

SCHOOL OF ARTS, HUMANITIES & SOCIAL SCIENCES

Bachelor of Arts (Honours) in Graphic Design

(R-DL/0211/6/0029) (6/28) (MQA/FA8218) - ODL



PROGRAMME OVERVIEW

The comprehensive program is tailored for individuals seeking to build academic and practical graphic design expertise. It equips students with the knowledge, skills, and competencies to excel in diverse creative environments. Graduates will be prepared for rewarding careers in design studios, advertising agencies, cultural institutions, and media companies, progressing from junior roles to intermediate and professional graphic designers.

LEARNING OUTCOMES

- Interpret and apply knowledge and skills including the use of numeracy techniques in relevant areas in graphic design effectively for innovative practices.
- Critically analyse historical, contextual, conceptual theories, and ethical judgement in graphic design practice.
- Create and conceive ideation and innovation for the practise areas of art and / or design.
- Articulate and communicate ideas and concepts comprehensively in visual, written, and oral engagements.
- Execute design concepts and cost analysis through the use of digital and other technologies for effective delivery.
- Construct a portfolio for graphic design, through reflectivity, reviews, and evaluations.
- Communicate and interact with experts, peers, clients, superiors and society under work and organisational related environment for the development of art and / or design.
- Demonstrate leadership and accountability with a commitment to professional and ethical practices including adherence to legal requirements in executing instructions related to the job and organisational functions.
- Demonstrate commitment to lifelong learning for academic and career development and entrepreneurial mindset in the applications of graphic design.

PROGRAMME STRUCTURE

COMMON CORE SUBJECTS

- Drawing
- Creative Thinking
- Design Elements and Principles
- Computer Application Design
- Digital Photography
- Color Studies
- History of Art and Design
- Creative Illustration
- Digital Imaging
- Creative Typography
- Visual Communication
- Web Design and User Experience (UX)
- Creative Copywriting
- Branding and Identity Design
- Interactive Design
- Print Production and Publication Design
- Motion Graphics and 2D Animation
- 3D and Product Packaging Design

- Social Media and Digital Marketing Graphics
- Art Direction
- Design Ethics and Professionalism
- Advertising and Promotions
- Graphic Portfolio Development
- Design Creation and Project Planning (Project 1)
- Graphic Design Project Completion (Final Project)
- Industrial Training

CONCENTRATION SUBJECTS

Most subjects are offered as project-based learning with strong emphasis on the practical components.

University Compulsory Subjects

- Information Literacy and Research Skills 2
- Entrepreneurship in Asia

GENERAL SUBJECTS

Malaysian Student

- Academic Writing
- Integrity and Anti-Corruption
- Social Responsibility Project
- Penghayatan Etika & Peradaban
- Falsafah and Isu Semasa (Philosophy and Current Issues)

International Student

- Academic Writing
- Integrity and Anti-Corruption
- Social Responsibility Project
- Basic of English Grammar
- Web Economy

PROGRAMME DELIVERY

Delivery Mode	Full-Time Study	Part-Time Study
Open & Distance Learning (ODL)	-	4 years 3 months

ENTRY REQUIREMENTS

DIRECT ENTRY

1. STPM or equivalent qualifications with minimum Grade C (CGPA 2.0) in two (2) subjects; or
2. STAM (Grade Jayyid); or
3. UEC with minimum Grade B in five (5) subjects; or
4. A Matriculation / Foundation Program or equivalent qualifications with minimum CGPA of 2.00; or
5. A Diploma with minimum CGPA of 2.00; or
6. Other equivalent qualifications recognised. AND
7. Malaysian University English Test (MUET) Band 1. AND
8. A pass in an interview and a drawing test for non-Art background applicants.

ELCR Band (International Students Only):

Minimum score of Band 1 for MUET OR its equivalent.

APEL ENTRY

This applies to candidates who are:

- At least 21 years of age in the year of application
- Possess relevant working experience.

* Terms and conditions apply

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**Information is accurate as of June 2025 and is subject to change without prior notice, if applicable.