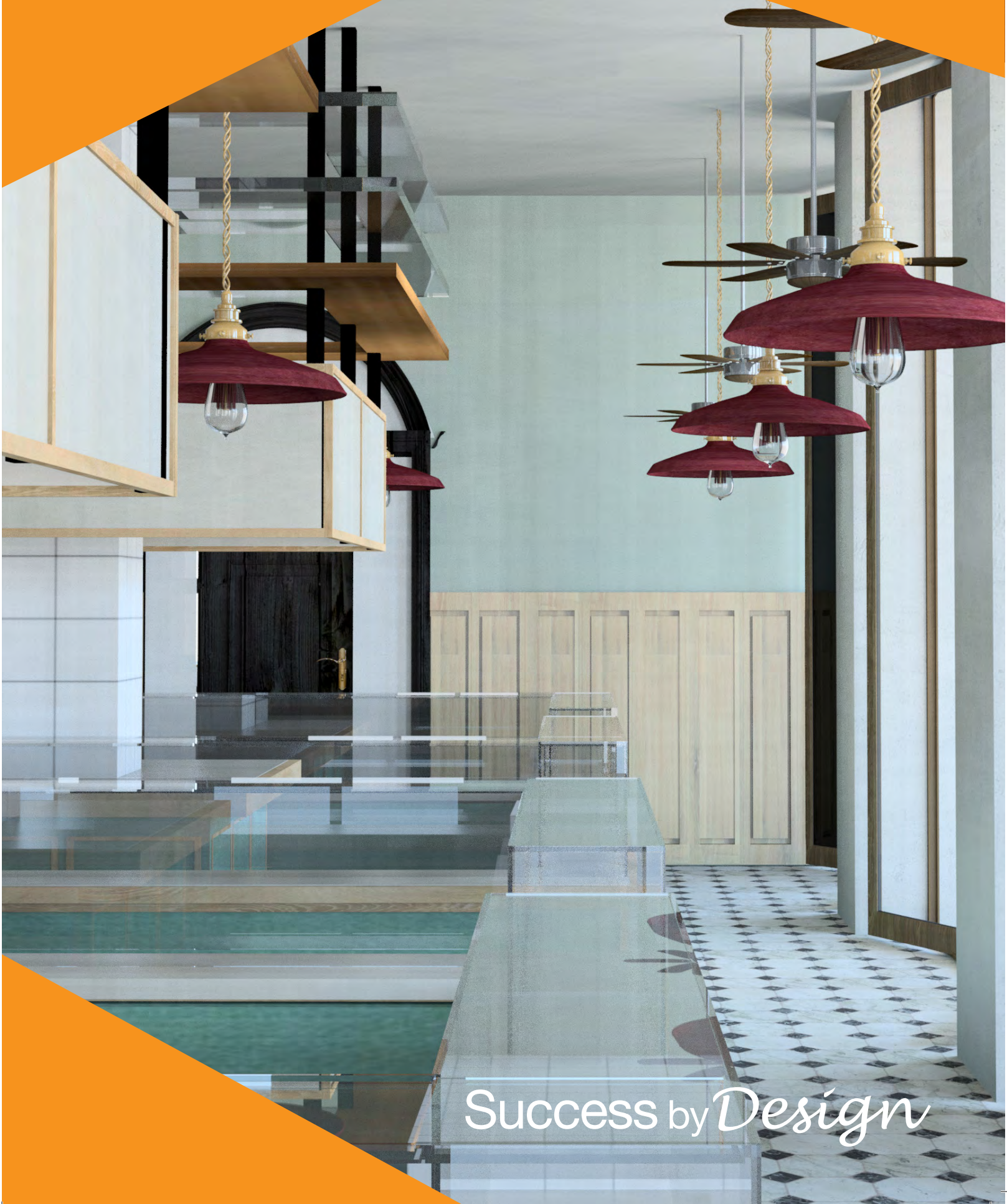


Raffles
Design *Institute*
Hong Kong

BA (Honours)
Prospectus



Success by *Design*

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About Raffles Design Institute (Hong Kong)



Raffles Design Institute (Hong Kong) is part of the Singapore mainboard listed Raffles Education Corporate, the leading premier design education provider with 24 colleges and universities in 22 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 most sought after Bachelor Degree Course in Design for students from all over the world.

