quality of the campaign's achievement.	This section is assessed on creativity and innovation in (1) the big idea/strategy, (2) the campaign execution, and (3) the presentation of campaign deliverables.
Oral Presentation (10%)	Guidelines	Students pitch their campaign, briefly summarise their efforts, discuss implications, and allow ample time to answer questions			

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2. Information for Campaign FYPs

2.1. Grants & Funding

WKWSCI Grant

All projects will receive a lump sum grant of $400 by December to their designated treasurer, who is responsible for disbursing the funds to other group members.

The treasurer will provide his/her bank details and receive the payment via his/her personal GIRO account. The treasurer may update the bank account details under "Student Link > Administrative Matters > Update of Bank Account Number".

External Funding

The NTU Development Office (DO) works with foundations that donate to the University and the DO will coordinate the donors' funds across the university. As such, DO requests that FYP groups **refrain** from asking the following organisations for support:

Ho Bee Investment | Hong Leong Foundation | Keppel Corporation | Lien Foundation | Lee Foundation | Shaw Foundation | Tan Chin Tuan Foundation | Temasek Foundation

Should a contract with an external organisation be required, make sure your team and supervisor are fully aware of the terms and conditions before committing. 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 organisations. The school does not enter into contracts on behalf of FYP groups.

If an external donation needs to be credited to the school, refer to the attached documents for the process and information required:
- Gift Processing Procedure and Guidelines
- Donation Form
- Donation – Gift Transmittal Collection Form

2.2. Clearances & Permissions

Location Booking within NTU

For locations in the "Event Venue and Banner Space" booking in NTU, do approach the UG team for assistance.

As for locations outside of this system (outside of NTU), 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 lies with the venue owner.

2.3. Equipment & In-House Facility Booking

Groups may use NTU WKWSCI's media equipment and facilities for their FYP via the [Media Resource Booking System (MRBS)](#).

Refer to this [file](#) for more information.

For Overseas projects, if the equipment is not insured, you need to purchase insurance for it. If the equipment belongs to WKWSCI, check with the Tech Team (SCI_support@ntu.edu.sg). If you are renting equipment, check with the vendors.

2.4. Copyright

The group members hold the copyright for any media produced as part of their FYP, unless arranged otherwise with their clients or subjects. The copyright text within the projects should clearly indicate this (i.e., © group member(s) name, 2026).

However, a [NTU CoHASS WKWSCI logo](#) and text must be included 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."

NTU WKWSCI also reserves the right to use any of the FYP materials for publicity and outreach purposes.

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

2.5. Distribution

Collaterals
Refer to these [guidelines](#) if you wish to put up collaterals within WKWSCI.

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3. Project Submission
3.1. Submission Details
All FYPS are to be submitted (only softcopy is required) by the time and date stated in the schedule under the WKWSCI [FYP website](#).
An email with instructions will be sent closer to the date of submission.

The front cover of each FYP report and all supporting documents should include the following information:
- [COHASS WKWSCI Logo](#)
- Project Title
- Project ID (Will be provided in early March)
- Full Names and Matriculation Numbers of all group members
- Name of supervisor and co-supervisor (if any) – you do not need to include the moderator's name.
- *"This work was produced as a Final-Year Project in the Wee Kim Wee School of Communication and Information, Nanyang Technological University Singapore for the Bachelor of Communication Studies."* at the bottom of the cover page.

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Organising your files	- Collate your FYP report in one single file (e.g., include appendices, tables, bibliography etc.) If there are many appendices, submit them as separate files for easy reference. - Convert your documents to unsecured PDF format. - Upload accompanying materials as separate files (e.g., posters, video clips, publications, illustrated features, questionnaires, scripts etc.), preferably in common file formats.	
Naming your files	FYP Reports	**\<School code=SCI>\<FYP project ID>** e.g., SCIYY0XX.pdf Note: School Code=SCI; Your FYP Project ID comprises of 5 numerals (YY0XX):

