

# Raffles

Design • Business • Merchandising • Psychology

## Bachelor of Graphic Design (Honours)

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

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

### Year 1

- Principle of Design
- Typography
- Visual Studies and Exploration
- 20th Century Design & Culture
- Digital and Gen-AI Image Processing
- Digital Illustration and Visual Storytelling
- Drawing for Designers
- Ethics Appreciation and Civilisation/ Malay Language Communication 2
- Print Media and Content Design
- Screenplay and Storyboarding
- Creative Thinking / Bahasa Kebangsaan A
- Web Design

### Year 2

- Project Management
- Brand Strategy and Identity
- Digital Photography
- Information Design and Data Visualisation
- Philosophy and Current Issue
- Integrated Design Project
- Motion Graphics
- Elective 1
- UI / UX Design
- Environmental Graphic Design
- Social Media Advertising and Design
- Packaging and Display Design
- Sustainable Design

### Year 3

- Final Major Project 01
- Graphic Design and Society
- Design Research
- Entrepreneurship and New Business Development
- Final Major Project 02
- Professional Practice
- Law for the Creative Industries
- Integrity and Anti-Corruption
- Industry Experience

### ELECTIVES

- Business Communication
- Emotion and Motivation
- Psychology of Design and Human Factors
- Applied Business Challenges

Note: Curricula are subject to change.