



## DIPLOMA IN

# DIGITAL MEDIA & COMMUNICATION

This programme focuses on providing students with the knowledge that are related to elements of computer hardware and software skills, controlled integration of texts, motions pictures, drawings, information / content digital media (audio, video clips and animations), digital graphics, sounds recording, multimedia presentation, website development software like cascading style sheet which includes Photoshop, Flash, and Illustrator programmes and create interactive multimedia technology (outline, plan, design and construct multimedia project & programming language), business theory and applications.



IT-050-2 | 1T-060-3 | IT-070-4:2011

## WHO NEED #DMC?



A person who interested in **Graphic Design and Social Media**



Avid user of social media and want to **turn the passion into profession**



Want **skills-based learning** rather than theoretical lectures

## COURSE STRUCTURE

### LEVEL 2 (IT-050-2) Multimedia Artist -Visual

MO 01 : **Creating Idea**  
MO 02 : **Creating Layout**  
MO 03 : **Image Editing**  
MO 04 : **Image Manipulation**  
MO 05 : **Typography**  
MO 06 : **Text Editing**  
MO 07 : **Visual Layout**  
MO 08 : **Visual Compilation**  
MO 09 : **Visual Output**


### LEVEL 3 (IT-060-3) Multimedia Designer Artist - Animation & Visual

MO 01 : **Project Review**  
MO 02 : **Project Design**  
MO 03 : **Multimedia Product Presentation**  
MO 04 : **Project Report**  
MO 05 : **Multimedia Production**  
MO 06 : **Office Administration**  
MO 07 : **Human Resource Management**

### LEVEL 4 (IT-070-4:2011) Creative Content Development

CO 01 : **Production Management**  
CO 02 : **Instructional Design**  
CO 03 : **Art Directing**  
CO 04 : **(AV) Directing**  
CO 05 : **Quality Control**  
CO 06 : **Research & Innovation**  
CO 07 : **Marketing**

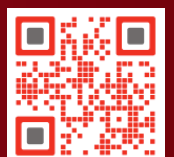
## CONTACT US

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 Skillcity College  
 Skillcitycollege

SCAN FOR LOCATION



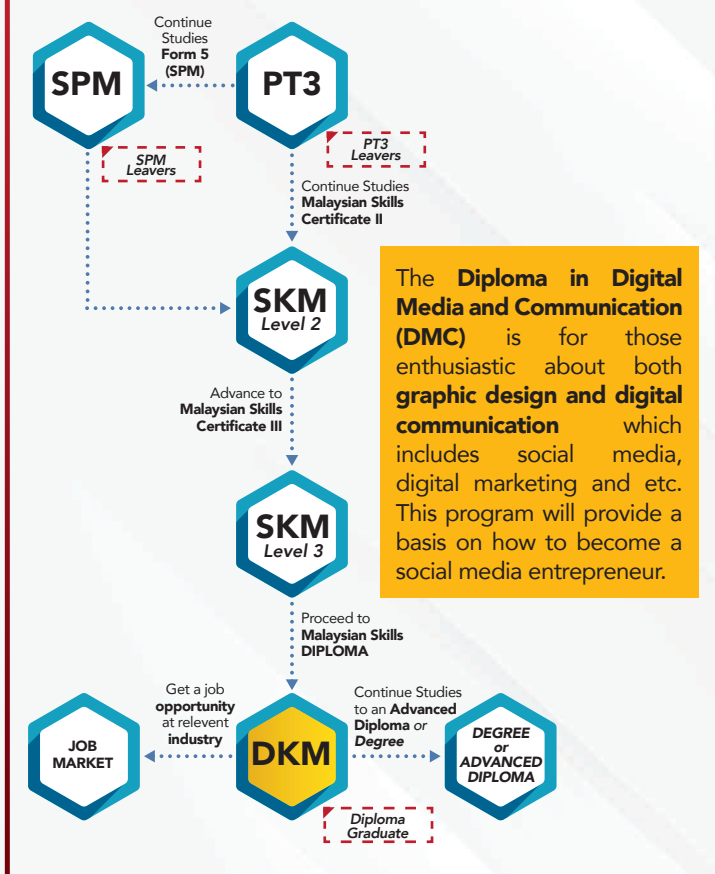
## FEES STRUCTURE

<b>DURATION</b> (2 1/2 years)	<b>LEVEL 2</b> 6 Months	<b>LEVEL 3</b> 12 Months	<b>LEVEL 4</b> 15 Months
<b>COURSE FEES</b> (RM 16,000)	<b>RM 3,000</b>	<b>RM 5,000</b>	<b>RM 8,000</b>

## ENTRY REQUIREMENTS

- Malaysian citizen / PR with a **minimum age of 16 years old.**
- Able to Read, Write and Communicate in **Bahasa Melayu or English.**
- Student are required to **complete the lowest level of the skills qualification** before moving to higher levels.

## PATHWAY TO DIPLOMA



## CAREER OPTIONS

- Graphic Designer
- Visual Effect Artist
- Media Specialist
- Motion Graphic Designer
- Video Editor
- Illustrator
- Producer
- Digital Marketer
- Trainer

## 3 MONTHS OJT

at the relevant companies and organisations

## ON THE JOB TRAINING

## TVET SYSTEM PATHWAY

**70%**  
(Practical)

**30%**  
(Theory)

## FACILITIES @ SKILLCITY

- **3 minutes** to Stesen LRT Wangsa Maju
- **5 minutes** to Alpha Angle Shopping Centre Wangsa Maju
- Near to **Kuala Lumpur City Center**
- **Accessible** by public transport
- **Comfortable** student accommodation
- **Flexible** class schedules
- **Complete and modern** learning facilities
- **Certified** trainer

## WHY DO YOU NEED #DMC?

### #FUTUREPROOF

The **most updated course** combining the skills of graphic design and the knowledge of digital communication to face the challenges of the Industrial Revolution 4.0

### #GRADUATE EMPLOYABILITY

TalentCorp Malaysia has reported a high demand for **Graphics and Multimedia Designer** in its Critical Occupation List 2018/2019. **Top 25 Profession in Malaysia.**

### #LIFESTYLEJOB

Be a founder or entrepreneur of a creative startup business and be your **own boss creating art and design** on freelance basis and start exploring the world on business trips.

### #SKILLS CERTIFICATE

Get **additional certification** in Google Adwords, Digital Marketing, E-Commerce and corporate communication as part of the course.