

# Raffles Millennium International

## BACHELOR OF DESIGN GRAPHIC DESIGN



**Bangalore  
Campus**

**Awarded by  
Raffles College  
of Design and  
Commerce,  
Australia**

**Intakes  
January  
April  
July  
October**

**Duration  
36 Months,  
Full Time**

**Bachelor  
Degree  
in 3 years**

**Eligibility**

*10+2 from any recognized board  
Class 12th students appearing or waiting for  
final result may also apply for provisional admission.*

## Course Overview

The study of Graphic Design involves an in-depth understanding of a Graphic Designer's role in history, society and research. Students will have the opportunity to explore issues of culture, economics and social implications of graphic design solutions. Through major practical projects, students will hone their multi disciplinary skills to offer creative and practical solutions, preparing them for challenging careers combining creativity, concepts and computer software skills in the highly competitive advertising and publishing industries.

### Career Opportunities

- Creative Director
- Advertising Art Director
- Communication Designer
- Editorial Designer
- Illustrator
- Corporate Identity Designer
- Packaging Designer

### Course Modules Listed are for YEAR 1 & 2

- Drawing for Designers
- Creativity and Problem Solving
- Design Principles
- Colour for Designers
- Introduction to Graphic Design
- Fundamentals of Typography
- Digital Image Processing
- Digital Photography
- Academic Research and Communication Skills
- Fundamentals of Page Layout
- Digital and Applied Illustration
- Graphic Print Production
- Identity System Design
- Packaging Design
- Interactive Media Design
- Advanced Layout and Production
- Advanced Typography
- Web Design Principles
- Publication Design
- Advertising Design Principles
- Independent Research
- Portfolio 1
- Design Studio 1 – Design Project
- Industrial Attachment
- Design Studio 2 – Design Project
- Portfolio 2

### Course Modules Listed are for YEAR 3 (Bachelor of Design, With Major in Graphic Design)

- Graphic Design and Society
- Graphic and Multimedia Studio
- Project Management
- Design and Subculture
- Design and Marketing
- Major Studio Project



#### Aigars Liepins

Graphic Design, Latvia 

Aigars has done an Advanced Diploma, a Bachelor and Master programs at the Art Academy of Latvia. In the mid-nineties, he walked into his first advertising agency DDB as Art Director and he also worked as Art Director for Young & Rubicam in Riga and Euro RSCG until 1999. He then co-founded an advertising agency X-ray Ltd. a Latvian - Estonian joint venture. He has been with the Raffles Millennium International team as a lecturer in visual communication since June 2010.