

Raffles
International College
Hong Kong

Advanced Diploma
Prospectus



Success by *Design*

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About Raffles International College (Hong Kong)

Raffles International College (Hong Kong) is part of the Singapore mainboard listed Raffles Education Corporation, the leading premier design education provider with 25 colleges and universities in 23 cities across 13 countries globally: Australia, Cambodia, China, India, Indonesia, Italy, Malaysia, Mongolia, Saudi Arabia, Singapore, Sri Lanka, Switzerland and Thailand. Raffles provides one of the most comprehensive and sought after Design and Commerce Bachelor Degree Courses for students from all over the world.

Raffles International College (Hong Kong) offers Advanced Diploma Courses in Visual Communication Design, Video Games Design, Animation Design, Interior Design, Fashion Design and Fashion Marketing and Management. Through an internationally recognized practical and industry-relevant curriculum, Raffles students have clinched top awards in local and international competitions, received regional recognition and global acclaim, such as Vogue Talents, International Design Awards (IDA), Mittelmoda Fashion Award, Audi Star Creation, Hong Kong Designer Association Design Student of the Year, HK4A's Student's Award, Creativity International Awards and many more.

Raffles ensures students' professional success at the inception of their careers through a practical curriculum relevant to the industry, allowing students to develop their careers and brands before graduation. Some graduates choose to pursue a Masters in local and global top design schools, such as Hong Kong Polytechnic University, Parsons School of Design in New York, Central Saint Martins College of Art and Design in London, Domus Academy in Milan, Bunka Gakuen University in Tokyo.

Why Raffles



Estee Chan, Fashion Design

Internationally Recongised Advanced Diploma

You will gain an internationally recongised Advanced Diploma giving you the necessary skills and techniques to become successful in your field to prepare you to complete a Bachelor degree with a top-up year.

International Learning Environment

Make friends with classmates from around the world.

Industry Projects and Internships

Enhance your employability by gaining real work experience.

Practice-Based Learning

Learn how to bring your design ideas to life. We guide you through every step of the way.

Networking Opportunities

Meet industry professionals, be guided by professional international lecturers, win awards in competitions, and engage in education field trips.

Exclusive Learning Experience

With small class sizes, lecturers can give you personal attention and also detailed constructive advice.

Recognitions & Accreditations



Raffles International College (Hong Kong) worked one of the most prestigious chocolate brands, Ferrero Rocher from Italy, in December 2016 for a fashion competition - Ferrero Rocher Fashion Project. Three of our fashion design students designed and created their fashion outfits which were inspired by the Ferrero Rocher chocolate. The outfits were showcased in one of the biggest shopping malls in Hong Kong - Hysan Place in Causeway Bay, alongside a masterpiece from Vivienne Tam, who is a famous fashion designer from Hong Kong.

Raffles University System

Raffles Education is committed to providing quality education through its network of institutions in the Asia-Pacific. Raffles University System ("RUS") is the principal body that holds the overall responsibility for coordinating and harmonising the curriculum, quality assurance of content and delivery, as well as improvement of academic programmes for the Group's network of colleges and universities.

RUS has a stringent and rigorous reporting and audit system to ensure quality standards and assurance, as well as operational compliance. A Senate is appointed to coordinate standards between the Universities. Harmonisation between the Advanced Diploma and Degree offerings is achieved through the Curriculum Review Committee and RUS membership on Academic Boards and Senate Committees.

School Registration

Raffles International College Hong Kong is registered with the Education Bureau of the HKSAR Government.

Hong Kong Raffles School of Continuing Education

School Registration Number: 556335



Chan Ho Chi, Fashion Design



Eric Coke, Visual Communication Design



Tang Ho Ming, Interior Design



Iris Putri Primuharko, Fashion Marketing and Management

Admissions



Advanced Diploma

- > Visual Communication Design
- > Video Games Design
- > Animation Design
- > Interior Design
- > Fashion Design
- > Fashion Marketing and Management



Entry Requirements

Completion of HKDSE with four subjects in level 2 or above, one must be English.

