

# Bachelor of Graphic Design (Hons)

(R2/213/0079)(MQA/FA 2000) 07/2029

This programme offers an interesting curriculum that equips students with the knowledge and skills they need to produce innovative results in the art and business of visual communications. Learners learn to effectively apply their knowledge and abilities by leveraging current industry software for web design, typography, raster and vector manipulation, and other applications, in addition to courses that study the theory, language, and tools of graphic design.

## BENEFITS

- ▶ Students will be well-prepared for a professional career in the field of design.
- ▶ The major goal of the curriculum is to polish knowledge, abilities, and competences in order to be exceptional designer executives.
- ▶ Creating graduates who are visual communicators.
- ▶ Interactive learning activities, assignments, online discussion.

## CAREER PROSPECTS

- Creative Director
- Art Director
- Design Director
- Graphic Designer
- Type Designer
- Packaging Designer
- Promotional Designer
- Book Designer
- Webpage Designer
- Brand & Identity Maker
- Corporate Identity Designer
- Environmental Signage Designer
- Magazine Stylist
- Illustrator

## ENTRY REQUIREMENTS

STPM: Minimum of Grade C (GPA 2.00) in any 2 subjects and credit in OR

STAM: Minimum Jayyid grade or its equivalent OR

Matriculation/Foundation:

Minimum

CGPA of 2.00 and or its equivalent

Diploma: (Level 4, MQF)

Minimum CGPA of 2.00, or its equivalent; OR DKM / DLKM /

DVM: minimum CGPA of 2.50

subjected to Senate / Academic Board's approval OR Minimum

CGPA of 2.00 and at least have two (2) years working experience

in a related discipline OR

Pass an interview OR submission of portfolio determined by the

HEP as required

Achieve a minimum score Band 3 in MUET or equivalent.

For International Students

IELTS: Minimum 5.0

Duration of study

3 years

Credit Hours

120

## SUBJECTS OFFERED

### YEAR 1

- Fundamental of Information Technology
- Drawing
- Principles of Management
- Introduction to Database
- Design Principles
- Digital Imaging
- Theories of Communications
- Typography
- Information and Interface Design
- Human Computer Interaction
- Colour Studies
- Creative Thinking and Problem Solving
- Art, Technology and Culture
- Web Design
- Advertising Copywriting

### YEAR 2

- Co-Curriculum
- Introduction to Digital Technologies
- Illustration
- Media History and Society
- Graphic Design Theory and Practice
- Visual Communication
- 3D Design
- Computer Ethics and Law
- Academic Skills
- English for Academic Purposes
- Design for Production
- Publication Design
- Entrepreneurship / Bahasa Kebangsaan A
- English For Employment
- Advertising and Design

### YEAR 3

- Animation Programming
- Hubungan Etnik / Pengajian Malaysia 3
- Digital Audio and Video
- Branding and Identity
- Web Imaging Techniques
- Development of Interactive E-Content
- Tamadun Islam Dan Tamadun Asia (TITAS) / Bahasa Melayu Komunikasi 2
- Package Design
- Innovation in Drawing
- Industrial Training