



NTUSU COMMUNICATIONS COMMITTEE



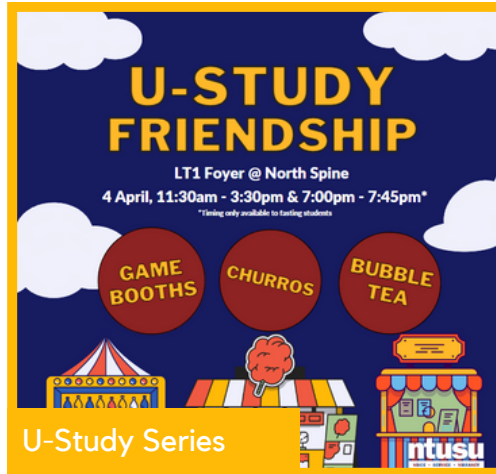
WHAT DO WE DO?

The Communications Committee is in charge of all forms of NTUSU communication and branding; social media, online editorial publication, photo-video and other media projects. In this division, you can be proactive and take up interesting projects such as creating an IG filter, stickers, and be involved in curating essential copies for our communication channels and more!

Take a look at our key projects in the next pages.



KEY DESIGN PROJECTS (DIGITAL)



KEY PHOTO & VIDEO PROJECTS



Confluence



Humans of NTU



Open House

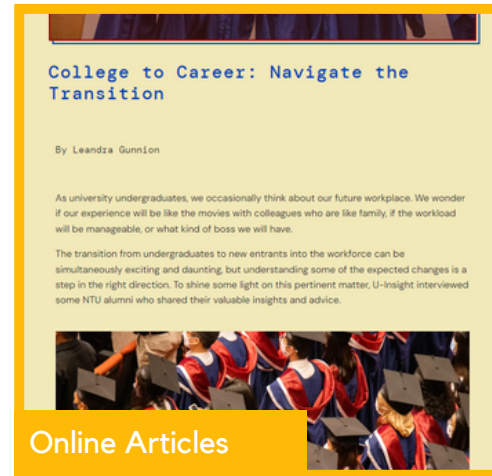


Post-Event Video

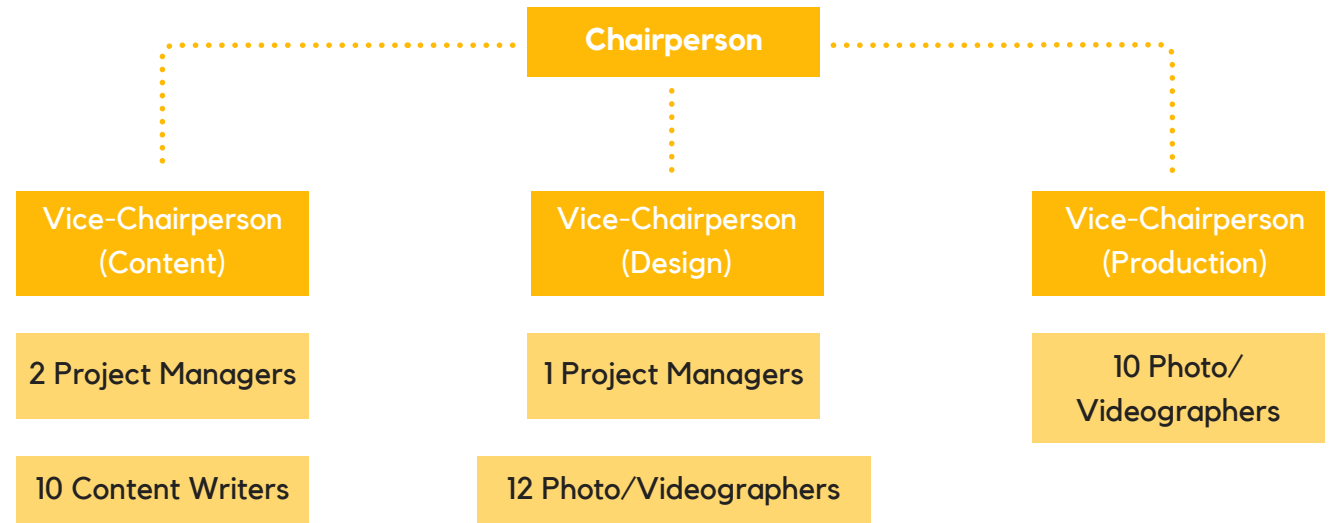


Youth Talk

KEY WRITING PROJECTS



HOW WE WORK



Chairperson

- Sets the **strategic direction** on the overall communications style together with the EXCO in-charge
- **Oversees and leads** the committee by collaborating with the Vice-Chairperson
- Coordinate **project delegation** and control internal deadlines

