

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



Wee Kim Wee School of  
Communication and Information  
College of Humanities, Arts, and Social Sciences

## Essential Information for Campaign Projects

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

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

## 1. Project Information for Campaign FYP

### 1.1. Information

The 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 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](#) | [Mr. Ferdinand \(Ferry\) De Bakker](#) | [Ms. Karen Ho](#) | [Assoc Prof. Kay Kim](#) | [Assoc Prof. Lee Chun Wah](#) | [Asst Prof. Lew Zijian](#) | [Asst. Prof Benjamin Li Junting](#) | [Assoc Prof. Chen Lou](#) | [Prof. May Lwin](#) | [Asst Prof. Andrew Prah](#) | [Prof Jack Qiu](#) | [Mr. Ian Tan](#) | [Ms. Wong Pei Wen](#)

# WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION

## CAMPAIGN FINAL-YEAR PROJECT

### 1.2. FYP Guidelines & Grading Criteria

Written Report (90%)	Guidelines	<ul style="list-style-type: none"> <li>▪ Besides the main text, the report should also include a cover page, an abstract, references, and appendices (if any)</li> <li>▪ Length of main text: maximum 50 pages (excluding cover page, abstract, references, and appendices)               <ul style="list-style-type: none"> <li>• Length of abstract: 250 words</li> <li>• The report should conform to the latest edition of the Publication Manual of the American Psychological Association</li> </ul> </li> </ul> <p>The main text of the Written Report is to include the following:</p>			
		Research (25%)	Campaign Development (25%)	Campaign Execution (20%)	Campaign Implication (20%)
		<ul style="list-style-type: none"> <li>▪ Literature review,</li> <li>▪ Situation analysis,</li> <li>▪ Formative Research,</li> <li>▪ Process and outcome evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Problem definition,</li> <li>▪ Target audience selection,</li> <li>▪ Campaign goal and objectives,</li> <li>▪ Campaign strategies,</li> <li>▪ Key messages.</li> </ul>	Campaign tactics, which can include but are not limited to: <ul style="list-style-type: none"> <li>▪ Media Engagement (digital and/or traditional),</li> <li>▪ On-the-ground engagement,</li> <li>▪ Collateral materials.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Campaign strengths and limitations,</li> <li>▪ Implications for communication practice,</li> <li>▪ Sustainability of the campaign.</li> </ul>
Evaluation Criteria	<u>Examiners will evaluate the respective Written Report sections based on:</u>				
	<ul style="list-style-type: none"> <li>▪ Soundness of research methodology,</li> <li>▪ Comprehensiveness of a relevant literature search.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Creativity and innovation of the strategy component,</li> <li>▪ Whether the campaign decisions were guided by relevant theories and/or formative research results.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strategic selection and integration of campaign tactics to achieve the campaign objectives,</li> <li>▪ Creativity and innovation of tactics in support of campaign strategies.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thoroughness of discussion of campaign implications,</li> <li>▪ Critical evaluation of campaign impact.</li> </ul>	
Oral Presentation (10%)	Guidelines	<p>Students will deliver a 15-minute presentation, followed by Q&amp;A. All group members should actively participate in both the oral presentation and Q&amp;A. The two moderators will provide feedback and ask questions. While there is no fixed format for the presentation, students can briefly summarise their project, addressing its significance, key achievements/findings, and implications for communication practice and/or theory.</p>			

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

## 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 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.

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## 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 them. If the equipment belongs to WKWSCI, check with the Tech Team ([SCI\\_support@ntu.edu.sg](mailto: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, 2024).

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 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 cover page.

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Organising your files	<ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Convert your documents to unsecured PDF format.</li> <li>▪ Upload accompanying materials as separate files (e.g., posters, video clips, publications, illustrated features, questionnaires, scripts etc.), preferably in common file formats.</li> </ul>								
Naming your files	FYP Reports	<p><b>&lt;School code=SCI&gt;&lt;FYP project ID&gt;</b></p> <p>e.g., SCIYY0XX.pdf</p> <p>Note: School Code=SCI; Your FYP Project ID comprises of 5 numerals (YY0XX):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; padding: 2px;">1<sup>st</sup> &amp; 2<sup>nd</sup> digit (YY)</td> <td style="width: 15%; padding: 2px;">3<sup>rd</sup> digit</td> <td style="width: 25%; padding: 2px;">4<sup>th</sup> &amp; 5<sup>th</sup> digit (XX)</td> </tr> <tr> <td style="padding: 2px;">1<sup>st</sup> two digits in your final academic year e.g. AY23/24 (YY=23)</td> <td style="text-align: center; padding: 2px;">0</td> <td style="padding: 2px;">Your assigned project ID (provided in early March)</td> </tr> </table>		1 <sup>st</sup> & 2 <sup>nd</sup> digit (YY)	3 <sup>rd</sup> digit	4 <sup>th</sup> & 5 <sup>th</sup> digit (XX)	1 <sup>st</sup> two digits in your final academic year e.g. AY23/24 (YY=23)	0	Your assigned project ID (provided in early March)
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1 <sup>st</sup> two digits in your final academic year e.g. AY23/24 (YY=23)	0	Your assigned project ID (provided in early March)							
Naming your files	For accompanying materials (e.g., posters, video clips, publications, questionnaires, scripts, etc.)	<p><b>Append letters "a", "b", "c", etc. after FYP Report file name.</b></p> <p>e.g., SCIYY0XXa.pdf SCIYY0XXb.mp4 SCIYY0XXc.mp3</p>							



