

# 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

### MALAYSIAN

The minimum entry requirements are as follows:

- A pass in STPM with a minimum of Grade C (GP 2.00) in any two (2) subjects, or its equivalent; OR
- A pass in STAM with a minimum grade of Jayyid, or its equivalent; OR
- A Certificate in Matriculation or Foundation with a minimum CGPA of 2.00, or its equivalent; OR
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent; OR
- A pass in Diploma Kemahiran Malaysia (DKM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) / Diploma Vokasional Malaysia (DVM) in suitable fields with a minimum CGPA of 2.50 subjected to Senate / Academic Board's approval (Note: The \*\*HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme); OR
- A pass in DKM / DLKM / DVM with a minimum CGPA of 2.00 and at least have two (2) years working experience in a related discipline; OR
- Other relevant equivalent qualifications recognised by the Malaysian Government AND
- Pass an interview OR submission of portfolio determined by the \*\*HEP as required; OR
- A pass in an interview and a drawing test for non-Art background applicants.

### INTERNATIONAL

The minimum entry requirements are as follows:

- A Certificate in Foundation with a minimum CGPA of 2.00, or its equivalent; OR
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent; OR
- Other relevant equivalent qualifications recognised by the Malaysian Government AND
- Pass an interview OR submission of portfolio determined by the \*\*HEP as required; OR

*\*\*Higher Education Provider*

#### Minimum English Language Requirements for International Students:

Achieve a minimum score Band 3 in MUET or equivalent.

*Note: If a student does not meet this requirement, AeU will offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.*

#### Flexible Pathways

- Accreditation of Prior Experiential Learning for Access (APEL.A)
- Accreditation of Prior Experiential Learning for Credit Award (APEL.C)
- Accreditation of Prior Experiential Learning for Qualification (APEL.Q)
- Micro-credentials ([speed.aeu.edu.my/speed-micro.php](http://speed.aeu.edu.my/speed-micro.php))

*\* Terms and conditions apply*



[aeu.edu.my](http://aeu.edu.my)

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