Vice-Chairperson (Content)

- Sets the **strategic editorial direction** of campus articles and social media copies in accordance to Union Vision and Mission
- Oversees and leads the committee writers while emphasising on a standard level of writing style throughout
- Involved in editing copies on a generalised level

Vice-Chairperson (Design)

- **Manages** the art direction and **style** produced
- **Maintain the standard** of Union's branding and provide feedback for produced collaterals
- Coordinate design related projects

Vice-Chairperson (Production)

- **Manages** the art direction for production (photo and video) related matters
- Advises and ideate together with the project leads
- Coordinate Photo-Video projects

ROLES & RESPONSIBILITIES (LEAD COMMITTEE)

ROLES & RESPONSIBILITIES

Project Lead

- **Lead and provide feedback** on project execution
- **Collaborate** with content writer, designer, and photo/videographer
- **Initiate** projects planning, ideation and discussion

Content Writer

- **Curate and produce** written content for our very own e-magazine , U-insight.com
- Collaborate with our designer and photo/videographer to curate relatable content for our socials

Designer

- Involved in **designing** collaterals, both for physical and online materials
- Collaborate with content writer and photo/videographer in producing content
- Innovate and creatively design while adhering to branding guidelines

Photo/Videographer

- Involved in **photo-video production** projects, for event coverage, campaign, and other publication materials
- Collaborate with content writer and designer in producing content
- Creatively producing photo and video materials

FREQ ASKED QNS

GENERAL

Do I need to have technical skills to join Communications Committee?

We welcome everyone regardless of their prior experience related to the division, though previous experience would be a plus, especially for the more technical roles roles such as designers or photographers/videographers. We do have workshops to enhance our members' technical skill set , so don't worry about that! :)

How is the commitment level?

For CC, there's no weekly meetings like other committees. However, your commitment level will depend on your availability and the project that you will take on. Usually, one project will take around 3 weeks to suit the officer's availability and give more flexible deadline.

FREQ ASKED QNS

GENERAL

I have experiences in more than one field (design, photo/video, writing) what position should I apply? Can I do variety of projects?

We always welcome passionate talents like you! Just indicate your interest and experience during the interview and we will assess from there on. You can also express your interest later to your lead committee and they will sure help you to try on new stuff!

I want to join, how to know more about the committee?

You can email us at su-commsdiv@e.ntu.edu.sg for any queries and do join us at Welcome Week!

FREQ ASKED QNS

LEAD COMMITTEE

Do I need to have technical skills and experience as a Lead Committee?

Prior experience and relevant skills are great in order to set the direction of the team. Lead committees should be able to provide feedback in terms of quality. Good project and time management skills would also aid in your experience in this role.

What would my main job scope be as a Lead Committee?

Lead committees will be the ones to spearhead and guide the team in curating and creating relevant and engaging content as well as executing projects.

FREQ ASKED QNS DESIGNER

Will I be involved in huge projects or campaign?

There's always room for you to be involved in exciting projects. Just be proactive and let your lead committee know that you're interested and keen then you're ready to go!

I have no experience in Photoshop or Illustrator, and I usually use Canva for my design, can I still join?

We believe that design is determined by the person, not the tool. In fact, 90% of our collaterals are produced with Canva. As long as you're ready to learn and step up your skills, the software is not a problem.

FREQ ASKED QNS

PHOTO & VIDEOGRAPHER

I don't have any camera, can I still join?

Yup! What you need to have is a good eye for details and aesthetics, you're good to go. Equipments will be provided by the Union.

I can only take photos, but no experience in shooting videos..

Don't worry! We believe that this is your chance to learn if you're keen.

FREQ ASKED QNS

CONTENT WRITER

What is the workload in the content team like? What deliverables am I expected to provide throughout the two semesters?

Every writer is expected to at least contribute 3-4 articles in their entire term if possible, and if their school commitment permits. Their articles are based on individual and editors' pitches. At times, writers may even collaborate with each other which may reduce the workload a little.

Writers are expected to deliver pitches to their editors at every meeting, with new ideas that are in trend. They are also allowed to collaborate with their photographers, designers and fellow writers in editing the copies to ensure that it's of publishing standard according to pre-set formats and guidelines if possible.

What can I expect to learn from my time at Editorial?

You may expect to takeaway invaluable friendships and connections with various profiles that you've interviewed, improved writing skills. You may even develop an eye for design and branding – the potential for growth is endless!