

# Academic Policies & Procedures

## Overview:

The Academy's Academic Protocol & Procedures Manual serves as a comprehensive guide, detailing the educational and operational practices from class initiation to graduation. It begins by outlining the preparation steps educators need to undertake before class commencement, ensuring the provision of essential learning materials to students.

Attention is given to maintaining the quality of interaction between students and educators through scheduled consultation sessions. This interaction culminates in presentations that gear up students for their final projects. Additionally, the academy places a strong emphasis on discipline, with a set attendance threshold that students must exceed.

Performance tracking ensures that students are progressing well, and necessary interventions are put in place for those struggling academically. A dual-feedback system allows both students and educators to evaluate and improve the learning experience midway and at the course's end.

When it comes to submissions, the academy has clear protocols ensuring that students' work is safeguarded and assessed fairly. After the module ends, a meticulous marking process, followed by moderation, ensures unbiased grading. Should students feel discontent with their grades, an appeals system provides them with a chance for re-evaluation.

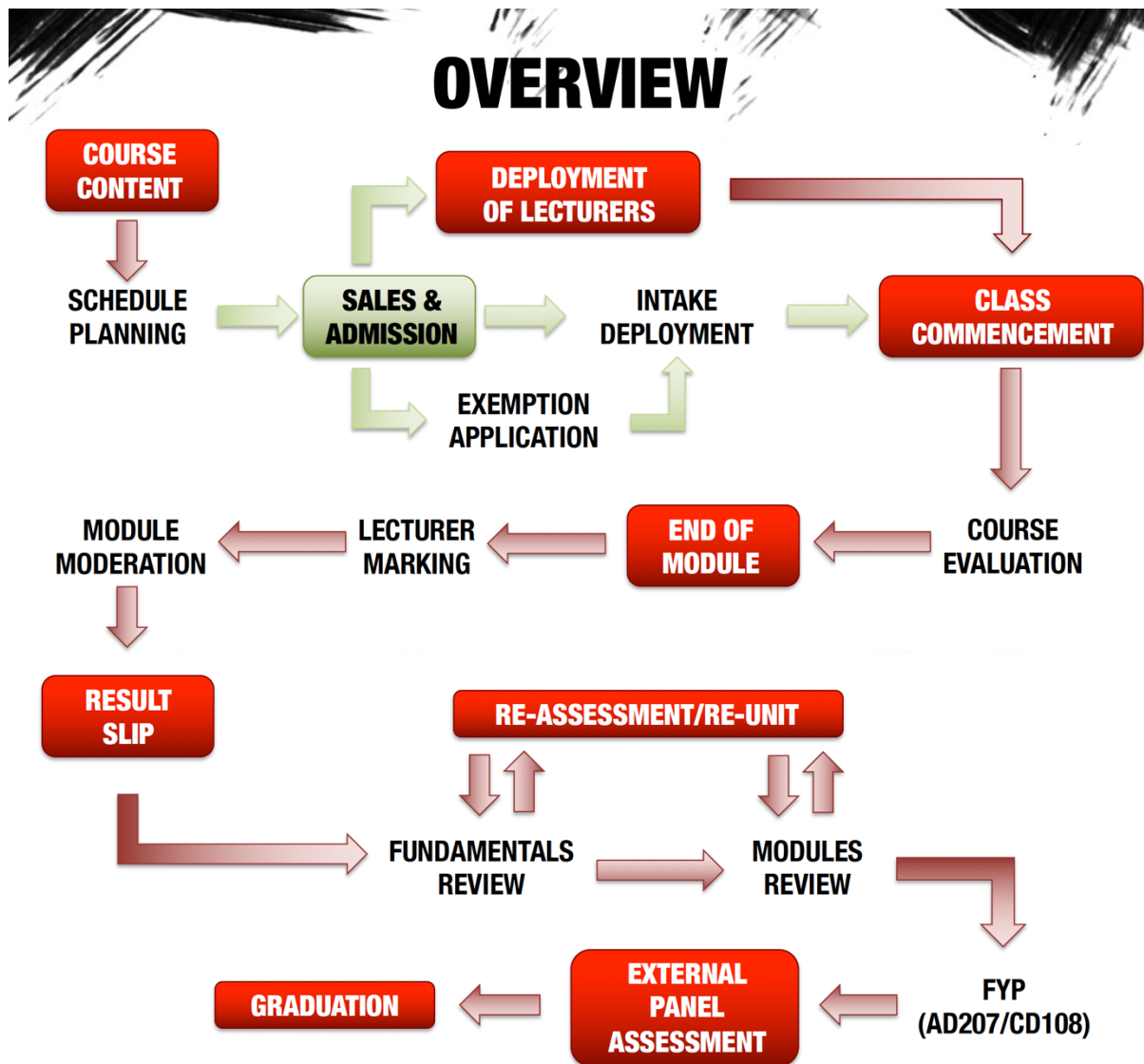
Furthermore, the manual delves into the procedures for the final year projects, emphasizing the importance of one-on-one consultation sessions and the critical role of the External Panel Assessment in grading these projects. This assessment is designed to bring in industry professionals, ensuring that the students' work meets the standards of the professional world.

