



@ASK Training
Attitude | Skills | Knowledge

(24 HRS)

DIGITAL CONTENT CREATION

Course Synopsis

This Digital Content Creation course offers a comprehensive exploration into the management of digital content. It's designed for anyone seeking to enhance your proficiency in creating, deploying, and optimising content for online platforms.

The curriculum begins by establishing a robust understanding of **content governance**, providing you with the skills to define clear guidelines and navigate existing policy frameworks. Subsequently, the course delves into the practicalities of managing web assets and **Content Management Systems (CMS)**, focusing on the systematic organisation of information and configuration of settings to ensure consistent and reliable updates. A significant portion of the programme is dedicated to the process of publishing web content, where you will refine content components and prepare web pages for seamless deployment.

Beyond the creation aspect, this course also covers essential troubleshooting methodologies, enabling you to **identify and resolve CMS-related issues** that may impact content display. Finally, you will gain proficiency in interpreting performance metrics, utilising data-driven insights to strategically enhance content design and improve the overall user experience.

Upon completion, you will possess a holistic understanding of digital content creation and management, equipping you to confidently address the complexities of the online content landscape.

Course Code: TGS-2026064602

up to
90%
SkillsFuture
Funding

Balance Fee
SkillsFuture
Credit &
PSEA
Claimable

Balance Fee
SkillsFuture
Enterprise
Credit
Claimable



Prerequisites

Language:

- Attained at least WPLN level 6 OR
- Obtained Grade C6 for GCE O level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE-Levels in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

Learning Units



Learning Unit 1

Content Governance Policies and Guidelines



Learning Unit 2

Managing Content and Content Management System



Learning Unit 3

Publishing Web Content



Learning Unit 4

Troubleshooting Content Management System Problems



Learning Unit 5

Measuring Content Performance & Improving User Experience

Course **Objectives**

By the end of this course, learners should be able to:

- ✔ Structure content governance rules and guidelines by breaking down existing policy constraints.
- ✔ Organise web assets and Content Management System settings to maintain consistent and reliable content updates.
- ✔ Arrange and refine content components to prepare web pages for Content Management System deployment.
- ✔ Deconstruct Content Management System issues to identify, isolate, and document causes affecting content display.
- ✔ Interpret performance data to improve content design and user experience.

Programme Fee


S\$1,370

(exclusive of 9% GST)


PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SSG Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

SkillsFuture Credits can be used on top of existing subsidies

 Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

Contact Us

+ 65 64846723
+ 65 94303852
information@asktraining.com.sg
<https://asktraining.com.sg/>

Follow Us

@ask.training.sg
ASK Training
@ASK Training
@ask_training

Find Us

8 Jurong Town Hall Road
#27-01 The JTC Summit
Singapore 609434
10 Anson Road
#06-11 International Plaza
Singapore 079903