掌握动画设计的知识与技能。

Involves work in graphic animation design skills and equips students to become accomplished in the animation production.

NEW ERA INSTITUTE
OF VOCATIONAL & CONTINUING EDUCATION
新纪元技职与推广教育学院
LO2635

多媒体设计
动画技术
暨商业管理技能

Multimedia Design
Animation (MMDAM-DB)
with Business Management Skills

▲ 80%实践训练
80% Practical Skills

▲ 20%理论
20% Theory

▲ 2年课程
2 Years Learning

▲ 16岁以上即可报读，无需入学资格
Entry Requirement: 16 Years Old & Above

▲ 教学媒介语以中文为主，英文为辅
Medium of Instruction: Chinese & Simple English

B5-B7, Block B, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor DE, Malaysia.

📞 **016-429 7793 | 010-838 7925** (DEPARTMENT OF CREATIVE MEDIA AND BEAUTY STUDIES)
019-814 7796 | 019-584 3199 (DEPARTMENT OF ENTERPRISE DEVELOPMENT AND PROFESSIONAL TRAINING)
019-757 1709 | 016-631 0321 (DEPARTMENT OF SMART INDUSTRIAL AND HOSPITALITY)
011-5768 2875 | 016-839 3385 (DEPARTMENT OF INNOVATION AND TECHNOLOGY)
016-751 5678 | 011-1086 0230 (DEPARTMENT OF INDUSTRIAL ENGINEERING)
016-843 1182 (DEPARTMENT OF AUTOMOTIVE TECHNOLOGY AND TRANSPORTATION ENGINEERING)
03-8737 8770 | 03-8210 3709 (GENERAL LINE)

✉ enrolment@neivce.edu.my   f neivce   🌐 www.neivce.edu.my

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Owned by Dong Jiao Zong Higher Learning Centre Bhd (292570A)

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2 年课程
Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：
This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :

- 提高学生的技能与知识，以提高他们在多媒体行业的就业竞争力。
  To improve the skills and knowledge of individuals to increase their chances of gaining employment within the Multimedia industry.
- 让学生了解动画设计的概况、开发过程以及成为一名动画师所需的技能。
  Get the overview of animation design, development process and what are the skills required to be an animator.

此两年制多媒体和动画技术技职课程涵盖动画技术和设计的许多领域，引导学生掌握动画设计、动画制作及互动媒体设计的知识与技能。此外，学生也将学习如何通过概念方法来呈现动画设计，并有机会体验与工作单位相似的环境。学生也将学习关于品牌建立、美术指导、客户服务及互动式设计的知识。

The two-year Vocational Course in Multimedia Design with specialized in animation production and design provides students with a comprehensive introduction to the manufacturing processes and the combination of art, materials, design, and technology to create concepts of animation. The course offers the know-how and experiences that students need to become competitive animator including lessons of latest animation creation and knowledge of producing animation. Besides, students will also learn how to develop a conceptual approach to illustrate and design animation or anime characters. Students will also gain knowledge of branding, art direction, client service and interactive design during the course.

学生将学习 / Students will learn and be able to:

- 掌握2D 和3D 动画的概念。
  Build up the concept of 2D & 3D animation.

- 了解动画插图和图像的编辑技术。
  Understand animated illustration & image editing tools such as Adobe Illustrator & Adobe Photoshop.

- 了解有关影视动画特效及动画编辑的高效工作流程。
  Understand animation visual effects and efficient workflows about animation editing.

- 了解数字插图和使用图像编辑工具，例如 Adobe Illustrator 和 Adobe Photoshop。
  Understand digital illustration & image editing tools such as Adobe Illustrator & Adobe Photoshop.

- 了解图像编辑的概念及相关的工作流程。
  Understand concepts and efficient workflows about image editing.

- 学习摄影工具、技术和理论的基本知识。
  Learn the basic understanding of photographic tools, techniques and theories.

- 规划多层次排版打印技术。
  Generate, plan and produce multi-grid print layout.

- 了解字体设计的基本原理，以及探索字体设计与其他图形元素的关系。
  Understanding the basic principles of typography to explore the typographic relationships with graphic elements.

- 策划、录制、编辑和制作视频。
  Plan, record, edit and produce video production.

- 学习掌控灯光的艺术和技术。
  Learn the art of artificial lighting and techniques.

