



Curtin University

CHARLES TELFAIR
I N S T I T U T E

Think about international education! Choose quality.



Bachelor of Arts

**Graphic Design and
Creative Advertising**

Do you:

- Do you want to discover the secret to making great ads?
- Do you dream of turning your passion into your profession?
- Are you creative, dynamic, full of ideas?
- Do you enjoy challenges, diversity and innovation?

If you've answered "yes" to most or all of the above questions, then the Creative Advertising and Graphic Design course is definitely for you!



MOREOVER

Other facilities offered at CTI include:

Great sporting facilities which include a soccer field, basketball and volleyball courts

A large car park and a CTI Access Shuttle service which takes students from the main road to the campus and vice versa

A Counselling Service where students can get free and confidential support concerning educational issues, crisis situations, CTI's policies and procedures, or personal matters

A gated and secured campus where students are given an electronic card to gain access to the campus' lecture theatres and classes

What if I wanted to go to Australia to add Value to my degree?

Yes, you can! CTI offers you the possibility of transferring to Curtin University in Perth, Singapore, or Malaysia at any time during the course of your studies. The choice is yours! You can be transferred for a period as short as 1 semester (6 months) or as long as 3 years depending on your financial situation!

Were you hoping to go elsewhere? No problem! Curtin has 90 partner universities located in 20 countries around the world! Choose one of these locations and experience university life in the country of your choice!

Contact our International Coordinators for more information. They will undertake all the necessary procedures and organise your transfer to the chosen campus.



What does the course entail?

The Creative Advertising Design course will teach you how to express your ideas through a variety of communication mediums such as print, television, point of sale, radio, direct mail, web and outdoor advertising. The syllabus deals with professional advertising practices, media production processes, professional institutions and the industry processes.

The Graphic Design course covers the field of visual problem solving. You will explore the different aspects of visual advertising: corporate and brand identities, stationery, editorial publications, corporate literature, retail and boutique packaging, labels, environmental graphics, exhibitions and directional signage. You will also learn industry-standard design processes and be taught to apply them in your projects.

Essentially, you will learn how to stimulate, enlighten, and sell!

Why should I study for a Graphic Design and Creative Advertising Degree at Charles Telfair Institute?

We can think of five good reasons:

Costs: CTI offers you the opportunity of benefiting from the international standard of Curtin University without leaving Mauritius. Think of the cost saving!

Internationally recognised degree: At CTI you will obtain a tertiary degree that will be recognised worldwide and which is bound to offer you endless possibilities for your future career.

Campus: The CTI Library on campus has access to the latest resources, is a Wi-Fi zone and has printing facilities. As a Curtin student you will also have access to Oasis, the Curtin University Online library which contains no less than 3,000 books or e-Learning material. There is also a large Auditorium in a Wi-Fi zone, a great place to study with your friends.

Tutors: The tutors at CTI are experts in their fields and are actively involved in the industry. Many are from our 15 shareholders who are all this country's business leaders. Throughout your course you will be encouraged to participate in industry-based competitions and events. Moreover, at the end of your course you will have the opportunity of participating in a showcase where members of the industry will be present to provide precious feedback on your work.

Practicality: Curtin University degrees are renowned for being practical and are continually adapted to meet the demands of the industry. You will thus have the opportunity of carrying out work internships during the course of your degree.

career possibilities?

- Multimedia Developer
- Artist
- Graphic Designer
- Illustrator
- Copywriter
- Desktop Publisher
- Freelance Designer
- In-house Creative Advisor
- Freelance Creative Consultant
- Art Director
- Entrepreneur
- Gallery Director
- Arts Administrator

What will I study? Course Structure

Year 1 Semester 1

Design Practice
Design Elements
Design Principles and Processes
Engaging Media

Year 2 Semester 1

Typography
Brand Identity
Design Photography
Illustration Design

Year 3 Semester 1

Visual Communication
Graphic Design
Advertising Design
Image Design Culture

Year 1 Semester 2

Making Meanings
The Design Experience
Design Studio
Culture to Cultures

Year 2 Semester 2

Visual Process
Brand Communication
Design Photography
Illustration Design 272

Year 3 Semester 2

Graphic Design
Advertising Design
Design For The Future
Image Design



'Opting for an International degree in Mauritius'

NAME: Maliha VAYID

Obtained: BA Graphic Design
Currently: Director of own Interior Decorator firm and part-time Lecturer in Design at CTI

Going back to university at 24 was a bit of a challenge as most other students were freshly out of school and the difference in maturity was quite pronounced. But I really wanted to learn Graphic Design and with CTI offering this course from Curtin University, I decided to give it a try to study an international degree in Mauritius. The lecturers' expectations were very high and therefore you were always encouraged to go further and find new ways of being creative. Above all, students were assessed both by our lecturers and Australian moderators. This method proved that the grades we were getting were aligned with the Australian standards."



What are the minimum Entry Requirements?

- A Levels/HSC
- French Baccaulaureate
- International Baccaulaureate (IB)
- English Requirement

How much will it cost?

- (1) AUD 8,143. – to be paid by bank draft to the order of Curtin University
- (2) Rs 371,240. - payable to the Charles Telfair Institute

Payment facilities are available.

For further information

Please contact the Future Students Centre should you require any information on the course. Our counsellors will be able to guide you and answer any queries you may have.

The Marketing Department
Charles Telfair Institute
Telfair
Moka
Tel: 401 6511
Fax: 433 3005
marketing@telfair.ac.mu

Please note that an Information Sheet for this degree is available and includes additional information such as starting dates, length of the programme, mode of payments and registration procedures.