In collaboration with the University of Derby, Raffles Design Institute (Hong Kong) offers Bachelor of Arts (Honours) degree programmes in Fashion, Fashion and Fashion Marketing, Interior Design, and Graphic Design. Through an internationally recognised 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 Awards, 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 school, such as The Hong Kong Polytechnic University, Parson School of Design in New York, Central Saint Martins College of Art and Design in London, Domus Academy in Milan and Bunka Gakuen University in Tokyo.



Why Raffles

Internationally Recognised Degree

You will gain an internationally recognised degree, giving you the necessary skills and techniques to become successful in your field of study.

International Learning Environment

Make friends, business partners and lifelong acquaintances with classmates from around the world.

Industry Projects and Internships

Enhance your employability by gaining real work experience.

Practice-Base 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.



The University of Derby

Located in the heart of England, the University of Derby is a modern institution offering first-class facilities and career-focused degree programmes.

The University has excellent links with industry and works closely with major employers and professional bodies to develop courses that are relevant to today's workplace. Professional work experience, combined with high-quality teaching, will ensure that you have the best possible start to your career.

The University has a strong global reputation, ranked in the Top 1000 universities in the world (Times Higher Education), and was the second most recommended UK modern university in the International Student Barometer 2016. It was rated Gold in the Teaching Excellence Framework (TEF 2017) for the quality of its undergraduate provision.

