



**FIRST MEDIA
DESIGN SCHOOL**
Nurturing Tomorrow's Designpreneurs

[Designing Career | Redesigning Life]

FMDS Design Programmes & Qualification Structure

FMDS Qualifications

Specialist Diploma

Diploma

Advanced Diploma

Visual Communications
Digital Design (UI/UX)
Design Management
Digital Marketing
Entrepreneurship (Creative)



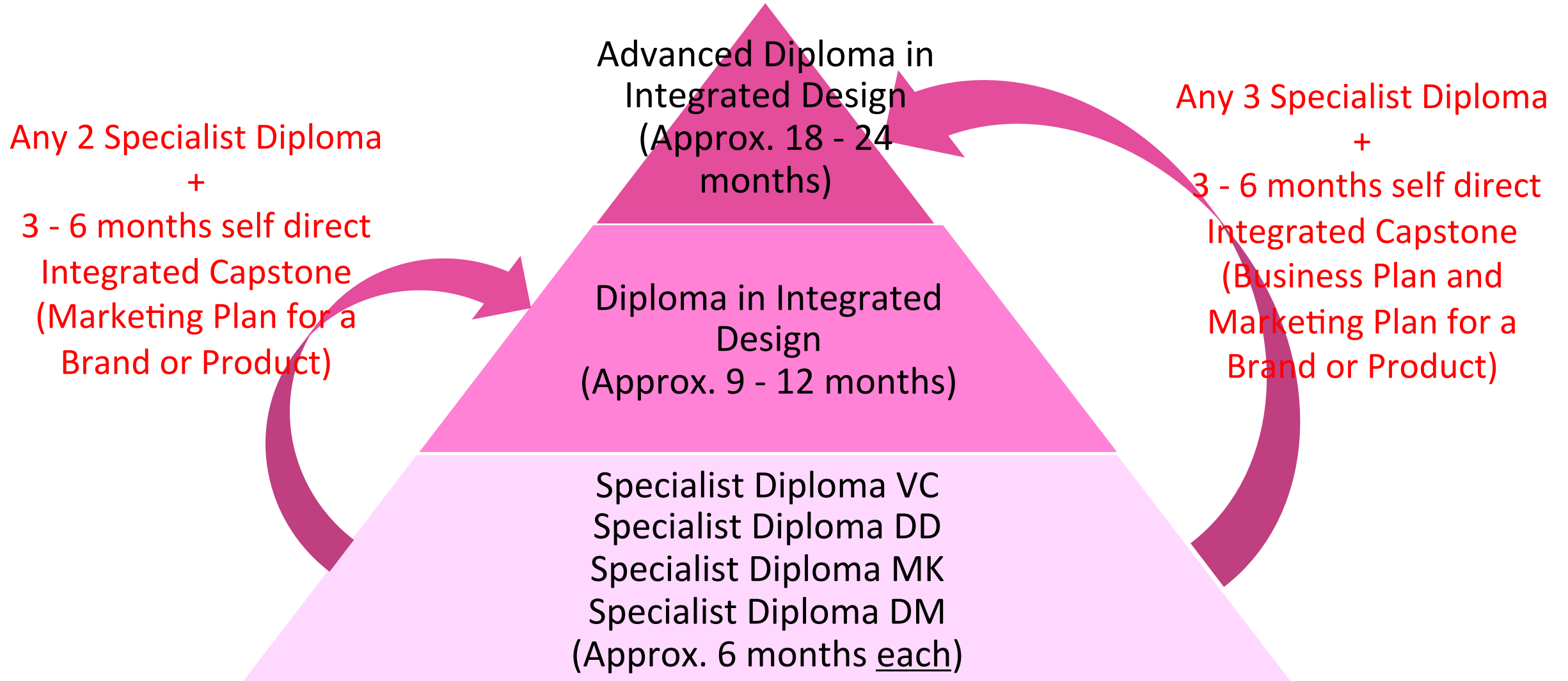
Specialist Diploma Tracks

Visual Communication (VC)	Digital Design (DD)	Digital Marketing* (MK) Subject to CPE Approval	Design Management* (DM) Subject to CPE Approval
1. Implement Design Thinking	1. Digital Marketing Fundamentals	1. Digital Marketing Fundamentals	1. Systems Thinking
2. Studio Management	2. Design Thinking for Digital Marketing	2. Design Thinking for Digital Marketing	2. Conceptual Thinking
3. Graphic Illustration	3. Graphic Illustration	3. Content Marketing	3. Content Strategy
4. Graphic Design	4. Graphic Design	4. Mobile Marketing	4. Market Research
5. Mixed Media	5. Web Development	5. Digital Remarketing	5. Business Innovation
6. Idea Generation Techniques	6. Idea Generation Techniques	6. International Social Media Marketing	6. Product Management
7. Publication	7. User Interface Design	7. Guerrilla Marketing	7. Developing Opportunities
8. Typography	8. Validate UI/UX	8. Inbound Marketing	8. Final Major Project (DM)
9. Art Direction	9. Art Direction	9. Research Methods	
10. Integrated Marketing Comms	10. Final Major Project (DD)	10. Final Major Project (MK)	
11. Final Major Project (VC)		* CPE Approval Stage	* CPE Approval Stage

*Pink entries are modules shared across Specialist Diplomas

Qualification Progression Chart

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FMDS Programme & Qualification Structure

First Media Academy (FMA)

FMDS academic programmes are structured in a way all its design modules are offered by its subsidiary First Media Academy (FMA).

Workforce Singapore (WSQ)

Students who successfully completed these modules will be issued a Statement of Attainment (SOA) issued by Workforce Singapore (WSG).

First Media Design School (FMDS)

Upon successful completion of these stated WSQ modules, students then embark on the Final Major Project (FMP) conducted by First Media Design School (FMDS).

The Specialist Diploma qualification is conferred by FMDS.