



Diploma in

Creative Multimedia Design

多媒体创意学士学位

Certified By 波兰热舒夫信息技术与管理大学认证



**UNIVERSITY of INFORMATION
TECHNOLOGY and MANAGEMENT**
in Rzeszow, POLAND



PROGRAM OVERVIEW

Diploma in Creative Multimedia is a dynamic program that equips students with the creative and technical skills necessary for the fast-evolving digital content and media industry.

From graphic design to animation, video production to interactive media, students will gain hands-on experience to thrive in creative roles across various industries.

CAREER OPPORTUNITIES

- **Multimedia Designer:** Create visual content for digital platforms including animation, websites, and video.
- **Graphic Designer:** Design brand visuals, advertising materials, and visual identities.
- **Motion Graphic Artist:** Develop 2D animations for media and marketing.
- **Video Editor / Producer:** Handle video production, editing, and post-production for film or content creation.
- **Photographer:** Capture high-quality visuals for digital storytelling, branding, and media.
- **Videographer:** Produce engaging video content for campaigns, websites, and social media.
- **UI/UX Designer:** Design intuitive and engaging interfaces for apps, websites, and digital tools.

CAREER OUTLOOK 职业前景

8.2%

Growth in creative industry jobs globally through 2030
创意行业全球就业增长率至 2030 年为 8.2%

\$72K+

Average annual base salary in the US
平均年基本工资（美国）

38%

Creatives enjoy hybrid or fully remote work flexibility
创意类专业人员享有远程或弹性工作模式

关于此课程

多媒体创意专业文凭课程是一项富有活力的课程，旨在帮助学生掌握数字内容与媒体行业所需的创意与技术技能。课程内容涵盖平面设计、动画制作、视频编辑与互动媒体等领域，培养学生成为多领域创意人才。

工作机会

- **多媒体设计师：**为数字平台创作视觉内容，包括动画、网站与视频。
- **平面设计师：**设计品牌视觉、广告素材和企业识别系统。
- **动态影像设计师：**为媒体、与营销制作二维动画。
- **视频剪辑师 / 制作人：**参与视频制作、编辑与后期工作，适用于影视或内容创作。
- **平面设计师：**设计品牌视觉、海报、包装及社交媒体视觉内容
- **摄影师：**拍摄高质量图像用于品牌、媒体与故事传播
- **视频制作人：**制作吸引人的视频内容，用于宣传、社交媒体及项目展示
- **UI/UX 设计师：**为应用程序、网站与数字工具设计直观且有吸引力的界面。





Duration 学程

15 months

Assessment 评估

100% Coursework

100% 课程作业

Entry Requirement 入学标准

Age 16 and above

16岁或以上

Medium 教学语言

Curriculum is in English. Classes are conducted in English & Mandarin.

课程以英文为主，中英双语授课。

Programme Fee 课程费用

1st Semester:	RM 12,000
2nd Semester:	RM 6,000
3rd Semester:	RM 3,500
Grand Total:	RM 22,500

AREAS OF STUDY

- **Design Fundamentals**
Understanding visual design principles, color theory, typography, and composition.
- **Digital Illustration**
Learning how to create digital artwork using industry-standard tools like Photoshop and Illustrator.
- **Graphic Design**
Focus on branding, logo creation, advertising materials, and visual identity design.
- **Motion Graphics**
Creating animations and visual effects for video and digital media.
- **Web & UI/UX Design**
Designing user-friendly websites and mobile applications with a focus on user experience.
- **Video Production**
Understand video shooting, editing, and post-production workflows.
- **Interactive Media**
Developing interactive experiences for platforms.

学习范围

- **设计基础**
了解视觉设计原理、色彩理论、字体设计和构图技巧。
- **数字插画**
学习使用行业标准工具，如 Photoshop 和 Illustrator，创作数字艺术作品。
- **平面设计**
专注于品牌设计、标志创建、广告素材和视觉识别设计。
- **动态图形设计**
为视频和数字媒体制作动画和视觉效果。
- **网页设计与UI/UX**
设计以用户为中心的网站和移动应用，专注于用户体验。
- **视频制作与剪辑**
实践视频拍摄、剪辑与后期制作技巧。
- **互动媒体**
开发适用于网站和移动平台的互动应用与体验。



WhatsApp us for information about our programmes, offers, and upcoming intake!

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