

Bachelor of Communication Design

Website: www.Raffles-IAO.com

3-year Bachelor of Communication Design

Year 1

- History of Contemporary Art
- History of applied arts
- Computer graphic 1
- Graphic design Visual communication design
- Methodology
- Brand design
- History of illustration and advertising
- Marketing management
- Economy and market
- English language
- Extracurricular activities

Year 2

- Mass media theory and method
- Computer graphic 2
- Visual communication design
- Methodology 2
- Art direction 1
- Photography
- Phenomenology of contemporary arts
- Technique of new integrated media
- Design management
- Marketing and management
- Sociology of communication
- English language
- Extracurricular activities

Year 3

- Media phenomenology
- Visual communication design
- Methodology 3
- Art direction 2
- Video production elements
- Art direction 3
- Marketing and management
- Net marketing
- English Language
- Extracurricular activities
- Final dissertation and project

Note: Curricula are subject to change.