Finally, graduation procedures verify that every student has met the academic criteria before they move forward. As they transition out, students are provided with their academic transcripts, and they have an opportunity to provide feedback through an exit interview.

In essence, the manual encapsulates the academy's dedication to ensuring a structured, fair, and holistic educational experience for its students.

## Academic and Examination Board members consist of:

- Michelle Lim - Board Manager
- Kenji Choo - Board Member
- Ray Chia - Board Member



## 1. COURSE CONTENT

### a. DEVELOPMENT OF MODULE CONTENTS

- i. The Academic Team to draft out the content overview
- ii. Submit for Academic Board approval
- iii. File for CPE (Council for Private Education) Registration
- iv. Upon approval, Sales and Marketing Team to market

### b. MODULE SYNOPSIS AND LESSON PLAN

- i. Develop a synopsis that the subject covers, so as to have a holistic understanding on the content and its learning outcome
- ii. A lesson plan will then be drafted based on the allocated contact hours
- iii. 1 - to - 1 consultation and presentation session were inserted to gauge students' understanding and guidance on the subject.

c. **MASTER TEACHING MATERIAL**

- i. All modules will have a master set of slides
- ii. Before the start of new class, the assigned lecturer will be given a copy of the master teaching materials, so as to allow enable the expected deliverables on the sessions.
- iii. Respective lecturers are allowed to add on their necessary real-time experience, examples or case studies, on top of the master slides during the class delivery

d. **CONTENT EVOLVEMENT**

- i. In order to align our syllabus with the industry, the Academic Team will constantly look into the changes on the deliverables annually
- ii. Academic Team will meet up with the involving lecturers of each respective modules to revisit and brainstorm for any updates to the contents
- iii. All ideas and suggestion will be consolidated and digested into a revised module content, before forwarded to Academic Board for approval

2. **LECTURER DEPLOYMENT**

a. **SELECTION FOR RECRUITMENT**

- i. All lecturing application will be vet through by the Academic Manager/Director, considering industrial experience, language proficiency, and credentials.
- ii. Only qualified/shortlisted applicants will be contacted, with evaluation of;
  - Minimum 7 years of industrial experience or equivalent
  - Education background - able to conduct class in English
  - Awards or credential

b. **INTERVIEW AND MOCK - TEACHING**

- i. An interview will be conducted for applicant with background as an educator, also to share on the Academy's programmes , ethos, students' demographics, as well as the remuneration rate
- ii. For applicant who has no history of being an educator, he/she will have to perform a 15 - 20 min Mock Teaching on a selected subject (from our list of our offering modules) before the interview
- iii. Interview is conducted on campus or via Zoom

c. **REGISTRATION WITH CPE**

- i. Register the applicant with the selected modules that he/she is comfortable with
- ii. Submitting the required documents to CPE;
  - Copy of NRIC
  - Highest Qualification (certificate and transcript)
  - Highest Language Certification
  - CV/Resume
  - Declaration by Teacher
  - Approval of Academic Board

