

ADVANCED DIPLOMA IN VISUAL COMMUNICATION (GRAPHIC DESIGN)

Awarded by : Raffles Singapore

Intakes : January, April, July, and October

Duration : 1 Year and 6 Months (Full-time)

Core Modules

<p>Academic Research and Communication Skills</p>	<p>This course prepares students in Communication and Research skills. The three main areas of focus are: Research and Analysis, Academic Writing Skills and Academic Presentation Skills.</p> <p>Credit Points: 5</p>
<p>Advertising Design 1</p>	<p>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.</p> <p>Credit Points: 10</p>
<p>Advertising Design 2</p>	<p>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</p> <p>Credit Points: 15</p>

<p>Design Studio 1</p>	<p>This module aims to provide students with a practical platform to experience the pace and demand of an actual animation design studio. Students will produce a comprehensive short animated film by strictly follow the standard professional practice that includes design process such as research, analysis, project planning, critical thinking, problem solving, concept development and post-production skills. The emphasis of the module is to apply all the animation knowledge and technical skills previously learned to fulfill the brief requirements as well as to develop a short animated film or video for the entertainment industries based on a given project specifications and each stage of the design approval by the lecturer within a projected timeline.</p> <p>Credit Points: 20</p>
<p>Design Studio 2</p>	<p>This module aims to provide students a practical platform to experience the pace and competitive demand of an actual animation design studio. Students are required to produce effective comprehensive design independently and to follow strictly the standard professional practice that includes design process such as research, analysis, project planning, brief generation, concept development, production execution and implementation with professional presentation. In such simulation of the real-world animation design environment, students will play the role as the designer while the lecturer will act as the client who will give the project specifications and approvals to each of the animation design project. The emphasis of this module is on fulfilling the animation project brief requirement professionally as well as developing an emotional response animation within a projected timeline independently.</p> <p>Credit Points: 20</p>
<p>History of Visual Communication</p>	<p>This unit will enable learners to recognise, and understand, the major historical developments of Visual Communication through research of the major fine art and design movements. The course integrates factual historical knowledge with an exploration of the interpretations and theories surrounding historical change. The main objective in studying past art and design languages and forms is to give students a solid grounding and context for contemporary Visual Communication in regard to their own design practise.</p>
<p>Major Project</p>	<p>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</p>

	<p>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.</p> <p>Credit Points: 40</p>
Motion Graphics and Effects 1	<p>The module provides students with the essential knowledge and skill sets to build a solid foundation</p> <p>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.</p> <p>Credit Points: 10</p>
Packaging Design	<p>This module aims to provide students the principle of packaging design and focuses on design phases from design concepts to three-dimensional forms. Students will explore on packaging design development processes, functions, materials, structures, production, printing methods and presentation purposes as well as economic, environmental and sustainability issues associating with packaging design. They will learn how to use principle and elements of designs, choice of materials and printing options to create packages that stand out as effective marketing tools.</p> <p>Credit Points: 10</p>
Portfolio Design	<p>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.</p> <p>Credit Points: 15</p>

<p>Print Media and Production</p>	<p>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.</p> <p>Credit Points: 15</p>
<p>Publication Design</p>	<p>This module investigates design communication for professional publications and magazines design, with an emphasis placed on developing creative concepts for defined target audiences and also learn how to function as a publication team. Students will learn to define style guides, create mastheads, generate content and maintain consistency throughout a major publication project within a group setting. Students will continue to build upon the principles they learned in page layout design principles, advanced layout & production and graphic print production by using dynamic grid systems, professional binding techniques, choosing appropriate paper stocks and working with special printing effects & finishes and manage the publication design process accordingly to their defined timeline and budget.</p> <p>Credit Points: 10</p>
<p>Semiotics and Image Making</p>	<p>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.</p> <p>Credit Points: 15</p>
<p>Semiotics and Mark Making</p>	<p>The module provides students with an opportunity to develop a solid foundation in mark design.</p> <p>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,</p>

	<p>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.</p> <p>Credit Points: 15</p>
Typography 1	<p>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.</p> <p>Credit Points: 10</p>
Typography 2	<p>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.</p> <p>Credit Points: 15</p>
Visual Identity System	<p>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.</p>

	Credit Points: 15
Web Design 1	<p>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.</p> <p>Credit Points: 10</p>

Choose 1

Industrial Attachment	<p>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.</p> <p>Credit Points: 20</p>
Industry and Community Engagement	<p>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.</p> <p>Credit Points: 20</p>