

# Multimedia and Design

## Overview

This one week Multimedia & Design mobility programme embraces the art of integrating multiple forms of media that delves into the core aspects of modern multimedia and design. Today's creative industries are extensively using multimedia for a variety of purposes ranging from fine arts to entertainment, from commercial art to journalism, to media and software services.

Our industry experts will share their experiences on how transferable technical skills that are highly adaptable to various creative and design industries can be capitalised to the fullest from technical to analytical to creative. The programme will also encourages students to explore their own creative abilities and skills.

In today's digital age, effective multimedia and design skills are essential for communicating ideas, engaging audiences and creating impactful brand experiences. The programme will demonstrate on how students can be empowered with the ability to design visually appealing websites, craft intuitive user interfaces and harness the potential of augmented and virtual reality to enhance brand presence.

## Objectives

Upon completion of the one week programme, students will be able to:

- Demonstrate a deep understanding of multimedia design principles and concepts.
- Understand how to design and develop interactive and visually appealing websites and graphics.
- Understand when and how to apply AR/VR technologies effectively for brand building and immersive experiences.
- Able to prepare with confidence for employability after graduation with new ideas.