



## Mapping of Graduate Attributes to Programme Objectives & Courses

ESA

### Bachelor of Arts in Design

Programme Objectives	Graduate Attributes						
	Knowledge Base	Application	Creativity	Acquisitions	Communication	Team Work	Ethical
1. Develop a creative mind through exploration, imagination, creativity and curiosity.			√	√			
2. Encourage critical thinking and problem solving in tackling social and cultural issue in design.		√	√				√
3. Strengthen the use of ICT and traditional hand drawing in all design application.	√	√					
4. Knowledgeable in the visual expression and visual communication in design.	√		√				
5. Improve communication skills including the use of English in oral presentation.	√				√		
6. Think internationally through discussion and studies of global issues and how they are inter-related.	√	√	√		√		

7. To accept the professional conduct and ethical standards and to adhere those standards in the professional practice.	√			√			√
<b>Graphic &amp; Advertising Design</b>							
1. Acquire essential knowledge of creative and problem solving skills, and the ability to manipulate effective visual language and to produce creative work for the design and advertising industry.	√	√	√	√	√	√	√
2. Gain an in-depth understanding of the inter-relationship of the graphic design skills with various design areas, and the ability to apply these skills to different areas of the creative industry.	√	√	√		√	√	
3. Encourage students to conceive conceptual thinking, the use of writing, strategic planning, branding and design to motivate unique viewpoints.	√		√		√		
<b>Spatial &amp; Exhibition Design</b>							
1. Demonstrate the ability in managing a project from space planning to the selection of materials, furnishing, color and so on in a variety of residential and commercial space.	√	√					
2. Encourage creative thinking and critical thinking in solving design problems through research methodology	√	√	√				
3. Acquire the necessary skills in project presentation including the use of digital and	√	√	√		√		

traditional media.								
4. Emphasize the importance of ergonomic, professional conducts, codes of practice, and issue related to green and sustainable design.		√	√					√
<b>Digital Media Design</b>								
1. To acquire the knowledge of digital media on creative design and its applications in different areas and understanding the similarities and differences between digital media and traditional media on the aspects of concept, expressions and approaches.		√			√			
2. To develop the relevant skills of digital technology and creative thinking, and manage the production workflow with the ability to accomplish digital media project as integrating different medium with strategic planning and execution.		√	√	√		√		
3. To know the state-of-the-art and trend of digital media design, and explore the future direction, possibility and diversity of digital media in the era of new media.		√		√		√		
<b>Year 1</b>	<b>Course</b>	<b>Graduate Attributes</b>						
		<b>Knowledge Base</b>	<b>Application</b>	<b>Creativity</b>	<b>Acquisitions</b>	<b>Communication</b>	<b>Team Work</b>	<b>Ethical</b>
Sem 1	Art History I	√	√					√
	Drawing I	√	√	√	√			
	Fundamental of Design	√	√	√	√			
	Introduction to Design	√	√		√	√		√

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	Creative Thinking	√	√	√	√	√		
	Study Trip I	√	√					
	English I	√	√			√		
	Complete 1 subject from the elective group A	√	√					
Sem 2	Art History II	√	√					√
	Drawing II	√	√	√	√			
	Typography	√	√	√	√			
	Colour Studies	√	√	√	√			
	Study Trip II	√	√					
	English II	√	√	√	√			
	Complete 1 subject from the elective group A	√	√					
<b>Year 2</b>	<b>Course</b>	<b>Graduate Attributes</b>						
		<b>Knowledge Base</b>	<b>Application</b>	<b>Creativity</b>	<b>Acquisitions</b>	<b>Communication</b>	<b>Team Work</b>	<b>Ethical</b>
Sem 1	Design History I	√	√					√
	Photography II	√	√	√	√	√		
	Graphics Design I	√	√	√	√			
	3d Design I	√	√	√	√			
	Creative Visualization	√	√	√	√	√		
	Digital Media Design I	√	√	√	√	√		
	Study Trip III	√	√			√		

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	English III	√	√					
	Complete 1 subject from the elective group D	√	√					
Sem 2	Design History II	√	√					√
	Design and Layout	√	√	√	√			
	3d Design II	√	√	√	√			
	Digital Media Design II	√	√	√	√	√		
	Study Trip IV	√	√					
	English IV	√	√			√		
	Complete 1 subject from the elective group D	√	√					
<b>Year 3</b>	<b>Course</b>	<b>Graduate Attributes</b>						
		<b>Knowledge Base</b>	<b>Application</b>	<b>Creativity</b>	<b>Acquisitions</b>	<b>Communication</b>	<b>Team Work</b>	<b>Ethical</b>
Sem 1	Creative Writing	√	√	√	√	√		
	Digital Prepress	√	√		√		√	
	English V	√	√			√		
	Complete 1 subject from the elective group E	√	√					
	Complete 4 subjects from the elective group B (Year 1/2/3)	√	√					
	Complete 6 subjects from the elective group C (Year 1/2/3)	√	√					
	Complete 8 subjects from the selected specialization group	√	√					

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Sem 2	Design Marketing and Management	√	√		√	√	√	
	English VI	√	√			√		
	Complete 1 subject from the elective group E	√	√					
	Complete 4 subjects from the elective group B (Year 1/2/3)	√	√					
	Complete 6 subjects from the elective group C (Year 1/2/3)	√	√					
	Complete 8 subjects from the selected specialization group	√	√					
<b>Year 4</b>	<b>Course</b>	<b>Graduate Attributes</b>						
		<b>Knowledge Base</b>	<b>Application</b>	<b>Creativity</b>	<b>Acquisitions</b>	<b>Communication</b>	<b>Team Work</b>	<b>Ethical</b>
Sem 1	Research Project I	√	√		√	√		√
	Cultural Creative Industry	√	√	√	√		√	√
	Study Trip V	√	√					
	Internship	√	√	√	√	√	√	√
	Complete 5 subjects from the selected specialization group	√	√					
Sem 2	Research Project II	√	√	√	√	√		√
	Graduation Exhibition	√	√	√	√	√	√	
	Complete 5 subjects from the selected specialization group	√	√					