



UNIVERSITY  
of  
TECHNOLOGY,  
MAURITIUS

**School of Innovative Technologies and Engineering**  
**Department of Industrial Systems Engineering**

# BA. (Hons) Graphics Design

PROGRAMME DOCUMENT

VERSION 3.0  
*BGD v3.0*  
December 2014

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## **BA (Hons) Graphics Design**

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### **A. Programme Information**

The BA graphics design has been created to prepare students to join the industry as focused and creative professionals. It offers the students the excitement and challenges of a career in the design field. The programme aims at harnessing the intrinsic abilities and creativity of the students. Through exposure to a wide variety of concepts, challenges and media, graduates leave the program with a substantial portfolio and a wide variety of skills that are required from Graphics designers today. This programme of study ensures that students gather the necessary experience and expertise required to produce quality and market oriented graphics work.

### **B. Programme Aim**

The general aim of the programme can be summarised as follows:

- To establish employability skills
- To give the students the opportunity to master industry standard graphics design applications
- To develop and stimulate the students' interest in all aspects of design
- To build and enforce the students' creativity and better skills through a wide range of practical works which will consequently help in building a substantial portfolio of work
- To enhance opportunities for career development, progression and/or diversification

### **Employment Prospects**

On completion of the degree course, the students will be equipped with a portfolio of graphics works that reflects their capabilities and standard of work, which can assist them in getting or upgrading their existing employment in the graphic design field, video editing, 3D animation, etc. The students will be capable of leading small graphics design team. Because of the universal approach of applications, successful students can easily find jobs in graphics industries, advertising companies, corporate communication companies, marketing agencies, software industries, banks, universities, etc. Career

opportunities include Graphic Designer, Video Editor, 3D Animation Designer, Freelance Designer, Graphic Artist, Illustrator, Layout Artist, Photo Retouch Artist, etc. Areas of work may also include the design of brochures, annual reports and advertisements to promote products or services, the production of logos for products or businesses, the creation of video clips, for example, documentary and advertising clips, the creation of visual designs for company reports and other printed materials, the design and layout for magazines or other publications, the design and layout of website.

### **C. Programme Objectives**

After successful completion of the programme, students should be able to

- master software applications which are used for graphics design, video editing, 3D animation and audio, used in the graphics design industry
- master the different design techniques
- apply the acquired skills on projects
- create a visually engaging and competitive professional portfolio
- meet the expectations of the professional environment in relation to their intended careers

## **PART I - Regulations**

### **D. General Entry Requirements**

As per UTM'S Admission Regulations, and 'Admission to Programmes of Study at Degree Level'.

### **E. Programme Entry Requirements**

2 'A' Level with at least one Art or related subject.

### **F. Programme Mode and Duration**

Full Time:                    3 years (6 Semesters)

Part Time:                    4 years (8 Semesters)

### **G. Teaching and Learning Strategies**

- Lectures, Tutorial and Practical Sessions
- Tests and Assignments
- Work Placement or Innovative Project
- The student would be expected to perform a substantial amount of self learning both for the theoretical and practical part of the modules.

### **H. Attendance Requirements**

As per UTM's Regulations and Policy.

## J. Credit System

1 module = 3 credits

Level 1 Creative Design = 3 credits

Level 2 Portfolio Development = 6 credits

Level 2 Experiential Learning Port-Folio = 10 credits

Level 3 Design project = 9 credits

## K. Student Progress and Assessment

For the award of the degree, all modules must be passed overall with passes in the examinations, coursework and other forms of assessment. All modules will carry 100 marks.

In the third level, the students will have to carry out a project. **The project guideline will be issued ultimately.**

### Grading

<i>Grade</i>	<i>Marks x(%)</i>
A	$70 \leq x < 100$
B	$60 \leq x < 70$
C	$50 \leq x < 60$
D	$40 \leq x < 50$
F	$x < 40$

## L. Evaluation of Performance

The percentage mark at Level 1 contributes a 20% weighting towards the degree classification.

