



Digital Marketing Communications (DMC) + UI/UX Professional Certification



Get Ready for Digitisation with the only **Design Academy** that has Singapore's **Workforce Skills Qualifications (WSQ)** accreditation for **GRAPHIC DESIGNERS**.

Who We Are Looking For?

This is a programme for individuals and PMETs interested in a career switch, joining the digital field, or are looking to be certified as Digital Marketers and/or UI/UX Designer. Business owners or experienced digital marketers who wish to expand their roles to become strong social media practitioners or looking to upskill are also welcome.

We also cater for learners that are keen to enter the tech industry via the creative route (e.g. UI/UX Designer positions) instead of through hard technical paths.

Learner Benefits

Learners will experience a combination of theoretical and software training.

For Digital Marketing Communication

- Understand the types and uses of various online marketing channels such as Facebook, Instagram, Google AdWords, SEO, SEM and more.
- Craft and strategise effective marketing campaigns across various platforms.
- Get an appreciation for the use of data and its importance in campaign optimization.
- Pick up fundamental design skills to generate effective digital marketing content.
- Learn effective project and client management skills.

For UI/UX Programme

The course has been curated to address key skill-sets and software techniques required of a UI/UX Designer.

- Learn how to setup web domain
- Administer web host and manage name servers
- Install Content Management Systems
- Design Website
- User Experience
 - Usual Ability Testing, User Stories, User Persona
- User Interface
 - Wire Frame, Prototyping, Interaction Design
- Website Template Manipulation



Pre-requisites

- Singaporeans / PRs
- At least 21 years old and above
- Min. N' or O' level qualification with pass in English
- Computer Literate

Lead Trainers

Moses Simon

Vice-President, Training and Communication - Facebook

A psychology graduate with more than 10 years of success in the field, Moses was appointed the only Project Trainer (Social Media Marketing) for Facebook APAC SME. He was trained at Facebook's Dublin HQ and has shared the art of Social Media Marketing with multiple organisations.

In the Digital Marketing space, his expertise includes SEO/SEM, display advertising, and has helped many brands and business owners in their digital campaigns. His training sessions are exciting and participative, where participants enjoy a lively and overwhelmingly informative experience learning with him.

Christopher Cheng

Entrepreneur, Lecturer

Christopher runs his own design consultancy firm which is frequently engaged both locally and abroad. Fully embracing the path of a Designpreneur, he constantly researches on new forms of design models which adopts a multi-disciplinary approach to be achieved in conjunction with business strategy.

Christopher graduated with a Masters of Architecture from the National University of Singapore (NUS). A well-rounded designer, he boasts a repertoire of skills in Architecture/Interior Design, 3D Modelling, Branding, Graphic Design and Photography.

Joe Gui

Entrepreneur, Web & UI/UX Designer

What started as a hobby in the late '90s became a subject that Joe is fiercely passionate about today. Having been in the web industry for over a decade, Joe has witnessed its rapid transformation from the very start. He was responsible for creating websites since the early (HTML) days to the current dynamic and responsive norm, for several local and multinational corporations including Singapore Tourism Board, The Esplanade, Volkswagen and many more.

Joe obtained his Bachelor Degree in Multimedia Arts from University of Central England in Birmingham. He currently specialises in teaching Digital Media Design and is also an Associate Lecturer in Ngee Ann Polytechnic.

Certificate of Completion

Electronic certificates (e-Certs) will be issued to trainees who have attended and attained competency in Singapore Workforce Skills Qualifications (WSQ) training modules or have attained full WSQ qualifications.

Participants who successfully complete 6 Digital Marketing competency standards will receive a **Professional Certificate in Digital Marketing** awarded by First Media Academy.

Participants who successfully complete all UI/UX competency standards will receive a **Professional Certificate in UI/UX Design** awarded by First Media Academy.

Employment Opportunities / Career Pathway

- Digital Marketing Executive/Manager
- User Interface Designer
- Communications Specialist
- Digital Media Practitioner
- User Researcher
- Interaction Designer
- Front-End Web Developer
- User Experience Designer
- Graphic Designer
- Application UI UX Developer

First Media Academy works with multiple industry partners endeavour to provide job placement and internship opportunities.

Duration of Study

Digital Marketing

6 Weeks Full-Time
Every Mon to Fri
9.00am – 6:00pm

UI/UX Web Design

5 Weeks Full-Time
Every Mon to Fri
9.00am - 6.00pm

More Information

For more enquiries, please email: mac_wee@firstmedia.edu.sg or call 63378663.

Course Fees

UI/UX Web Design Programme

WSQ Modules	21-39 years old	SME Sponsored or 40 years and above	Workforce Training Scheme	Full Course Fee
Subsidy	\$15/hr	90% subsidy	95% Subsidy	100%
Design Thinking for Business Innovation (User Experience)	\$1027.18	\$368.13	\$146.87	\$1,309.63
User Interface Design (Adobe XD)	\$1,326.00	\$306.00	\$216.00	\$1,926.00
Web Development & Design	\$673.50	\$178.50	\$126.00	\$1123.50
*Graphics Illustrations and Design Fundamentals (Adobe Illustrator)	\$1,459.25	\$386.75	\$273.00	\$2,434.25
Fees Payable	\$4,485.93	\$1,239.38	\$761.87	\$6,793.38

*Elective



Digital Marketing Communication

WSQ Modules	21-39 years old or PR	SME Sponsored or 40 years and above	Workforce Training Scheme	Full Course Fees
Subsidy	\$15/hr	90% subsidy	95% Subsidy	-
Idea Generation Techniques	\$1316.10	\$379.85	\$192.60	\$1717.35
Implement Design Thinking	\$775.25	\$182.75	\$129.00	\$1150.25
Art Direction and Videography	\$830.65	\$220.15	\$155.40	\$1385.65
Digital Marketing Fundamentals	\$1426.00	\$426.00	\$216.00	\$1,926.00
Graphic Design Essentials (Adobe Photoshop)	\$673.50	\$178.50	\$126.00	\$1123.50
Fees Payable	\$4,921.50	\$1,267.25	\$819.00	\$7,302.75