d. **MASTER CONTRACT**

- i. An official contract drafted on agreements on the clauses, expectation, protocols and remuneration rate of the respective contracted associate lecturer

e. **ASSIGNMENT DELEGATION**

- i. Contracted lecturers will be listed in a table chart, indicating the respective modules that they are capable to deliver
- ii. Responsible personnel will assign the upcoming module classes to the respective lecturers based on the above mentioned table
- iii. Schedule of the new class will be emailed to the selected lecturer for confirmation
- iv. Before the start of the first session of the assigned class, an Assignment Contract will be given to the respective lecturer, together with the rest of the required documents for the class

f. **PROTOCOL RUN - DOWN**

- i. Orientation: A dedicated Academic Team member will conduct an orientation for first-time lecturers.
- ii. Academic Requirements Overview: The run-down includes an explanation of academic requirements, best practices, and any relevant policies.

### 3. START OF CLASS

#### a. ACADEMIC PREPARATION

- i. Upon lecturer's confirmation, Academic will forward a set of the Master Slides for their respective modules to the appointed lecturer.
- ii. Personalization: Lecturers are encouraged to add real-time experiences, examples, or case studies to enrich the master slides
  - **Pre-Class Industry Alignment Check**
    - **Lesson Plan Review:** Before starting a class, the lecturer will review the lesson plan and course materials.
    - **Industry Alignment Confirmation:** The lecturer, as an industry practitioner, will assess if the content is in line with current industry needs and provide feedback if adjustments are necessary.
  - **Pre-Class Industry Alignment Check**
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    - **Industry Alignment Confirmation:** The lecturer, as an industry practitioner, will assess if the content is in line with current industry needs and provide feedback if adjustments are necessary.
  - **Content Evolvement**
    - **Annual Review:** The Academic Team constantly aligns the syllabus with industry standards.
    - **Collaborative Revisions:** Meetings with lecturers to revisit and brainstorm updates before, during or after the class has ended for more insights.
    - **Approval:** All updates are forwarded to the Academic Board for final approval.
- iii. At the same time, the Academic will also prepare the docket for the class with the following items;
  - Assignment Contract
  - Lecturer's Log Sheet
  - Class Attendance
- iv. A Dropbox folder will be created for the class and shared with the respective students via email, so that he/she could submit the necessary digital items online. A link (not editable) will then be sent to the appointed lecturer to assess their digital work submitted.
- v. Notes will be sent to the students via Dropbox /email by their respective lecturers. If students wish to print out the notes, they can request to do so at the front office.

### 4. PRESENTATION & CONSULTATION

#### a. CONSULTATION

- i. For most modules, consultation sessions will be held on session 10 and 11. However, on - going consultations after each lecture is also allowed, should the lecturer wish to practice this (provided there is time).

#### b. PRESENTATION

- i. Students would have to present their assignments in all modules, usually on the final session. This is to help build up the students' confidence and presentation skills in preparation for their EPA, after their final project module (For DDCCD, SDAD and PDAD students)

### 5. DISCIPLINARY MEASURES

#### a. ATTENDANCE

- i. Attendance of students should be 75% or higher. On the second and third session that students have missed the class, an attendance reminder will be sent to them via email or text message.
- ii. Students who missed more than 3 sessions will be arranged to meet with the Academic Manager.
- iii. The Academic Manager will access on the student's performance in class via lecturer feedback, and proceed to find out the reason for missing classes.
- iv. If the lecturer feedbacks that the student is slow and will not be able to catch up with the remaining sessions, he/she would be asked to re - unit. This is reviewed on a case by case basis.

## 6. PERFORMANCE RECORD

### a. GRADES

- i. Once the results of each modules are compiled, the students' grades are recorded in a holistic student results excel sheet.
- ii. This sheet contains information on a student and all the grades he/she has achieved for any particular module.
- iii. Students who have many reassessment/re-unit modules will be asked to meet the Academic Manager.
- iv. Students who consistently miss classes and fail modules may be expelled if the Academic Manager finds that the student's attitude is not right and shows no interest in the course.
- v. The Academy strives to ensure a student passing rate of at least 85% for active students across the board for all modules which will be reviewed quarterly.

