



CREATIVE INTERACTIVE DIGITAL COLLATERALS (4 SESSIONS X 3 HOURS)

In this four-session short course, learners will apply the fundamentals of design principles to create interactive digital collaterals for distribution. They will learn to connect with their target audience and fulfil their project objective through understanding design theory and techniques, and creating effective and engaging content. Learners will create interactive collaterals using Adobe InDesign and distribute them via digital platforms. This course is recommended for business owners, entrepreneurs, freelancers, public relations and marketing executives who wish to create visually appealing digital collaterals.

Course Content

- Apply the design principles of colours, typography and layout
- Understand the fundamentals of Interaction Design
- Learn to attract the target audience through engaging content
- Create a memorable user experience
- Create interactive content using Adobe Indesign
- Include media to enhance content delivery

Certification:

Learners will be presented with a digital Certificate of Participation upon attaining a minimal 75% attendance rate.

Enquiries:

1) Application

Apply online during application period.
Click [here](#) on "How to Apply".

2) Contact details

Tel: 6512 1388
Email: lifelongeducation@nafa.edu.sg

Trainer's Profile:

Matthew Ng

Matthew holds a Bachelor of Arts (Multimedia) and is a passionate practitioner in digital creative and marketing. He has spent over two decades helping multinational companies and local enterprises across various industries gain a strong market presence in a competitive business world. He has been imparting his real-world skills and experience in various educational institutions for the past 14 years, preparing the next generation and current workforce to meet the demands and challenges of the digital economy.