

Diploma of Graphic Design

Programme Code: CUA50715

Program Description

The BHCK Diploma of Graphic Design reflects the role of graphic designers at the beginning of their professional careers. It combines technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges. Graduates will have a sound understanding of design theory and practice and are able to analyse and synthesise information from a range of sources to generate design solutions. Graphic designers work in many different commercial and community contexts across both print and digital media. After graduation, the designer is likely to be working in junior or generalist roles. Their work may include or have links to areas such as advertising and promotion, art direction, branding, corporate identity, instructional design, packaging, signage and web design.

Career Pathway

Students with a Diploma in Graphic Design are able to continue toward a Bachelor Degree in Graphic Design/Fine Arts/ or allow them to gain employment as a junior designer in the graphic design and related fields

Diploma Components

The 63 credits of the Diploma are composed of:

- 18 credits of General Education courses
- 9 credits of Core Graphic and Interior Design Courses
- 36 credits of Specialist courses

General Education Courses – All BHCK Mainstream students take these courses

Course Code	Course Title	Credits
ARB110	Arabic Language	3
ARB110-F(N)	Arabic (As a second Language)	
CRW110	Critical Reading and Writing 1	3
CRW210	Critical Reading and Writing 2	3
IT111	Business Technology	3
MAT100	Basic Maths	3
STA100	Elementary Statistics	3
Total		18

Core Graphic And Interior Design students Courses

Course Code	Course Title	Credits
DH101	Design History	3
DRA100	Drawing	3
GPM201	Project Management	3
Total		9

Specialist Courses – Only Graphic Design students take these courses

Course Code	Course Title	Credits
COL201	Colour	3
DD223	2D Design _3D Design	3
DET222	Design Techniques	3
DIA211	Digital Imaging	3
DIP201	Photography	3
IAD201	Illustration & Drawing	3
IGD100	Introduction to Graphic Design	3
STU201	Design Concepts	3
STU202	Design Studio	3
TYP201	Typography 1	3
TYP202	Typography 2	3
WDS201	Web Design	3
PTW300	Practical Training Workshop/Internship	0
Total		36

Total Credits for the Diploma of Graphic Design

63

Course:	ARB110 Arabic
B.H.I. Codes:	N/A
This course is designed to serve and assist students in their future Business and Design careers. It is designed to equip students with the needed knowledge and skills to successfully send official hardcopy and e-correspondence, present to an audience of Arabic speakers, and reading, writing, and comprehension of business related documents.	
Prerequisites:	None
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	ARB110-F(N) Arabic (As a Second Language)
B.H.I. Codes:	N/A
This course is designed for students whose first language is not Arabic. It introduces students to the Arabic alphabet and script of modern written Arabic. It develops the students' knowledge in the four skill areas of reading, writing, listening and speaking. With a modern approach, it uses popular media and themes relating to contemporary experience.	
Note: As the number of students who are eligible for this course is small and will fluctuate each semester, this course will not necessarily be offered every semester. It will be offered when there is sufficient demand due to student numbers.	
Prerequisites:	None
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	CRW110 Critical Reading and Writing 1
B.H.I. Codes:	N/A
This course will guide students on how to organize information, engage in problem solving both academically and personally, and evaluate and communicate ideas clearly. CRW110 encourages reflective thinking and will help students better prepare for the academic demands of their Mainstream courses as well as the professional demands of their career after college.	
Prerequisites:	ENG030 Foundation or direct entry to Diploma qualification study
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	CRW210 Critical Reading and Writing 2
B.H.I. Codes:	N/A
<p>Students continue to develop their critical thinking abilities in reading and apply them to the writing process through conducting research and producing a short paper. This course will require students to select and highly organize information; perform both academic and personal problem solving; demonstrate good time, resource, and self-management; and evaluate and communicate ideas clearly. Resources integrate both reading and writing in a thought-provoking manner. CRW210 requires reflective thinking and will help students better prepare for the academic rigors of Mainstream courses and the professional demands of their career after college.</p>	
Prerequisites:	CRW110
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	IT111 Business Technology
B.H.I. Codes:	N/A
<p>This is an intermediate-level course building on the information technology material covered in the Foundation I.T. course. The subject matter encompasses four relatively discrete office productivity programs (word processing, spreadsheets, electronic presentations, and databases), with a strong emphasis on real-world application. The functions and usage of the software are taught through a hands-on approach whereby the students learn to utilize the software by performing multiple tasks as encountered in the workplace or other professional environments.</p>	
Prerequisites:	CS030 Foundation or direct entry to Diploma qualification study
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	MAT100 Basic Maths
B.H.I. Codes:	N/A
<p>This is an intermediate-level course building on the mathematics material covered in the Foundation Program. The subject matter encompasses areas of utmost importance for a college student in any discipline, and gives the students a strong foundation of those concepts, particularly as regards practical skills and problem-solving strategies. Topics include: Percentages, ratios, statistics, algebra, and others.</p>	
Prerequisites:	MS030 Foundation or direct entry into Diploma qualification study with a pass in the Mathematics Entrance test
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	STA100 Elementary Statistics
B.H.I. Codes:	N/A
This course introduces modern methods of descriptive and inferential statistics. The topics include descriptive statistics, probability, probability distributions, confidence intervals, hypothesis testing, linear regression, and correlation.	
Prerequisites:	MAT100
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	DH101 Design History
B.H.I. Codes:	CUAGRD501 Research visual communication history and theory
This course stresses visual communication practices, which requires an interaction of both history and theory. Candidates will be taught the key historical periods in relation to graphic design and asked to articulate ideas about visual communication history and theory and establish a meaningful individual research focus to support professional practice using the history of visual communication and key milestones in its development.	
Prerequisites:	None
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	DRA100 Drawing
B.H.I. Codes:	CUAACD501 Refine drawing and other visual representation tools CUAACD503 Select and refine a specialised drawing technique
This course focuses on identifying, developing and refining drawing techniques and visual representation as cognitive tools. Graphic designers use drawing and visual representation to support their practice and this course aims to enable students to refine such drawing techniques to a high level, encompassing electronic methods but primarily focusing on the ability to draw manually.	
Prerequisites:	None
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hours (plus 16 tutorial hours)

