

SEPTEMBER 2015
INTAKE IN PROGRESS

KPT/JPS (PA 5264)04/20

Master of Design (Innovation)

The Master of Design (Innovation), offered by KDU's School of Communication and Creative Arts, is created to give young professionals specific skills and knowledge in the fields of design, communication and multimedia. Through this programme, students will progress with a learning outcome that responds to the expectations of the new artistic industry.

This programme appeals to those who wish to further develop and enhance their skills in the areas of Design & Innovation; Multimedia & Web; Advertising, Marketing & Communication; Photography; New Media Design; and Design as Research.

WHY STUDY THE MASTER OF DESIGN (INNOVATION) AT KDU?

The Master of Design (Innovation) is a practice-focused programme that aims to launch design professionals beyond the boundaries of traditional graphic design. The programme is flexible in both its practice orientation and research integration, and aims to prepare students to be design leaders with both practical and research skills to enhance career competencies.

The unique design of the assessment component emphasises on hands-on learning to produce more industry-based portfolio / design artwork. As such, students' in-depth research learning process is done through coursework, and is not just limited to theories.

The Master of Design (Innovation) is a dual parchment programme awarded by KDU University College and Rome University of Fine Arts (RUFA).



RUFA
Rome University
of Fine Arts



COURSE OUTLINE

- Brand Design and Dynamic Identity
- Advertising and Unconventional Communication
- Design Project
- Interaction Design
- Information Design
- New Media Design
- Research Methodology
- Visual Design
- Web Design and User Experience
- Photography
- Psychology of Perception
- Graduation Showcase

Entry Requirement

Academic Qualification

Bachelor's Degree in relevant fields

Requirement

Min. CGPA of 2.67 or equivalent

Candidates with a min. CGPA of 2.0 can be accepted with a min. of 3 years working experience in the relevant field

All candidates are required to go through an interview and portfolio presentation prior to acceptance into the programme.

Course mode: Full time / Part time

Duration: Min. 1 year 4 months

Intakes: January, May, September

Course location: KDU University College, Utropolis, Glenmarie

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