

APPROVED

Diploma in Visual Design

Faculty of EDICT (Engineering, Design and ICT)

Programme Title (Arabic)	ديپلوما في التصميم البصري					
Acronym / Abbreviation *	DVIS					
Nature	Major					
Programme Code	DES6000	Programme Duration	3 Year/Cycle	Programme Level	Level 6	
Programme Credits	240	Award Category	Diploma			
Effective From	2021/2022 Sem 2 as of (August 2025)					
Owner	School of Creative Media					
Professional Body						
<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				
Target Groups *						
Other						
Qualification Completion Requirements Criteria	<p>Awarded where candidates have met all of the requirements below:</p> <ul style="list-style-type: none"> • Successful completion of, or exemption from all courses listed as Schedule A • Accumulation of at least 30 credits from courses listed as Schedule B • Completion of courses to accumulate 240 credits from any Bahrain Polytechnic Qualification. • Achieve the Bahrain Polytechnic General Qualification Requirements as found in Qualification Approval Policy A/AB/001 					
Programme Overview *	<p>The Bachelor of Visual Design facilitates a programme of study which is practical and highly interactive, having its foundations in the visual communication industry of today.</p> <p>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.</p>					

Entry and Selection *	<p>As the Diploma qualification is a sub-set of the Bachelor of Visual Design, it has no specific entry criteria of its own – students must meet the full requirements for entry to the degree. General entry requirements such as secondary school achievements, English and Mathematics are described in the Student Admission Policy A/AB/010. Specific entry requirements for this qualification, beyond those described in the Student Admission Policy are as follows:</p> <ul style="list-style-type: none"> • Academic <ul style="list-style-type: none"> • 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. • Upon review of portfolios applicants may be invited to attend an interview.
Selection and Criteria and Process *	<p>Where there are more applicants who meet the programme entry criteria than can be accepted, the following shall be used:</p> <ul style="list-style-type: none"> • Selection Criteria <ul style="list-style-type: none"> • 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 • 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 • Communication and interpersonal skills of the applicant: the potential of the student to clearly interact with staff and users in the working environment. • Creative Ability: shows evidence of an active creative imagination, has good craftsmanship skills, portfolio shows an understanding of composition and subject matter. • Selection Process <ul style="list-style-type: none"> • Applicants who meet the Entry requirements may be required to attend an interview. • All applications are considered by a selection panel • 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.
Major Selection Criteria *	None
Accreditation / External Approval Requirements *	None

Attendance Requirements *	Attendance requirements are described in the policy Student Attendance A/AB/010. Specific requirements and departures from this policy have been specifically approved for this programme (if any)																								
Qualification Overview *	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. This qualification is an exit qualification for students who have completed at least four semesters full-time over two academic years of study at NQF levels 6, 7 and possibly level 8. Students have built up core knowledge in a range of areas in the discipline of Visual Design.																								
Qualification Aim *	<p>This programme aims to:</p> <ul style="list-style-type: none">• Deliver a successful and effective Visual Design studies programme to diploma level, which is distinctively practical and highly interactive, yet aware of relevant visual communication industry issues of today.• Encourage students to be aware of issues that fuel and inspire the fields of visual design in the future.• 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.• Develop student’s awareness of global issues and the role they will play as members of the international community.• Develop students’ abilities to expand their knowledge, adapt and apply skills such as research and critical thinking to any situation.• Produce graduates who have broad-based design industry knowledge• Produce graduates with an understanding of, and capabilities within, their specialised field of design																								
	<p>Graduates are able to pathway on to the following qualifications at Bahrain Polytechnic:</p> <ul style="list-style-type: none">• Bachelor of Visual Design <p>Students may apply to be re-admitted to complete the Bachelor of Visual Design degree. To be awarded the Bachelor’s degree they will have to forfeit the Associate Degree.</p> <table><tr><td colspan="2">Further Education</td><td colspan="3">Employment</td></tr><tr><td>↑</td><td>↑</td><td>↑</td><td>↑</td><td></td></tr><tr><td></td><td></td><td></td><td></td><td>↑</td></tr><tr><td></td><td></td><td></td><td></td><td>↑</td></tr></table>					Further Education		Employment			↑	↑	↑	↑						↑					↑
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Graduate Pathways and Destination *	Bachelor of Visual Design				
	↑ ↑	↑ ↑	↑ ↑	→	Diploma in Visual Design
	High School Graduates	Certificate in Academic Preparation	Related Programmes		
	Graduates are likely to be employed using the specific skills gained in this qualification, in the following occupations:				
<ul style="list-style-type: none">• Pre-press specialist• Photo retouching specialist• Layout Artist• Mac operator					
Other Information *	NA				

Programme Learning Outcomes

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

Description
Solve creative problems, take risks, experiment and test ideas within the field of design
Recognize the influence of major cultural and aesthetic trends, both historical and contemporary, in Visual Design
Communicate clarity of purpose, appropriate selection of media.
Utilize a design approach to apply ways of addressing contemporary issues.
Manipulate image and typography cohesively in order to turn ideas into final output
Practice as a design technician using 21st century skills.

Semester Schedules

Year 1 / Semester 1

Core	
Course Code	Title
VC6102	Computer Practical I: Design Principles & Image Creation
VC6104	Historical Studies in Design
VC6100	Visual Design I: Colour Theory and Design Theory & Methods

Year 1 / Semester 1 or 2

Core	
Course Code	Title
EL5005	Reading and Writing English for EDICT
EL5006	Speaking and Listening English for EDICT

Year 1 / Semester 2

Core	
Course Code	Title
VC6103	Computer Practical II: Layout Principles & Graphic Design
VC6101	Visual Design 2: Typography & Graphic Design
Optional	
Course Code	Title
VCSO	Visual Design Studio Option

Year 2 / Semester 1

Core	
Course Code	Title
VC7202	Design Principles and Online Media

VC7200	Visual Design III: Advanced Typography
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Optional	
Course Code	Title
VCSO	Visual Design Studio Option

Year 2 / Semester 1 or 2

Core	
Course Code	Title
EL6001	English for EDICT 3

EL6002	English for EDICT 4
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Year 2 / Semester 2

Core	
Course Code	Title
VC7203	Computer Practical IV: Digital Type Design & Type in Motion

VC7201	Visual Design IV: Branding
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Optional	
Course Code	Title
VCSO	Visual Design Studio Option