

APPROVED

**Bachelor of Visual Design**  
Faculty of EDICT (Engineering, Design and ICT)

<b>Programme Title (Arabic)</b>	بكالوريوس التصميم المرئي					
<b>Acronym / Abbreviation *</b>	BVIS					
<b>Nature</b>	Unendorsed Qualification					
<b>Programme Code</b>	DES8000	<b>Programme Duration</b>	4 Year/Cycle	<b>Programme Level</b>	Level 8	
<b>Programme Credits</b>	480	<b>Award Category</b>	Bachelors			
<b>Effective From</b>	2020/2021 Sem 1					
<b>Owner</b>	School of Creative Media					
<b>Professional Body</b>						
<i>Professional Body</i>	<i>Recognition Status</i>	<i>Effective From</i>	<i>Interim Date</i>	<i>Professional Bodies</i>	<i>Contact Person</i>	<i>Evidence</i>
Employability Skills	Yes	04/01/2021				
<b>Target Groups *</b>						
High School Graduates						
<b>Qualification Completion Requirements Criteria</b>	<b>Title</b>	<b>Nature</b>	<b>Criteria</b>			
	Bachelor of Visual Design	Unendorsed degree	<p>Awarded where candidates have met all of the requirements below <sup>1</sup> :</p> <ul style="list-style-type: none"> <li>Successful completion of, or exemption from, all courses listed in Schedule A</li> <li>Accumulation of at least 105 credits <sup>2</sup> from courses in Schedule B, including at least 15 credits at level 8</li> <li>Completion of courses to accumulate 480 credits from any Bahrain Polytechnic Qualification</li> <li>Achieve the Bahrain Polytechnic General Qualification Requirements as found in Policy A/AB/004, Naming and Awarding Qualifications</li> </ul>			
<sup>1</sup> Transition arrangements may apply						

	<p><sup>2</sup> Students enrolled in the programme prior to September 2016 are required to complete a minimum of <b>90</b> credits from Schedule B</p>
<b>Programme Overview *</b>	<p>This programme aims to:</p> <ul style="list-style-type: none"> <li>• Deliver a successful and effective Visual Design studies programme to degree level, which is distinctively practical highly interactive, yet aware of relevant visual communication industry issues of today.</li> <li>• Encourage students to be aware of issues that fuel and inspire the fields of visual design in the future.</li> <li>• Encourage students to achieve excellence within their discipline areas to inspire the growth of their cultural and aesthetic sensitivities; leading them to an understanding of those human factors so essential in the production of communication and information.</li> <li>• Develop student's awareness of global issues and the role they will play as members of the international community.</li> <li>• Develop students' abilities to expand their knowledge, adapt and apply skills such as research and critical thinking to any situation.</li> <li>• Produce graduates who have broad-based design industry knowledge.</li> </ul> <p>Produce graduates with an understanding of, and capabilities within, their specialised field of design</p>
<b>Entry and Selection *</b>	<p>Along with the general degree entry requirements, applicants must show competence in English and basic mathematics.</p> <p>These specific requirements may be met by:</p> <ul style="list-style-type: none"> <li>• Successful completion of: <ul style="list-style-type: none"> <li>◦ AP4203 English 2</li> </ul> <p>and</p> <ul style="list-style-type: none"> <li>◦ AP4101 Mathematics 2 (General)</li> </ul> <p>or</p> </li> <li>• Passing English and Mathematics Entry tests at the required level or equivalent.</li> </ul>
	<p><b>Selection Criteria and Process</b></p> <p>1. <b>Selection Criteria</b></p> <ul style="list-style-type: none"> <li>• Motivation of the applicant: those who have made a genuine attempt to understand what Visual Design is and what designers do and have investigated career options</li> <li>• Maturity of the applicant: the ability of the student to relate realistically to her/his world and to apply discipline to study, evidenced in previous experience and shown in portfolio</li> <li>• Communication and interpersonal skills of the applicant: the potential of the student to clearly interact with staff and users in the working environment.</li> </ul>

