



**SUCCESS**  
BY  
DESIGN

As part of Raffles Design Higher Education



**Raffles**  
Design Institute

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EPF Registration No: 2016020010

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[www.StudyAtRaffles.com](http://www.StudyAtRaffles.com)

# RAFFLES DESIGN

ONE IN THREE GRADUATES  
ATTAINED

31%  
FIRST CLASS  
HONOURS

57%  
SECOND CLASS  
HONOURS

12%  
THIRD CLASS  
HONOURS

IN PARTNERSHIP WITH  
**Coventry**  
University



GRADUATES STATISTIC OF YEAR 2019



## THE RAFFLES STORY

We embrace a holistic education through the development of superior thinking processes, the mastery of communication, and the acquisition of thorough and effective work methods. Our curriculum and pedagogy are designed to be industry-focused and relevant. Our students are empowered to innovate with creativity. The skills that our students acquire will far exceed the knowledge and expertise of the profession, setting them on the road to success.

Since establishing its first college in Singapore in 1990, Raffles has grown to operate 18 colleges in 17 cities across 11 countries in Asia-Pacific and Europe. Our flexible inter-school transfer scheme allows students to study at any of Raffles' network of colleges, immerse themselves in different cultures and experience living overseas.

Students who are enrolled in Raffles benefit from a quality education with a well-rounded hands-on experience relevant to the industry. This enables them to improve their career opportunities. Studying in a multi-national environment enables our students to expand their personal network, be exposed to international perspectives and greatly enhances career opportunities beyond their home country.

## THE COVENTRY STORY

Founded by entrepreneurs and industrialists as the Coventry School of Design in 1843, and in 2018 celebrated 175 years, Coventry University is a dynamic and outward-looking institution with a tradition of teaching excellence, impactful research and bold international partnerships. Coventry ranks 15<sup>th</sup> in the UK in the Guardian University Guide 2020. It also earned the title 'University of the Year for Student Experience' in the 2019 Times and Sunday Times Good University Guide; the guide describes it as "one of the most innovative modern universities, bold with its vision of what the 21<sup>st</sup> century student experience should be".



## THE CAMPUS

Located in the heart of the city, the Raffles campus presents a chic and contemporary design, with a spacious layout to provide a creative and conducive learning environment for students. The Raffles Education Square consists of seminar rooms, classrooms, workshops, studios, library and laboratories with the latest equipment and technological applications, enabling interactive learning experiences. At Raffles, students indulge in simple elegance that unfurls the sophistication of design elements, where they can mingle and establish networks with their peers of different nationalities.

### OUR CAMPUSES ARE SPREAD ACROSS

#### ASIA

BANGKOK  
ISKANDAR  
KUALA LUMPUR  
PHNOM PENH  
SINGAPORE  
ULAAABAATAR

#### CHINA

GUANGZHOU  
HEFEI WANBO  
SHANGHAI  
SUZHOU  
TIANJIN

#### INDONESIA

JAKARTA

#### INDIA

MUMBAI  
GREATER NOIDA

#### MIDDLE EAST

RIYADH

#### EUROPE

NENDAZ  
MILAN



# CAMPUS



# ANIMATION

The course gives students the creative and technical knowledge and skills they need to become professionals in the animation industry. The emphasis is placed on the design and production aspects of 2D and 3D animation, including life drawing as well as background and character design. To enhance their competitive edge in the digital age, students learn to use state-of-the-art editing equipment in pre-production, production and post-production. They also acquire skills for creating moving imagery and special effects, which are currently in demand in the local and international film media and entertainment industries.

**TERRENCE CHONG**  
ASSISTANT PROGRAMME DIRECTOR



## DIPLOMA CORE MODULES

- 3D Techniques
- Anatomy
- Animation Principles
- Design Fundamentals

### ENTRY REQUIREMENTS

- IGCSE / GCE 'O'; or Equivalent
- 5 Credits including English

- Digital Illustration
- Digital Image Processing
- Digital Photography
- Drawing Fundamental

- Applicants who do not have a pass in English or IELTS 5.5 must take the Raffles English Placement Test
- The minimum age requirement is 16-years of age



## ADVANCED DIPLOMA CORE MODULES

- 3D Character Animation
- 3D Character Modeling
- 3D Rigging
- Academic Research & Communication Skills
- Concept Art 1 & 2
- Design Studio 1 & 2
- Digital Matte Painting
- Digital Videography
- History of Visual Communication

### ENTRY REQUIREMENTS

- Completion of Raffles Singapore Diploma; or Equivalent

- Major Project
- Motion Graphics and Effects 1 & 2
- Portfolio and Showreel
- Screenplay & Storyboarding
- Special Effects

### Choose 1:

- Industrial Attachment
- Industry and Community Engagement



DIPLOMA IN  
ANIMATION & GAME DESIGN

ADVANCED DIPLOMA IN  
ANIMATION DESIGN

BACHELOR OF ARTS (HONOURS)  
IN ILLUSTRATION & ANIMATION  
(TOP UP)

MASTER OF ARTS  
IN DESIGN MANAGEMENT



## BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES

- Dissertation
- External Practice
- Major Project

### Choose 1:

- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

### ENTRY REQUIREMENTS

- Completion of Raffles Singapore Advanced Diploma; or Equivalent



## MASTER OF ARTS CORE MODULES

- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

### ENTRY REQUIREMENTS

- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent



# FOUNDATION



## FOUNDATION STUDIES

The Foundation Studies programme aims to equip students with the skills necessary to succeed in their tertiary education. This programme will provide students with solid grounding in the key core study areas that are deemed essential for college-level success. Students passing the Foundation Studies programme are eligible for entry to the Diploma programmes of Raffles College of Higher Education.

