The Professional Diploma in Advertising and Design is a lethal combination of our Diploma is Communication Design and Specialist Diploma in Advertising Design. This course combines both pragmatic and strategic studies in a never seen before three-in-one pow-wow diploma based on our M.A.D. formula, crafted by industry practitioners. Students will learn how to incorporate strategic elements of marketing and advertising into their design, and how this cross disciplinary learning takes them to the next level in the industry.

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?

PDAD

Professional Diploma in Advertising and Design

MODULES

1. Visual Communication
2. Digital Studios I
3. Digital Studios II
4. Typography and Communication Design
5. Corporate Identity and Design
6. Packaging and Print Technology
7. Editorial Design
8. Web Interface Design
9. Innovative Marketing
10. 21st Century Advertising
11. Creative Thinking
12. Copywriting
13. Branding
14. Digital Marketing
15. TVC (Concept + Development)
16. M.A.D. Integrated Campaign Project

ELECTIVE MODULES

• Fundamentals of Photography
• Natural and Studio Lighting
Visual Communication

This module allows students to explore and embark on their creative journey to discover and cultivate what it takes to become a successful visual communication designer. Students will learn the importance of how to integrate basic design elements, principles of design, visual composition and relationships to develop and resolve visual problems. Specifically, this course focuses on the design process, function, exploration of various media, graphical experimentation, theoretical and practical skills of visual communication design.

The aim of this module is to provide students with an insightful experience on the role of visual communication design, purpose, function, process and contemporary practices of visual communication.

Digital Studios I

This module introduces students to the essential vector drawing tools to unlock their creative potential with Adobe Illustrator while learning useful shortcuts to enhance their design workflow. Students will learn from fundamental to the advanced techniques of Adobe Illustrator to create and construct logo design, 2-dimensional and 3-dimensional graphics, special visual effects, typographical graphics, realistic illustrations, perspective drawing and 3D packaging mock-up presentation.

The aim of this module is to equip students with the industry professional skills and techniques to edit and create vector visual graphics and special visual effects in the world of visual culture and highly visual saturated society today.

Digital Studios II

This module introduces students to the professional practice and experts’ choice of digital image editing, manipulation and photo retouching tools for graphic design and multimedia with Adobe Photoshop. Students will learn from fundamental to the advanced skills and techniques of Adobe Photoshop to create special visual effects, artistic interpretation of images and enhance digital photography. The emphasis includes design process, exploration of advanced Photoshop techniques by integrating raster and vector graphics with Adobe Illustrator to maximizing the creative potential of the tools to create appealing visuals to effectively engage the audiences.

The aim of this module is to provide students, graphic designer, web designer, multimedia designer, photographer as well as special effects artist with the professional skills to digital image edit, retouch, process digital image confidently and professionally in your respective profession.
Typography and Communication Design

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, type classifications, principles of typography, typographic layout, type aesthetic and type choices consideration. The emphasis includes an in-depth understanding of the role, purpose and function of typography.

The aim of this module is to provide students with the understanding of how typographic elements such as letter structure, legibility, readability, tone of voices, type personality, characteristics, mood, selection of type choices, integration of other design elements and visual compositional relationships can create a visual impact in visual communication design today.

Corporate Identity and Design

This module will provide students with the science behind every corporation’s ‘persona’. Besides creating the corporate personality, the module also explores the components of a corporate identity programme that will promote consistency in both discipline and application. Students will learn about the coming of corporate communications, the story, visual and package, science of symbols, logos and colours, logotype and semiotics, supporting devices and applications, corporate design mandatories and the corporate identity system and why is it so important.

Packaging and Print Technology

This module offers students an in-depth study of the principles of packaging design and the design process from concepts to three-dimensional forms. Not only will students explore key concepts of the packaging design development process, aesthetics and visual composition organisation, they will also learn about structural construction, technicalities, print production, packaging material and its properties, mechanisms and the overall presentation of the packaging design. The emphasis includes the sustainability and environmental issues associated with packaging design.

The aim of this module is to provide students with the necessary skills to analyse and comprehend how packaging design elements (size, shapes, colour, material, graphics, typography, visual images, graphical treatments), choices of material and appropriate printing options can be integrated together as an effective marketing tool, creating impact and influence on consumers’ perception and buying decisions.
**Editorial Design**

This module introduces students to the digital publishing tools and techniques for publications design and gains insights into the professional practice of publication designers. Students will learn the anatomy of publication, design principles of page layout, grid systems, visual elements, and the organization of editorial content through Adobe InDesign software. The emphasis includes conceptual development, design process, choosing appropriate paper stocks, print production and finishing.

The aim of this module is to provide students with the essential publication software, page layout skills, design considerations and practical publishing skills to create the personality and tone for publication to engage defined target audiences.

**Web Interface Design**

This module introduces students to the industry standard of web design using basic HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets). Throughout the course, students are introduced to the planning, designing and publishing of effective web page designs through writing HTML and CSS code and Adobe Dreamweaver. The emphasis includes web page interface design, layout techniques, wire-frame, flowchart, integrating graphics and images, file management, web design development and web publishing through FTP software.

The aim of this module is to provide students with the relevant industry skills to plan, design, develop and publish their multi-page website portfolio for online media.

**Innovative Marketing**

The Innovative Marketing module introduces fundamental but industry relevant marketing concepts and framework. Students will learn to perform accurate consumer research through qualitative and quantitative research paradigms, the importance of market segmentation and how it influences message development. Students will also learn about omnichannel marketing, inbound marketing and how analysed data plays a strategic role in the new world marketing.

