



ADVANCED DIPLOMA IN VISUAL COMMUNICATION DESIGN

Awarded by : Raffles College of Higher Education, Singapore
Intakes : January, April, July, and October
Duration : 1 Year and 6 Months (Full-time)

Core Modules

History of Visual Communication

The module provides students with the historical overview of graphic design as the anchor of visual communication from early twentieth century to present. In the module, students will be guided to trace the evolution of graphic design, from both the cultural and technical perspectives, and the contextual factors from which it arose. The guidance will take the form of lectures, discussions, visual analyses, and critique sessions. The components of the module include investigation of traditional and contemporary forms of graphic designs from various key movements, exploration of the role and influence of graphic design in modern society, introduction to the important graphic designers of different generations, etc.

Credit Points: 10

Academic Research and Communication Skills

This unit covers key aspects of research and communication studies in academic contexts relevant to students of design and marketing. Students engage in collaborative learning activities throughout the term in order to develop their teamwork skills. Students learn to locate, understand, and critically evaluate information from books, journals, the Internet, and primary sources, in order to do effective research. Using these sources of information, students then produce an extended piece of analytical writing and give oral presentations to their peers. Skills in doing primary research (i.e. conducting interviews and surveys), accessing and evaluating information, paraphrasing, using established referencing systems, applying the principles of effective communication, and the professional presentation of documents, are all covered during the module.

Credit Points: 15

Typography 1

The module provides students with the essential knowledge and skill sets to build a solid foundation in typographic design with emphasis on creative practices and design strategies. In the module, students will be guided to explore both the technical and aesthetic aspects of typography as a creative tool for visualization, presentation, and communication. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include evolution of the technology in typography, classification of type based on historical development, hierarchy and navigation in typographic designs, creative exploration of type as image, establishing typographic system, etc.

Credit Points: 10



Advertising Design 1

The module provides students with essential knowledge and skill sets to build a solid foundation in the creative process of advertising. Through theoretical and technical studies, students will be guided to explore the role and design practices of advertising as a creative medium of persuasion in visual communication. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include general types of advertising (subject, media, reach), consumer behavior and target audience, idea strategies, art direction and design execution, etc.

Credit Points: 10

Semiotics and Mark Making

The module provides students with an opportunity to develop a solid foundation in mark design. With emphasis on meaningful communication, students will be guided to explore semiotic studies and creative application of mark making techniques in areas of visual communication such as interface graphics, signage system, and visual identity. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include semiotics in mark making, visual simplification and abstraction, pictogram and ideogram, signage system design, logo design approach in visual identity, etc.

Credit Points: 15

Semiotics and Image Making

The module provides students with an opportunity to gain better understanding and familiarization with semiotic studies in the context of visual communication. In the module, students will be guided to explore both the perception and cognition aspects of meaning-making during the visual generation process. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include the nature of images, the spectrum of visual representation, visual stylization in meaningful communication, media and visual generation methods, etc.

Credit Points: 15

Print Media and Production

The module provides students with the essential knowledge and skill sets to gain fundamental understanding of printings in the design industry. In the module, students will be guided to explore both the technical and practical aspects of print production with emphasis on production workflow, printing technologies, and mechanical principles of printing equipment. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include technical terminology, additive and subtractive colours, resolution and halftone, print media and substrates, digital file preparation for print output, etc.

Credit Points: 15



Web Design 1

The module provides students with essential knowledge and skill sets to build a solid foundation in web design. Using industry standard web development tools, students will be guided to explore both the technical and aesthetic aspects of front-end website creation with emphasis on accessibility, usability, and user experience. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include website structure analysis, content flow, information navigation and hierarchy, HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), creative implementation of web standard interfaces, etc.

Credit Points: 10

Visual Identity System

The module provides students with the essential knowledge and skill sets to gain proficiency in the field of visual identity system as part of the branding practices for businesses or organizations. In the module, students will be guided to explore both the technical and aesthetic aspects of visual identity design with emphasis on establishing a cohesive brand image across a variety of applications. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include branding basics, logo design as the core of visual identity, logo transformation, design approaches of visual identity system, touchpoint. brand guide creation, etc.

Credit Points: 15

Packaging Design

The module provides students with the essential knowledge and skill sets to gain proficiency in the field of packaging design in visual communication. Through theories and practicals, students will be guided to explore both the technical and aesthetic aspects of packaging with emphasis on materials, structures and label (surface) design. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module includes the roles and functions of packaging in visual communication, package material studies and considerations, structure construction based on dieline, visual designs for package corresponding to brand image and positioning, etc.

