



BACHELOR, BA

Bachelor of Arts (Hons) Graphic Design APEL.Q OPTION

The comprehensive programme is designed for those who want to equip themselves with both academic and practical knowledge, skills and competencies in product design. It will prepare them for rewarding careers in design studios, cultural institutions and media companies from junior, intermediate to professional graphic designers.

PROGRAMME DELIVERY

LEARNING MODE

PART-TIME LEARNING MODE Blended Learning

1. Face to Face Learning
2. Self-Managed Learning
3. Online Learning Fully Online Learning

DURATION

3 years (10 semesters)

ASSESSMENT

Coursework 60%

Final Exam 40%

- The programme is internationally benchmarked, approved by QUALIFY Approved Centre & WQA and accredited by the L'organisme d'accréditation européen,
- Interactive learning activities, assignments, online discussions
- Easy access to mobile app anytime, anywhere, any device
- Access to the physical and digital library comprising of around 250,000 e-books, 112,000 e-journals, and 3 million e-theses titles accessible anywhere anytime

[ucastBA333GD/UN44sSg/](https://www.uva.nl/en/ucast/BA333GD/UN44sSg/)



CORE MODULES



FOUNDATION

1. Basic Drawing
2. Creative Thinking
3. Computer Application Design
4. History of Art & Design
5. Design Elements & Principles
6. Product Design & Materials
7. Product Design & Technology
8. Ergonomic in Design
9. Product Design
10. Human Factor Design
11. Digital Photography
12. Packaging Design
13. Brand Design
14. Creative Illustration
15. Design for Manufacturer
16. Printing Design Theory
17. Designing for Trend & Design Development
18. Surface Pattern Design
19. Creative Copywriting
20. Creative Typography
21. Visual Communication
22. Advertising Design
23. Corporate Design
24. Desktop Publishing
25. Portfolio Project

CONCENTRATION AREAS

1. Academic Writing
2. Comparative Ethics
3. Social Responsibility Project II
4. European Studies III
5. Language & Communication II

ELECTIVE MODULES

BUSINESS:

1. Information Literacy & Research Skills
2. Entrepreneurship in Asia

GENERAL:

1. Academic Writing
2. Comparative Ethics
3. Social Responsibility Project
4. Fundamentals of English Grammar
5. The Web Economy

LEARNING OUTCOME

- Synthesise relevant knowledge and understanding, attributes and skills in effective ways in the contexts of creative and innovative practices.
- Apply critical, contextual, historical, conceptual, ethical judgement and disciplines.
- Articulate and communicate ideas and information comprehensively in visual, oral and written forms.
- Develop skills in research through an analysis of information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.
- Demonstrate leadership, teamwork, interpersonal, entrepreneurial and social skills.
- Demonstrate professionalism in accordance with ethical and legal principles.
- Apply, consolidate and extend their learning in different contextual frameworks and situations.
- Able to work and develop their business knowledge and graphic design skills on par with international standards