



"The secret? Make it simple. Make it memorable.
Make it inviting to look at. Make it fun to read."

Leo Burnett

CHARLES TELFAIR
I N S T I T U T E



Curtin University

BACHELOR OF ARTS
DIGITAL DESIGN MAJOR WITH
MINOR IN ADVERTISING DESIGN

WHAT IS IT?

Digital Design Major (BA)

This major provides students with a comprehensive theory and practice-based education in Digital Design. The major core units focus on key principles and techniques in website design, user interaction/experience design (UI/UX) and app-design. Students will utilise modern digital technologies to develop forward-thinking and innovative design solutions to real-world problems. This programme will provide a comprehensive theoretical and practical education experience aimed at developing the essential creative and practical skills and knowledge to design products and applications using current and relevant digital technologies.

Advertising Design Minor

Minors prepare students to develop broad knowledge about an additional discipline area that complements their study in an award course. This minor provides students with the opportunity to develop their skills and abilities in advertising design.

WHY A CURTIN BA DIGITAL DESIGN MAJOR WITH MINOR ADVERTISING DESIGN AT CTI?

- ✓ **Reputation:** CTI's School of Design has been at the forefront of Design Education in Mauritius for over 16 years. We started the first School of Advertising and Design in Mauritius in 1998 and we are generally acknowledged as the best on the island.
- ✓ **Showcase Portfolio:** By the end of the course, students will have a comprehensive portfolio of stunning work showcasing their talents to potential employers.
- ✓ **Strong Practical Focus:** The School's state-of-the-art facilities provide students with the necessary resources to produce finished design executions across a range of media.
- ✓ **Innovation:** There is a strong focus on contemporary and original design practices and principles.
- ✓ **Employability Advantage:** This course helps students develop a comprehensive and unique combination of creativity and up-to-date software skills which is in high demand in the Design Industry
- ✓ **Industry Network:** Exposure to industry during the course enables students to establish and operate sound networks with both professionals and potential clients.

CAREER POSSIBILITIES

- / Web Designer/Developer
- / User experience designer
- / Digital developer
- / Graphic & Digital Designer
- / Digital creative director
- / eLearning designer

COURSE STRUCTURE

Year 1

Semester 1

- > Academic and Professional Communications
- > Design Computing 1
- > Art and Design Fundamentals
- > Digital Design Process

Semester 2

- > Typography
- > Universal Design Principles
- > Introduction to History of Art and Design
- > Culture to Cultures

Year 2

Semester 1

- > User Interface and Experience Design
- > Internet Design Introduction
- > Graphic Design 1
- > Advertisign Design 1

Semester 2

- > Multiplatform Design
- > Programming for Digital Design
- > Graphic Design 2
- > Advertisign Design 2

Year 3

Semester 1

- > Online Games, Play and Gamification
- > Web Authoring Design
- > Graphic Design 3
- > Creative Design Studio

Semester 2

- > Digital Portfolio Development
- > Internet Project Development
- > Graphic Design 4
- > Design For The Future

Note: Students joining this course are required to bring their own laptop to all classes and procure licenses for all required software

Upon completion of a BA, you can gain entre into CURTIN Master of International Business or Master of Business Administration (Global)

Disclaimer: Please note that CTI/Curtin reserves the right to change the content and/method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unity study which it offers, to impose limitations on enrolment in unit or program and/ or to vary arrangements for any programme.

DELIVERY PLAN

Duration:

The programme is run over three years (six semesters)

Start Date:

Two intakes per year - February & August

ENTRY REQUIREMENTS

For admission to Curtin, applicants must

/ Satisfy the minimum academic entry requirements

/ Meet the minimum English competency level

/ Have experience in the field. Recognition of prior learning is assessed on an individual basis.

Please note:

/ Candidates who do not meet all entry requirements can enroll on the *CTI Foundation programme* in order to gain admission to the BCOM degree

APPLICATION PROCEDURES

/ Students must complete the prescribed application forms available at our Future Student Centre and Should Submit relevant copies of the following documents:

/ Copies of Secondary and Academic Transcript

/ Copy of National Identity Card and Birth Certificate

/ Two passport - Size photographs

(the originals of all the above documents for certification purposes are needed.)




APPLICATION DEADLINE

It is recommended to register at least 5 weeks before the start date of Programme.

Please call us on 401 6511 or email us on info@telfair.ac.mu

FOR MORE INFORMATION, PLEASE CONTACT THE FUTURE STUDENTS CENTRE

 info@telfair.ac.mu

 TELFAIR, MOKA, MAURITIUS  (230) 401 6511  (230) 433 3005

 www.telfair.ac.mu  Charles Telfair Institute