OR

Satisfactory completion of either one of the following:

- > Completion of International Baccalaureate Middle Year Program Certificate with English Grade 4 or above; OR
- > Completion of BTEC National Award Level 3 qualifications; OR
- > Completion of GCE A Levels; OR
- > Year 10 or equivalent

AND

English Language Proficiency

- > IELTS 5.5 or equivalent



Application Procedure

Submit the application form to Admission Office

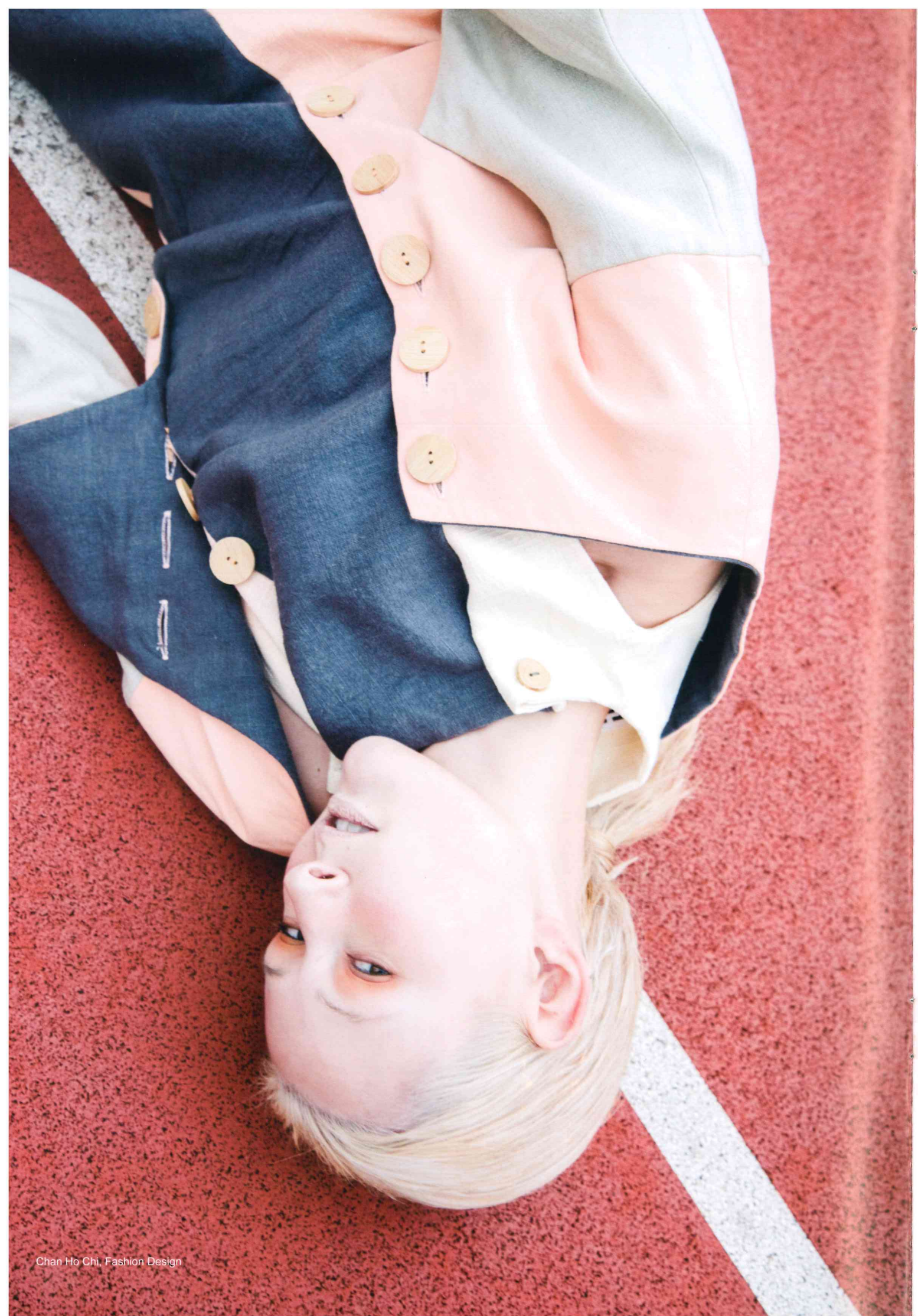
- > By email
- > In person

Intake

- > January
- > April
- > July
- > October

Contact Raffles Hong Kong's Admission Office to book a consultation with our Admission Officer.

T: (852) 2520 6838
F: (852) 2520 1079
E: enquiry@raffles.edu.hk
W: raffles.edu.hk



Fashion Design

Fashion Design is a smart choice if you want to create your own fashion label or design for the industry's top brands. This major will aid you to develop your own personal design identity.

Advanced Diploma in Fashion Design

Your dream workplace is colourful, light-filled, full of beautiful things: sketches of models dressed in floaty pastels or bold patterns or tailored crisp monochrome, the thrum of sewing machines, rows of hangers holding clothes of your creation - there, soft silk meets cool leather meets fine hand-stitched embroidery.

“ *Raffles International College (Hong Kong) offers an ideal multicultural environment. Socialising with my international classmates was easy at the beginning, and I soon expanded my social network. I mostly appreciated courses and classes being interactive and not purely theoretical, with opportunities for design projects, fashion photoshoots, educational trips and fashion events, such as exhibiting at Hong Kong Fashion Week and London Graduate Fashion Week.* ”

- Vivian Wong, Fashion Design Graduate

Course Subjects

Year 1
Colour Theory and Design Principles for Fashion
Fashion Draping 1
Pattern Drafting 1
Sewing Application 1
Fashion Drawing
CAD 1 for Fashion Design
Fibres and Textiles
