

BACHELOR IN GRAPHIC DESIGN (HONS)

(R2/0211/6/0108) (MQA/FA 2000) 07/2029

This programme offers an interesting curriculum that equips students with the knowledge and skills they need to produce innovative results in the art and business of visual communications. Students learn to effectively apply their knowledge and abilities by leveraging current industry software for web design, typography, raster and vector manipulation, and other applications, in addition to courses that study the theory, language, and tools of graphic design.



DURATION OF STUDY

Duration of Study:
| Full-time 3 years
| Part-time 5 years

CAREER PROSPECTS

- Creative Director
- Art Director
- Design Director
- Graphic Designer
- Type Designer
- Packaging Designer
- Promotional Designer
- Book Designer
- Webpage Designer
- Brand & Identity Maker
- Corporate Identity Designer
- Environmental Signage Designer
- Magazine Stylist
- Illustrator



CITY UNIVERSITY JOHOR BAHRU CAMPUS

G-01, Ground Floor, Menara Selia, Persiaran Southkey 1, Kota Southkey, 80150, Johor Bahru, Johor

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(R2/0211/6/0108) (MQA/FA 2000) 07/2029

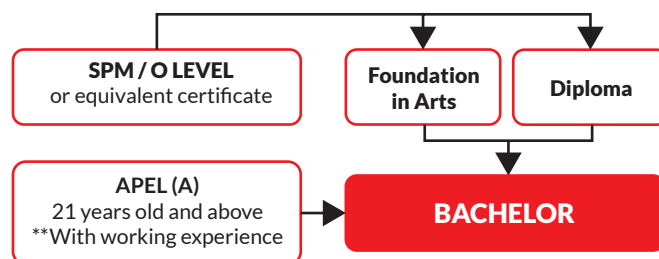
ENTRY REQUIREMENTS

- 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**
- A pass 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**
- Pass DKM/DLKM/DVM (HEP is required to implement a screening and bridging program which correspond to the program field); **AND**
- Pass an interview OR submission of portfolio determined by the HEP as required.
- Possess an Accreditation of Prior Experiential Learning (APEL A) for admission.

ENGLISH COMPETENCY REQUIREMENT (INTERNATIONAL STUDENT)

Malaysian University English Test (MUET) with Band 3 OR its equivalent.

PATHWAYS



SUBJECTS OFFERED

YEAR 1

- Fundamental of Information Technology
- Drawing
- Principles of Management
- Introduction to Database
- Design Principles
- Digital Imaging
- Theories of Communications
- Typography
- Information and Interface Design
- Human Computer Interaction
- Anti-Corruption (KIAR)
- Penghayatan Etika & Peradaban / Bahasa Kebangsaan A
- Academic Skill / Pengajian Malaysia 3

YEAR 2

- Introduction to Digital Technologies
- Illustration
- Media History and Society
- Graphic Design Theory and Practice
- Visual Communication
- 3D Design
- Computer Ethics and Law
- Academic Skills
- English for Academic Purposes
- Design for Production
- Publication Design
- Applied AI for Professional
- Advertising and Design
- Colour Studies
- Creative Thinking and Problem Solving
- Art, Technology and Culture
- Web Design

YEAR 3

- Animation Programming
- Digital Audio and Video
- Branding and Identity
- Web Imaging Techniques
- Development of Interactive E-Content
- Package Design
- Innovation in Drawing
- Industrial Training
- Advertising Copywriting
- Entrepreneurship



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