The percentage mark at Level 2 contributes a 30% weighting towards the degree classification.

The percentage mark at Level 3 contributes a 50% weighting towards the degree classification.

## M. Award Classification

### Overall weighted mark $y$ (%)

$$y \geq 70$$

$$60 \leq y < 70$$

$$50 \leq y < 60$$

$$45 \leq y < 50$$

$$40 \leq y < 45$$

$$y < 40$$

### Classification

1st Class Honours

2<sup>nd</sup> Class 1st Division Honours

2<sup>nd</sup> Class 2<sup>nd</sup> Division Honours

3rd Class Honours

Pass Degree

No Award

## N. Programme Organisation and Management

Programme Director & Coordinator: Ms. Nassirah Laloo

Contact Details:

- Room: G2.18
- Telephone Number: 207 5250 (Ext 569)
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## PART II -Programme Structure

### O. BA (Hons) GRAPHICS DESIGN – Full Time (Version 3.0)

YEAR 1 (Level 1)							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
GRPH1101	Raster Graphics	3	3	WAT1106	Web Design	3	3
GRPH1102	Vector Graphics	3	3	GRPH1106	Corporate Design	3	3
GRPH1103	Graphics Design Fundamental	3	3	ITE2102	Legal Issues for Information Technology	3	3
GRPH1110	Creative Thinking and Illustration	3	3	MULT1105	Video Editing Essentials	3	3
GRPH1109	Design in Context	3	3	GRPH1108	Creative Advertising	3	3
GRPH1107	Typography	3	3	PROJ1107	Creative Design	3	3

YEAR 2 (Level 2)							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
GRPH2101	Photography	3	3	PROJ2108	Portfolio Development	3	6
GRPH2107	Digital Printing and Prepress	3	3	GRPH1104	Basic 3D Animation	3	3
MULT2106	Advanced Video Editing	3	3		Work placement		10
GRPH1105	Digital Publishing for Print	3	3				
GRPH2108	Graphics and Visual Effects	3	3				
MULT2107	Sound Editing	3	3				

YEAR 3 (Level 3)							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
MKTG2105	Marketing Psychology	3	3	GRPH2103	Audio Visual Production and Technology	3	3
GRPH2106	Advanced 3D Animation	3	3	GRPH3111	Visual Identity and Branding	3	3
GRPH3110	Advanced Advertising	3	3	GRPH3109	Packaging Design	3	3
WAT3110	Advanced Web Design	3	3				
MULT3108	Visual Communication	3	3				
PROJ3108	Design Project	-	-	PROJ3108	Design Project		9

**P. BA (Hons) GRAPHICS DESIGN – Part Time (Version 3.0)**

YEAR 1 (Level 1)							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
GRPH1101	Raster Graphics	3	3	GRPH1107	Typography	3	3
GRPH1102	Vector Graphics	3	3	GRPH1110	Creative Thinking and Illustration	3	3
GRPH1103	Graphics Design Fundamental	3	3	ITE2102	Legal Issues for Information Technology	3	3
GRPH1109	Design in context	3	3	WAT1106	Web Design	3	3

YEAR 2 (Level 1 and 2)							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
GRPH1106	Corporate Design	3	3	GRPH2101	Photography	3	3
GRPH1108	Creative Advertising	3	3	GRPH2107	Digital Printing and Prepress	3	3
MULT1105	Video Editing Essentials	3	3	MULT2106	Advanced Video Editing	3	3
PROJ1107	Creative Design	3	3	MULT2107	Sound Editing	3	3

YEAR 3 (Level 2)							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
GRPH1105	Digital Publishing for Print	3	3	PROJ2108	Portfolio Development	3	6
GRPH1104	Basic 3D Animation	3	3	GRPH2106	Advanced 3D Animation	3	3
GRPH2108	Graphics and Visual Effects	3	3			3	3
	Experiential Learning Port-Folio	-	-	-	Experiential Learning Port-Folio		10