Marketing Foundation
History of Costume 1
Fashion Draping 2
Pattern Drafting 2
Sewing Application 2
Fashion Sketching and Illustration
History of Costume 2
Fashion Draping 3
Pattern Drafting 3
Advanced Sewing Techniques
Developing Fashion
Technical Drawings (Garment Typology)

Year 2
Couture Techniques
Academic Research and Communication Skills
20th Century Styles and Trends
Design Research and Development 1
Project Workshop
Design Research and Development 2
Developing Textiles
Introduction to Brand Management
Menswear Workshop
CAD 2 - Digital Portfolio
Pattern Aided Design, Grading and Costing
Industrial Attachment
Mini Collection Workshop

Career Opportunities

Fashion Designer
Fashion Consultant
Fashion Entrepreneur
Fashion Illustrator
Fashion Merchandiser
Fashion Show Coordinator
Fashion Stylist
Fashion Forecaster
Fashion Photography Coordinator
Product Developer
Production Manager
Pattern Maker
Event Manager
Design Room Coordinator
Textile Designer

"We certify the authenticity of this Arizmendi item and certify that it has been crafted from selected materials of the finest quality and finished with expert care and attention."

PRODUCT CODE

DATE OF PURCHASE

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(+86) 186-8228-8887
FERARIZMENDI@GMAIL.COM
FERNANDA@ARIZMENDIEVENINGBAGS.COM
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ARIZMENDI

Fashion Marketing and Management

Fashion Marketing requires an eye for style and a head for business and will put you at the intersection of both.

Advanced Diploma in Fashion Marketing and Management

Do large fashion brands excite you and make you want to spend your life savings on their latest handbag? Are you constantly reblogging, tweeting, instagramming the latest fashion trendsetters? This is the power of marketing and we want to help you master it. Fashion marketing is a rapidly growing sector and Raffles gives you the unique opportunity to study an Advanced Diploma at the intersection of fashion and business.