<b>Selection and Criteria and Process *</b>	<ul style="list-style-type: none"> <li>• Creative Ability: shows evidence of an active creative imagination, has good craftsmanship skills, portfolio shows an understanding of composition and subject matter.</li> </ul> <p><b>1. Selection Process</b></p> <ul style="list-style-type: none"> <li>• Applicants are required to submit a portfolio which includes a variety of original, developmental and finished works. As a guideline 10 to 20 original pieces of work are required. A portfolio may be a collection of electronic files, a folder, notebook or ring binder; containing a collection of drawings, sketches, photographs, slides, or any other representation of the individual's artistic ability, sensitivities, visual awareness and interests;</li> <li>• All applications are considered by a selection panel;</li> <li>• Upon review of portfolios successful applicants are required to attend an interview.</li> <li>• Selection will be made on meeting the defined selection standard;</li> </ul> <p>Where the number of eligible applicants exceeds the number of places available, preference will be given to applicants who show the greatest promise of success as determined by the selection criteria above; and success in the Certificate in Academic Preparation programme or entry testing.</p>
<b>Major Selection Criteria *</b>	NA
<b>Accreditation / External Approval Requirements *</b>	NA
<b>Attendance Requirements *</b>	Attendance requirements are described in the policy Student Attendance A/AB/006. Specific requirements and departures from this policy have been specifically approved for this programme (if any)
<b>Qualification Overview *</b>	The Bachelor of Visual Design facilitates a programme of study which is practical and interactive, having its foundations in the visual communication industry of today. Students are encouraged to achieve excellence and to inspire the growth of their cultural and aesthetic sensitivities, leading them to an understanding of those human factors essential in the production of communication and information.
<b>Qualification Aim *</b>	<p>This programme aims to:</p> <ul style="list-style-type: none"> <li>• Deliver a successful and effective Visual Design studies programme to degree level, which is distinctively practical and highly interactive, yet aware of relevant visual communication industry issues of today.</li> <li>• Encourage students to be aware of issues that fuel and inspire the fields of visual design in the future.</li> <li>• Encourage students to achieve excellence within their discipline areas to inspire the growth of their cultural and aesthetic sensitivities; leading them to an understanding of those human factors so essential in the production of communication and information.</li> <li>• Develop student's awareness of global issues and the role they will play as members of the international community.</li> <li>• Develop students' abilities to expand their knowledge, adapt and apply skills such as research and critical thinking to any situation.</li> </ul>

	<ul style="list-style-type: none"> <li>• Produce graduates who have broad-based design industry knowledge</li> <li>• Produce graduates with an understanding of, and capabilities within, their specialised field of design</li> </ul>
<b>Graduate Pathways and Destination *</b>	<p>Graduates are able to pathway on to the following qualifications with other Academic Institutions or Professional Bodies:</p> <ul style="list-style-type: none"> <li>• Adobe Certification</li> </ul> <p>Graduates are likely to be employed using the specific skills gained in this qualification, in the following occupations:</p> <ul style="list-style-type: none"> <li>• Graphic Designer</li> <li>• Advertising Director</li> <li>• Animator</li> <li>• Interactive Designer</li> <li>• Package Designer</li> <li>• Art Worker</li> <li>• Pre-press specialist</li> <li>• Branding Specialist</li> <li>• Video Production</li> <li>• Games Designer</li> <li>• Photographer</li> <li>• Typography Designer</li> <li>• Web Designer</li> </ul>
<b>Other Information *</b>	NA

## Programme Learning Outcomes

On successful completion of this programme the learner will be able to :

Description
Solve creative problems, take risks, challenge preconceptions, experiment and test ideas within the field of design, including research and synthesis of technical, aesthetic, and conceptual knowledge
Recognize the influence of major cultural and aesthetic trends, both historical and contemporary, in Visual Design
Communicate clarity of purpose, appropriate selection of media with sensitivity to the needs of the audience in the production and presentation of ideas
Utilize a design approach to apply new ways of addressing contemporary issues that involve working with others, industry and community.
Manipulate image and typography accurately and cohesively in order to turn ideas into final output.
Practice as a Professional using 21st Century Skills

