

## SCHOOL OF ARTS, HUMANITIES & SOCIAL SCIENCES

### Bachelor of Arts (Hons) in Graphic Design (N-DL/214/6/0191) 06/22

The Bachelor of Arts (Hons) in Graphic Design programme is targeted at individuals who want to equip themselves with both academic and practical knowledge, skills and competencies in product designs. This comprehensive programme will prepare them for rewarding careers as professional graphic designers.



#### Learning Objectives

- Prepare students for a professional career in the field of design.
- Provide students with the knowledge, skills and competencies required to excel as designer executives in the challenging world of design.
- Develop students' abilities as visual communicators.

#### Learning Outcomes

- 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.

**Core**

1. History of Art & Design
2. Creative Thinking
3. Digital Photography
4. Computer Application Design
5. Basic Drawing
6. Design Elements & Principles
7. Brand Design
8. Packaging Design
9. Creative Illustration
10. Human Factor Design
11. Product Design & Materials
12. Product Design & Technology
13. Ergonomic in Design
14. Product Design
15. Designing for Trend & Design Development
16. Design for Manufacturer
17. Surface Pattern Design

**Subjects of Specialisation in Graphic Design**

1. Printing Design Theory
2. Creative Copywriting
3. Creative Typography
4. Visual Communication
5. Advertising Design
6. Desktop Publishing
7. Corporate Design
8. Graphic Portfolio Project

**Project Paper or Industrial Training**

**General**

**Applicable to Malaysian Students Only:**

1. Islamic and Asian Civilisations
2. Ethnic Relations

**Applicable to International Student Only:**

1. Malay Language (Bahasa Melayu) and Communication
2. Malaysian Studies

**University Compulsory Subject (UCS) for Local and International Students:**

1. Academic Writing
2. Comparative Ethics
3. Social Responsibility Project 2
4. Information Literacy and Research Skills
5. Entrepreneurship in Asia

**PROGRAMME FACTS**

Part-Time	✓	Blended Learning (Online and tutorial)	✓
Fully online			
Open Distance Learning / eLearning	✓		
Duration	4 years		
Number of Semesters	10		

**FINANCIAL INCENTIVES AND AIDS\***

**For Malaysian and International students:**

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

**For Malaysian students only:**

- 10% discount on tuition fee for full payment of semester fees
- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- PTPTN loan assistance
- RM7,000 personal income tax relief

*\*Terms and conditions apply*



**REGULAR ENTRY**

**For Malaysian Students:**

- STPM with at least CGPA of 2.00 in 2 subjects; OR
- 'A' Level with at least C grade in 2 subjects; OR
- UEC Certificate with at least B grade in 5 subjects; OR
- Matriculation/Foundation with at least CGPA 2.00 Pre-University from any university that is recognised by the Malaysian Government; OR
- International Baccalaureate (IB) with at least 24 points; OR
- Diploma (Level 4, MQF) in related fields with at least CGPA of 2.00 from any university that is recognised by the Malaysian Government; OR
- Pass in drawing exam/portfolio/interview for the candidate who has no qualifications in art subjects or SPM or its equivalent; OR
- Other equivalent qualifications recognised by the government of Malaysia.

**For International Students:**

- A recognised university entrance qualification such as 'A' level / University Foundation / Matriculation / Diploma or equivalent OR
- English Language Proficiency equivalent to IELTS of 5.5 or TOEFL score of 550 OR
- Cambridge English: Advanced (CAE) OR
- Cambridge English: Proficiency (CPE) OR
- Cambridge First English (CFE) OR
- Pearson Test of English (PTE) OR
- Malaysian University English Test (MUET)

**FLEXIBLE ENTRY**

**Accreditation of Prior Experiential Learning (APEL) Entry Requirements**

- 21 years of age as of 1st January in the year of application
- Possess relevant work experience
- Passed APEL assessment

**Asia e University**

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