YEAR 4 (Level 3)							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
MKTG2105	Marketing Psychology	3	3	GRPH3109	Packaging Design	3	3
MULT31086	Visual Communication	3	3	GRPH2103	Audio Visual Production and Technology	3	3
WAT3110	Advanced Web Design	3	3	GRPH3111	Visual Identity and Branding	3	3
GRPH3110	Advanced Advertising	3	3				
PROJ3108	Design Project	-	-	PROJ3108	Design Project		9



## **Q. MODULE OUTLINE**

### **GRPH1101: RASTER GRAPHICS**

- Introduction to Raster Graphics
- Understanding nature of Raster Based Digital file development
- Developing Raster Based digital file
- In-depth study of Applications used to create raster based digital file
- Exploration and Understanding of the applications, applying color, tools, techniques and printing options

### **GRPH1102: VECTOR GRAPHICS**

- Introduction to vector graphics
- Understanding nature of vector based digital file development
- In-depth study of applications used to create vector based digital file
- Design and application of vector graphics on various media and in different environment
- Advantages and conversion from and to other formats
- Principles and steps in using vector graphics to design
- Master industry standard vector graphics design applications

### **GRPH1103: GRAPHICS DESIGN FUNDAMENTAL**

- Fundamental components of Design Theory including Elements and Principles of Design
- Introduction to Color Theory including Color Wheel, Color Relationships, Color Palettes, Hues, Tints, Shades, Tones and Grids
- Mastering compositional strategies, content and concept development
- Presentation options, media and methods
- Roles of the graphic Designer
- History and evolution of international graphic design and its relevance to society
- Importance of graphic design as a medium for mass communication
- Writing and adhering to a design brief
- Experience in market research following a project requirement, idea development, execution and presentation of projects to client

### **GRPH1104: BASIC 3D ANIMATION**

- Introduction to basic 3D concepts and the general 3D workflow
- Understanding the 3D animation techniques
- Understanding the challenge of working in 3D
- Studying the principles of Animation
- Exploring 3D modeling of objects and scenes, Texturing mapping, Animating, Lighting and Rendering
- Introduction to camera movements in a 3D environment

### **GRPH1105: DIGITAL PUBLISHING FOR PRINT**

- Understanding the necessary Design Principles
- Mastering the terms and language of page layout and design
- Understanding the evolution of the printed piece
- Document construction, Page design and layout
- Production of digital artwork for print
- Production of Interactive pdfs and eBooks

### **GRPH1106: CORPORATE DESIGN**

- Introduction to corporate design
- Setting strategies for effective corporate identity
- Understanding corporate profile and business nature entity
- Understanding the importance of style guides in corporate design
- Effective designs of materials for corporates (Hotels, Banks, Textile Industry, BPO, Software Industry, SMEs, and Insurance Companies)
- Understanding the role of communication in corporate design
- Introducing emotional experience to strengthen corporate design

## **GRPH1107: TYPOGRAPHY**

- Discovering the different aspects of Typography, from its historical precedents to its current use
- Linking Typography and Graphics Design Elements
- Investigation into Letter forms, Text setting and Type
- Understanding the relationship of Typography to visual communication
- Understand the concept of Illustrated Text
- Mastering Typographic terminology
- Understanding the different rules of Typography
- Understanding image relationships and advanced typographic techniques
- Constant definition and exploration of typographic convention
- Observation and analysis of Typeface selections
- Relating Types to different Audience and Context
- Investigating the impacts of Typography on Design through Creative eyes
- Developing compositions and establishing hierarchy with typefaces
- Understanding of how to pick the right typeface for different projects
- Creatively illustrating typefaces into imagery words

## **GRPH1108: CREATIVE ADVERTISING**

- Introduction to advertising, types of advertising and evolution of advertising
- Understanding the nature of the field of advertising
- Mastering Basic vocabulary for advertising
- Understanding the opportunities within the field of advertising
- Learning the applications and mediums within the field of advertising
- Understanding the evolution of Digital Advertising
- Understanding target audiences

