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

Leo Burnett

CT
CHARLES TELFAIR
INSTITUTE

Curtin University

BACHELOR OF ARTS

DIGITAL DESIGN WITH ADVERTISING DESIGN MINOR

WHAT IS IT?

The Digital Design major allows you to experience the exciting, creative fields within digital design and new media. This major provides you with a comprehensive theory- and practice-based education in digital design, focusing on key principles and techniques in website design, user interaction/experience design (UI/UX) and app design. You will use digital technologies to develop forward-thinking and innovative design solutions to real-world problems.

The Advertising Design minor introduces you to the world of creative advertising through the development of conceptual techniques essential to the advertising industry, and an exploration of brand designs, marketing and media strategies.

Project based activities will also help you develop design processes that embed professional standards with individual thoughts, concepts and ideals.

The course also includes graphic design units which will teach you branding, corporate literature, retail and boutique packaging, promotional design, poster design, CD covers, clothing graphics, new media design and directional signage.

The skills you learn will prepare you for work in specialist design agencies and the advertising industry as an in-house designer for a variety of industries or as an entrepreneurial or freelance graphic designer.

WHY A **CURTIN BA DIGITAL DESIGN** WITH **ADVERTISING DESIGN MINOR** 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
> Animation Design Introduction
> Design Computing 1
> Art and Design Fundamentals

Semester 2
> Culture to Cultures
> Animation and Special Effects Compositing
> Typography
> Introduction to History of Art and Design

Year 2

Semester 1
> Advertising Design 1
> Motion Graphics Design Introduction
> Internet Design Introduction
> Graphic Design 1

Semester 2
> Advertising Design 2
> Graphic Design 2
> Universal Design Principles
> Internet Interactivity Design

Year 3

Semester 1
> Graphic Design 3
> Web Authoring Design
> Advanced Animation
> Creative Design Studio

Semester 2
> Graphic Design 4
> Internet Delivery Design
> Digital Portfolio Development
> Design for the Future

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

Upon completion of a BCom, 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 unit of study which it offers, to impose limitations on enrolment in any 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