Professional Certificate in Communication Design aims to provide students with a stronger fundamental skill set in visual literacy and technical executions. With a strong foundational pillar in place, students are able to make better decisions before execution; having strong technical skills in Adobe Photoshop and Illustrator makes it easier for them to achieve their desired outcome. The course also acts as an ‘introductory package’ to design, crafted even for people without a design background but want to upgrade themselves, as design fundamentals can be applied to all aspects of life.

WHY M.A.D.

We believe that everyone is creative, regardless of their walk(s) of life. Let us refine your raw creativity into polished creative muscles with the guidance of our lecturers, all of whom are industry practitioners (Directors, Creative Directors, Art Directors, Chief Executive Officers, Brand Managers etc.). We focus on what’s important to you - a moneymaking, working portfolio. By emitting examinations for our modules, every submission is project-based, actual work that you can include in your portfolio. We also offer a learning flexibility to accommodate those with work commitments.

With the chance to learn from the best, work on real client briefs, multiply and diversify your portfolio, go on study trips and compete in local/international competitions, what’s stopping you?

Professional Certificate In Communication Design

MODULES

1. Visual Communication
2. Digital Studios I (Adobe Illustrator)
3. Digital Studios II (Adobe Photoshop)
4. Typography and Communication Design

Visual Communication

Visual Communication is a key cornerstone of great design. Students of visual communication will embark on a creative adventure to explore, discover and cultivate themselves to become a successful visual communication designer. Through this journey, they will learn the importance of integrating basic design elements, principles of design, visual composition and relationships to identity and resolve visual problems. Specifically, the course focuses on the design process and function, graphical experimentation and developing skills for a visual communication designer.
**Learning Outcome**

1. Understanding the elements and principles of design
2. Understanding the importance of design visual literacy and how to use shortcuts to enhance their design workflow. They will learn to create and construct logo designs, 2 and 3-dimensional graphics, realistic illustrations, perspective drawing and 3-dimensional packaging mockups. Specifically, this course focuses on equipping students with professional industry skills and techniques to edit and create vector visuals and effects in the highly visual saturated society today.

**Digital Studios I (Adobe Illustrator)**

The Digital Studios I module provides a comprehensive coverage of Adobe Illustrator, from the fundamentals, all the way to advanced Illustrator techniques. Students will learn essential vector drawing tools to unlock their creative potential and how to use shortcuts to enhance their design workflow. They will learn to create and construct logo designs, 2 and 3-dimensional graphics, realistic illustrations, perspective drawing and 3-dimensional packaging mockups. Specifically, this course focuses on equipping students with professional industry skills and techniques to edit and create vector visuals and effects in the highly visual saturated society today.

**Digital Studios II (Adobe Photoshop)**

The Digital Studios II module introduces students to the professional practice and experts’ choice of digital image editing: Adobe Photoshop. Here, students will learn the fundamentals of Photoshop, all the way to advance techniques used for editing, manipulating, retouching and enhancing of digital images. They will be actively involved in the design process, and through integrating raster and vector images with Illustrator, maximise the full potential of the tools to create appealing visuals ready for the industry.

**Typography and Communication Design**

Typography: The art and technique of arranging type to make it visually appealing, engaging and attention grabbing. This module provides students with the theoretical and practical experiences of typography as a visual language and its application in visual communication design. Students will learn the history of type, anatomy, terminology, principles of typography, typographic layout, type aesthetics and consideration. They will also learn the different typographic elements, letter structures, type personality, tone of voice and above all, acquire an in-depth understanding on the role, purpose and function of typography.
ENTRY REQUIREMENT

1. Applicants are to be aged 16 or above when applying
2. GCE ‘N’ level with minimum 3 credits (C6) or equivalent
3. GCE ‘N’ level with minimum of C6 for English or equivalent
4. Applicants not meeting the entry requirements will need to undergo an interview

COURSE DURATION

<table>
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<tr>
<th>Part Time</th>
<th>12 Months</th>
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<tbody>
<tr>
<td>Full Time</td>
<td>8 Months</td>
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TIME TABLE

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<thead>
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<th>PT</th>
<th>Weekdays, 7:00pm - 10:00pm or 10:00am - 1:00pm or 1:00pm - 4:00pm</th>
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</thead>
<tbody>
<tr>
<td>FT</td>
<td>Weekdays, 10:00am - 1:00pm or 12:00pm - 3:00pm or 3:00pm - 6:00pm</td>
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TUITION FEES

Tuition fee cover, study guides, intensive seminars and workshops, assignments, examination (if applicable), projects, degree (if earned) and transcript.

Tuition fee: **SGD 6,500.00** (GST Excluded)

“What I really like about M.A.D. School is that the lecturers are all working in the industry, so from there I get to network with them and I get to expand my social network which is good for the future. And in that way this is how M.A.D. School is elevating my growth, and it is easier for me to enter the industry in the future.”

Ning Goh, Student of M.A.D. School

“M.A.D. is a warm family that accepts anyone who’s passionate about Design. They have trained me up to be an award-winning designer. With their 3-in-1 M.A.D. formula, along with the array of top-notch lecturers, I am all ready to stand out in the creative industry!”

Amelie Kam Pei Wan, Student of M.A.D. School

“I’ve listened and I’ve followed but now, I want to give myself a chance to experience what it feels like to do something that I love. And when there’s an open door that I can learn to be great at it, I’ll go right for it.”

Tyler, Student of M.A.D. School
FEATURED LECTURER

Kenji Choo, Academic Director at M.A.D. School
Kenji graduated with a distinction in Master of Design from Curtin University of Technology, Australia, in 2003 and received a year of professional packaging design training from Japan in 1991. Kenji has accumulated more than 10 years of professional teaching experience as a design educator and 20 years of relevant job experiences as a creative practitioner in the graphic design, branding, advertising, packaging, publishing and printing industries.

As a design educator, Kenji shows keen interest in his students’ learning, shares beyond information and knowledge while engaging his students in design thinking, critical thinking, creative problem solving and cultivating active learning.

Andy Xu, Co Founder and Creative Director of Three Collective Ptd Ltd
Previously an Art Director at Ogilvy & Mather, Andy is the current Co Founder/Creative Director of Three Collective, an enterprise that provides thoughtful solutions for their clients in the area of Product Development, Packaging Design and Art Direction and Design Services. He is also a winner of the prestigious D&AD Yellow Pencil Award, along with 4 silvers at the Crowbar Awards.

HOW TO GET TO CAMPUS

Riverside Point
30 Merchant Road
#03-22-24 [Office],
#03-04-06,21 [Campus],
Singapore 058282

Taxi Stand
Riverside Point (D11)

Clarke Quay MRT (NE5)
Walking 4 mins from Exit G

Bus 2, 12, 33, 51, 54, 61, 63, 80, 124, 145, 147, 166, 174, 174E, 190, 197, 851 and 961
Walking 4 mins from bus stop B04222

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