

3+0 BA (HONS) GRAPHIC DESIGN

In collaboration with
Sheffield Institute of Arts,
Sheffield Hallam University, UK

**Sheffield
Hallam
University** | **Sheffield
Institute
of Arts**

This programme will allow students to develop a portfolio of ideas for entering and challenging the graphic design industry. Students will learn about the core principles of graphic design and its application across a range of sectors. They will also have the opportunity to explore advertising, illustration, motion & interactive or traditional graphic design. Other study topics include printmaking, life drawing, photography, branding and marketing.

Students will focus on generating new and memorable ideas that form the basis of their creative process. They will explore a range of media, develop critical skills, and learn how to solve problems creatively.

Students will also have the opportunity to enhance their prospects by taking part in international competitions, live briefs and work placements. There are also residential study trips at home and abroad, complemented by visits to design conferences and professional design association events.

Highlights

- Specialist lecturers who are design professionals
- Good networks and professional links with the industry
- A compulsory industry internship programme provides students with the opportunity to experience real-life industry practice and develop networks for employment opportunities upon graduation
- Programme and curriculum design are enhanced by professional input from design practitioners
- Develops industry-ready graduates who can make a difference in the workplace
- Degree awarded by Sheffield Hallam University, UK

Offered at

INTI International College Subang
KPT/IPS(MQA/PA2077)01/2018

INTAKES: APR & AUG

Duration

3 Years (Inclusive of internship)

Programme structure

Year 1

The first year challenges students to explore diverse approaches to design problems and apply their creative skills in different ways. It will also challenge any preconceptions that students may have about Graphic Design. During the first year, students will also learn many of the essential skills needed to work in Graphic Design.

Subjects include:

- Competitive Teamwork
- Creative Narrative
- Reflective Practice
- Transition

Year 2

In the second year, design projects are often company-sponsored, and involve working directly with the client (Live projects). The subjects will help students meet this challenge and develop their skills and knowledge to a professional level. Other projects involve working to a national or international design brief. In this case, students need to demonstrate the ability to communicate their design ideas professionally, using a variety of media and techniques.

Subjects include:

- Audience & Context
- Creative Responses
- Interdisciplinary Practice
- Professional Practice
- Tools & System

An International Study Tour will be scheduled in Year 2.

Year 3

Through a process of research and discussion with academic staff, students determine a body of self-directed study that allows them to develop a personal area of interest related to the field of Graphic Design. By taking increased responsibility for the management of their own work, students are prepared for life as a professional designer.

The number and content of the projects students undertake in the third year can be negotiated. However, the academic team will offer advice that enables students to develop a portfolio that best supports their career aspirations. It is also essential that students support their dissertations and design projects with a body of thorough and convincing research and development.

Subjects include:

- Critical Research
- Elective subject (Packaging Design or Advertising Design)
- Graduation Projects

Industry attachment (Compulsory)

- Industry Placement [GD]

MPU subjects

- Community Service & Co-curriculum
- Entrepreneurship
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Presentation Skills / Bahasa Kebangsaan A*
- Islamic & Asian Civilisation (Local students) / Malaysian Studies 3 (International students)