### **GRPH1109: DESIGN IN CONTEXT**

- Chronological Overview of Design Practice from the nineteenth century to today
- Introduction to key issues in the History and Theory of Design
- Understanding how Design Histories have been constructed
- Understand how the role of the designer has become Professionalised and mediated
- Exploring the Role of Design within Social, Historical, and Economic contexts

### **GRPH1110: CREATIVE THINKING AND ILLUSTRATION**

- Introduction to a variety of Artworks and Illustration styles
- Understand illustration to communicate, comment and advertise visually in newspapers, magazines, flyers, annual reports and books jackets
- Introduction to Storyboard Techniques
- Illustration for Documentary and Educational Context
- Informative and Commentary Illustration
- Illustration for Narrative Storytelling
- History and Evolution of Comics
- Creative Thinking Methods, Idea Evolution and Variations
- Creating Visual Metaphor
- Brainstorming sessions to boost creativity

## **GRPH2101: PHOTOGRAPHY**

- Introduction to history of Photography
- Understand background selection, types of photography and tools
- Introduction to Cameras, Lenses and Accessories
- Understand the different types of cameras, camera use, camera care, viewing and focusing systems, Shutter speed, aperture and focus, exposure meters and light meters
- Understand the concept of Exposure, and correct exposure setting
- Understand Focus and depth of field
- Understand the Rules of Composition, the Rules of Thirds, Leading Lines, Highest Point of Contrast, Adding or Subtracting from the frame, Shapes and Patterns, Power of Three, Negative space and its usage, Breaking the Rules
- Understand light, seeing the light, controlling the light, capturing the light, and processing the light
- Understand Candid/ Street Photography
- Understand the Art of Black and White Photography

## **GRPH2103: AUDIO-VISUAL PRODUCTION AND TECHNOLOGY**

- Discovering the Audio Visual Medium and its Various Components
- Understand the Synergy among Imagination, Creativity and Technology Convergence
- Living the Audiovisual Experience
- Developing, Researching and Presenting ideas
- Learning how to produce Documentaries, TV Magazines, Interviews, Fictions, Commercial spots, Corporate videos, amongst others
- Mastering Audiovisual Grammar and Jargon
- Mastering the Five main stages in Audiovisual Production
- Understanding Treatment, and the Elaboration of the script and the storyboard
- Understanding the components of a Project Write-Up
- Learning how to come-up with a Project Write-up

### **GRPH2108: GRAPHICS EFFECTS AND VISUAL EFFECTS**

- Mastering graphics manipulation
- Introduction to different types of effects
- In-depth study of applications used to create graphics effects
- Production of smooth animation and special effects
- Understanding Post Production and Visual effects
- Effects understanding and application
- Mastering techniques used to merge video, 3D, and effects

### **GRPH2106: ADVANCED 3D ANIMATION**

- Introduction to Advanced Animation
- Mastering advanced 3D Animation types, Techniques and Tools
- Advanced Design and Artistics
- Further understanding of the 3D technical processes
- Mastering Body Mechanics

### **GRPH2107: DIGITAL PRINTING AND PREPRESS**

- Introduction to traditional and digital printing press issues
- Understanding the overall printing considerations, functions and uses
- Learning the pre-press, on-press and post-press operations
- Mastering the technical aspects of pre-press color work
- Understanding choice of appropriate fonts and post-press options
- Learning the manipulating of color and image sizes for reproduction

### **GRPH3109: PACKAGING DESIGN**

- Understanding the History and Evolution in the field of packaging
- Understanding the importance of Packaging
- Mastering the types of packaging, Sector behavior, Culture and Values
- Learning the different Packaging Design, Development and Brand
- Understanding the Graphical and Structural elements of packaging design
- Exploring 3-D form and surface graphics
- Designing containers for a variety of products and construct 3-D prototypes
- Learning the aesthetical aspect of packaging
- Relating emotional sensory experience to Packaging
- Adapting Typography, Illustration, Design and Materials to 3D forms
- Labeling and Law implication

