

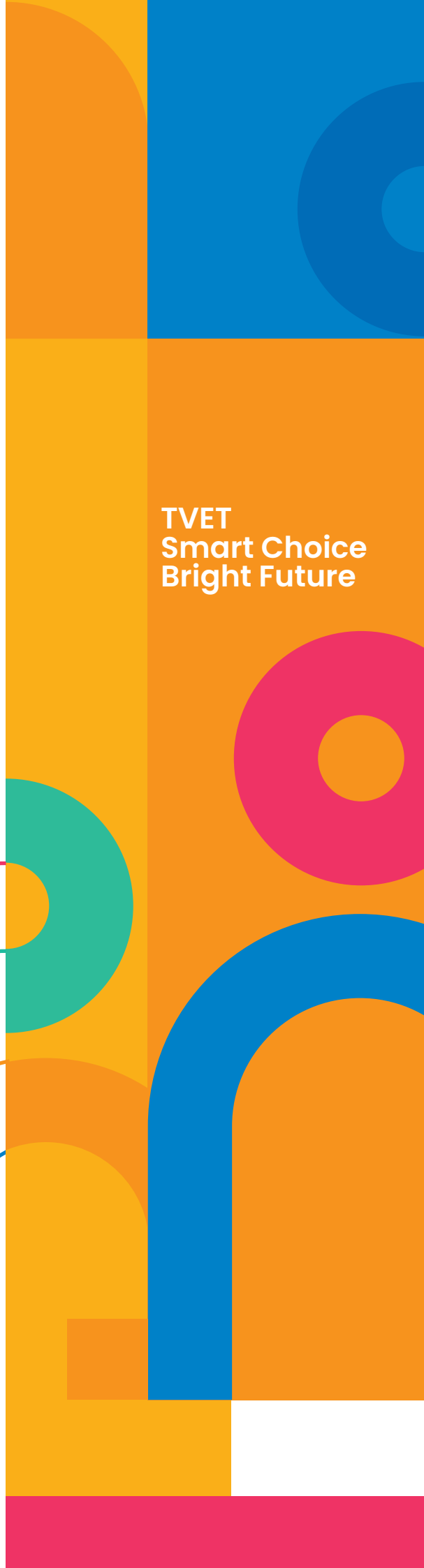
ADVANCED DIPLOMA 高级文凭

**DIGITAL  
ADVERTISING  
DESIGN**

**数字广告设计**



TVET  
Smart Choice  
Bright Future





# About Us



Malaysia Technology Transformation & Creativity (MTTC) College, the esteemed institution specialising in Architecture, Engineering, and Construction (AEC), is proudly registered with the Department of Skills Development (JPK) under the Ministry of Human Resources in Malaysia.

Since 2013, MTTC College has fostered strong collaborations with key Malaysian government-driven departments such as MDec and CIDB. Through these partnerships, we have actively promoted and provided comprehensive training in Building Information Modeling (BIM). MTTC College offers a unique vocational pathway that empowers students to pursue their dreams on a global scale, particularly in the United Kingdom upon graduation.

**Our specialised certifications enable the seamless integration of cutting-edge technologies, while instilling essential skills and knowledge into our programs.**

By doing so, we strive to nurture highly-skilled talents for the design and building construction industry in our country.

## ALWAYS BE PREPARED FOR FUTURE-READY APPLICATIONS



70%

30%

Skills oriented

Practical and assignments based

VS

Practical

Theory

Orient

Basis



Malaysian Qualification Agency

30%

70%

Academic oriented

Research and exam based

ADVANCED DIPLOMA 高级文凭

# DIGITAL ADVERTISING DESIGN

## 数字广告设计

### COURSE OUTLINE

#### YEAR 1

Fundamentals of Digital Advertising

Video and Audio Communication

Design Project 1

3D Design Tools Software

Digital Branding and Desktop Publishing

Design Project 2

#### YEAR 2

Motion Graphics and Animation for Ads

User Experience (UX) Design

Design Project 3

Artificial Intelligence in Digital Advertising

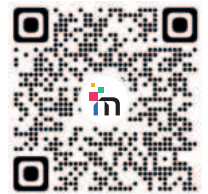
Entrepreneurship Practise

Design Project 4

### CREATE ADS THAT DRIVE RESULTS

The Digital Advertising Design course is your gateway to mastering the art of creating impactful, engaging, and visually stunning advertisements for the digital world. Dive deep into the principles of design, branding, and marketing strategy while gaining hands-on experience with tools like Adobe Photoshop, Illustrator, and After Effects. Learn to design for diverse platforms, from social media and websites to video ads and interactive campaigns, ensuring your work reaches and resonates with the right audience.

SCAN FOR MORE INFO



### VOCATIONAL PATHWAY

16 Years Old / SPM / O' Level / UEC School Leavers

2 Years TVET Programme at

Job Placement

### CAREER PROSPECT

- Digital Graphic Designer
- Social Media Content Creator
- UI/UX Designer
- Motion Graphics Designer
- Web Designer
- Digital Marketing Specialist
- Content Strategist
- Interactive Media Designer
- 3D Visualization Artist
- Augmented/Virtual Reality Designer

### ENTRY REQUIREMENT

Age 16 & Above | English Proficiency



# STUDENTS' SPARK ZONE

BEYOND THE CLASSROOM



RTM - TV LiveShow feature



Software Training Autodesk Certified Exams



Student Activities



MTTC Award Ceremony



Student Competition - MTTC Shark Tank

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**Menara Harvey Norman**  
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Accredited by:

