

Your head says go for **Marketing** studies...
Your heart wants **Advertising**...
Your hands prefer **Design**...

we say take all three!

Confused? Fret not.
Turn overleaf to know more
about our **mad** programmes.



MAD Integrated Programme

Professional Diploma in Advertising & Design

- CD101 Visual Communication
- CD102 Digital Studio
(Adobe Illustrator |
Adobe Photoshop)
- CD103 Communication Design and
Typography
- CD104 Corporate Identity & Design
- CD105 Packaging and Print
Technology
- CD106 Editorial Design
- CD107 Online Media Design
- CD108 Communication Design Major
Project

- AD201 Marketing Overview
- AD202 Advertising Overview
- AD203 Creative Thinking
- AD204 Copywriting and Art Direction
- AD205 Media Planning
- AD206 Branding
- AD207 MAD Integrated Campaign
Project
- AD208 Creative Book
- AD300 Industrial Orientation
Programme

Study loan available with RHB Bank*

12 | 24 months Interest Free*
installment by CMA School of
Communication+Design

Admissions timetable

March | May | July | September |
November 2010

Entry Requirements

- GCE 'N' Level with minimum 3
credits or equivalent
- Applicants who do not meet the
entry requirements are welcome to
apply as well**

25% off tuition fee for
celebrating 5th year anniversary
- call more for details.
Seats are filling up fast. Hurry!

Pick up that phone!

93820313 Michelle
93705021 Fifi



One Academy to Teach Them All.

Founded in 2003, the Chatsworth Medi@rt Academy (CMA) School of Communication + Design's (SCD) sole objective is to provide quality education for students interested in the holy trinity of the creative industry — **Marketing, Advertising** and **Design** studies.

Our **MAD Integrated** programmes are crafted by professionals FOR professionals, and students can be assured of learning from industry experts in a non-textbook based learning environment that allows them to have first hand experience of how the industry works.



Creative presentation in progress with Mr Tay Guan Hin , Regional Executive Creative Director of JWT Asia.

It's fun learning. No joke.

Whoever said studying is boring? Oh well, maybe. But not at SCD. Imagine delivering your ideas from sketches to the final installation... admiring your excellent work and shamelessly presenting how good your work is during project presentations —nothing beats the satisfaction.

You are better than you think you are.

If you dare to dream, you will make it happen. Come visit us at 11e Mount Sophia and we will be happy to inspire you on your new journey.

School of
Communication
+ Design