## 7. COURSE EVALUATION

### a. COURSE EVALUATION

- i. Students will be given a course evaluation form to fill in on lesson 4 or 5, as well as at the end of the course.
- ii. This is to evaluate the lecturer's performance and inform the Academy of any immediate problems the students are facing during the course.
- iii. The base guideline set by the Academy for each lecturer is to attain a performance rating of at least 75%.
- iv. If the lecturer fails to hit the guideline, the Academic Manager/Director will speak to them on what can be improved.
- v. Should their rating fall below 75% for subsequent modules, the Academy may decide not to engage them further for other modules.

### b. LECTURER EVALUATION

- i. Lecturers will be tasked to do an evaluation for their class on session 6. This will be filled in online.
- ii. This is to evaluate the students' performance and highlight to the Academy of any problems/difficulties the lecturers have observed in their class.
- iii. Appropriate measures can be taken to ensure that the student does not go 'off track' and end up failing the module.

## 8. SUBMISSION

### a. ASSIGNMENT SUBMISSION

- i. All assignments within the Academy modules are to be submitted to the school, not to the conducting lecturer.
- ii. All submissions (physical and digital) are to be completed with its respective submission forms.
- iii. Students are required to take initiative to protect and minimize the risk of spoiling their submitted mock-ups. The Academy shall not hold any responsibility if the submitted mock - up were destroyed during the transition of conducting lecturer's and moderator's marking.

## 9. END OF MODULE

### a. LECTURER MARKING

- i. After the module has ended and the submission deadline for the students' final assignment has passed, the lecturer will begin to mark the students' work.
- ii. They can choose to either bring back the physical submission and mark, or grade them in an empty classroom during the school office hours.
- iii. For softcopy submissions and working files, the lecturers will access to these assignments via the Dropbox link sent to them at the start of class.
- iv. Lecturers are given 2 weeks to mark the assignments, due to their own busy work schedules. Lecturers who have not submitted their marksheets after 2 weeks will be reminded. Lecturers who still need additional time to mark will have to send an apology email to their former students stating why the grading has taken so long.

### b. MODULE MODERATION

- i. Moderation will be arranged once the lecturer has finished marking and has returned all assignments that he/she may have brought home to mark.
- ii. An appropriate moderator for pragmatic and strategic modules will be invited to conduct moderation.
- iii. A moderation marksheet (clean of the lecturers' marks/comments) will be passed to the moderator, along with any digital assignments via a dropbox link.
- iv. Physical assignments will be laid out in a classroom for the moderator for easier access.
- v. The moderator will proceed to grade the assignments based on tangible items. Any class participation, consultation or presentation marks the student may have obtained from their lecturer will not be accessed.

## 10. RESULT SLIPS

### a. RESULT SLIPS AND ASSIGNMENT COLLECTION

- i. After moderation, the marks from the lecturer and moderator for the assignments that were being graded will be added together and halved.
- ii. Students who submitted their assignments late will be penalised (late assignment deduction). The resulting marks will be the students' final marks and it will be compiled into their result slips.
- iii. After the Academic Manager has checked through the results and verified them, it will be sent to students via email.
- i. Academic Manager or assistant checks for any wrong intakes, spelling mistakes or result indifference
- ii. Students who did not complete the course evaluation will have their results withheld
- iv. Students will have a month to collect their assignments from the Academy before it is being discarded.
- v. Assignments of students who have to do a reassessment (40 - 49 marks) will not be returned.

### b. REASSESSMENT AND RE-UNIT

- i. Students who get a grade between 0 - 39 overall marks will be considered as re-unit and would need to retake the module.
- ii. Students who get a grade between 40 - 49 overall marks will be considered as reassessment and would need to reassess on the assignments that they failed.
- iii. Students who attained a re-unit grade may appeal to take a reassessment instead. This is subjected to the decision of the Academic Manager, who will base his/her decision on the students' class attendance and also the feedback from their respective lecturers.
- iv. Students who attained a reassessment grade may also be required to re-unit the module if their attendance falls below 75%.
- v. A reassessment consists of 2 sessions:
  - First session: Lecturer to brief student on how to improve their existing assignment to make it better
  - Second session: Student to present their improved assignment to their lecturer. The new assignment will then be re-graded and their new marks will replace their old marks.
  - The duration between the first and second session is 2 weeks. An extension may be given subjected to the lecturer's approval.