“ *In the world of fashion, the course of Fashion Marketing in Raffles taught me the ‘Physics’ of that world, the business of fashion in a very concise manner. It was no surprise that I chose Raffles International College (Hong Kong) to continue the trend of holistic education.* ”

- Shalini Mohanty, Fashion Marketing and Management Graduate

Course Subjects

Year 1

Marketing Foundation
Computer Graphic Skills FMM
Digital Photography
Fashion Marketing and Merchandising
Market Research
Colour Theory and Design Principles for Fashion
Fibres and Textiles
History of Costume 1
History of Costume 2
Academic Research and Communication Skills
Technical Drawings (Garment Typology)
20th Century Styles and Trends
Introduction to Brand Management
Integrated Fashion Communication 1
Buying Principles
Product Development

Year 2

Fashion Coordination and Promotion
Consumer Behaviour
Human Resource Management
Financial Management
Visual Merchandising
Global Supply Chain Management (Fashion Buying)
Sensorial Marketing
Fashion Journalism
Industrial Attachment
Fashion Marketing Project 1
Fashion Marketing Project 2

Career Opportunities

Fashion Merchandiser
Fashion Marketer
Fashion Buyer
Fashion Retailer
Fashion Agent
Fashion Stylist
Fashion Journalist
Visual Merchandiser
Brand Manager
Event Manager
Image Consultant
Public Relations Consultant
Store Planner

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Visual Communication Design

Visual Communication Design is everywhere you look: packaging, advertising, brochures, signage, corporate identity, magazines, and the internet. It is a broad and versatile discipline offering exciting possibilities.

Advanced Diploma in Visual Communication Design

Our Visual Communication Design course is tailored to tap into your creative potential and develop your conceptual skills. We offer a practice-based approach that is driven by critical exploration of methods, materials and technology. Visual Communication Design is more than just computers and pretty pictures.

“ *Raffles International College (Hong Kong) not only taught me design skills, but also gave me the opportunity to think with a wider vision. Being a successful designer requires technical skills, but it is more important to have the right mindset. Raffles inspires us with creative ideas and sharpens our problem solving skill.* ”