Course:	GPM201 Project Management
B.H.I. Codes:	CUAPPR503 Present a body of own creative work
<p>This course focuses on the outcomes, skills and knowledge required to use creative, technical and project management skills to develop a professional and innovative presentation of own creative work. In this course the student is expected to produce work encompassing all the skills of a graphic designer so, as such, should be attempted only in the final semester of their studies.</p>	
Prerequisites:	DD223
Co-requisites:	STU202
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	COL201 Colour
B.H.I. Codes:	N/A
<p>This course focuses on colour perceptions, expressions and how the colour theory is reflected through any design artwork. Candidates will learn to combine their experience with color with an understanding of color theory. The course will emphasize digital printing concepts when dealing with color perceptions.</p>	
Prerequisites:	IGD100
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	DD223 2D & 3D Design
B.H.I. Codes:	CUAGR502 Produce graphic designs for 2D and 3D applications CUAACD506 Refine 2-D design ideas and processes CUAACD507 Refine 3-D design ideas and processes
<p>This course teaches the skills and knowledge required to plan and produce a body of two-dimensional (2-D) and three-dimensional (3-D) graphic design work in response to a variety of visual communication challenges that shows a well-developed command of relevant software programs as well as the creative ability to generate ideas to meet different needs. It involves a combination of well-developed technical, conceptual and organizational skills and focuses on producing quality visual communication using both traditional print methodology and digital techniques.</p>	
Prerequisites:	STU201, TYP201
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hours (plus 48 tutorial hours)