	For accompanying materials (e.g., posters, video clips, publications, questionnaires, scripts, etc.)	**Append letters "a", "b", "c", etc. after the FYP Report file name.**
		
		e.g., SCIYY0XX**a**.pdf
		       SCIYY0XX**b**.mp4
		       SCIYY0XX**c**.mp3

1st & 2nd digit (YY)	3rd digit	4th & 5th digit (XX)
1st two digits in your final academic year e.g. AY**25**/26 (YY=25)	0	Your assigned project ID (provided in early March)

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Only one group member per team needs to submit the report, and through **all three channels** below:

	Channel of Submission	Submission Method
1	Turnitin via NTULearn Plagiarism Checker	Your final submission will be reviewed for plagiarism using the detailed report that the software generates and based on judgment about material the software flags as a match. The software is programmed to ignore material in quotation marks and bibliographic entries. There is no magical percentage of matching content that is allowed. A quick look at the projects submitted so far shows that most have between 0-2% matching material. Though you may submit drafts in Turnitin up until the due date, make sure the last submission is the final version of the report that is also submitted as hard copies. Steps for submission
2	Archival Submission to DR-NTU (Library)	NTU guidelines require all projects to be submitted to the digital repository. Students' works will be stored in the restricted portion of the Repository where access is given to current NTU staff and students. Students who fail to archive their FYP reports on time may not be allowed to graduate. The University retains the right to use your archived final year project within NTU guidelines. One group member is to submit the FYP report & appendices with soft copies of creative works such as posters, videos, etc.

Steps for submission table (within Channel 1):

1	All FYP students will be registered under the "SCI: FYP: SCI-FYP" module in NTULearn. Submit your FYP reports in the AYXX S2 FYP Submission link which will be made available on the dates stated in the WKWSCI FYP website.
2	Save your final report as: **[Project Number]_[Project Title]_[Project Type]** *(E.g., CSYY0XX_XXXXXXXXXXX_Campaign / CSYY0XX_ XXXXXXXXXXX_ACR)*
3	Only one group member is to submit the FYP report through the module.
4	You are **not required to submit appendices** for this submission.
5	For projects like feature writing that can be submitted in text files, submit both the report and the text files (e.g., feature articles)

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Steps for submission

1	Go to https://dr.ntu.edu.sg/
2	Click on the deposit button to sign in using your student network account username (omit "@ntu.edu.sg" or domain "student\")
3	Choose the collection: "WKWSCI Student Reports (FYP/IA/PA/PI/CA)"
4	Follow the instructions on the screen and enter all the necessary information.
5	You will be instructed to upload your file(s).

Important notes
- **Personal Information.** Students are to ensure all materials uploaded to DR-NTU comply with the Personal Data Protection Act (PDPA). Personal data such as NRIC, Address, Contact Numbers, etc., should be removed.
- **Confidential materials.** FYP reports considered by the School to be confidential (e.g., those that contain proprietary or sensitive information of collaborating parties) can be exempted from submission. In such cases, the FYP Supervisor will need to inform the library of the details.
- **Embargo.** For groups who wish to embargo their report, you may follow the instructions found here.
- **Big file sizes.** If your file size is above 512MB or you are unable to submit via DR-NTU due to heavy network traffic, you may submit your file in a thumb drive or portable hard-disk drive at the Service Desk in the Communication & Information Library during office hours, throughout the FYP submission dates.
- **File types.** Please save your file (e.g., photo journal, video, audio, etc.) in common multimedia formats (e.g., JPG, MP4).
- For more information on the submission guidelines, refer to: https://libguides.ntu.edu.sg/c.php?g=926884&p=6695137
- Direct your questions on DR-NTU to library@ntu.edu.sg

3	Submission to Moderators and Supervisor via OneDrive	One group member is to upload the report to the group's personalised link and folder. **Access to the folder will cease at 4 pm sharp.**

Steps for submission

1	Go to the personalised link that was shared to you.
2	Click on the link to sign in using your student network account username (omit "@ntu.edu.sg" or domain "student\")
3	Upload your report to the specific folder that was shared to you.
4	Close the window once you have uploaded the file
5	Send an email to ask_WKWSCI@ntu.edu.sg to inform that you have uploaded the report. Your subject title should be your project no. only, e.g., **CS/YY/0XX**

3.2. 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 resubmit 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.