- Ho Wing Ko Ringo, Visual Communication Design Graduate

Course Subjects

Year 1

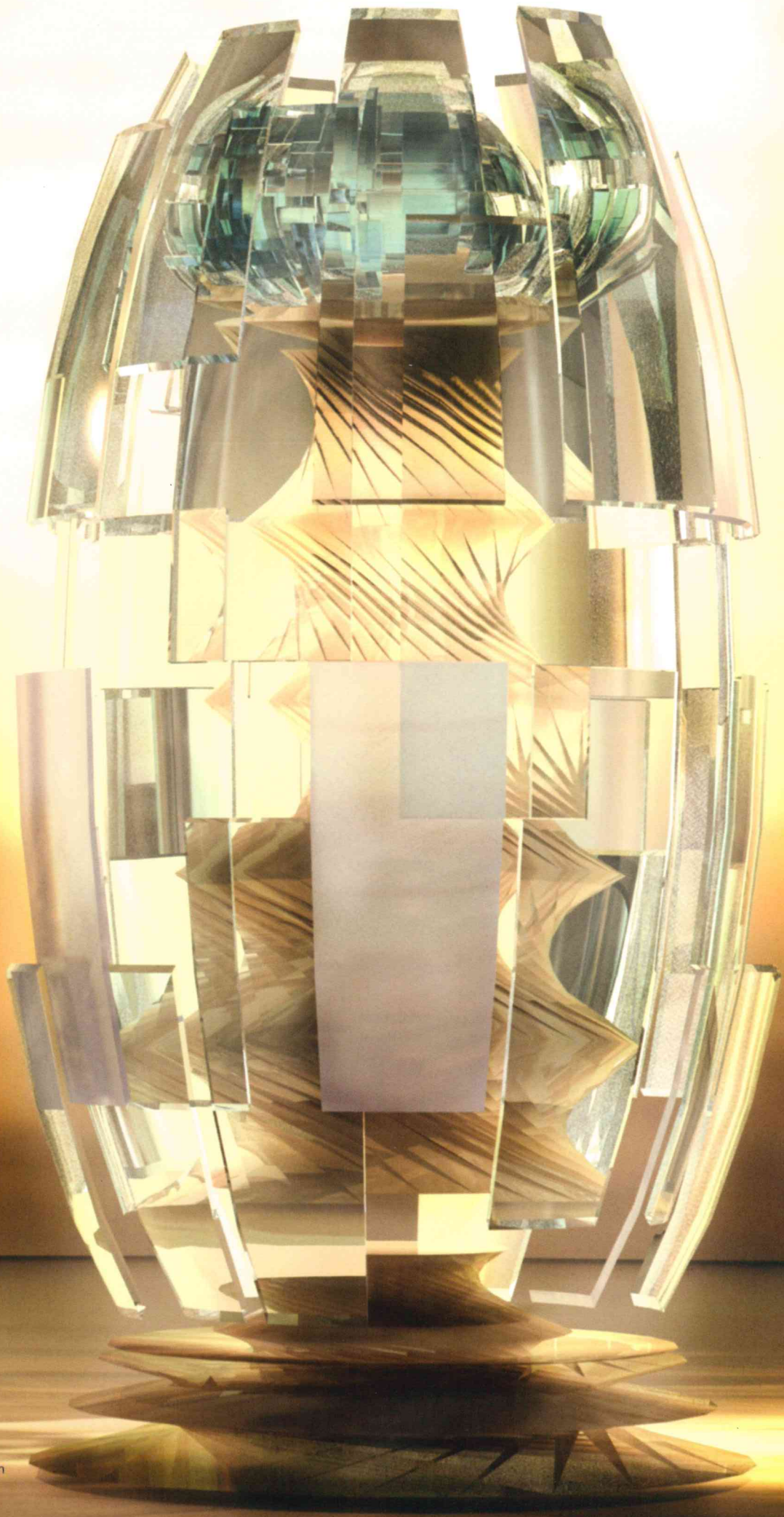
Drawing for Designers
Creativity and Problem Solving
Fundamentals of Typography
Digital Image Processing
Digital Photography
Design Principles
Colour for Designers
Design History and Culture
Academic Research and Communication Skills
Fundamentals of Page Layout
Digital and Applied Illustration
Graphic Print Production
Identity System Design
Packaging Design
Interactive Media Design
Advanced Layout and Production

Year 2

Advanced Typography
Web Design Principles
Publication Design
Advertising Design Principles
Independent Research
Portfolio 1
Portfolio 2
Industrial Attachment
Design Studio 1 - Design Project
Design Studio 2 - Design Project

Career Opportunities

Creative Director
Graphic Designer
Advertising Art Director
Editorial Designer
Illustrator
Corporate Identity Designer
Web Designer
Branding and Packaging Designer
Communication Design
Design Educator
Typeface Designer



Interior Design

Interior Design is about spaces and the needs of the people that occupy them.

Advanced Diploma in Interior Design

Find an elegant balance between people and space, form and function. Explore the effects of color vs monochrome, paint vs wallpaper. Understand the impact of design decisions on engineering, construction and architecture. A Raffles Interior Design course will enhance your creative eye and teach you through technical and people management skills to create beautiful, functional spaces.