Course:	DET222 Design Techniques
B.H.I. Codes:	CUAGRD504 Create and manipulate graphics
<p>This course teaches the skills and knowledge required to create and manipulate graphics by using a combination of creative design skills and technical software proficiency. Focusing on building and refining digital techniques using the Adobe Creative Suite this course allows students the opportunity to create visual communication materials to a professional standard using industry standard software.</p>	
Prerequisites:	COL201
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	DIA211 Digital Imaging
B.H.I. Codes:	CUAPHI514 Prepare digital images for pre-press processing
<p>This course focuses on the skills and knowledge required to prepare image files for pre-press processing. The course specification applies to the digital imaging industry where image files require processing before printing. It requires the self-directed application of skills and knowledge and processing techniques to prepare digital images for pre-press processing.</p>	
Prerequisites:	IGD100
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	DIP201 Photography
B.H.I. Codes:	N/A
<p>Artists and designers create art to communicate and design ideas, thoughts, or feelings. They plan, analyze, and create visual solutions for problems and pose questions in form of images. This course describes the skills and knowledge required to produce photographic images that meet the requirements of a brief at an advanced level. Photographic images can include landscapes, objects and portraits.</p>	
Prerequisites:	None
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	IAD201 Illustration & Drawing
B.H.I. Codes:	CUAILL501 Develop professional illustrations
This course encourages the development of a range of advanced visual communication techniques within work that conveys strong conceptual and theoretical engagement with the creative brief. The course enables students to gain the necessary skills and knowledge required to create a body of illustrative work for a range of purposes in both print and digital formats	
Prerequisites:	DRA100, IGD100
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	IGD100 Introduction to Graphic Design
B.H.I. Codes:	BSBDES501 Implement design solutions BSBIPR401 Use and respect copyright
This course introduces students to basic graphic design theory, techniques, processes and practical application in a specific design context. It aims to give a concise overview of the use of copyright materials and to develop an industry focus for Graphic Design practice.	
Prerequisites:	None
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hours (plus 16 tutorial hours)

Course:	STU201 Design Concepts
B.H.I. Codes:	CUAGRD506 Develop graphic design practice to meet industry needs BSBCRT501 Originate and develop concepts
This course develops the skills and knowledge required to originate and develop concepts for products, programs, processes or services to an operational level. It emphasises an industry focus for graphic design practice and adapting that practice to meet both current and emerging industry opportunities. It is expected that the students will be able to work almost independently with little to no supervision or mentoring, but collaborate with others to generate ideas and refine concepts to the point where they can be implemented.	
Prerequisites:	IGD100
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hours (plus 16 tutorial hours)

Course:	STU202 Design Studio
B.H.I. Codes:	BSBDES403 Develop and extend design skills and practice CUAPPR501 Realise a body of creative work
<p>This course reflects the integrated creative process that is so important to artistic practice. It encourages the application of advanced design skills and knowledge encompassing a well developed command of materials, process and technique. This culminates in the production of an advanced portfolio of work which is able to convey strong conceptual and theoretical development. Research, experimentation and collaboration are key factors in this process. This may include opportunity for career development and 3rd party work experience.</p>	
Prerequisites:	DD223
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hours (plus 32 tutorial hours)

Course:	TYP201 Typography 1
B.H.I. Codes:	CUAGRD503 Produce typographic design solutions CUAGRD505 Design and manipulate complex layouts
<p>The course deals with how letter forms work and fit together, students will build on the foundation knowledge, skills and abilities they have learnt in the previously to identify the use of type to attract different emotional responses in the target audience. They will further explore their technical ability to interpret the visual relationships between letterforms and image. They will use their knowledge of the history of type and the key elements to assist them in producing a range of visual communication solutions.</p>	
Prerequisites:	IGD100
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hours (plus 16 tutorial hours)

Course:	TYP202 Typography 2
B.H.I. Codes:	N/A
<p>This course focuses on the advanced typographical connections, its forms and how it functions. The objective deals with how letter forms work and fit together. Students will build experimentations to identify the use of type to attract different emotional responses in the target audience.</p>	
Prerequisites:	TYP201
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	WDS201 Web Design
B.H.I. Codes:	CUADIG403 Create user interfaces
This focuses on the performance outcomes, skills and knowledge required to create a user interface for an interactive media product. Candidates will be stressing on technical and creative specifications to demonstrate specific platforms to run an interface.	
Prerequisites:	TYP201
Co-requisites:	None
Course Load:	3 credit hours per week
Duration:	48 hrs.

Course:	PTW300 Practical Training Workshop/Internship
B.H.I. Codes:	N/A
In a student's final semester of study for the Diploma of Graphic Design, they will be required to apply and interview for a full time work experience internship in one of a number of highly regarded companies in Kuwait. The companies' names will be provided by the College. The internship will be done in conjunction with the Project Management course.	
Prerequisites:	None
Co-requisites:	GPM201
Course Load:	0 credits
Duration:	5 weeks full time