**21st Century Advertising**

The 21st Century Advertising module will be covering on advertising concepts & theories and the world of advertising & ad agencies; and account management that will include presentation sessions on getting clients to buy into the strategy. Students will be taught the fundamentals of advertising and what are the difference between marketing planning and advertising planning. The focus is on advertising planning and the processes involved. Students will also learn from the perspective of key players in the advertising industry and how do they contribute to the advertising process. Does advertising lie? What are the control mechanisms to ensure ethical practice in the advertising industry?
**Creative Thinking**

The Creative Thinking module is a place where students are taught the methods to construct, create and develop ideas, which can be applied across all mediums and platforms. Students will learn how the creative process fits into the planning process and how to distinguish the difference between strategy development and execution (design). It discusses the development of creative concepts that are designed to meet advertising objectives. Students will also learn to understand the difference between effectiveness and creativity.

**Copywriting**

The Copywriting module is a dynamic and highly collaborative class that gives students plenty of discussion and practice opportunities. Not only will they master the different techniques of copywriting, students will learn creative concepts that sell. For those interested in pursuing a career in advertising, it will introduce them to life working in an agency. For others, this is a chance to pick up the skills of creating attention, stirring interest, prompting desire and inducing action with their persuasive writing.

**Branding**

The Branding module covers the important aspects of branding. Students will learn how to build a branding campaign by understanding the fundamental concepts of branding and how it works. This module will focus mainly on areas such as what makes a brand, its worth, the business and creative sides, brand image, personality, identity and equity.

**Digital Marketing**

The Digital Marketing module offers a complete coverage of what it takes to become a successful digital marketer. What is digital marketing in today’s marketplace? Understanding Owned, Earned and Paid media. Techniques for search engine optimization (SEO) and how to measure the success of search engine marketing (SEM). Using a framework of profiling digital audiences in strategising your digital plan.

**TVC (Concept + Development)**

The TVC (Concept + Development) module is an introduction to TV advertising medium. Understanding what it’s best for, how has it developed, how has it evolved. Students will learn to write a TVC Script, the importance of brief, understanding AIDA model, how to apply AIDA and how to get it right and use it to decide on a film approach. The ten commonly used approaches, their merits and pitfalls. They will also learn to craft a storyboard and present it effectively to make a great TVC with great ideas.
M.A.D. Integrated Campaign Project

The M.A.D. Integrated Campaign Project is the final major project for all Professional Diploma in Advertising and Design students. Students will have to integrate everything they have learnt from the past modules with a self-initiated project, combining elements of marketing, advertising and design. This full-fledged project allows students to implement their design methods, communication design, marketing, and advertising strategies into a solid campaign that can be used as an industry worthy portfolio piece.

Fundamentals of Photography | 18 hours

This module delves first into the history of photography and the documentation of its advancements. The technical skills needed to operate a DSLR camera in manual mode will then be taught through theoretical and practical means, giving students the trust and confidence to operate a professional camera. Through this course, students will also learn to develop and master the ‘eye’ for photography through assignment practice. The aim of this module is to equip students with the fundamental skills and techniques needed in order to operate a professional DSLR.

Natural and Studio Lighting | 24 hours

What is light; what is light in photography? Students who go through this module will fully understand the effects of light and how it can create or destroy. The various types of light sources (both natural and artificial/studio lights) and how to correctly use them to your advantage will be taught through theoretical and practical examples. The module also aims to get students to be familiar with the different types of studio lighting & equipment and how to operate them professionally and efficiently.

LEARNING OUTCOME

1. Understanding the elements and principles of design
2. Understanding the importance of design visual literacy and how to use it to communicate effectively
3. Developing skill sets for the use of basic and advanced Adobe Illustrator and Photoshop
4. Understanding the concept of Typography and how to correctly use the right Typeface for the right application
5. Crafting and creating of a strong corporate brand identity
6. Versed in conceptualising of packaging design
7. Understand and be versed in grid system, layout and style for editorial
8. Be proficient in creating a website through css and html5
9. Understanding of traditional and digital marketing, advertising strategies and concepts
10. Out of the box thinking
11. Creative copywriting for advertising
12. Understanding of branding concepts and brand development
13. Knowing the relevance of TVC in the digital age and how to create them
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

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TIME TABLE

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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: Full Time SGD 26,028.00 (GST Excluded)  
Part Time SGD 19,954.00 (GST Excluded)

“Only dead fish go with the flow, but I chose to swim against the tide. Being afraid to be a stand alone was a fear of the past but a school this M.A.D. has taught me to decide my own stomping ground. To disrupt the orthodox. To create fearlessly.”

– Hana

“The vibe I get when bouncing off ideas with people who comes from all kinds of fields: Art Directors, Entrepreneurs, Gym Trainers, and so many more; there’s this positive insanity that reflects in the work produced working as a team. It’s crazy fulfilling.”

– Jazree

“18 months isn’t a very long time, but comparing my first assignment with my very last one, I’ve come a long way. The school provided my with everything I needed to grow, I just had to know how to maximise it. It all boils down to two things - the willingness to learn and hard work.”

– Gary
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.

Colin Lee, Senior Graphic Designer
He made a commitment to delve into the industry, accepting a wide range of assignments and increasing the breath of his experience. At the same time, he enrolled himself into Inspiration Design International where he graduated with a high distinction. Colin is extremely proficient in Adobe Photoshop, Illustrator, InDesign, Flash and Freehand in the Mac environment and an equally competent sharpshooter.

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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M.A.D. SCHOOL
THINKER FIRST. CREATIVE SECOND.