

Ad-Venture Workshop - Month of May

IACT College recently organised an AD-Venture Workshop solely dedicated to school leavers who are interested in pursuing their studies in advertising and communication.

The workshop is to provide students the feel of being in the creative industry and to further assist them in determining their interest on which area to specialise in and hopefully to turn their passion into promising careers in the future. It is also aspired to create pathways to other options available in the advertising and communication field.

Current students and lecturers from IACT partook in this workshop, carrying out fun-filled activities to pass on their knowledge and experience to scrape out the raw undiscovered creativity amongst the youths who participated. Students were given the chance to learn hands-on experience by designing simple layout for website, creating animation and video editing. Lecturers shared their knowledge and working experiences by explaining in-depth what is marketing communications, creative advertising, broadcasting, creative multimedia, marketing, public relations and graphic design, which aim is to increase the students' level of understanding towards advertising and communication.

Students were also given the opportunity to visit the broadcasting studio and radio station. They experienced live telecast, live on air radio, exchanged ideas and experiences with the people from the industry itself. The objective of this field trip is to give exposure to the students on what it is like to be engaged in the communication industry and to get a clearer view of the real-working world.

Similar workshops have been organised by IACT over years, as IACT believes that continuous learning is essential. Lecturers in the college encourage the self-discovery of these young students, by sharing various projects with them.



IACT College Pic 1: Students of AD-Venture Workshop posing inside the studio at 8TV