

## Programme Specification 課程規範

Awarding Body/Institution 頒授機構	Macao Polytechnic Institute
Teaching Unit 單位	Macao Polytechnic Institute
Endorsement in the Official Gazette 政府公報批示	136/2010
Name of Final Award and Programme Title 最終學位及課程名稱	Bachelor of Arts in Design
Name of Interim Award(s) 過渡學位名稱	n/a
Duration of Study/Period of Registration 學習期限/註冊期限	4 years
MPI Programme Code 理工課程編號	4LDDC/4LDNC
FHEQ Level of Award FHEQ 學歷水準	Level 6
Programme Accredited by 專業認可機構	
Responsible School 負責學校	School of Arts

Schools which will also be involved in teaching part of the programme 課程教學涉及的其他學校

None

Institution(s) other than Macao Polytechnic that will provide some teaching for the programme  
為課程提供教學除理工以外的其他機構

None

Programme Outline 課程簡介

The Design programme is a 4 year study programme. There are elementary lessons to strengthen students' basic skills and knowledge of design in the first 2 years of studies such as Basic Design, Drawing, Photography, Creative Thinking, Design Theory, Digital Media Design, and etc. Students will have the chance to know more about graphic design, multimedia design and 3D design in different aspects. In Year 3, students can concentrate their professional studies by streaming to Graphic and Advertising Design, Digital Media Design, or Spatial and Exhibition Design.

Objectives of the Programme 課程目標

The School of Arts at Macao Polytechnic Institute aims to establish a distinctive design programme, not only answering the needs of the society, but to pursue an international standard and to present a unique quality of Macao. Macao is a small city that merges East and West, tradition and yet modern. The diversity in livelihood forms a unique style in terms of cultural feature, economic structure and humanity development. Macao cultural heritage and the liberalisation of the gaming industry lead to a rapid change and growth in the creative industry despite the small demand of local market. The proportion of cultural design and promotion is high comparing with other regions, and the economy is moving on a fast lane. To cope with the change, design education needs to be tailored to the needs of local industry, to explore its path in programme structure and to be adjusted for better direction and strategy positioning. The structure of the design programme needs to be broad and flexible, well balanced on commercial and cultural feature, and to present the uniqueness mingled from Chinese and Portuguese art and culture.

### What Will You be Expected to Achieve 期望達到的成效

With the training in design education we offer, our mission is to create a unique programme for students to assist the creative industry, and to make the metamorphosis of Macao a new city and a better community in terms of cultural, environmental and spiritual. Based on the skills and knowledge graduates acquire during their studies, they can work in a variety of design such as graphic design, advertising design, multimedia design, web design, 3D animation design, exhibition design and interior design. Graduates can work as design lecturer in high school or establish their own design company.

### Academic Content 學術內容

A1	A broad foundation that includes various discipline from graphic to 3 dimensional and multimedia design.
A2	Theoretical studies from research writing to art and design history, cultural studies and so on in order to encourage an international perspective in design.
A3	Specialised training in the area of Graphic, Spatial and Multimedia design that meets the needs of the creative industry.

### Disciplinary Skills- able to 學科技能

B1	Apply design in various media, from technical to digital and in a creative way
B2	Think critically and solve problem in design through research methodology and life project that reflects Macao social and cultural issue
B3	Develop a multidisciplinary approach in the major studies by applying graphic, layout design and typology in all specialised field.

### Attributes 特徵

C1	To apply creative thinking skills in all design studies through cross disciplinary studies and out-of-class learning
C2	Research project through analysis, critique and study of design in the local and international context
C3	Graphic design knowledge for the development of aesthetic and visual communication for developing transferrable skills in all levels of studies.

### How Will You learn 如何學習

Through in class lectures, demonstration, individual tutorial, study trip, class critique and life project, student learn the required skills in each course with a set goal and objective. Through one-on-one tutorial, students are encouraged to think creatively and work independently for the development of individual design style and to apply their creative thinking skills in all subject matters. On the other hand, students are encouraged to work in groups for building good team spirit and the values of collaborating with others. Students are required to demonstrate good technical and digital skills especially in graphic design as a step towards advanced design training. Students also learn how to work in a real setting through their internship practice after the third year.

