



@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 their proficiency in creating, deploying, and optimising content for online platforms, with practical, on-brand design skills in Canva integrated throughout.

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. You will apply these guidelines in practice by establishing a Canva Brand Kit — consolidating your logo, colours, fonts, and brand voice in one place — and designing an on-brand social media post. Subsequently, the course delves into the practicalities of managing web assets and the systems used to organise and update content, focusing on the systematic organisation of information and configuration of settings to ensure consistent and reliable updates; here, you will also discover how Canva Brand Templates can serve as a reusable asset library that sustains consistency across your team's content. A significant portion of the programme is dedicated to the process of publishing web content, where you will refine content components, prepare web pages for seamless deployment, and gain hands-on experience building a simple landing page in Canva using a template and your brand assets.

You will also be introduced to content performance metrics and the ways in which they can inform improvements to content design and the overall user experience.

Upon completion, you will possess a holistic understanding of digital content creation and management — including the practical, on-brand design skills to create consistent content in Canva — 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
& UTAP
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 O-Level 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\$1,493.30

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SWDA 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.

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