

## **Module Synopses**

### **MC1 - Certificate in Design Foundation**

#### **Module 1- Principles of Design**

This module introduces the basic skills in design and creative processes. Ideation will be introduced and inculcated through a series of projects that will allow students to comprehend and explore various design processes and methodologies. This module teaches students to question normality, standard practices, to think creatively and critically.

#### **Module 2 - Design History**

This module seeks to inform students to understand potential strategies for design through history, starting from pre-modern history, myths, cosmologies, the arts to philosophy. Students will be able to articulate their design ideas in relation to history and design movements, allowing students to comprehend how the influences and impacts of these factors can catalyse design propositions.

#### **Module 3 - Basic Drawing**

This module introduces sketching as the basic visualisation tool for designers. The module introduces the fundamentals of drawing with emphasis on perceptual drawing. Students will acquire drawing concepts, observation and sighting techniques. They will also work with traditional drawing mediums such as Graphite and Charcoal on a variety of papers to arrive at a rendered image. Through various drawing exercises, students will practice and learn both analytical and expressive components of the drawing process. In turn, obtaining a good understanding of form, texture, proportion, spatial relationship, perspective, tonal value and composition.

### **MC2 - Certificate in Visual Design**

#### **Module 1- Graphic Communication**

This module enables graphic communication using digital media. Students are introduced to the fundamentals of digital photography, digital imaging and typography. Hands-on sessions on imaging media such as Photography will equip them with the vocabulary of the photographic medium to communicate information. Students will be introduced to the digital workflow and creating compositions with digital hardware and software to achieve photographic fine prints. Students will also explore the language of typography and be trained to communicate visually with typographic understanding and sensitivity.

#### **Module 2 – Video Production**

This module aims to cover the basics of video and audio production techniques. Students will learn about the difference of various video formats and basic video shooting techniques. After which they acquire the understanding of digitising, editing and exporting video in postproductions. Students will also learn the different audio formats and how to record, digitise, edit and export audio files. Finally, they will acquire the knowledge and skill to integrate video and audio data to produce a video presentation of good quality.

### **MC3 - Certificate in Brand Design**

#### **Module 1- Brand Experience**

This module aims to provide students with key insights to successful brand experience design within a real world commercial context, focusing on devising innovative brand design solutions which are effective and relevant to the contemporary market demand. Students will learn how to research, analyse, conceptualise and design corporate identities by compiling a comprehensive brand guideline that governs how the logo and various brand applications should be presented ideally to communicate the distinctive company, product or service brand value that it offers through a holistic design language.

#### **Module 2 – Brand Communication**

This module aims to provide students with an overview of applied design within real world commercial contexts, focusing on the design of advertising with in-depth study of layout, text, imagery and techniques that relate to the various advertising mediums. It emphasises strategy, concept formation as well as design and art direction. It also allows students to manage a complex integration of media to conceptualise formidable campaign strategies. Research, analysis, planning and concept formation are essential processes that allow convergence of various strategic media to fulfil the objective of the brief.

### **MC4 - Certificate in Web & Motion Design**

#### **Module 1- Web Design**

This module aims to cover the fundamentals of designing and developing a website. It will provide the practical knowledge of information hierarchy and interface design, as well as the planning and designing of a multi-page website project. Beyond site functionality and navigation, students will learn to derive a conceptual aesthetic composition and strategy, so to align design with function and create an ideal design language relevant to the project's communication objectives.

#### **Module 2 – Motion Design**

This module aims to deliver a practical approach to designing moving images for graphic communication solutions. Students will learn to create 2D motion graphics as a medium for design expression. Students are encouraged to explore key concepts and processes, such as ideation, storyboarding, graphical illustration, animation, audio insertion and special effects for 2D motion graphics projects.

### **MC5 - Certificate in Communication Design**

#### **Module 1- Final Year Project**

This module allows students to express creatively from development of the creative brief, objective and desired outcome through the integration of skills and knowledge gained throughout this design programme. While the project management and development are independent, it is based on a series of regular consultation sessions with designated tutor. As applied projects for external clients are encouraged, students will be able to challenge their design skills and understanding of client-designer interaction under realistic settings.

#### **Module 2 – Portfolio Design**

This module aims to provide the opportunity for students to conduct an intensive investigation and development of a personal portfolio designed to best present his or her works in a highly

professional and visually interesting manner. At the end of the module, students should have an impressionable, professional design portfolio that allows them to remain competitive and distinctive in the industry.