- 能有效准备和使用摄影工作室里的设备。
  Be able to prepare and use photography studio equipment effectively.

- 了解平面设计的视觉语言和各方面的设计原则。
  Understand the visual language of Graphic Design and the various aspects of design principles.

- 了解关于视觉或图形设计的基础理论。
  Know the many theories that are the foundation of visual or graphic design.

- 学习创建品牌以标识产品的方法，例如商标、海报和广告设计等等。
  Learn various methods of creating branding identity products such as logos, posters and ad design.

课程内容 | COURSE OUTLINE

- DTP概论（1）- Adobe Illustrator
  Introduction to DTP (I) -- Adobe Illustrator
- DTP概论（2）- Adobe Photoshop
  Introduction to DTP (II) -- Adobe Photoshop
- DTP概论（3）- In Design
  Introduction to DTP (III) -- In Design
- 绘画基础
  Drawing Fundamentals
- 多媒体概论
  Introduction to Multimedia
- ICT实用技
  Practical ICT Skills
- 摄影学概论
  Introduction to Photography
- 排版与打印技术
  Print Layout
- 动画技术（1）- 2D
  Animation (I) - 2D
- 动画技术（2）- 3D
  Animation (II) - 3D
- 字体设计
  Typography Design
- 基础视频制作技术
  Introduction to Video Editing

- 互动网页技术（1）- 多媒体设计
  Interactive Web Techniques (I) -- Multimedia Design
- 互动网页技术（2）- 网页设计
  Interactive Web Techniques (II) -- Web Design
- 与工作相关的软技能
  Work-based Soft Skills
- 互动多媒体制作
  Interactive Multimedia Production
- 网站开发（PHP & MySQL）
  Website Development (PHP & MySQL)
- 平面设计
  Graphics Design
- 职场英语（1）
  Workplace English communication (1)
- 职场英语（2）
  Workplace English communication (2)
- 摄影—摄影棚与灯光技术
  Photography – Studio & Lighting
- 经典动画
  Classical Animation
- 3D建模（1）
  3D Character Modelling I

- 3D建模（2）
  3D Character Modelling II
- 动画要点
  Essential Animation
- 数码构图与特效
  Digital Compositing and VFX
- 表面纹理方法论
  Material Methodology
- 前期与后期的动画制作
  Pre-Post Design
- 商业管理技能（1）（学术写作与人力资源管理）
  Business Management Skills 1 (Academic Writing and Human Resources Management)
- 商业管理技能（2）（业务运营、全球背景和团队管理）
  Business Management Skills 2 (Business Operations, Global Context and Team Management)
- 商业管理技能（3）（金融和商业法）
  Business Management Skills 3 (Finance and Business Law)
- 商业管理技能（4）（业务和营销策略）
  Business Management Skills 4 (Business and Marketing Strategy)
- 多媒体设计制作项目（毕业制作）
  Multimedia Design Project (Major Project)

Please note that the modules listed are indicative and may be subject to change.

OFQUAL认证 | OFQUAL RECOGNITION

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评估标准 | ASSESSMENT

100%的作业和实践练习。本课程提供商业设计技术的理论占20%，实践占 80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组工作，以完成各自的功课。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Commercial Design skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.

考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭和高级专业文凭
Diploma and Advanced Diploma awarded by West College Scotland, UK

第五级专业文凭（资格获得OFQUAL英国政府学历及考试评审局承认）
Level 5 Diploma (Regulated by OFQUAL – Office of Qualification & Examination Regulation)

就业前景 | CAREER PATHWAYS

2D/3D 动画师、动漫插画师、创意总监、美术总监、平面设计师、广告设计师、新电子媒体设计师、电影视觉效果设计师、多媒体设计师、网页设计师、图像编辑师、影像摄影师、影像编辑师、摄影师、商业设计师、品牌设计师、商业展示设计师、互联网广告设计师、电子商务广告设计师、商业活动策划师、电子商务网页开发师、包装设计师、美术排版员等等。

2D/3D Animator, Animated Illustrator, Creative Director, Art Director, Graphics Designer, New Media Designer, TV Commerce Designer, Visual Videographer, Multimedia Designer, Web Designer, Photo Editor, Videographer, Video Editor, Photographer, Commercial Designer, Branding Designer, Visual Merchandiser, E-Commerce Designer, Commercial Event Organizer, Packaging Designer, DTP Artist, etc.