



# 多媒体商业设计

## Multimedia Commercial Design (MMDCD)

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### 2 年课程

#### Years Course

▲ 80% 实践训练  
80% Practical Skills

▲ 20% 理论  
20% Theory

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

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

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，以加强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.
- 满足有意提高知识与技能的相关行业从业人员的需求。  
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

此两年制多媒体和商业设计技职课程涵盖平面设计和新媒体设计的许多领域，引导学生掌握印刷媒体设计、网络设计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广告简介，也有机会体验与工作单位相似的设计环境。学生将同时学习品牌建立、美术指导、客户服务及互动式设计知识。

The two-year Vocational Course in Multimedia and Commercial Design involves work in many areas of graphic and new media design and equips students to become accomplished in the design and production of print media, web design and interactive media design. Besides, students will also learn how to develop a conceptual approach to working with an advertising brief and will experience a design environment similar to that of an agency. Students will gain knowledge of branding, art direction, clients services and interactive design during the course.

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

- ▲ 了解数字插图和图像编辑工具，例如 Adobe Illustrator 和 Adobe Photoshop。  
Understand digital illustration & image editing tools such as Adobe Illustrator & Adobe Photoshop.
- ▲ 了解有关照片编辑及高效的图像编辑工作流程概念。  
Understand concepts and efficient workflows about image editing.
- ▲ 计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，以及探索与其他图形元素的字体设计配合。  
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.
- ▲ 了解摄影工具、技术和理论的基本知识。  
Learn the basic understanding of photographic tools, techniques and theories.
- ▲ 能够有效地准备和使用摄影棚设备同时学习掌控灯光的艺术和技术。  
Be able to prepare and use photography studio equipment effectively while learning the art and technique of lighting.
- ▲ 了解平面设计的视觉语言和设计原则。  
Understand the visual language of Graphic Design and the various aspects of design principles.
- ▲ 了解作为视觉或图形设计基础的理论。  
Know the many theories that are the foundation of visual or graphic design.
- ▲ 知道如何制定品牌战略、客户简介和设计战略。  
Know how to draw up a brand strategy, client brief and design strategy.
- ▲ 展示有关广告目标和战略发展的理论和概念的知识。  
Demonstrate knowledge of theories and concepts of advertising objective and strategy development.
- ▲ 了解创建品牌标识的方法，例如商标、海报和广告设计等。  
Learn various methods of creating branding identity products such as logos, posters and ad design.
- ▲ 主要广告媒体的规划、选择和评估。  
Explain the planning, selection and evaluation of many major advertising media.

## 课程内容 | COURSE OUTLINE

- 创意数码插画 (1) - Adobe Illustrator  
Creative Digital Illustration (I) - Adobe Illustrator
- 创意数码图像 (1) - Adobe Photoshop  
Creative Digital Imaging (I) - Adobe Photoshop
- 绘画基础  
Drawing Fundamentals
- 色彩学概论  
Introduction to Colour Studies
- 创意数码插画 (2) - Adobe Illustrator  
Creative Digital Illustration (II) - Adobe Illustrator
- 创意数码图像 (2) - Adobe Photoshop  
Creative Digital Imaging (II) - Adobe Photoshop
- 多媒体概论  
Introduction to Multimedia
- 摄影学概论  
Introduction to Photography
- ICT实用技能  
Practical ICT Skills
- 基础视频制作技术  
Introduction to Video Editing
- 字体设计  
Typography Design
- Adobe InDesign 排版与打印技术  
Print Layout with Adobe InDesign
- 2D 动画技术  
2D Motion Graphics
- 与工作相关的软技能  
Work-based Soft Skills
- 平面设计  
Graphics Design
- 3D 动画技术  
3D Animation
- 互动网页技术  
Interactive Web Techniques
- 行销原则与策略  
Marketing Principles & Strategies
- 职场英语 (1)  
Workplace English communication (I)
- 职场英语 (2)  
Workplace English communication (II)
- 商业摄影棚与灯光技术  
Studio & Lighting Commercial Photography
- 打印技术  
Computer Print Production
- 商业与品牌设计  
Commercial and Branding Design
- 社交媒体广告制作  
Social Media Advertising Campaigns
- 设计创业  
Design Entrepreneurship
- Adobe XD 电子商务应用程序技术  
E-Commerce Application - Adobe XD
- 广告策略与规划  
Advertising Strategies and Planning
- 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.



## 评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供商业设计技术的理论20%与实践80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Multimedia 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 or individual to complete their projects.



## 考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭

Diploma awarded by West College Scotland, UK

英国国立西苏格兰学院高级专业文凭

Advanced Diploma awarded by West College Scotland, UK

台湾文凭(由台湾各大学颁发)

Diploma Qualification from Universities in Taiwan



## 就业前景 | CAREER PATHWAYS

创意总监、美术总监、平面设计师、广告设计师、电视广告设计师、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、2D/3D动画师、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。

Creative Director, Art Director, Graphics Designer, Advertisement Designer, TV Commerce Designer, Visual Videographer, Multimedia Designer, Web Designer, Photo Editor, 2D/3D Animator, Videographer, Video Editor, Photographer, Commercial Designer, Branding Designer, Visual Merchandiser, E-Commerce Designer, Commercial Event Organizer, Packaging Designer, Contents Designer, etc.





掌握印刷媒体设计、网络设计及互动媒体设计的知识与技能。

Involves work in graphic and new media design and equips students to become accomplished in the design and production of print media.



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