### CERTIFICATE CORE MODULES

- Critical Reading and Writing
- Creative Thinking
- Professional Communication Skills
- Business Mathematics
- History of Art

### ENTRY REQUIREMENTS

- Applicants who do not have a pass in English or IELTS 5.5 must take the Raffles English Placement Test.
- The minimum age requirement is 16-years of age.

QUEENIE CHAN  
PROGRAMME DIRECTOR



CERTIFICATE IN  
FOUNDATION STUDIES

CERTIFICATE IN  
INTERNATIONAL GENERAL  
CERTIFICATE OF SECONDARY  
EDUCATION (IGCSE)



## INTERNATIONAL GENERAL CERTIFICATE OF SECONDARY EDUCATION (IGCSE)

Cambridge IGCSE® is the world's most popular international qualification for 14-year-olds to 16-year-olds. It is recognised globally by leading universities and employers, and is tried, tested, and trusted by schools worldwide. At Raffles College of Higher Education, we lay the foundation for your design education with IGCSE subjects hand-picked to complement your artistic and entrepreneurial passions, giving you an early head start in your field of interest.

This is a unique design-centric IGCSE preparatory course that have been carefully curated to provide a smooth transition into RCHE's Design and Business Diploma programmes.

### CERTIFICATE CORE MODULES

- Art & Design (0400)
- Design & Technology (0445)
- Business Studies (0450)\*
- Enterprise (0454)
- Global Perspectives (0457)
- English – First Language (0500)\*
- English as a Second Language (0511)
- Mathematics (0580)\*
- Cambridge O Level Fashion and Textiles (6130)\*

\* Alternative subjects offered in the event the preferred subjects are unavailable



# WINNERS

## GRAPHIC



Raffles Graphic Designer,  
Enrico Putra WIDJAJA  
Indonesian  
Raffles Singapore



SILVER AWARD FOR  
TYPOGRAPHY CATEGORY  
**INDIGO DESIGN  
AWARD 2019**

## GRAPHIC



BRONZE AWARD FOR  
BOOK DESIGN & ILLUSTRATION  
**INDIGO DESIGN  
AWARD 2019**

Raffles Graphic Designer,  
SONG Chan Hee  
South Korean  
Raffles Singapore



## GRAPHIC



SILVER AWARD FOR  
BRANDING  
**INDIGO DESIGN  
AWARD 2019**

Raffles Graphic Designer,  
Stephanie HIMAWAN  
Indonesian  
Raffles Singapore



SILVER AWARD FOR  
STORYBOARDING  
**INDIGO DESIGN  
AWARD 2019**



Raffles Animator,  
Tienny THE Tian Ni  
Singaporean  
Raffles Singapore



## ANIMATION

## DIGITAL MEDIA



Raffles Digital Media Designer,  
CHOU Min Hsuan  
Taiwanese  
Raffles Singapore

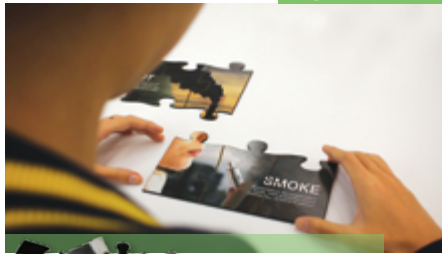


GOLD & SILVER AWARDS FOR  
MOBILE APPLICATION DESIGN  
& USER EXPERIENCE,  
INTERFACE, & NAVIGATION  
**INDIGO DESIGN  
AWARD 2019**



# WINNER

## DIGITAL MEDIA



BRONZE AWARD FOR  
INTERACTIVE DESIGN  
**INDIGO DESIGN  
AWARD 2019**

Raffles Digital Media Designer,  
**Calvin KONG Juan Lok**  
Malaysian  
Raffles Singapore



## GRAPHIC



GRAND WINNER FOR  
**FERRARI CALIFORNIA  
T VISUAL DESIGN  
COMPETITION 2018**



Raffles Graphic Designer,  
**Monica HUTAMA**  
Indonesian  
Raffles Singapore

BRONZE AWARD FOR  
USER EXPERIENCE, INTERFACE,  
& NAVIGATION  
**INDIGO DESIGN  
AWARD 2019**



## DIGITAL MEDIA



Raffles Digital Media Designer,  
**Nur Insyirah AYUB KHAN**  
Malaysian  
Raffles Singapore

## GRAPHIC

GOLD AWARD FOR  
**SAFETY STARTS  
WITH ME  
COMPETITION  
2019**

Raffles Graphic Designer,  
**Queenie KUAN Jing Wen**  
Malaysian  
Raffles Singapore



PLATINUM AWARD FOR  
**SINGAPORE ART  
MUSEUM REBRANDING**

Raffles Graphic Designer,  
**Lionel TAY**  
Singaporean  
Raffles Singapore



## GRAPHIC



MULTIPLE GOLD AWARDS FOR  
**INDIGO DESIGN  
AWARD 2018**

