



# Curtin Mauritius



BACHELOR OF ARTS

# DIGITAL DESIGN MAJOR WITH MINOR IN ADVERTISING DESIGN

## ABOUT THE DEGREE

### 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

## ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2017. We are also highly rated in the 2017 QS World University Rankings:

- 22nd in the world for universities under the age of 50
- 5-star overall excellence rating
- 2nd in the world for Mineral and Mining Engineering
- 42nd in the world for Earth and Marine Sciences.

Make tomorrow better.

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## COURSE ESSENTIALS

### DIGITAL DESIGN MAJOR WITH MINOR IN ADVERTISING DESIGN

#### Course entry requirements

- Satisfy the minimum academic entry requirements and
- Meet the minimum English competency level.

Experience in the field for the purposes of Credit for Recognised Learning (CRL) will be assessed on an individual basis.

#### Foundation program

Candidates who do not meet all entry requirements can enrol in the Foundation Program in order to gain admission to the bachelor degree

#### Duration

The programme is run over three years (six semesters)

#### Intake

February and July

#### Application procedures

Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:

- Copies of educational qualifications
- Two passport - size photographs
- Copy of National Identity Card and Birth Certificate

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

## COURSE STRUCTURE

YEAR 1 Semester 1	UNIT CODE
Academic and Professional Communications	COMS1010
Design Computing	GRDE1004
Art and Design Fundamentals	GRDE1008
Digital Design Process	GRDE1016
YEAR 1 Semester 2	
Typography	GRDE1005
Universal Design Principles	GRDE1018
Introduction to History of Art and Design	VISA1006
Culture to Cultures	COMS1003
YEAR 2 Semester 1	
User Interface and Experience Design	ICTE2002
Internet Design Introduction	GRDE2011
Graphic Design 1	GRDE2001
Advertising Design 1	GRDE2002
YEAR 2 Semester 2	
Multiplatform Design	GRDE2040
Programming for Digital Design	GRDE2013
Graphic Design 2	GRDE2007
Advertisign Design 2	GRDE2009
YEAR 3 Semester 1	
Online Games, Play and Gamification	NETS3010
Web Authoring Design	GRDE3014
Graphic Design 3	GRDE3001
Creative Design Studio	GRDE2026
YEAR 3 Semester 2	
Digital Portfolio Development	GRDE3017
Internet Project Development	GRDE3016
Graphic Design 4	GRDE3010
Design For The Future	GRDE3012

## For more information:

PLEASE CONTACT THE  
FUTURE STUDENTS CENTRE  
study@curtinmauritius.ac.mu

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**Disclaimer:** Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/ or to vary arrangements for any programme

**Course Structure Disclaimer:** Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

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**Note:** To qualify for a degree 600 Credits (or 24 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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