SITE
SOUTHERN INSTITUTE of TECHNICAL EDUCATION
南方技职学院

Professional Diploma in

GRAPHIC DESIGN

广告设计

文凭课程

FREE Multimedia Laptop
免费多媒体笔电

*T&C apply 需符合条款与条规

Professional Diploma in Graphic Design
广告设计文凭课程

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 to 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 solutions in advertising, packaging, display, etc.

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，并提供创意解决方案，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美术师

Course Content 课程内容

- Introduction to Design, Color & Layout Study 设计、色彩与构图基础
- Communicating in Business English 商务英语沟通
- 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 Requirement 入学要求

- At least 17 years old and above. 年满17岁及以上。
- 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 (contains theory, technical practices and 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
Professional Diploma in Graphic Design is not accredited by the Malaysian Qualifications Agency (MQA).
广告设计文凭课程非MQA认证课程。

SC Education Management Sdn. Bhd. (709132-K)

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All information is correct at the time of printing and is subject to change without prior notice. (4/2026 Printed)