## Semester Schedules

### Year 1 / Semester 1

Core	
Course Code	Title
VC6102	<a href="#">Computer Practical I: Design Principles &amp; Image Creation</a>
VC6102	<a href="#">Computer Practical I: Design Principles &amp; Image Creation</a>
VC6104	<a href="#">Historical Studies in Design</a>
VC6104	<a href="#">Historical Studies in Design</a>
EL5005	<a href="#">Reading and Writing English for EDICT</a>
VC6100	<a href="#">Visual Design I: Colour Theory and Design Theory &amp; Methods</a>
VC6100	<a href="#">Visual Design I: Colour Theory and Design Theory &amp; Methods</a>
Studio Option	
Course Code	Title
VCSO	<a href="#">Visual Design Studio Option</a>

### Year 1 / Semester 2

Core	
Course Code	Title
VC6103	<a href="#">Computer Practical II: Layout Principles &amp; Graphic Design</a>
VC6103	<a href="#">Computer Practical II: Layout Principles &amp; Graphic Design</a>
EL5006	<a href="#">Speaking and Listening English for EDICT</a>

VC6101	<a href="#">Visual Design 2: Typography &amp; Graphic Design</a>
VC6101	<a href="#">Visual Design 2: Typography &amp; Graphic Design</a>

## Year 2 / Semester 1

Core	
Course Code	Title
VC7202	<a href="#">Design Principles and Online Media</a>
VC7202	<a href="#">Design Principles and Online Media</a>
EL6001	<a href="#">English for EDICT 3</a>
VC7200	<a href="#">Visual Design III: Advanced Typography</a>
VC7200	<a href="#">Visual Design III: Advanced Typography</a>
Studio Option	
Course Code	Title
VCSO	<a href="#">Visual Design Studio Option</a>

## Year 2 / Semester 2

Core	
Course Code	Title
VC7203	<a href="#">Computer Practical IV: Digital Type Design &amp; Type in Motion</a>
VC7203	<a href="#">Computer Practical IV: Digital Type Design &amp; Type in Motion</a>
EL6002	<a href="#">English for EDICT 4</a>
VC7201	<a href="#">Visual Design IV: Branding</a>
VC7201	<a href="#">Visual Design IV: Branding</a>
Studio Option	
Course Code	Title
VCSO	<a href="#">Visual Design Studio Option</a>

## Year 3 / Semester 1

Core	
Course Code	Title

VC7910	<a href="#">The Power of Advertising</a>
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Elective	
Course Code	Title
ELE1	<a href="#">Electives 1</a>

Studio Option	
Course Code	Title
VCSO	<a href="#">Visual Design Studio Option</a>

VCSO2	<a href="#">Visual Design Studio Option</a>
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### Year 3 / Semester 2

Core	
Course Code	Title
NR	<a href="#">National Requirements</a>

Optional	
Course Code	Title
NR-Arabic	<a href="#">National Requirements- Arabic</a>

Elective	
Course Code	Title
ELE1	<a href="#">Electives 1</a>

Studio Option	
Course Code	Title
VCSO	<a href="#">Visual Design Studio Option</a>

VCSO2	<a href="#">Visual Design Studio Option</a>
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### Year 4 / Semester 1

Core	
Course Code	Title
VC8408	<a href="#">Design Research Project</a>

VC8408	<a href="#">Design Research Project</a>
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VC8303	<a href="#">Internship</a>
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### Year 4 / Semester 2

Core	
Course Code	Title
VC8409	<a href="#">Degree Project Implementation</a>
VC8409	<a href="#">Degree Project Implementation</a>
VC8301	<a href="#">Visual Design VI: Portfolio Preparation &amp; Design</a>
VC8301	<a href="#">Visual Design VI: Portfolio Preparation &amp; Design</a>