DIPLOMA IN GRAPHIC DESIGN

This programme emphasises innovative design processes that deal with visual communication while providing the technical know-how necessary for a challenging and exciting career in the creative industry.

Students learn a wide range of skills, which includes desktop publishing, photography, typography, editorial, illustration, packaging design, advertising design and marketing. The programme also develops students’ abilities in problem solving, conceptualisation, idea development and visual communication techniques, as well as the ability to translate an idea into a viable economic proposition.

In addition, students are exposed to real-life projects, industry competitions, enriching field trips to galleries and professional design studios as well as rigorous internships to ensure industry-readiness.

Career opportunities

- Art Director
- Copywriter
- Graphic Designer
- Illustrator
- Magazine Designer
- Packaging Designer
- Photographer
- Web Designer

Offered at
INTI International College Subang
[RT/UP/UNI/INTI/0027/04/2008]

INTAKES: JAN, APR & AUG

Duration
2.5 Years (Inclusive of internship)

Programme structure

Common core / Core fundamental
- Fundamentals of Drawing
- Fundamentals of English
- Photography
- Theory & Practice of Design

Programme core / Areas of concentration
- Advertising Design
- Brand Communication
- Computer Graphics 1
- Computer Graphics 2
- Creative Drawing
- Digital Graphics
- Digital Imaging
- Fundamentals of Marketing
- History of Graphic Design
- Illustration
- Major Project
- Packaging Design
- Professional Practice
- Typography 1
- Typography 2
- Visual Communication

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Elective modules
(Choose one)
- 3D Studies
- Visual Merchandising

Industry attachment
(Compulsory)
- Industry Work Placement Programme

MPU subjects

- Community Service & Co-curriculum
- Critical Thinking for Better Communication
- Bahasa Kebangsaan A*
- Malaysian Studies 2 (Local students) / Communicating in Malay 1B (International students)
- Personal Financial Planning

Industry partners

- AmBank
- Canon Marketing (M) Sdn Bhd
- Carrefour Malaysia
- Embassy of Sweden
- Fusionwave
- KPMG Malaysia
- Leo Burnett (M) Sdn Bhd
- McCann Worldgroup
- Naga DDB Worldwide
- Newwebpick.com
- Octagon Creative Sdn Bhd
- Omnicom Media Group (Malaysia)
- Saatchi & Saatchi (Malaysia)
- Sony (M) Sdn Bhd
- wREGA

*For Malaysian students who do not have a credit in SPM BM.