“ *What we have heard in class might be similar, but what we have learned has been individual for each of us. By sharing, we can enhance our own insights and also bring new ideas and thoughts to each other. It is not only the knowledge I have earned, but also the connection with creative souls.* ”

- Wu Lok Tung, Interior Design Graduate

Course Subjects

Year 1

Interior Design Principles and Theory
Free-hand Drawing
Architectural Drafting
Interior Colour Application
Computer Graphic Skills
Presentation Drawing 1
Cultural Studies
Creativity and Concept Development
Presentation Drawing 2
2D Computer-Aided-Drawing
Interior Materials & Finishes
3D Computer-Aided-Drawing/REVIT
Design Studio 1 - Residential
Building Technology and Construction

Year 2

Design Studio 2 - Retail
Construction Studies 1
Computer Rendering and Animation
Furniture History and Application
Design Studio 3 - Office
Environmental Lighting
Construction Studies 2
Academic Research and Communication Skills
Budget, Costing and Documentation
Portfolio
Professional Practice
Industrial Attachment
Design Studio 4 - Restaurant & Hospitality

Career Opportunities

Residential Interior Designer
Commercial Interior Designer
Retail Interior Designer
Corporate Designer
Facilities Planner
Professional Renderer
Project Manager
Showroom Manager
Space Planner
Architectural Interior Designer
Theatre and Dramatic Arts Designer
Hospitality Interior Designer
Exhibition Designer
Furniture Designer
Lighting Designer
Public Space Designer
Design Consultant



Animation Design

Animation Design is about a dreamer, a doodler, an animated film fanatic, or a skilled artist who has always been fascinated by the leap from still to motion.

Advanced Diploma in Animation Design

Fantastical monsters crash through skyscrapers, other worldly superheros dash between cars swerving out of the way, a princess flies out of her tower carrying a surprised prince over a vast landscape of mountains and magical forests, and the city you live in morphs into a cartoon bursting with bright colours and funky graphics. Imagination is the limit in animation; anything we dream up can be created if we use the right tools and skills

“ If you can dream it, you can do it. ”

- Walt Disney

Course Subjects

Year 1

- Digital and Applied Illustration
- Design Principles
- Drawing for Animation
- Drawing for Designers
- Colour for Designers
- Anatomy
- Digital Image Processing
- Digital Photography
- Design History and Culture
- Animation Principles 1
- 3D Techniques
- Screenplay and Storyboarding
- Academic Research and Communication Skills
- 3D Character Modeling
- Animation Principles 2
- Video and Audio Techniques

Year 2

- Body Mechanics (Rigging)
- Design Studio 1 - Animation Project
- Special Effect
- Experimental Video
- Matte Painting
- 3D Character Animation
- Design Project - Animation
- Portfolio and Presentation
- Industrial Attachment
- Design Studio 2 - Animation Project

Career Opportunities

- Producer
- Concept Artist
- Animation Director
- Story Board Artist
- Animator
- 3D Modeller
- Visual Effects Supervisor
- Motion Graphics Artist



Video Games Design

Video Games Design is about challenging your mind and learning to hone the skills you need to create clever, compelling games.

Advanced Diploma in Video Games Design

In just 24 hours, Grand Theft Auto V made \$800 million dollars and broke all records. Games are by far the highest-grossing field in the entertainment industry today and it is only getting bigger and bigger. The gaming experience stretches across many platforms. People play video games on their computers, consoles, mobile devices, and soon it will be commonplace to play on clothes, buildings and anywhere we can imagine.

“ We try not to listen to the critics too much. Most of the criticisms have come because the first half of the game is very linear. But we’ve got a story to tell, and it is important the player can engage with the characters and the world they inhabit before letting them loose. ”

- Yoshinori Kitase, Producer, Final Fantasy XIII

Course Subjects

Year 1

Digital and Applied Illustration
Design Principles
Object Oriented Programming for Designers (OOP)
Interactive Media Design
Drawing for Designers
Colour for Designers
Academic Research and Communication Skills
Digital Image Processing
Design History and Culture
Animation Principles 1
3D Techniques
Screenplay and Storyboarding
Advanced Programming for Game Designers
3D Character Modeling
Animation Principles 2
Video and Audio Techniques

Year 2

Body Mechanics (Rigging)
Design Studio 1 - Video Games Project
Game Level Design
2D Games Design
Matte Painting
3D Character Animation
Design Project - Video Games
Portfolio and Presentation
Industrial Attachment
Design Studio 2 - Video Games Project

