

### Bachelor of Visual Design (Honours)

**Available in:** Milan, Italy

**Intake:** February, November

**Website:** [www.Raffles-IAO.com](http://www.Raffles-IAO.com)

### 3-year Bachelor of Visual Design (Honours)

#### Year 1

- History of Visual Culture
- History of Contemporary Art
- History of Photography
- Photography
- Computer Graphics
- Basic Digital Design
- Introduction to Infographic
- Digital Image Processing
- Social Communication
- Calligraphy and Lettering
- Design for Publishing
- Typographic Culture and Project
- Design Methods 1
- Perception Theory and the Psychology of Form
- Visual Identity 1
- Visualizing
- Drawing and Representation
- Colour Theory
- Printing Processing Techniques
- English for Visual Culture 1
- Public Speaking and Stress Management

#### Year 2

- History of Cinema
- History of Video
- Video Storytelling
- Motion Graphic
- Graphic Planning
- Introduction to Web Design
- Data Visualization
- Design Methods for Visual Communication 1
- Design and Communication
- Design Methods for Visual Communication 2
- Sociology of Communication
- Brand Design 1
- Art Direction – ADV
- Art Direction – Event
- Packaging 1
- Editorial Design 2
- Exhibit Design 1
- Semiotics
- Theory of Mass Media
- English for Visual Culture 2

#### Year 3

- History of Applied Arts
- Environmental Interactive Design
- Video Storytelling (advanced) and Shooting
- Video Editing
- Packaging 2
- Brand Design 2
- Visual Identity
- Design for Publishing 3
- Marketing Process
- Interaction Design (advanced)
- Cultural marketing
- English for Visual Culture 3
- Major Project

Note: Curricula are subject to change.