### How Will You Be Assessed? 如何評核

After each project, students are required to conduct a presentation. Through critique and feedback by teachers, students learn how their design project can be improved and by the end of the semester, students are required to display all their works done in the semester in a classroom. Moderation meeting will be held and all teachers handling the same class will sit together for discussion. Each of the students' work will be reviewed by all teachers in order to come up with a fair grade and then send to an external examiner for comments. Exam papers from Art History and general education courses will be reviewed by an external examiner to ensure a fair marking. The graduating classes will be examined by external examiners from renowned University in Hong Kong, China and abroad.

### Academic Year of Study 1 第1學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Complete 1 subject from the elective group A	See below	1	elective	1	2
Art History I	DSGN1103	2	compulsory	1	1
Art History II	DSGN1104	2	compulsory	1	2
Photography I	DSGN1105	3	compulsory	1	2
Drawing I	DSGN1106	3	compulsory	1	1
Drawing II	DSGN1107	2	compulsory	1	2
Typography	DSGN1111	3	compulsory	1	2
Colour Studies	DSGN1112	2	compulsory	1	2
Fundamental of Design	DSGN1113	3	compulsory	1	1
Introduction to Design	DSGN1114	2	compulsory	1	1
Creative Thinking	DSGN1115	2	compulsory	1	1
Study Trip I	DSGN1141	1	compulsory	1	1
Study Trip II	DSGN1142	1	compulsory	1	2
English I	ENGL1101	3	compulsory	1	1
English II	ENGL1102	3	compulsory	1	2

### Academic Year of Study 2 第2學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Complete 1 subject from the elective group D	See below	1	elective	2	2
Design History I	DSGN2103	1	compulsory	2	1
Design History II	DSGN2104	1	compulsory	2	2
Photography II	DSGN2105	3	compulsory	2	1
Graphics Design I	DSGN2111	4	compulsory	2	1
Design and Layout	DSGN2112	5	compulsory	2	2
3d Design I	DSGN2121	3	compulsory	2	1
3d Design II	DSGN2122	3	compulsory	2	2
Creative Visualisation	DSGN2123	3	compulsory	2	1
Digital Media Design I	DSGN2131	3	compulsory	2	1
Digital Media Design II	DSGN2132	3	compulsory	2	2
Study Trip III	DSGN2141	1	compulsory	2	1
Study Trip IV	DSGN2142	1	compulsory	2	2
English III	ENGL2101	3	compulsory	2	1
English IV	ENGL2102	3	compulsory	2	2

## Academic Year of Study 3 第3學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Complete 1 subject from the elective group E	See below	3	elective	2	2
Complete 4 subjects from the elective group B (Year 1/2/3)	See below	8	elective	1, 2	1, 2, 3, 4
Complete 6 subjects from the elective group C (Year 1/2/3)	See below	12	elective	1, 2	1, 2, 3, 4
Complete 8 subjects from the selected specialisation group	See below	32	compulsory	3	1 / 2
Creative Writing	DSGN3103	1	compulsory	3	1
Design Marketing and Management	DSGN3104	2	compulsory	3	2
Digital Prepress	DSGN3105	1	compulsory	3	1
English V	ENGL3101	3	compulsory	3	1
English VI	ENGL3102	3	compulsory	3	2

## Academic Year of Study 4 第4學年

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Complete 5 subjects from the selected specialisation group	See below	18	compulsory	4	1 / 2
Research Project I	DSGN4101	3	compulsory	4	1
Research Project II	DSGN4102	4	compulsory	4	2
Cultural Creative Industry	DSGN4103	1	compulsory	4	1
Graduation Exhibition	DSGN4104	2	compulsory	4	2
Study Trip V	DSGN4141	1	compulsory	4	1
Internship	DSGN4142	8	compulsory	4	1