Career Opportunities

Creative Director
Producer
Animator
Game Developer
Concept Artist
Character Designer
3D Modeller
Lead Designer
Level Designer or Builder



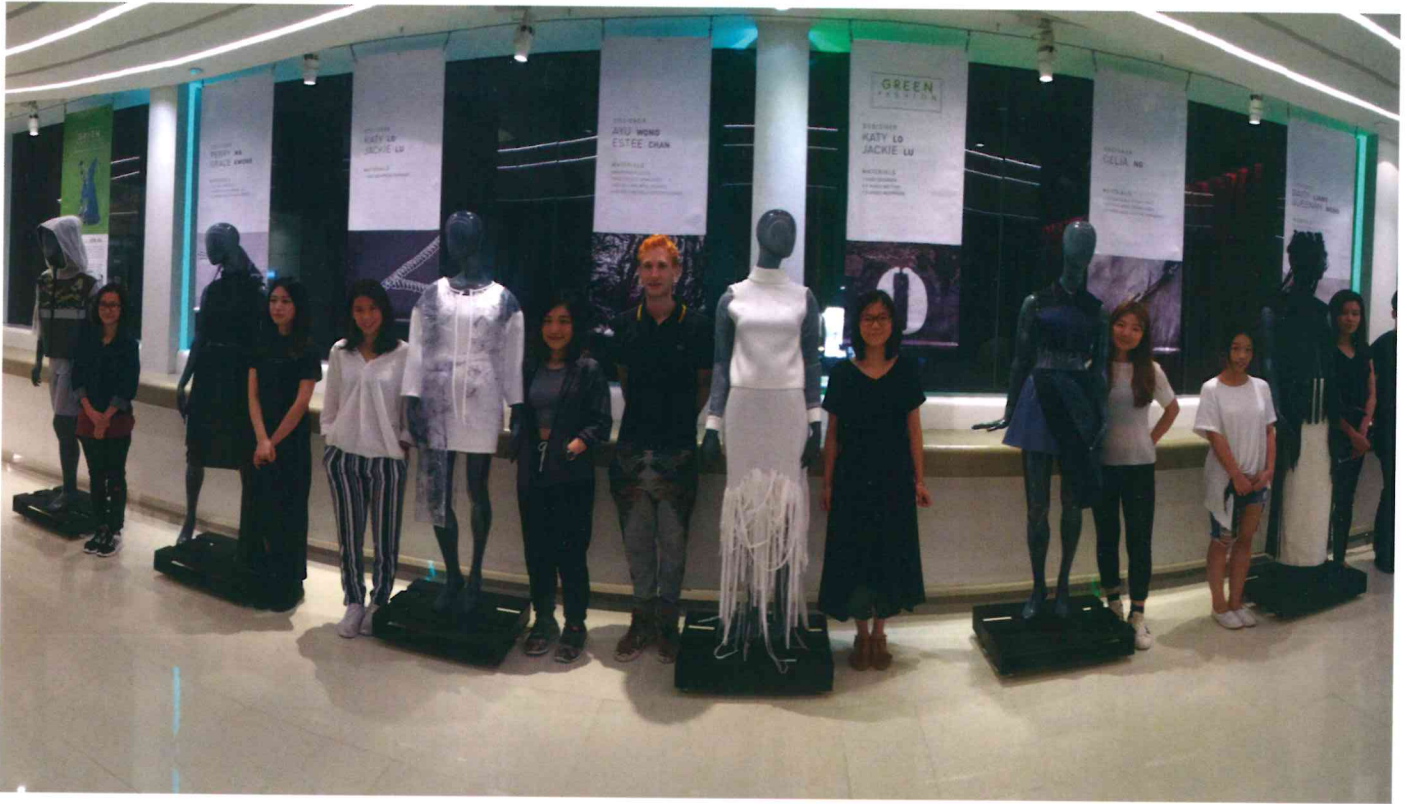
Raffles International College (Hong Kong) ran the annual fashion show in Hong Kong Fashion Week 2016 (CENTRESTAGE 2016). During the show, we showcased 14 collections from an international portfolio of fashion designers from Hong Kong SAR, Mainland China, Macau SAR, South Korea, Thailand and Nepal, attracting representatives from industry leaders and media.



