

**ARE YOU A *JOB SEEKER?*  
IMPROVE YOUR EMPLOYABILITY TODAY!**



***SGUnited Skills (SGUS) Programme***

***Digital Content Creation and User Experience***

# 5 THINGS

to know about

## SGUnited Skills Programme in Digital Content Creation and User Experience

### 1 What will I get out of this course?

According to LinkedIn Learning 2020 Workplace Learning Report, User Experience (UX) is ranked #5 among the top most needed skills. Consumers and businesses are demanding for human centred products and services. This cross-disciplinary learning experience will empower graduates to become UX-trained digital content creators to enhance or develop digital content expertise and meet business needs. This programme comes with a series of curated emerging skills in the areas of immersive experiences (AR/VR/360 media), mobile video creation, data storytelling, gamification, and service design for business.

#### Career Opportunities:

Content Creator

Marketing executive/assistant

### 3 Where will the course be held?

Lessons will be conducted via online learning and at RP ACE @ Woodlands.



### 5 How much is the course fee?

Course fee for the six months programme is \$500. The programme is eligible for SkillsFuture Credit.

### 2 What modules will I be taking?

- Design Research
- Information Architecture and Interaction Design
- Visual Design
- UX Requirements & Processes
- Visual Communication
- Digital Photography
- User Experience Fundamentals
- Business Model Design
- Immersive Experiences: Introduction to AR, VR and 360 Media Creation
- 360 video creation for immersive experiences
- Service Design for Business
- Gamification: Engaging customers for Businesses
- Captivate Your E-Learning Audience with Adobe Captivate
- Mobile Music Making
- Mobile Video Creation
- Creating Compelling Data Stories
- Creating Awesome Events
- Storytelling through Infographics

\*Selected module synopses are found in Annex

### 4 How often do I need to attend?

Course commences in October 2020, and will run for a total of six months.

Number of Lessons	Duration
Two to three times a week (Weekdays)	9:00am – 5:00pm

# **MORE REASONS TO SIGN UP FOR SGUNITED SKILLS PROGRAMME**



**Training allowance up  
to \$1,200/month**



**Flexibility to exit  
programme once a  
job is secured**



**Career advisory and  
employment  
assistance**

## ***Minimum Entry Requirements***

Applicants should possess one of the following combinations of qualification and work experience:

- Relevant Polytechnic Diploma;
- Relevant working experience;

For applicants who do not meet the MER, an interview will be conducted to assess applicants' qualification and working experience.

For more information, you may contact:  
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**APPLY NOW**

Information is accurate as of August 2020.

# Annex

## Service Design for Business

The customer journey today crosses both the digital and physical realms. A customer's choice to explore, purchase, and return to a service or product is influenced by his/her experiences with the business's various digital and physical engagement and service touch points including websites, mobile apps, blogs, communities, storefronts and front offices.

This course will equip trainees, using design thinking methodology, to help their businesses undergoing digitalisation to leverage on good service design. Participants will learn about user research, identifying pain points and opportunities, idea generation and prototyping of concepts and testing.

It will provide strategies to help businesses design and deliver a digital-led, context-driven and human-centric service experience that addresses customer engagement, purchase, and loyalty on his/her journey with the business across the digital and physical divide.

## Mobile Music Making

This course is perfect for getting a kick start in music content development using mobile device. You will learn about the basics of composing music using popular mobile apps. You will delve into the world of music production anytime, anywhere through instructions in using and editing of loops, sequencing, recording, arranging and simple mixing.

## Creating Compelling Data Stories

This course equips participants with a basic introduction on how to tell compelling stories with the findings and insights from a set of data. Participants will learn how to process a set of data, identify relevant data points to include, apply the appropriate graphical principles to visually represent the data, and create a compelling data story to engage viewers.