### **GRPH3110 - ADVANCED ADVERTISING**

- Extend study of Advertising Principles and Applications
- Advertising and Design Professional Practice
- Campaign Planning
- Understanding the Issues in Advertising and Design
- Targeted Advertising for both Print and Electronic media

### **GRPH3111: VISUAL IDENTITY AND BRANDING**

- Understanding the importance of Corporate Identity in Modern Design
- Discovering and Analysing famous Corporate Identity Guidelines
- Understanding Logotype and Trademark development
- Mastering major elements for Corporate Identity Creation
- Understanding the processes and tasks for Brand Identity Design

## **ITE2102 - LEGAL ISSUES FOR INFORMATION TECHNOLOGY**

- Introduction to Law and Obligations - Aspects of Contract and Torts
- Supply contracts for IT hardware and software- shrink-wrap and click-wrap agreements and their legal validity
- Liability for defective software - who faces liability in case a software goes wrong
- E-Commerce- E-mail and web-click contracts, encryption, electronic signatures and digital payments, digital cash and escrow systems
- Intellectual property rights-copyright in computer software, patenting software applications and business methods pattern
- Data protection and privacy- control of addresses
- Cyber harms -computer misuse and cyber crimes- viruses, denial of service attacks, spam. Libelous material

## **MKTG2105- MARKETING PSYCHOLOGY**

- Understanding consumer behavior
- Learning the concepts of Buyer Decision
- Understanding the models of human motivation
- Learning the predictors of Behaviour
- Relating culture, groups and consumption
- Understanding comparisons of age
- Understanding Taboos and limits
- Psychological effects of shopping
- Designing to please the consumer
- Investigating the trends, changes and the consumer futures

## **MULT1105: VIDEO EDITING ESSENTIALS**

- Mastering the Fundamentals of Non Linear Editing
- Understanding Pre Production, Production and Post Production
- In-depth study of applications used to edit video
- Learning related techniques for shot assembly, trimming, capturing video footage
- Understanding Transitions, Effects, Titles, Music and Voiceover



### **MULT2106: ADVANCED VIDEO EDITING**

- Understanding production planning
- Mastering the different camera techniques
- Further understanding of lighting, audio and advanced non linear editing
- Development, Shooting, editing and delivery of digital video projects
- Understanding compression methods and delivery standards

### **MULT2107: SOUND EDITING**

- Understanding Audio Fundamentals
- Introduction to Sound Wave and Sound Effects
- Understanding the Audition Workflow and Workspace
- Manipulation through Audio
- In-depth study of applications used to edit sound
- Understanding the importance of Audio design
- Using Analytical and Diagnostic Tools
- Mastering the types of sound

### **MULT3108: VISUAL COMMUNICATION**

- Understanding the language and theories of Visual communication
- Understanding the Visual Media, elements and concepts
- Exploring Visual Language and Systems; Visual Rhetoric and Semiotics
- Understanding the Role of Visuals in Design and Communication
- Understanding the Visual Culture and Design
- Describing, Exploring and Interpreting Images

## **WAT1106 : WEB DESIGN**

- Learning web design basis
- Understanding the stages for web sites development
- Designing, developing, implementing, testing and updating of effective interfaces based on the principles of graphic design, interactivity and usability.
- Learning through a variety of visual, navigational and structural approaches
- Image preparation and use of graphics in web site creation.
- Using multimedia, animation, and interactivity in web site creation.
- Understanding basic web-marketing strategies and aesthetical aspects of development.

## **WAT3110: ADVANCED WEB DESIGN**

- Designing, developing, and implementing websites using available visual development tools
- Learning websites maintenance
- Understanding page layout incorporating tables and CSS
- Further exposure to graphical design and placement
- Understanding audio and video streaming
- Introduction to website administration