



# Curtin Mauritius

## BACHELOR OF ARTS

# DIGITAL EXPERIENCE AND INTERACTION DESIGN MAJOR WITH CREATIVE ADVERTISING DESIGN MINOR

### ABOUT THE DEGREE

#### Digital Experience and Interaction Design Major (B-Design)

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.

#### Creative 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 will provide a theoretical and practical education experience aimed at developing the essential creative and practical skills and knowledge in creative 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) 2021 and has received a five star plus rating in the QS Stars University Ranking 2022.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education..

**Make tomorrow better.**



For more information, please visit:  
[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)



## COURSE ESSENTIALS

### DIGITAL EXPERIENCE AND INTERACTION DESIGN MAJOR WITH CREATIVE ADVERTISING DESIGN MINOR

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 (24 UNITS)

YEAR 1 Semester 1	UNIT CODE
Design Computing	GRDE1004
Design Theory in Practice	GRDE1024
Digital Design 1	GRDE1016
Typography	GRDE1005
YEAR 1 Semester 2	
Culture to Cultures	COMS1003
UX Design 1	GRDE1018
Design Principles and Process	GRDE1006
Start Design Thinking	GRDE1026
YEAR 2 Semester 1	
Web Design 1	GRDE2011
UX Design 2	ICTE2002
Advertising Design 1	GRDE1027
Select one elective	
YEAR 2 Semester 2	
Design History and Culture	GRDE2044
Web Design 2	GRDE2013
Multimodal Design	GRDE2040
Advertising Design 2	GRDE2009
YEAR 3 Semester 1	
UX Design 3	GRDE3014
Advertising Design 3	GRDE3011
Select one elective unit	
Select one elective unit	
YEAR 3 Semester 2	
Design Capstone Project	GRDE3034
DigEx Design Studio	GRDE3016
Advertising Design 4	GRDE3013
Select one elective unit	
List of 'Recommended Electives'	
Graphic Design 1	GRDE2001
Creative Design Studio	GRDE2026
Graphic Design 2	GRDE2007
Graphic Design 3	GRDE3001
Graphic Design 4	GRDE3010

For more information:

[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)

#### PLEASE CONTACT THE FUTURE STUDENTS CENTRE

[study@curtinmauritius.ac.mu](mailto:study@curtinmauritius.ac.mu)

TELFAIR,  
MOKA,  
MAURITIUS

(230) 401 65 11  
(230) 433 30 05

[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)

**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

Cohorts will only commence if numbers reach the minimum number of students required.

**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.

**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.

(c) Copyright Curtin Mauritius 2022