

PROFESSIONAL DIPLOMA IN

GRAPHIC DESIGN

广告 设计

文凭课程

FREE Multimedia Laptop
多媒体笔电

*T&C apply 需符合条件与规则



Professional Diploma in Graphic Design

广告设计文凭课程 (PDGR)

Intake 开课时间: March, June, October (3月, 6月, 10月)

Study Duration 课程时间: 1 year (Monday to Friday, 9am-4pm) 周一至周五, 上午9点至下午4点

With the increasingly fierce market competition, enterprises pay more and more attention to brand image and marketing strategy. Graphic designers play a key role in this field. Through the use of visual communication and design elements, they help companies create a unique brand image and provide creative design in advertising, packaging and display.

随着市场竞争日益激烈,企业对品牌形象和营销策略越来越重视。平面设计师在这个领域扮演着关键的角色,通过视觉传达和设计元素的运用,帮助公司塑造独特的品牌形象,并提供创意设计,涵盖广告、包装、展示等领域。

Career Opportunities 职业机会

- Graphic Designer 平面设计师
- Brand Designer 品牌设计师
- Packaging Designer 包装设计师
- DTP Artist DTP美术员

Course Content 课程内容

- Introduction to Design, Colour & Layout Study 设计、色彩与构图基础
- Business English 商务英语
- Typography 字形学
- Illustration 插图
- Digital Image Processing 数码影像处理
- Advertising Principle & Creativity 广告原理与创意
- Packaging Design 包装设计
- Desktop Publishing 排版
- Corporate Identity & Brand Design 企业形象与品牌设计
- Application of AI Design Tools AI设计工具应用
- Final Project (Portfolio & Presentation) 实作项目 (设计作品集与演示)
- Industrial Training (2 months) 实习期 (2个月)

Entry Requirements 入学要求

- At least 17 years old and above. 年满17岁或以上。
- SPM/UEC or other equivalent exam holders are eligible to apply.
拥有SPM/UEC或其他同等资格的考试成绩者可以申请。
- Students without any valid public examinations are encouraged to apply, an interview session is required before enrolment. 欢迎没有任何有效公共考试成绩的学生申请,但需要在入学前进行面试。

Study Mode 课程模式

- 12 months full time programme (containing theories, technical practices and a final project)
为期12个月的全日制课程 (包含理论、技术实践和实作项目)

Disclaimer 声明

The programmes offered by SITE are non-MQA accredited programmes in collaboration with the professional-relevant bodies.
SITE 提供的课程是与专业相关机构合作的非MQA认证课程。

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