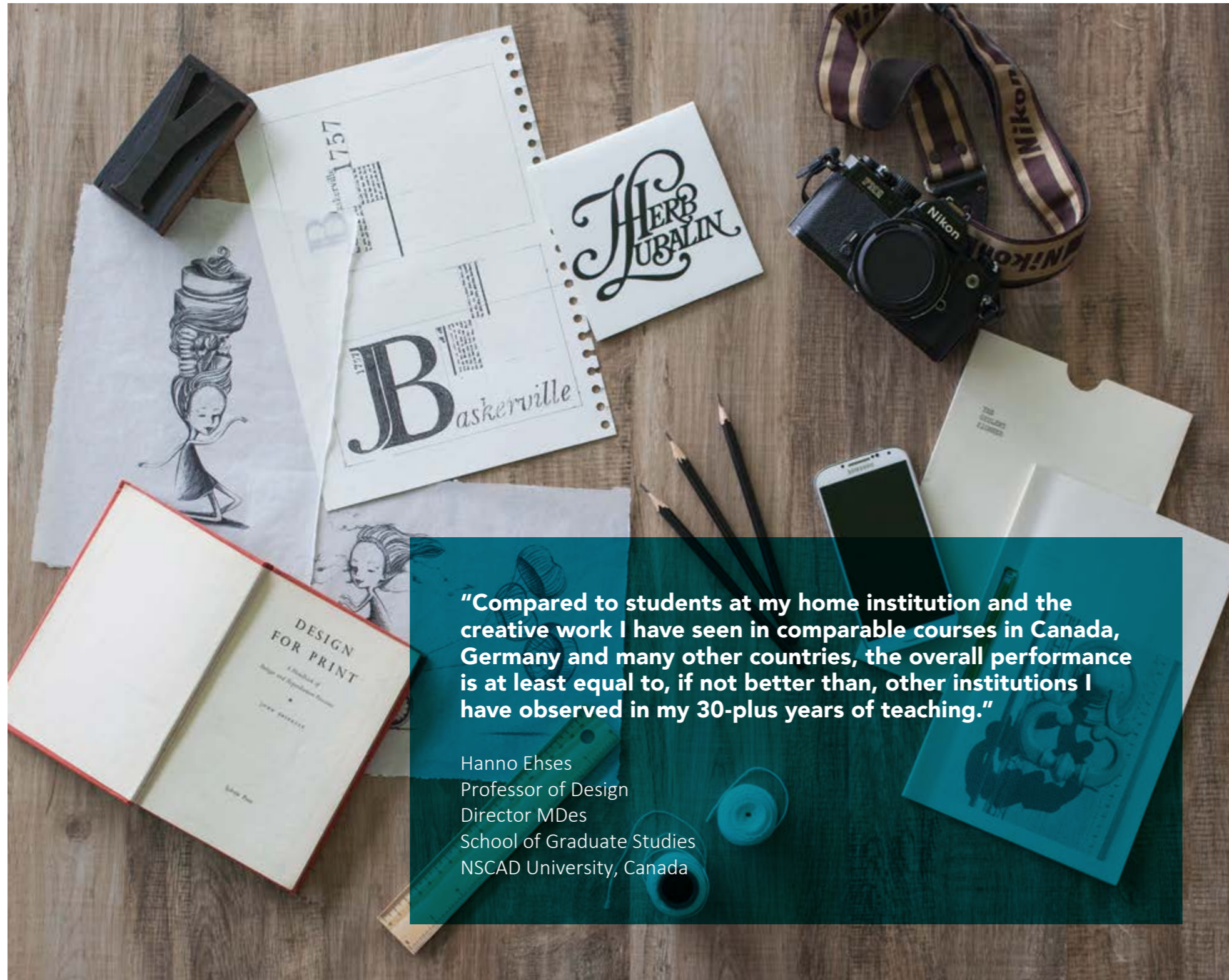


Communication Design



"Compared to students at my home institution and the creative work I have seen in comparable courses in Canada, Germany and many other countries, the overall performance is at least equal to, if not better than, other institutions I have observed in my 30-plus years of teaching."