At the end of the course, participants will be able to:

- Apply techniques to process a set of data
- Identify relevant data points from a set of data to be used as part of a data story
- Apply appropriate visuals to accurately represent chosen data points graphically
- Create a data story to communicate insights and findings from a set of data

## Mobile Video Creation

This course provides participants with digital media skills in video production to create content to market their businesses on digital platforms. Using mobile devices, this course will provide businesses with time and cost efficient solutions to create digital content to communicate business messages creatively to their audiences on multiple digital channels including common social media platforms.

## Immersive Experiences: Introduction to AR, VR and 360 Media Creation

This course will give participants experience in planning, prototyping and evaluating the effectiveness of relevant immersive technologies in augmented reality (AR), virtual reality (VR) and 360 video. Participants will gain broader exposure to the strengths and weaknesses of this immersive media, both mainstream and cutting edge, to achieve valuable outcomes.

This course includes hands-on handling of consumer and advanced immersive systems for a variety of use cases and user experiences, such as entertainment, marketing, therapy, skills training as well as classroom learning. Participants will learn how to evaluate the needs of their target audience then develop skills to scope and plan immersive experiences using simple 3D storyboards and virtual prototypes that they can bring back after the course.

At the end of this course, participants would understand immersive technologies, how to plan and manage AR/VR/360 projects and would have some basic proficiency in prototyping such experiences.

## 360 video creation for immersive experiences

This course will give participants experience in planning, shooting and editing for 360 video also called spherical or immersive video.

This course includes hands-on handling of consumer and advanced cameras for creating 360 video footage then manipulating the 360 video footage so that it can be experienced using typical VR headsets as well as other online media platforms. Participants will also develop skills for positioning scene elements and directing movement to play well within the field of view of an immersive VR environment.

At the end of this course, participants would understand immersive blocking of scenes, how to creating viable 360 videos for use in VR experiences and would have some basic proficiency in creating such experiences.

## Creating Awesome Events

Businesses require a two-fold strategy to reach their customers. Digital marketing coupled with on-the-ground activities results in more effective customer engagement and relationship. This course equips trainees with the design thinking methodology to conceptualise creative ideas and integrate them across on-the-ground and digital marketing activities.

Participants will learn practical digital and social media marketing techniques to reach, engage and lead their audiences to on-the-ground activities. Participants will also learn to design and plan the on-the-ground activities to fully integrate with those digital marketing activities.

## Gamification: Engaging customers for Businesses

The course is for anyone who would like to use gamification to increase sales and improve customer relationships. The course is also targeted at participants who would like to tap on gamification to improve HR functions, for example, employee engagement and motivation.

## Storytelling through Infographics

This course equips participants with a basic introduction to breaking down data and designing it into Infographics that can help you tell engaging stories to your target audience. Participants will learn how to develop art assets and graphical elements that can be used to represent a chosen set of data, and arrange these graphical elements to best represent the data in order to tell a coherent story.

At the end of this course, participants will be able to design their own infographic pieces in medium sized print format for presentation purposes.

Participants will experience and learn the following through this interactive and hands-on practices:

- Organise data sets into coherent stories
- Design graphical elements that appropriately represent data points
- Apply design principles to enhance the visual appeal of the infographic
- Construct an infographic layout that places visual elements appropriately

## Mobile Video Creation

This course provides participants with digital media skills in video production to create content to market their businesses on digital platforms. Using mobile devices, this course will provide businesses with time and cost efficient solutions to create digital content to communicate business messages creatively to their audiences on multiple digital channels including common social media platforms.

## Captivate Your E-Learning Audience with Adobe Captivate

This course is designed to help participants pick up the basic concept and skills required to create a highly interactive and immersive e-learning experiences with Adobe Captivate.

Participants will learn how to build projects with effects and animations, incorporate text-to-speech narrations, produce click-through simulations using interactive and non-interactive objects, import and edit presentations in Adobe Captivate, build quizzes, and integrate with SCORM-compliant learning management systems.

At the end of the course, participants will be able to demonstrate proficiency in the use of the software in the development of immersive content for learning and development.