

# SGUNITED SKILLS PROGRAMME

Modern Services



# Up-Skill in Integrated Digital Communication

Course code: GDB

## Course Overview

This course aims to expose you to a wider range of knowledge areas to formulate and execute an effective campaign for an ever-changing economy through strategic appropriation of multi-channels, content creation, user interface and experience. It also includes analytical and rational implementation of strategies to engage consumers with different media applications. Techniques on applying conceptual thinking, methodologies, and processes in the creation of an effective integrated advertising campaign will be the mainstay of the course.

## Career Opportunities

Upon completion of the course, graduates can look forward to career opportunities in roles such as:

- Experience designer
- Content Strategist
- Content writer
- Storyteller
- Designer

## Minimum Entry Requirement

- Singapore Citizens and Singapore Permanent Residents, aged 21 & above
- At least a Polytechnic diploma in a design-related course, or equivalent
- 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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Find all courses at:  
<http://www.tp.edu.sg/sgus>



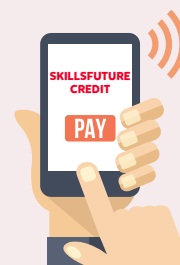
### Application Period

09 November 2020 - 04 January 2021  
[APPLY HERE](#)



### 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.

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**Reach out to us!**

## UP-SKILL IN INTEGRATED DIGITAL COMMUNICATION

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: GDB**

*Full Course fee before subsidy: \$14,655.00*

*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.*

Specialist Diploma in Integrated Digital Communication

[Course Outline](#)

Basic Business Analytics @ Work

[Course Outline](#)

Data Visualisation

[Course Outline](#)

Data Storytelling

[Course Outline](#)

Effective Digital & Social Media Marketing for Beginners

[Course Outline](#)

Design Thinking in Action - The SEE Cycle

[Course Outline](#)

Robotic Process Automation for Beginners

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Fundamentals of Cyber Security

[Course Outline](#)

Industry Project / Industry Attachment

[Course Outline](#)

## COURSE OUTLINE

### Specialist Diploma in Integrated Digital Communication

This Specialist Diploma in Integrated Digital Communication will expose participants to a wider range of knowledge areas to formulate and execute an effective campaign for an ever-changing economy. It also includes analytical and rational implementation of strategies to engage consumers with different media applications.

#### What you will learn

#### **Certificate in Digital Design**

- UI & UX Design
- Designing for Digital Ecosystem

#### **Certificate in Advertising Communication**

- Integrated Advertising Strategy
- Content Creation & Storytelling

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### Basic Business Analytics @ Work

This workshop is a quick jumpstart to do basic business analytics. Participants will get to understand of the importance of Analytics, to get hands-on experience to handle data, as well as to create interactive dashboards. This workshop will also show case the potential and possibilities of doing more with advance business analytics.

#### What you will learn

- Introduction to Analytics
- Business Analytics Life Cycle  
Text Mining

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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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### **Effective Digital & Social Media Marketing for Beginners**

Digital & Social Media Marketing for Beginners is targeted at individuals and corporations that want to take the first steps in the journey towards digital marketing to reach customers effectively. Through hands on activities, participants will learn how to make basic digital & social media marketing strategy customised to telling your personal and organisational story.

#### What you will learn

- Introduction to Digital & Social Media Marketing
- Storytelling with Digital & Social Media Marketing
- Continuous Learning in Digital & Social Media Marketing

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### **Design Thinking in Action - The SEE Cycle**

This course will help non-designers sift through the jargon and gain insight into the cyclical and highly iterative creative thinking process. Participants will be encouraged to adopt an open and expansive mindset that will embrace productive failure, risk-taking and deep inquiry.

#### What you will learn

- Overview Of Design Thinking
- Introduction To The SEE Cycle
- Beginning With The Right Mind-set
- Presenting The Design Challenge
- The Power Of Empathy
- Identifying the Issue
- Deconstruction and Reconstruction
- Presentation and Critique
- Generating New Ideas
- Discovering the Impossible
- Distilling the Best
- Validating Viable Options
- Presentation and Critique
- Summary and Conclusion

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### **Robotic Process Automation for Beginners**

This course aims to give participants a glimpse into the limitless possibilities of robotic process automation. Participants will also learn how to use RPA to automate repetitive, computerized administrative tasks.

#### What you will learn

- Introduction to RPA: What is it?
- Learn to develop a basic RPA script
- Best practices for automation

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### **Fundamentals of Cyber Security**

The course focuses on the fundamental principles of cybersecurity and lays the foundation for intermediate and advanced topics.

#### What you will learn

- Basic principles of cybersecurity
- Authentication, authorisation and accounting
- Types of controls
- Basic concepts of risk assessment and treatment
- Common types of risks and applicable controls

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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).*



## Temasek Skillsfuture Academy

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