

SGUNITED SKILLS PROGRAMME

Modern Services



Up-Skill in Branding Design

Course code: GDC

Course Overview

This course aims to equip you with knowledge and skills to acquire insights into both the theoretical and creative knowledge for building and designing brands in practice at an advanced level. There will be a focus on Brand Building & Strategy, Brand Communication, Brand Systems and Brand Experience which is currently a cornerstone for a branding framework in today's industry context.

Career Opportunities

Upon completion of the course, graduates can look forward to taking up a role as product manager.

Minimum Entry Requirement

- Singapore Citizens and Singapore Permanent Residents, aged 21 & above
- At least a Polytechnic diploma in a related design, communication, business or marketing discipline
- Holders of other equivalent academic qualifications from foreign institutions will be considered on a case-by-case basis.

Applicants who do not meet the entry requirements may be considered for admission to the course based on evidence of at least 5 years of relevant working experience or supporting evidence of competency readiness. Suitable applicants who are shortlisted may have to go through an interview and/or entrance test. The Polytechnic reserves the right to shortlist and admit applicants.

Important information for you

With the new support scheme, you can now earn up to \$1,200 per month by attending courses and equipping yourself with industry-relevant skills and knowledge.



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Application Period

09 November 2020 - 04 January 2021
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Training Allowance \$1200 per month

• Min. 75% attendance requirement



Nett Course fee

6-month course - \$500
12-month course - \$1000
Use your SkillsFuture Credits!

Click [here](#) for FAQ.

Reach out to us!
✉ sgus@tp.edu.sg ☎ 6788 1212

UP-SKILL IN BRANDING DESIGN | 08 MARCH 2021 INTAKE

Course fee: **\$500.00**

Course Duration: **6 months | Full day training**

Course commencement date: **08 March 2021**

Application period: **09 November 2020 – 04 January 2021**

APPLY NOW

COURSE CODE: GDC

Full Course fee before subsidy: \$15,363.00

Please take note of the following requirements in order to be eligible for the subsidy:

- 1. Trainees must fulfil minimum attendance requirements and pass assessments to qualify for course fee subsidies. Trainees who are unable to meet these requirements may be asked to return the course fee subsidies that they have received.*
- 2. The programme allows trainees to exit without penalty if they are successfully placed into a job or have secured a job on their own accord while undergoing training. However, trainees who exit the programme without a valid reason may be asked to return the course fee subsidy that they have received.*

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Industry Project/Industry Attachment	Course Outline

COURSE OUTLINE

Specialist Diploma in Branding Design

This Specialist Diploma will enable participants to acquire insights into both the theoretical and creative knowledge for building and designing brands in practice at an advanced level.

What you will learn

Certificate in Brand Strategy

- Brand Building
- Brand Communication

Certificate in Brand Identity

- Brand Systems
- Brand Experience

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UI Design & Development

This course allows participants to understand the principles of Human Computer Interface (HCI) and Graphic User Interface (GUI) in the creation of a user-centric experience. It also explores different user interface design approaches in delivering different types of media and or platform.

What you will learn

- Relate how people interact with devices through user interfaces.
- Apply structure used in information architecture.
- Explore different navigation approaches.
- Identify basic visual logic in interactive applications.
- Apply different user interface design approaches for different types of media delivery.
- Create prototypes for user testing.

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UX Design Methods

This course allows participants to understand principles of user centered design in the creation of a user-centric experience. It explores factors that influence how a user interacts with a product, service or system.

What you will learn

- Determine the importance of user centered design
- Analyse user research data
- Recommend a design solution
- Create usability tests through prototyping
- Produce a project plan
- Integrate digital accessibility practices into user experience work and process

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Data Visualisation

This course focuses on the skills to analyse, visualise and present analysed data. It will cover the knowledge and best practices of data visualisation with commercial visualisation software.

What you will learn

- What is data visualisation?
- The different types of data visualisation
- Overview of the applications of data visualization
- Applying data management
- Understanding data attributes, data quality dimensions
- Analysing the nature of raw data
- Preparing for data cleansing
- Handling data cleansing, data visualisation techniques
- Understanding the various visualisation techniques
- Applying appropriate techniques to display data
- Building a basic dashboard using appropriate reporting components
- Validating the selection of graphical representations

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Data Storytelling

In this workshop, participants will learn to communicate data findings, tailored to a target audience, by connecting the dots using compelling narratives and visuals such as storyboarding and visual aesthetics.

What you will learn

- Be equipped with concepts and techniques to transform data into stories
- Learn various attributes that can alter the impact on your audience
- Gain a new perspective to communicate your data differently

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Data Analytics for Business Insights

In this subject, you will learn data analytics techniques and gain hands-on experience in using appropriate data analytics tools and software. You will have ample opportunities to integrate and apply data mining knowledge and skills to make data-driven decisions for specific business domains.

What you will learn

- apply data mining knowledge and skills to make data-driven decisions for specific business domains such as Customer Analytics and Marketing Analytics
- perform various data mining tasks on commercially available platforms by setting the correct parameters and choosing the right modelling algorithms
- make business recommendations based on findings of pattern discovery and predictive modeling

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Industry Project / Industry Attachment

This programme involves project-based learning, where you are required to be either attached to companies or work on real-life projects for companies or centres, related to your course of study. You are expected to undertake various activities discussed with and assigned by the supervisors or participating host organisations. The programme enables you to apply knowledge and skills acquired in the course of your study to address practical problems in the real workplace.

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The information in this brochure is accurate at the time of updating (28 Sep 2020).



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