Module Synopsis
Diploma in Design (Visual Communication)

MC 1:	**Modular Certificate in Design Foundation**	**(180 hours)**
1.	**MD9105: Principles of Design**	**(60 hours)**

This module aims to introduce the fundamental principles of design. Students will begin to learn a new set of aesthetic language that is pertaining to the communication design context. The Design Studio aims to develop an understanding of the design process and techniques for students to adopt critical thinking, ways of ideation and exploring different methodologies, as well as skills to derive an outcome that fulfils those principles. Similarly, through the learnings, students are able to enhance their observation skills and design sensitivities. This module will also be dealing with both 2D and 3D design canvases; giving students a good exposure to a variety of design possibilities in communication. They will learn to translate ideas from sketches, prototyping with various design possibilities to a credible final outcome that responds to a design issue. The projects will also progressively apply the skills and knowledge acquired across various modules taught.

2.	**MD9181: Design History with A.I.**	**(120 hours)**

This module provides a foundational and critical understanding of the historical and contemporary contexts of visual and communications design; to inspire students to gather inspirations from past and present cultures, while learning to grapple with ever-evolving trends in global culture, design industries and generative technologies; and to learn to apply their creative skillsets effectively within these volatile and fast evolving creative industries Through a combination of theory and application, creative visual experimentation and reflection, and supported by appropriate growth-oriented and emotional self-regulating mindsets students will be empowered to use both technology-augmented and intuition-tapping imaginations to create a series of creative outputs and start to articulate their design ideas and concepts.

MC 2:	**Modular Certificate in Visual Design**	**(180 hours)**
1.	**MD9108: Graphic Communication**	**(90 hours)**

In this course, students delve into advanced image editing techniques while developing a keen understanding of typographic language. They learn to communicate effectively through visual elements, combining typographic layouts with design principles from the Principles of Design module in their first semester. Practical sessions in Layout Design cover page hierarchy basics and enhance visual flow. Additionally, students explore Identity design, gain exposure to digital workflows, and create logos using digital software. By the module's end, students will showcase their digital imaging and typographic skills, along with a collection of creative outcomes and projects that fully reflects their acquired knowledge in the creative field using graphics to communicate.

2.	**MD9162: Video Content Creation**	**(90 hours)**

This module immerses students in both the theory and application of digital video production for content creation. Emphasis is placed on understanding the significance of video content across diverse platforms. Students will delve into essential aspects such as video scriptwriting, digital storytelling, video camera techniques, audio capture methods, and non-linear editing. Additionally, they will gain proficiency in controlling and balancing artificial lights alongside natural lights to achieve impactful aesthetics in videography. The skills acquired in this module serve as a foundation for application in the Final Year Project. Upon completion, learners will possess the knowledge and practical skills necessary to craft compelling branded digital content. This includes leveraging emerging innovations and technologies while staying adaptable to future trends in the dynamic digital landscape, particularly in the creation of short-form content.

MC 3:	**Modular Certificate in Brand Experience**	**(180 hours)**
1. MD9201:	**Brand Experience**	**(90 hours)**

This module provides a key overview of applied design within real world commercial context, focusing on brand experience in an integrated environment. Students will learn key concepts and components of branding through the steps from ideation stage to delivering the creatives in the areas of Corporate Identity and Packaging. Pre-press skills and production knowledge will also be taught to ensure that students have a thorough understanding of the visual communications design ecosystem.

2. MD9182:	**User Experience & Interface Fundamentals**	**(90 hours)**

In this module, students will learn the fundamentals of user experience research, user interface design, as well as front-end development for web. Students will be using gathered insights from user research, combined with a practical understanding of information hierarchy and interface design, to realise a web design project with prototyping and knowledge of basic front-end development. Additionally, accessibility and product psychology concepts will be introduced for a holistic view of good user experience. Upon completion, students will have the essential skills to craft engaging digital experiences and communicate them fluently.

MC 4:	**Modular Certificate in Brand Communication**	**(180 hours)**
1. MD9202:	**Brand Communication**	**(90 hours)**

This module provides students with an overview of applied design within real world commercial context, focusing on advertising with emphasis on the application of design and principles for the use of communication. This module will prepare students as a multi-faceted communicator, with opportunities for students to understand the basic fundamentals of brand communication. With these core areas (Copywriting, Advertising and Integrated Campaign) to

cover for the semester long, this module will create an exciting culture for the budding advertising creative.

2.	**MD9204: Motion Design**	**(90 hours)**

Through motion design module, students will learn to deliver dynamic visual communication through applying motion to graphic design. Students will develop an understanding in the basics of motion literacy, kinetic typography and establish the essential skills in basic digital animation. The focus of this module is on the conceptualisation, composition and production of design in motion.

MC 5:	**Modular Certificate in Communication Design**	**(180 hours)**
1.	**MD9183: Final Year Project**	**(150 hours)**

After acquiring the skills and knowledge attained from Year 1 and 2, students in Final Year Project module in shall further refine their creative, conceptual and communication skills. Students will apply strategic thinking and aesthetic sensitivity in communications design, while discovering the possibilities and constraints of virtual, physical and mixed spaces. With a progressive transmedia landscape, the module covers different means of engaging with the masses in a more interactive and personalised manner. Covering both traditional and digital media, students will also explore creating distinctive brand stories in alternative and new media techniques towards an integrate marketing communication strategy for a product or service. This also allows students to think ahead of current practice by pushing themselves to uncover new languages in communication design with experimentation mindsets.

2.	**MD9302: Portfolio Design**	**(30 hours)**

This module concentrates on recognising the students' best works and developing their signature styles for presenting a professional portfolio. It helps students to develop a practical understanding of what the creative industry needs, and how designers should market themselves using various techniques and tools including personal branding and self-promotional methods. They will also learn how to strategise their entries into the industry and secure potential job opportunities.