

Jumpstart to Digital Media & Programming (JUMP)

Course Outline

Essentials of Web Design & Programming (Topic 1)

- What is Web Design
- Understanding Visual Design & Design Principles
- JumpStart to Web Programming

QuickStart to User Experience (Topic 2)

- UX Process
- Understanding wireframes
- Prototyping

Hands-on with prototyping tools

Work: Designing & Programming your first Site

Creating a Web Site with a Content Management System (CMS) (Topic 3)

- What is a CMS
- The Web Development Cycle
- Utilizing WordPress as a CMS for rapid development
- Fundamentals of WordPress
- Managing a WordPress site

Work: Creating a WordPress Site

Jumpstart Social Media & Brand Identity (Topic 4)

- Social Media Today
- Understanding brands
- The buyer persona
- SMART
- Social Media Identification and setup

Essentials of Search Engine Optimisation (SEO) (Topic 5)

- Principles of SEO
- Organic and Paid Traffic: What's the Difference
- Primer on Keywords Research Analysis
- Understanding web data
- Content Optimisation & Strategy
- SEO Penalties
- QuickStart in improving digital visibility

Fundamentals of Digital Marketing (Topic 6)

- Digital Marketing with Google, Facebook, Instagram
- Importance of Metrics
- Hands on practice: Setup a digital campaign

Trainer's Profile

Malcolm Yam is a Lecturer in Ngee Ann Polytechnic

Malcolm graduated from the Nanyang Technological University of Singapore with a Bachelor's in computer science (Hons) and has delved in web technologies for 10 over years. Malcolm teaches full stack web development, social media and branding and immersive media in the Diploma of Immersive Media and Game Design.

Malcolm has been a full-time lecturer with the Polytechnic since 2016. He is the coach for the Ngee Ann Polytechnic World Skills (Web Technologies) team. Malcolm also undertakes consultancy work, working with companies such as Canon to create full-fledged applications. He has also been the lead user experience designer for in-house applications.