

ADVANCED

DIPLOMA

in GRAPHIC

DESIGN

ADVANCED DIPLOMA IN
GRAPHIC DESIGN

广告设计进阶文凭课程 (ADGR)



Southern
SITE • SPACE

南方
技
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院



Advanced Diploma in Graphic Design

广告设计进阶文凭课程 (ADGR)

Intake 开课时间: March, June, October (3月, 6月, 10月)
Study Duration 课程时间: 8个月 (2 semesters 两个学期)

The Advanced Diploma in Graphic Design course is designed to provide advanced design knowledge and multimedia skills for designers aspiring to deepen their expertise. Covering both advertising design and multimedia design, the course includes photography, UI design, and website design. It aims to cultivate students' abilities to master creative multimedia design skills within the realm of graphic advertising.

平面设计进阶文凭课程致力于为有志于提升设计技能的设计师提供深入的设计领域和多媒体设计的培训。覆盖广告设计和多媒体设计领域，涵盖摄影、UI设计以及网站设计等内容。旨在培养学生在独具特色的平面广告行业中，同时掌握创新的多媒体设计技能。

Career Opportunities 职业机会

- Graphic Designer 平面设计师
- Photographer 摄影师
- Interactive Media Designer 互动媒体设计师
- Web/Interactive Designer 网页/互动设计师
- User Interface Designer 用户界面设计师

Course Content 课程内容

- Creative Strategy for Advertising Design 广告策略及设计
- Products & Models Photography 产品与模特儿摄影
- Web Design 网页设计
- App Design 應用程式界面设计
- Digital Illustration 数码插画
- ADV Final Project 广告毕业专案

Entry Requirements 入学要求

- At least 17 years old and above. 年满17岁或以上。
- Professional Diploma holder or Certificate holder + 1 year of working experience. 具备设计文凭或相关证书，并拥有一年设计工作经验。
- An interview session is required before enrolment. 入学前需进行面试。

Study Mode 课程模式

- 8 months full-time programme (containing theories, technical practices and a final project) 为期8个月的课程（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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