Credit Points: 15

Typography 2

Building on the foundation of Typography 1, the module enables students to gain in-depth knowledge and advanced practices in creative typography. Through theories and practicals, students will be guided to explore, experiment, and extend the expressive possibilities of typographic designs in visual communication. The guidance will take the form of lectures, demonstrations, practical experimentations, and critique sessions. The components of the module include explorations of creative typographic compositions involving advanced and special typesettings; experimentations in typographic communication and type-making adopting unconventional practices in optical illusion, space and volume, three-dimensionality, animation, etc.

Credit Points: 15



Advertising Design 2

Building on the foundation of Advertising Design 1, the module enables students to gain further familiarization with the standard design practices and workflow in the advertising industry. With emphasis on the creative process, students will be guided to acquire advanced skills to develop effective advertising campaign design integrating multiple media channels. The guidance will take the form of lectures, tutorials, practicals, and critique sessions. The components of the module include campaign idea strategy, campaign tagline, executional idea generation, advanced art direction and design execution, integrated campaign development, etc.

Credit Points: 15

Publication Design

The module provides students with the practical understanding of publication design in visual communication. Using the industry standard page design and layout app, students will be guided to explore both the technical and aesthetic aspects of advanced page layout with emphasis on complex composition in multipage setups. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include design inspiration and conceptualisation, hierarchical design system in multipage setting, effective visual consistency and design flow, advanced prototyping and material exploration, etc.

Credit Points: 15

Motion Graphics and Effects 1

The module provides students with the essential knowledge and skill sets to build a solid foundation in motion graphics and effects design. Using industry standard vector based animation and motion effects tools, students will be guided to explore various animated interactions between motion elements in screen media, ranging from simple shapes to complex forms; from pictorial marks to symbolic logos; from type to imagery. The guidance will take the form of lectures, tutorials, technical demonstrations, practical experimentations, and critique sessions. The components of the module include stop motion animation, animated web content, typography in motion, and comprehensive motion graphics design, etc.

Credit Points: 10

Portfolio Design

The module provides students with the essential knowledge and skill sets to develop a personal portfolio, which can reflect their competency and positioning in their areas of specialization. Through theories and practicals, students will be guided to investigate and improve their representative design works in the portfolio design process. The guidance will take the form of lectures, tutorials, practical experimentation, and critique sessions. The components of the module includes self-assessment, review and revision of assignments, resume writing, presentation skills for job interview, etc.

Credit Points: 15



Design Studio 1

Progressing towards industry-focused development, the module provides students with a practical training ground to put their design knowledge and skills in practice through engagement in live projects, design competitions, or the equivalent. In the module, students will experience first-hand the “real world” expectations in design from clients or industry partners. In addition, students will gain familiarization with the professional standards in project planning and time management, as well as the fast-paced design process in the creative industry. Facilitated by the lecturer or tutor, students are required to work independently to present a well-considered design solution with emphasis on the fulfillment of requirements in the creative brief.

Credit Points: 15

Industrial Attachment

This module aims to provide students with the opportunity to gain real-world industry experiences and professional practices in their chosen discipline. It allows students to establish connections, develop useful contacts, and gain industrial skills and an overall perspective of the discipline. The industrial attachment is intended to enhance students’ educational experience and prepare them for their careers.

Credit Points: 20

Industry and Community Engagement

In this module, students are required to use their design knowledge and skills in industry-focused and/or community-based projects. These projects are facilitated by the lecturer or tutor, and there will be interactions with and feedback from key industry/community project mentors. The module is intended to prepare students for the expectations of the fast-paced real-world industry, and professional practices in careers in their chosen discipline.

Credit Points: 20

Design Studio 2

Parallel to Design Studio 1, the module provides students with another opportunity to put their design knowledge and skills in practice through engagement in live projects, design competitions, or the equivalent. In the module, students will experience first-hand the “real world” expectations in design from clients or industry partners. In addition, students will gain further familiarization with the professional standards in project planning and time management, as well as the fast-paced design process in the creative industry. Facilitated by the lecturer or tutor, students are required to work independently to present a well-considered design solution with emphasis on the fulfillment of requirements in the creative brief.

Credit Points: 15



Major Project

Building on the prior design knowledge and skills, the module provides students with an opportunity to reflect upon their experiences in previous modules and extend their design development in areas of specialisation that they would like to pursue in greater depth. Within a self-directed problem based framework, students will be challenged in their usual understanding of design practices in order to formulate a comprehensive, well considered, and creative design solution. Throughout the module, students will be facilitated by the lecturer or tutor to complete their design projects of choice in adherence to industry standard process and workflow. The priorities of the module include advanced level of analytical and critical thinking, strategic planning and management, competency in creative conceptualisation and execution, etc.

Credit Points: 30