

## DIPLOMA IN VISUAL AND MEDIA DESIGN

Awarded by : Raffles Singapore  
Intakes : January, April, July, and October  
Duration : 6 months (Full-time)

### Core Modules

<p>3D Techniques</p>	<p>This course aims to develop skills in creating 3D models, illuminating the scene, materials, creation, texturing, effects, creating camera controls and basic rendering. Students will learn advanced computer modeling skills using Maya software system and the practical component of the course will take the student through the steps and techniques required to create realistic 3D objects.</p> <p>Credit Points: 10</p>
<p>Design Fundamentals</p>	<p>The module introduces students to fundamental concepts and knowledge in visual design practice that form the basis of two-dimensional visual communication works. Through theoretical and technical studies, students will be guided to explore and relate basic design principles to effective interaction of visual elements in design compositions. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include design elements, figure and ground relationship, colour theory, design principles, visual interactions and hierarchy, etc.</p> <p>Credit Points: 10</p>
<p>Design Thinking</p>	<p>The module introduces students to fundamental concepts and approaches in solving visual design challenges. The core study encompasses the classic three-step Creative Problem Solving process, as well as the more human-centric form of Design Thinking methodology. With emphasis on the creative process, students will be guided to explore the important stages in the development of effective design solutions involving creativity. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include problem defining, visual research basics, creativity tools and techniques, prototyping and evaluation, etc.</p>

	Credit Points: 10
Digital Illustration	<p>The module introduces students to fundamental knowledge and skill sets, as well as professional practices, in digital illustration for visual communication. Using the industry standard vector editing app, students will be guided to explore both the technical and aesthetic aspects of vector based drawing and painting, with emphasis on creative visual effects and effective composition. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include vector shape and stroke creation, manipulation and experimentation, vector graphic effects, digital typography, etc.</p> <p>Credit Points: 10</p>
Digital Image Processing	<p>This module will introduce the fundamental aspects of image enhancement and manipulation with the use of imaging software such as Adobe Photoshop. Students will improve their visualizing technique and produce complex digital images, exploring technical and aesthetic aspects of the image manipulation processes such as digital image creation with an emphasis on photo-illustration, and hybrid illustration techniques, image capture, compositing, retouching, stylistic treatments, shading, and simulated three-dimensional imagery aspects of the manipulation processes most widely used in the visual communication industry.</p> <p>Credit Points: 10</p>
Digital Photography	<p>The module aims is to provide students on the foundations of digital photography. Throughout these topics, students will be taught the importance of photography as an important visual element of communication as a medium of expression. This module will also encompass; photographic vocabulary, framing, composition, “rule of thirds”, lighting, texture, pattern, lines, depth of field, perspective, space and color. Students will be expected to demonstrate an ability to use the digital media and tools competency in their final photographic project.</p> <p>Credit Points: 10</p>
Drawing Fundamentals	<p>The module introduces students to fundamental knowledge and skill sets in drawing. With emphasis on observational skills, students will be guided to explore the technical and aesthetic aspects of drawing, ranging from compositional techniques to contemporary practices. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include observation of light</p>

	<p>and shadow, tonal range, shading techniques, perspective drawing, gesture and figure drawing, conceptual drawing, etc.</p> <p>Credit Points: 10</p>
Type and Layout	<p>The module introduces students to fundamental knowledge and skill sets, as well as professional practices, in typography and page layout. Using the industry standard page design and layout app, students will be guided to explore both the technical and aesthetic aspects of typesetting and composition involving type and imagery in both single- and multi-page contexts. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include type terminology, classification, anatomy, measurement and spacing; relationship between typographic contrast and hierarchy; principles in page layout; grid system and application, etc.</p> <p>Credit Points: 10</p>