### c. APPEAL

- i. Students who feel that their marks are not justified may appeal for a third assessor to re-grade their submission. They do not need to fail to appeal.
- ii. Students will not be allowed to edit their assignments and improve it if they wish to appeal.
- iii. A third party will be assigned for the appeal process. If the appeal and re-graded marks are higher than the original grade, it will replace the original grade. Otherwise, the original grade will remain regardless of appeal grade.

### d. FUNDAMENTAL REVIEW

- i. Students who have not cleared their fundamental modules are not allowed to proceed on with other modules. The fundamental modules are: - CD101 Visual Communication - CD111 Digital Studios I - CD112 Digital Studios II - CD103 Typography and Communication Design

### e. MODULES REVIEW

- i. Students who have outstanding modules they have to re-unit will not be allowed to take their final module project (CD108 Communication Design Project/AD207 M.A.D. Integrated Campaign Project).
- ii. Students may appeal to take the final project first, but will be subjected to the Academic Manager's approval on a case by case basis.

## 11. FYP (CD108/AD207)

### a. CD108 Communication Design Project

- i. The last module for students taking Diploma in Communication Design. In this module, students will be tasked to craft a design orientated campaign. After 10 1 - to - 1 consultation sessions with their lecturer, they will have to present their campaign and submit their project on session 12. They will receive a review from their lecturer on how they can improve their project before their EPA.

**b. AD207 M.A.D. Integrated Campaign Project**

- i. The last module for students taking Professional Diploma in Advertising and Design. In this module, students will be tasked to craft a campaign that integrates Marketing, Advertising and Design on 2 topics: Social Enterprise or New Venture. After 10 1 - to - 1 consultation sessions with their lecturer, they will have to present their campaign and submit their project on session 12. They will receive a review from their lecturer on how they can improve their project before their EPA.

**12. EPA (EXTERNAL PANEL ASSESSMENT)**

**a. INVITATION OF ASSESSORS**

- i. Assessors will be invited to judge the students work for their final project.
- ii. The judges will be selected based on their respective fields in their professional career. Eg . An Art Director will grade on the design portion, a Marketing Manager will grade the marketing portion etc.
- iii. External Panel Assessment is mostly conducted physically on campus. In certain cases, it may also be conducted online through Zoom.

**b. PERFORMANCE COMMENTS**

- i. Each student will be given 20 minutes to present + 10 minutes Q&A session.
- ii. Judges will proceed to grade the students after each presentation is done via an EPA grading sheet.
- iii. Assessors will also have to write an overall evaluation of the cohort's academic level. - EPA accounts for 50% of the students grade for their final project. The other 50% is awarded by their lecturer.

**13. GRADUATION**

**a. GRADUATION CLEARANCE**

- i. Students who have completed and passed all their modules will be eligible to graduate.
- ii. The Academic Team will also check with Operations if there are any outstanding payments before issuing the certificate.

**b. CERTIFICATES AND TRANSCRIPTS**

- i. Certificate and Transcript will be provided for all PCCD, PCCI, PCPD, PCED, PCUI, DDCD, PDAD, SDAD, DDDM, DPDI, SDIX, PGDM students upon completion of all their modules.
- ii. The duration for Certificate and Transcript preparation is 45 days from their EPA.
- iii. For programmes without EPA, the Certificate and Transcript preparation is 45 days after their last result slip is sent out.
- iv. Professional Workshop students will only receive a certificate of achievement, without any transcript.

**c. EXIT INTERVIEW**

- i. Before students collect their certificate, they will be asked to fill in an exit interview form.
- ii. Data from the exit interview will be review semi-annually.
- iii. Professional Workshop students need not fill in the exit interview form.