Hanno Ehses
Professor of Design
Director MDes
School of Graduate Studies
NSCAD University, Canada

Allergic to poorly designed badly laid-out editorial work? Do tacky advertisements with five fonts and clashing colours make your eyes water? Pained by cringe-worthy brand campaigns with vague motherhood statements? Ever lamented the lack of fresh ideas and believe you can do much better than what you see out there?

If so, you're not alone. Find your calling in this course populated by like-minded typo geeks, digital imaging whizzes and brand gurus who are driven to find the best design solutions to communication conundrums. This is where you will learn all the basics of fundamental graphic design skills and get to specialise in one core area of design – Branding, Image Design, and Integrated Communication. You will have the best of both worlds – the deep skills of a specialist area and the core fundamental skillsets of good graphic design. In short, you will graduate as a versatile and responsive designer comfortable with the digital and the analogue world of design, traits very much sought-after by industry today.

Three years of projects, study trips, industry projects, competitions, exchange programmes, internships, workshops and talks by award-winning industry giants will put the shine on your portfolio which typically opens doors to the best design schools in the world and employment

opportunities at some of the best creative agencies in town.

If you have the curiosity, drive and tenacity to chase down ideas, thrive on deadlines, love to work with images, words and visuals. If you want to impact the way people communicate in order to influence trends and lifestyles, come do what you love here in the Communication Design course.

Career Opportunities

This diploma course equips a new breed of savvy designers with a versatile and flexible set of skills to work across traditional and digital communication platforms. Our graduates can find themselves in careers in the creative, media, communications, publishing, branding industry. Many are award-winning creative directors, art directors, brand specialists, graphic designers, photojournalists and illustrators.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 36 credit units

Diploma Subjects

Core Subjects : 78 credit units

Option Subjects : 9 credit units

Total Credit Units Completed : 123 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 91.

Note: Applicants with mild or severe colour vision deficiency or suffering from severe visual impairment should not apply for this course.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
DCS1017	Communication & Information Literacy	1	2	
DCS1018	Workplace Communication	1	2	
DCS1019	Persuasive Communication	1	2	
DGS1002	Global Studies	1	3	
DGS1003	Managing Diversity at Work*	1	3	
DGS1004	Global Citizenship & Community Development*	1	3	
DGS1005	Expressions of Culture*	1	3	
DIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
DSI3033	Student Internship Programme	3	12	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
DIM1367	Ideation & Visual Literacy	1	3
DPS1031	Design Fundamentals	1	3
DPS1032	Collaborative Design	1	3
DVC1506	Typography	1	3
DVC1509	Digital Essentials	1	3
DVC1542	Photography	1	3
DVC1550	History of Graphic Design	1	3
DVC1564	Graphic Stylisation & Techniques	1	3
DIM2368	Studio Project	2	6
DIM2377	Studio Project 2	2	6
DIM2378	Studio Project 3	2	6
DIM2382	Design for Screen	2	3
DIM2383	Design for Screen 2	2	3
DVC2514	Advertising	2	3
DVC2572	Tactile Design	2	3
DVC2573	Kinetic Graphics	2	3
DVC2575	Design for Print	2	3
DIM3377	Trends & Research	3	3
DIM3378	Industry Studio Project	3	6
DMP3022	Major Project: Communication Design	3	9

DIPLOMA SUBJECTS – OPTION SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
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Image Design Option (Year 2)

DIM2379	Visual Narratives	2	3
DIM2380	Image Making Techniques	2	3
DVC3571	Conceptual Imaging	3	3

Branding Option (Year 2)

DPS2022	Brand Strategies	2	3
DVC3536	Corporate Identity	3	3
DVC3582	Brand Systems	3	3

Integrated Option (Year 2)

DIM2381	Designing for Digital Ecosystem	2	3
DVC2576	Integrated Campaign	2	3
DIM3379	Advertising Strategy	3	3