(Left) "Ali" designed by Nattanicha Deewongkij (Thailand) showcased at CENTRESTAGE 2016



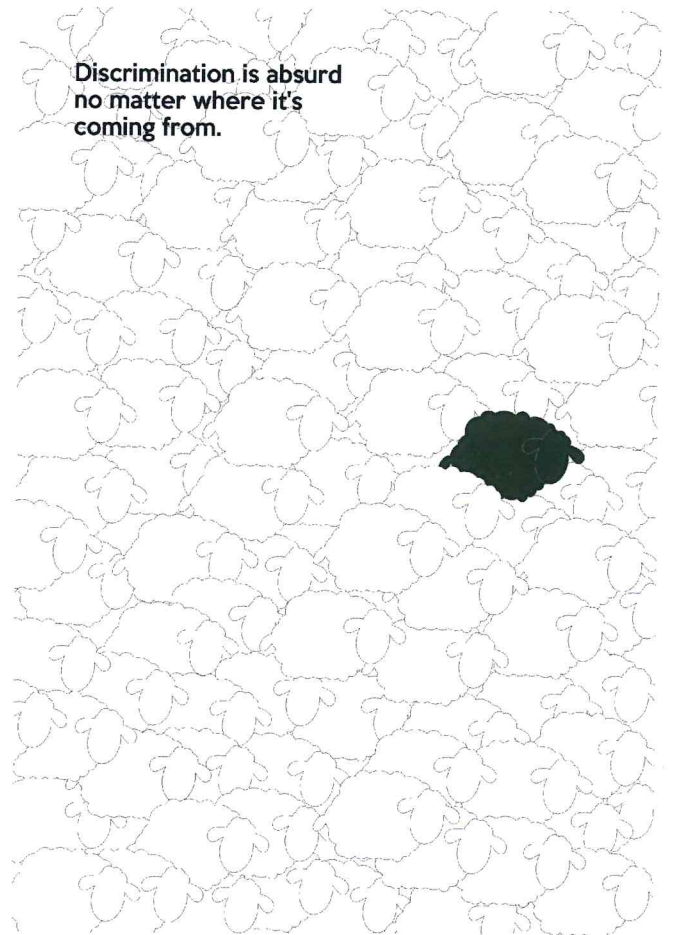
(Right) "Among Us" designed by Wu Pui Lam Ling (Macau SAR China) showcased at CENTRESTAGE 2016



Miramar x Raffles International College (Hong Kong) - Sustainable Fashion Exhibition 2016.
 Raffles teamed up with one of the largest shopping malls in Hong Kong - Miramar Shopping Centre in June 2016. We promoted sustainable fashion in a 'Green Fashion Exhibition'. 7 eco-friendly outfits designed by our Fashion Design students were exhibited in the mall.



Anuradha Haldar, Visual Communication Design
 Awarded the Creativity International Awards 2016, Bronze.



Ksenia Merkulova, Visual Communication Design
 Poster for competition "Poster for Tomorrow" Make Extremism History
 She was selected among the best 100.

Study Plan

Planning is bringing the future into the present so that you can do something about it now.

Advanced Diploma

Student Name:

Learning Objectives:

Areas of Focus:

Intake:

Duration:

Frequency and Time:

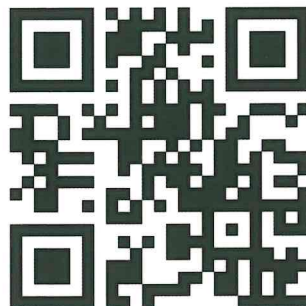
Tuition Fees:

Comments:

Admission Officer



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