

SCHOOL OF ARTS, HUMANITIES & SOCIAL SCIENCES

Bachelor of Arts (Hons) in Graphic Design (N-DL/214/6/0191) (MQA/PA8218) (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 design. This comprehensive programme will develop students' abilities as visual communicators and prepare them for rewarding careers as professional graphic designers or other careers in the field of design.



Learning Outcomes

Upon completion of the programme, students will be able to:

- 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.

Entry Requirements

REGULAR ENTRY (Admissions to Malaysian and International Students)

STPM/'A' Level/Diploma/International Baccalaureate (IB)/Matriculation/Foundation or its equivalent.

FLEXIBLE ENTRY (For Malaysian only)

Accreditation of Prior Experiential Learning (APEL)

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

English Language Competency For International Students:

For international students studying on-campus in Malaysia, they must attain English Language competency equivalent to IELTS (5.5)/TOEFL(550)/CAE/CPE/PTE/MUET that complies with the programme standards set by the Malaysian Qualification Agency (MQA). Those who have their tertiary education in English shall be exempted from the above requirement.

For details, please go to:

<http://www.aeu.edu.my/future-students/entry-requirements>

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
18. Printing Design Theory
19. Creative Copywriting
20. Creative Typography
21. Visual Communication
22. Advertising Design
23. Desktop Publishing
24. Corporate Design
25. Graphic Portfolio Project

General

Applicable to Malaysian Students only

1. Islamic and Asian Civilisations
2. Ethnic Relations
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

Applicable to International Students (in Malaysia) only

1. Malay Language (Bahasa Melayu) and Communication
2. Malaysian Studies
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

University Compulsory

1. Information Literacy and Research Skills
2. Entrepreneurship and Ethics in Malaysia
3. Asian Studies

Practicum / Industrial Training

PROGRAMME FACTS

Part-Time	✓	Fully online	
Open Distance Learning / eLearning	✓	Blended Learning (Online and tutorial)	✓
Duration	4 years		
Number of Semesters	10		
Total Credit Hours	120		

FINANCIAL AIDS AND INCENTIVES*

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 is offered to students who pay in full their Annual Tuition Fee in one payment.
- 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

* *Terms and conditions apply*

Intakes: January, May and September.