## Elective Group A

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Computer Application	DSGN1143	1	elective	1	
Figure Drawing	DSGN1144	1	elective	1	
Applied Art	DSGN1145	1	elective	1	

## Elective Group B

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
College Chinese I	CHIN0101	2	elective	3	
Computer Basics	COMP0113	2	elective	3	
Information Technology Fundamentals	COMP0114	2	elective	3	
Stage Design	DSGN0118	2	elective	3	
Contemporary Art Appreciation	DSGN0119	2	elective	3	
Drama	DSGN0121	2	elective	3	
Oriental Art	DSGN0122	2	elective	3	
Cultural Heritage	HIST0106	2	elective	3	
Consumption Study	MRKT0111	2	elective	3	

Health and Sport	PEDU0102	2	elective	3	
Psychology	PSYC0120	2	elective	3	

#### Elective Group C

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Astronomy	ASTRO105	2	elective	3	
Business Study	BUSS0112	2	elective	3	
China Cultural Study	CHIN0103	2	elective	3	
Mass Communication	COMM0115	2	elective	3	
Geography	GEOG0107	2	elective	3	
Macao Cultural Study	HIST0104	2	elective	3	
Modern Culture	HIST0123	2	elective	3	
Music/Film Appreciation	MUS0109	2	elective	3	
Philosophy Study	PHIL0110	2	elective	3	
Religion Study	PHIL0116	2	elective	3	
Environmental Science	SCIE0108	2	elective	3	
Sustainable Resource	SRMT0117	2	elective	3	

#### Elective Group D

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Caricature	DSGN2144	1	elective	2	
Master Talk	DSGN2145	1	elective	2	
Quick Sketch	DSGN2147	1	elective	2	

#### Elective Group E

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Illustration and Digital Application I	DSGN2143	3	elective	3	
Commercial Photography I	DSGN2146	3	elective	3	

#### Elective Group G - Specialisation in GRAPHIC AND ADVERTISING DESIGN

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Commercial Photography II	DSGP3117	4	elective	3	
Illustration and Digital Application II	DSGP3118	4	elective	3	

#### Specialisation Subjects: DIGITAL MEDIA DESIGN

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
3d Animation I	DSDG3131	4	compulsory	3	
3d Animation II	DSDG3132	5	compulsory	3	
Web and Interactive Design I	DSDG3134	4	compulsory	3	
Web and Interactive Design II	DSDG3135	4	compulsory	3	
Audio and Visual Design I	DSDG3136	4	compulsory	3	
Audio and Visual Design II	DSDG3137	5	compulsory	3	

Motion Graphics	DSDG3138	4	compulsory	3	
Multimedia Integrated Design	DSDG3139	2	compulsory	3	
Multimedia Exhibition Design	DSDG4133	3	compulsory	4	
Multimedia Planning and Production I	DSDG4134	2	compulsory	4	
Multimedia Planning and Production II	DSDG4135	5	compulsory	4	
Graduation Project I	DSPO4131	2	compulsory	4	
Graduation Project II	DSPO4132	6	compulsory	4	

#### Specialisation Subjects: GRAPHIC AND ADVERTISING DESIGN

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Complete 1 subject from the elective group G *	See above	4	compulsory	3	
Packaging Design	DSGP3111	4	compulsory	3	
Graphic Design II	DSGP3112	4	compulsory	3	
Advertising Design I	DSGP3113	4	compulsory	3	
Advertising Design II	DSGP3114	4	compulsory	3	
Identity Design	DSGP3115	5	compulsory	3	
Motion Graphics (Graphic)	DSGP3116	3	compulsory	3	
Interactive Design	DSGP3119	4	compulsory	3	
Event and Display Design	DSGP4113	2	compulsory	4	
Design and Advertising Application I	DSGP4114	3	compulsory	4	
Design and Advertising Application II	DSGP4115	5	compulsory	4	
Graduation Project I	DSPO4111	2	compulsory	4	
Graduation Project II	DSPO4112	6	compulsory	4	

