



## Bachelor Of Arts (Hons) in

# GRAPHIC DESIGN

(R2/213/6/0078)(03/2022)(A7834)

### ABOUT OUR GRAPHIC DESIGN PROGRAMME

The Bachelor of Arts (Hons) in Graphic Design is a 3-year programme. Graduates with Diploma in Computer Graphic Design will get credit transfer for the first year. This programme also acts as a feeder to the Bachelor of Art (Hons) in Graphic Design programme which aims to produce Designer experts for the society needs. The potential demand for such professions is always great due to the rapid changes and the advancement in the art, science and technology.

Bachelor's degrees in graphic design help students learn the skills and software required to work in the industry. These programs typically include foundational design courses as well as general education coursework, and they may culminate in a professional portfolio. Graduates of these programs may pursue entry-level graphic design work or master's degrees.

## PROGRAMME AIM:



The aim of the Graphic Design course is to develop a student's understanding of the role, desires and possibilities of design, towards (independent) practice. The department focuses on teaching students on how to organize and shape information within today's social and cultural context, based on knowledge of the history of design and with an emphasis on the role played by conceptual and editorial approaches to it. Develop the students understanding in applying the principles taught to a variety design problems and generate creative thinking and problem solving.



Apply the knowledge taught in graphic design concept for graphic artworks and become proficient and competent in key areas of design courses. Engage with an industrial contemporary practice in an innovation which conceptualizing learning related to graphic design field.

## ENTRY REQUIREMENT:

- A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum Grade C (GP 2.00) in any two (2) subjects or any equivalent qualification; OR
- A Pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum Grade of Jayyid; OR
- Any qualifications equivalent to Diploma with a minimum CGPA of 2.00; OR
- Matriculation / Foundation qualification with a minimum CGPA of 2.00; OR
- A Pass in Unified Examination Certificate (UEC) with at least Grade B in 5 subjects; OR
- Any other equivalent qualifications recognized by the Malaysian Government AND
- Passed the interview and drawing test AND
- Malaysian University English Test (MUET) Band 1 AND
- For international students, it is compulsory to obtain a minimum score of 5.5 for IELTS or its equivalent.



## PROGRAMME MODULES

Semester 1	Semester 2	Semester 3	Semester 4
<ul style="list-style-type: none"> <li>■ Intermediate Academic Reading &amp; Writing</li> <li>■ Drawing Studies</li> <li>■ Critical and Creative Thinking</li> <li>■ Hubungan Etnik (Malaysian)</li> <li>■ Pengajian Malaysia 3 (International)</li> <li>■ TITAS (Malaysian)</li> <li>■ Bahasa Melayu Komunikasi 2 (International)</li> </ul>	<ul style="list-style-type: none"> <li>■ Advance Business Communication Skills</li> <li>■ Elements of Graphic Design</li> <li>■ Computer Applications in Art and Design</li> <li>■ Effective Communication Skills</li> <li>■ Bahasa Kebangsaan A</li> <li>■ Color Theory</li> </ul>	<ul style="list-style-type: none"> <li>■ Technical Writing</li> <li>■ Entrepreneurship</li> <li>■ Digital Photography</li> <li>■ Graphic Illustration</li> <li>■ History of Graphic Design</li> <li>■ Creative Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>■ Creative Web Design</li> <li>■ Electronic Publishing Design</li> <li>■ Creative Typography</li> <li>■ Visual Communication</li> <li>■ Social Human Skills</li> </ul>
Semester 5	Semester 6	Semester 7	Semester 8
<ul style="list-style-type: none"> <li>■ Animation Technique</li> <li>■ Multimedia Design</li> <li>■ Creative Solutions and Visual Thinking</li> <li>■ 3 Dimensional Design</li> <li>■ Corporate Branding</li> </ul>	<ul style="list-style-type: none"> <li>■ Creative Concepts of Advertising</li> <li>■ Packaging Prototype Design</li> <li>■ Design Management Professional Practice</li> <li>■ Advertising, Copywriting &amp; Storyboarding Layout</li> </ul>	<ul style="list-style-type: none"> <li>■ Trend in Design Communication</li> <li>■ Visual Effects &amp; Compositing</li> <li>■ Professional Portfolio Development</li> <li>■ 3D Modeling</li> <li>■ Digital Imaging</li> </ul>	<ul style="list-style-type: none"> <li>■ Project</li> </ul>
			Semester 9
			<ul style="list-style-type: none"> <li>■ Practicum</li> </ul>

## CAREER PROSPECTS

This qualification will give students the opportunity to work in numerous industries within graphic design, advertising and publication technology fields. With the knowledge and skills enhanced in the program, students will be able to apply and contribute their knowledge to the design industry

- *Graphic Designer*
- *Advertising Designer*
- *Art Director*
- *Creative Director*
- *Copywriter*
- *Corporate & Branding Designer*
- *Photographer*
- *DTP Artist*
- *Promotions and Marketing Managers*
- *Instructional Designer*
- *Packaging Designer*
- *Webpage Designer*
- *Animator*

This programme also acts as a feeder to programme which aims to produce Designer experts for the society needs.

CONTACT OUR PROGRAM ADVISOR:

