



U N I V E R S I T Y
of
T E C H N O L O G Y,
M A U R I T I U S

School of Innovative Technologies and Engineering
Department of Creative Arts, Film and Media Technologies

BA. (Hons) Graphics Design

PROGRAMME DOCUMENT

VERSION 4.0
BGD v4.0
August 2021

BA (Hons) Graphics Design

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, Game Designer, 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, the design for interactive media and mobile devices, and game design amongst others.

C. Programme Objectives

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

- use applications of diverse fields of graphics design, video editing, 3D animation, and audio amongst others
- apply the different design techniques and 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' or APL/ APEL requirements.

E. Programme Entry Requirements

Only general entry requirements apply.

F. Programme Mode and Duration

Full Time: Minimum 3 years (Minimum 6 Semesters, Maximum 12 Semesters)
Part Time: Minimum 4.5 years (Minimum 9 Semesters, Maximum 15 Semesters)

G. Teaching and Learning Strategies

- Lectures, Tutorials, Practical Sessions and Self-Development Activities;
- Class Tests and Assignments;
- Structured Discussions & Self-Directed Study;
- Workshops and Seminars;
- Case Study of real world problems;
- Work Placement.

H. Student Support and Guidance

Each cohort of the programme is allocated a programme coordinator who acts as a liaison between the students and school management and provides support for academic management of the programme.

I. Attendance Requirements

As per UTM's Regulations and Policy.

J. Credit System

This programme is in line with the European Credit Transfer System (ECTS).

Six-credit modules consist of 45 hours of delivery and 105 hours of self-learning, self-study, guest lecture, etc.

The delivery could be any combination of face-to-face, blended, online, seminar, workshop or joint session.

For the award of

- a Certificate, a minimum of 60 credits are required.
- a Diploma, a minimum of 120 credits are required.
- a Honours Degree, 180 credits are required.

K. Student Progress and Assessment

The programme is delivered mainly through lectures, tutorials, and practical sessions. Students are expected to be as autonomous as possible and activities may include reading research articles, delivering presentations, taking part in quizzes, case-studying, amongst others.

For the award of the degree, all modules must be passed overall with passes in the examinations, coursework and other forms of assessment. Each module carries 100 marks and unless otherwise specified will be assessed as follows:

- Written and/or practical examination carrying between 60% and 70% of total marks
- Continuous assessment and/or coursework carrying between 30% and 40% of total marks.
- Modules Creative Design, and Portfolio Development will be assessed by 100% coursework. The coursework must consist of at least two assessments.

In the third level, the students will have to carry out a project.

Module_Grading structure

Grade	Marks x(%)	Remarks
A	$70 \leq x \leq 100$	Excellent
B	$60 \leq x < 70$	Very Good
C	$50 \leq x < 60$	Good
D	$40 \leq x < 50$	Satisfactory
F	$x < 40$	Referred

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 (%)	Classification
$70 \leq y \leq 100$	First Class with Honours
$60 \leq y < 70$	Second Class First Division with Honours
$50 \leq y < 60$	Second Class Second Division with Honours
$45 \leq y < 50$	Third Class with Honours
$40 \leq y < 45$	Pass
$y < 40$	No Award

N. Programme Organisation and Management

Programme Director & Coordinator: Ms. Nassirah LALOO

Contact Details:

- Room: G2.18
- Telephone Number: (230) 207 5250 (Ext 569)
- Email: n.laloo@umail.utm.ac.mu

PART II -Programme Structure

O. BA (Hons) GRAPHICS DESIGN – Full Time (Version 4.0)

YEAR 1 (Level 1)							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L/T/P+ SD	Credits	Code	Modules	Hrs/Wk L/T/P +SD	Credits
GRPH1101C	Raster Graphics	3+7	6	WAT1106C	Web Design	3+7	6
GRPH1102C	Vector Graphics	3+7	6	GRPH1106C	Corporate Design	3+7	6
GRPH1103C	Graphics Design Fundamental	3+7	6	ITE2102	Legal Issues for Information Technology	3+7	6
GRPH1110C	Creative Thinking and Illustration	3+7	6	GRPH2101C	Photography	3+7	6
GRPH1107C	Typography	3+7	6	PROJ1107C	Creative Design	3+7	6
Certificate Level exit point →							

YEAR 2 (Level 2)							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L/T/P +SD	Credits	Code	Modules	Hrs/Wk L/T/P +SD	Credits
MULT1105C	Video Editing Essentials	3+7	6	GRPH1104C	Basic 3D Animation	3+7	6
GRPH2120C	Digital Printing and Publishing	3+7	6	UTM2101	Life Skills and Good Practices	3+7	6
GRPH2108C	Graphics and Visual Effects	3+7	6	MULT2106C	Advanced Video Editing	3+7	6
GRPH1108C	Creative Advertising	3+7	6	PROJ2108C	Portfolio Development	3+7	6
MULT2107C	Sound Editing	3+7	6				
PROJ2119C	Work placement (in the Semester Break)						6
Diploma Level exit point →							

YEAR 3 (Level 3)							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L/T/P +SD	Credits	Code	Modules	Hrs/Wk L/T/P +SD	Credits
GRPH2106C	Advanced 3D Animation	3+7	6	GRPH2103C	Audio Visual Production and Technology	3+7	6
GRPH3110C	Advanced Advertising	3+7	6	GRPH2125C	Design for Interactive Media	3+7	6
WAT3110C	Advanced Web Design	3+7	6	GRPH3111C	Visual Identity and Branding	3+7	6
MULT3108C	Visual Communication	3+7	6	GRPH3109C	Packaging Design	3+7	6
PROJ3108C	Design Project						12
Degree Level exit point →							

P. BA (Hons) GRAPHICS DESIGN – Part Time (Version 4.0)

YEAR 1							
→ Start of Level 1							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L/T/P + SD	Credits	Code	Modules	Hrs/Wk L/T/P + SD	Credits
GRPH1101C	Raster Graphics	3+7	6	GRPH1107C	Typography	3+7	6
GRPH1102C	Vector Graphics	3+7	6	WAT1106C	Web Design	3+7	6
GRPH1103C	Graphics Design Fundamental	3+7	6	GRPH1106C	Corporate Design	3+7	6
GRPH1110C	Creative Thinking and Illustration	3+7	6				

YEAR 2							
→ Start of Level 2							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L/T/P + SD	Credits	Code	Modules	Hrs/Wk L/T/P + SD	Credits
ITE2102C	Legal Issues for Information Technology	3+7	6	MULT1105C	Video Editing Essentials	3+7	6
GRPH2101C	Photography	3+7	6	GRPH2120C	Digital Printing and Publishing	3+7	6
PROJ1107C	Creative Design	3+7	6	GRPH2108C	Graphics and Visual Effects	3+7	6
End of Level 1 →							

YEAR 3							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L/T/P + SD	Credits	Code	Modules	Hrs/Wk L/T/P + SD	Credits
GRPH1108C	Creative Advertising	3+7	6	MULT2106C	Advanced Video Editing	3+7	6
MULT2107C	Sound Editing	3+7	6	PROJ2108C	Portfolio Development	3+7	6
GRPH1104C	Basic 3D Animation	3+7	6	UTM2101C	Life Skills and Good Practices	3+7	6
PROJ2119C	Work placement (in the Semester Break)						6
End of Level 2 →							

YEAR 4							
→ Start of Level 3							
<i>Semester 1</i>				<i>Semester 2</i>			
Code	Modules	Hrs/Wk L/T/P + SD	Credits	Code	Modules	Hrs/Wk L/T/P + SD	Credits
GRPH2106C	Advanced 3D Animation	3+7	6	GRPH3111C	Visual Identity and Branding	3+7	6
GRPH3110C	Advanced Advertising	3+7	6	MULT3108C	Visual Communication	3+7	6
WAT3110C	Advanced Web Design	3+7	6	GRPH2103C	Audio Visual Production and Technology	3+7	6
				PROJ3108C	Design Project	-	-

YEAR 4 (1/2)			
<i>Semester 1</i>			
Code	Modules	Hrs/Wk L/T/P + SD	Credits
<i>GRPH2125C</i>	<i>Design for Interactive Media</i>	3+7	6
<i>GRPH3109C</i>	<i>Packaging Design</i>	3+7	6
<i>PROJ3108C</i>	<i>Design Project</i>		12
End of Level 3 →			