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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	<p>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.</p> <p>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.</p> <p><u>Steps for submission</u></p> <table border="1" data-bbox="611 759 2022 1126"> <tr> <td data-bbox="611 759 680 879">1</td> <td data-bbox="680 759 2022 879">All FYP students will be registered under the “SCI: FYP: SCI-FYP” module in NTULearn. Submit your FYP reports in the AY S2 FYP Submission link which will be made available on the dates stated in the <a href="#">WKWSC I FYP website</a>.</td> </tr> <tr> <td data-bbox="611 879 680 975">2</td> <td data-bbox="680 879 2022 975">Save your final report as: <b>[Project Number]_[Project Title]_[Project Type]</b> (E.g., CSYY0XX_XXXXXXXXXXXX_Campaign / CSYY0XX_XXXXXXXXXXXX_ACR)</td> </tr> <tr> <td data-bbox="611 975 680 1015">3</td> <td data-bbox="680 975 2022 1015">Only one group member is to submit the FYP report through the module.</td> </tr> <tr> <td data-bbox="611 1015 680 1054">4</td> <td data-bbox="680 1015 2022 1054">You are <b>not required to submit appendices</b> for this submission.</td> </tr> <tr> <td data-bbox="611 1054 680 1126">5</td> <td data-bbox="680 1054 2022 1126">For projects like feature writing that can be submitted in text files, submit both the report and the text files (e.g., feature articles)</td> </tr> </table>	1	All FYP students will be registered under the “SCI: FYP: SCI-FYP” module in NTULearn. Submit your FYP reports in the AY S2 FYP Submission link which will be made available on the dates stated in the <a href="#">WKWSC I FYP website</a> .	2	Save your final report as: <b>[Project Number]_[Project Title]_[Project Type]</b> (E.g., CSYY0XX_XXXXXXXXXXXX_Campaign / CSYY0XX_XXXXXXXXXXXX_ACR)	3	Only one group member is to submit the FYP report through the module.	4	You are <b>not required to submit appendices</b> 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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2	Archival Submission to DR-NTU (Library)	<p>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.</p> <p>One group member is to submit FYP report &amp; appendices with softcopies of creative works such as posters, videos, etc.</p>										

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		<p><u>Steps for submission</u></p> <table border="1"> <tr> <td style="width: 5%; text-align: center;">1</td> <td>Go to <a href="https://dr.ntu.edu.sg/">https://dr.ntu.edu.sg/</a></td> </tr> <tr> <td style="text-align: center;">2</td> <td>Click on deposit button to sign in using your student network account username (omit "<a href="https://dr.ntu.edu.sg/">@ntu.edu.sg</a>" or domain "student\")</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Choose the collection: "WKWSC I Student Reports (FYP/IA/PA/PI/CA)"</td> </tr> <tr> <td style="text-align: center;">4</td> <td>Follow the instruction on the screen and enter all the necessary information.</td> </tr> <tr> <td style="text-align: center;">5</td> <td>You will be instructed to upload your file(s).</td> </tr> </table> <p><u>Important notes</u></p> <ul style="list-style-type: none"> <li>• <b>Personal Information.</b> 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.</li> <li>• <b>Confidential materials.</b> 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.</li> <li>• <b>Embargo.</b> For groups who wish to embargo their report, you may follow the instructions found <a href="#">here</a>.</li> <li>• <b>Big file sizes.</b> 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, portable hard-disk drive, CD or DVD at the Service Desk in the Communication &amp; Information Library during office hours, throughout the FYP submission dates.</li> <li>• <b>File types.</b> Please save your file (e.g., photo journal, video, audio, etc.) in common multimedia formats (e.g., JPG, MP4).</li> <li>• For more information on the submission guidelines, refer to: <a href="https://libguides.ntu.edu.sg/c.php?g=926884&amp;p=6695137">https://libguides.ntu.edu.sg/c.php?g=926884&amp;p=6695137</a></li> <li>• Direct your questions on DR-NTU to <a href="mailto:library@ntu.edu.sg">library@ntu.edu.sg</a></li> </ul>	1	Go to <a href="https://dr.ntu.edu.sg/">https://dr.ntu.edu.sg/</a>	2	Click on deposit button to sign in using your student network account username (omit " <a href="https://dr.ntu.edu.sg/">@ntu.edu.sg</a> " or domain "student\")	3	Choose the collection: "WKWSC I Student Reports (FYP/IA/PA/PI/CA)"	4	Follow the instruction on the screen and enter all the necessary information.	5	You will be instructed to upload your file(s).
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3	<p>Submission to Moderators and Supervisor via OneDrive</p> <p><i>*This is not applicable for hardcopy submission projects</i></p>	<p>One group member is to upload the report to the group's personalised link and folder. <b>Access to the folder will cease at 4pm sharp.</b></p> <p><u>Steps for submission</u></p> <table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">1</td> <td>Go to the personalised link that was shared to you.</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Click on the link to sign in using your student network account username (omit "<a href="mailto:ntu.edu.sg">@ntu.edu.sg</a>" or domain "student")</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Upload your report to the specific folder that was shared to you.</td> </tr> <tr> <td style="text-align: center;">4</td> <td>Close the window once you have uploaded the file</td> </tr> <tr> <td style="text-align: center;">5</td> <td>Send an email to <a href="mailto:ask.WKWSCI@ntu.edu.sg">ask.WKWSCI@ntu.edu.sg</a> to inform that you have uploaded the report.</td> </tr> <tr> <td></td> <td>Your subject title should be your project no. only, e.g., <b>CS/YY/0XX</b></td> </tr> </table>	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 " <a href="mailto:ntu.edu.sg">@ntu.edu.sg</a> " 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 <a href="mailto:ask.WKWSCI@ntu.edu.sg">ask.WKWSCI@ntu.edu.sg</a> to inform that you have uploaded the report.		Your subject title should be your project no. only, e.g., <b>CS/YY/0XX</b>
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### 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 re-submit new copies after the deadline are subjected 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.