#### Specialisation Subjects: SPACIAL AND EXHIBITION DESIGN

Course Title 科目名稱	Course Code 科目編號	Credits 學分	Course Selection Status 選科種類	Academic Year of Study 學習之學年	Semester 學期
Graduation Project I	DSPO4121	2	compulsory	4	
Graduation Project II	DSPO4122	6	compulsory	4	
Spatial Design I	DSSP3121	4	compulsory	3	
Spatial Design II	DSSP3122	4	compulsory	3	
Interior Design I	DSSP3123	4	compulsory	3	
Interior Design II	DSSP3124	4	compulsory	3	
Exhibition Design	DSSP3125	4	compulsory	3	
Perspective and Rendering	DSSP3126	4	compulsory	3	
Computer Aided Design	DSSP3127	4	compulsory	3	
Environmental Graphics	DSSP3128	4	compulsory	3	
Construction and Facilities	DSSP4123	2	compulsory	4	
Design Professional Practice	DSSP4124	3	compulsory	4	
Design Promotion and Planning	DSSP4125	5	compulsory	4	

### What Are the Entry Requirements? 入學條件

1. Secondary School Graduates(Form 6), or According to article 28 of the Higher Education Law of RAEM, article n<sup>o</sup>9, applicants of age 25 or above and with special ability conditions, need not comply with the above mentioned point 1. Upon successful completion of the entrance examination, the applicant will be eligible to further his/her studies in a higher diploma programme offered by MPI. All those who complete 25 years of age before September 1st will also be eligible to participate in the entrance examination.  
(Note: According to article 4 of Decree-Law 26/2003, the participants who have completed their secondary studies out of Macao, need the recognition of MPI's Academic Qualification Recognition Committee before they are eligible to register.)
2. Have passed the medical examination.

### How Do We Listen and Act on Your Feedback? 如何聽取及回應學生的回饋

- 1) We have a Staff-Student dialogue group, which will have meetings with students throughout the semester. There are 2 teacher representatives for each class.
- 2) We have course evaluation for each class in the middle and at the end of the semester. Students are free to leave comments to the related teacher of the subject.
- 3) Every year, there is a School-Student meeting. Representatives of each class will be invited to the meeting. All the suggestions and comments from the students will be recorded, and followed up by Programme Coordinators.

### Academic Support 教學支援

There are 6 tutorial hours for every teacher, and the schedule is posted on the wall of the lift lobby so that students can meet with their teachers during those hours. Besides the 6 tutorial hours, all teachers have their email and contact number listed in their teaching plan and students can call teachers anytime when they have questions regarding their learning. In the beginning of the academic year, we hold an opening ceremony with all new students and to give them a briefing of what they're going to learn throughout their 4 years of study so that they can be well prepared. We have also formed 7 quality assurance groups to provide students in all areas of support from school facilities management and software updates to student out-of-class learning. Our student engagement group particularly deals with issue students face and the 3 teacher representatives will meet with students regularly to understand their needs and problem.

### Programme-specific Rules and Facts 課程特定的規則及內容

In the second semester of Year 2, students are required to select their major study. The selection needs to be reviewed by a panel of teachers and students acceptance to the major depends on their overall performance and grades in design subjects related to the major studies.

### Specific Support for Disabled Students 對於殘障學生的特殊支援

Macao Polytechnic Institute has in place an institution-wide policy to ensure that all student needs are taken care of and a supportive and accessible learning environment is maintained. When cases of special needs are notified or identified, special arrangements are made on a case-by-case basis with the joint effort of the programme and several student support services of the Institute, such as the Registry, the Student Affairs Office, the Computer Services Centre, etc. to provide the necessary support.

## Links With Employers, Internship Opportunities and Transferable Skills

與僱主關係、實習機會及可轉移技能

We keep very good relationship with the employers of Macao. Our student are welcomed to intern in Macao government, large entertainment group, and small and medium enterprises.

Most of our graduates are able to get a job in Macao. They work in Macao government departments, foreign companies, etc. Some of them also establish their own design house in Macao.