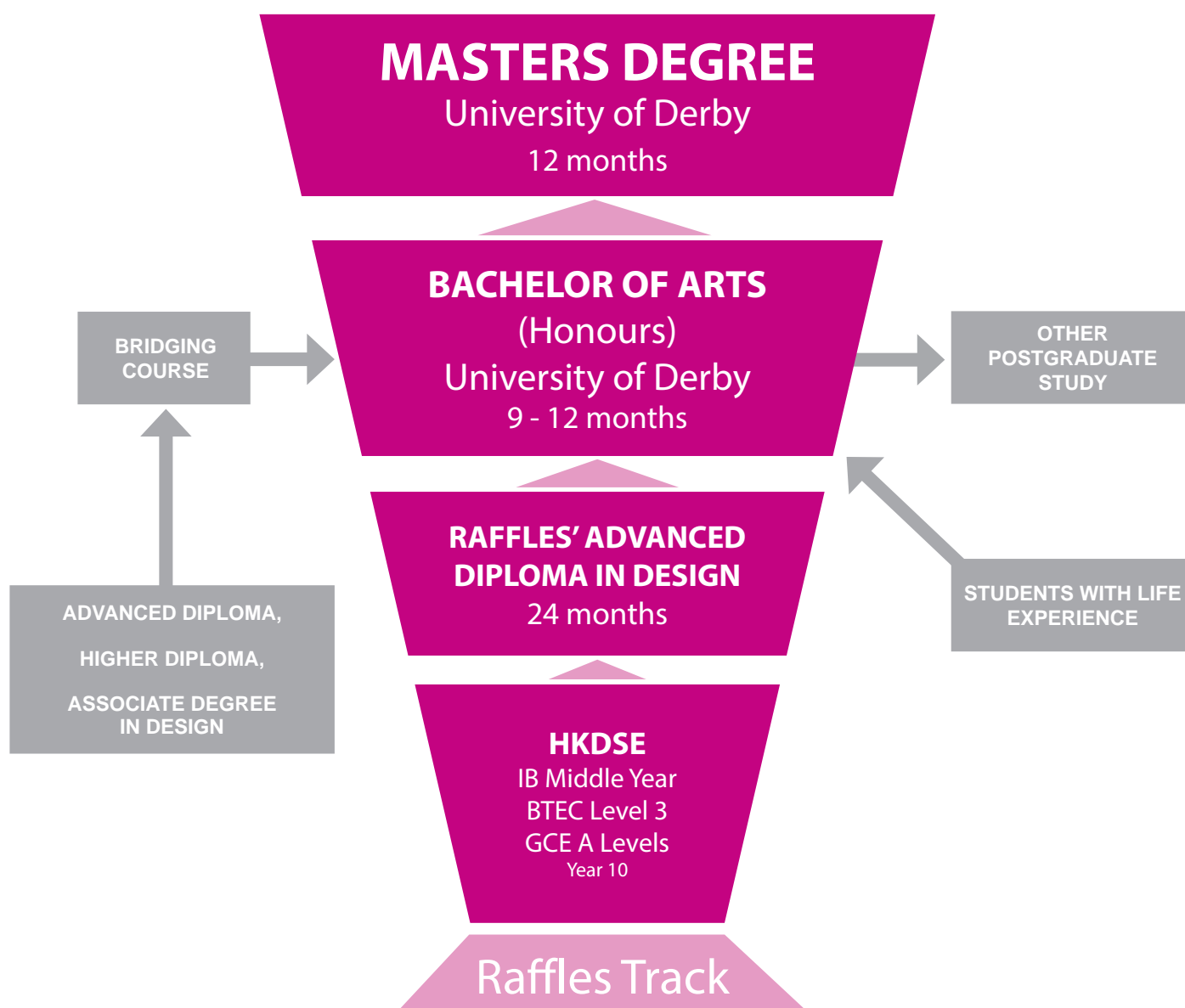


Pathways to Global Qualifications

At Raffles, we provide various pathways to help you to achieve the global qualifications that you dream of. You will start your pathway at the point most suitable to you and your academic and professional background. In our international environment, you will have opportunities to meet and engage in cultural exchange with like-minded people from across the globe. You will be developed to excel in the field of design and have chances to show your experience and work to industry practitioners, play critical roles in the design industry and become a successful designer with a global understanding.

In collaboration with the University of Derby, Raffles offers various academic pathways to a British Bachelor of Arts (Honours) Degree in Design and many more opportunities thereafter.

Pathways in Raffles to a Bachelor and Postgraduate Degree



Raffles Global Advantage

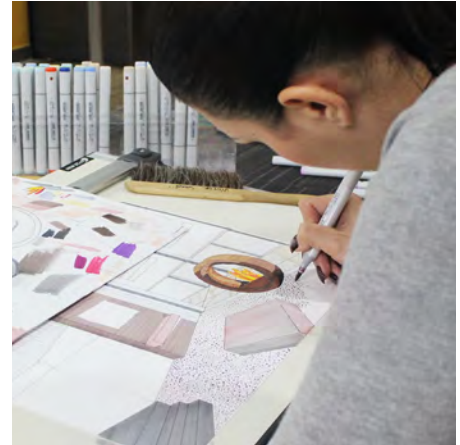
Our flexible inter-school transfer scheme allows students to study at any of Raffles' network of colleges and universities, immerse themselves in different cultures and experience living overseas.

Students who are enrolled in Raffles benefit from a quality education with a well-rounded hands-on experience relevant to the industry. This enables them to improve their career opportunities.

Studying in a multi-national environment enables our students to expand their personal network, be exposed to international perspectives and greatly enhances career opportunities beyond their home country.



Admission Requirements



ACADEMIC REQUIREMENT

- Holder of Raffles' Advanced Diploma in the respective subject; or
- Holder of any one of the following:
 - > Advanced Diploma, Higher Diploma Associate Degree or equivalent in the respective subject from a recognised higher education institute
 - > BTEC Higher National Diploma in respective subject or equivalent.

ENGLISH LANGUAGE PROFICIENCY REQUIREMENT

- IELTS 6.0 or equivalent

STUDENTS WITH LIFE EXPERIENCE

Students with appropriate life experience (without the standard entry requirements) who have an interest and enthusiasm for design are encouraged to apply and will be considered on merit. Experiential learning is taken into account.

ADMISSION PROCEDURES

Submit the application form to Admission Office

- > By email
- > In person

Intake

- > April
- > October

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

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

Local Registration

These non-local honours degree programmes have been registered with the Education Bureau in Hong Kong in accordance with the Non-Local Higher and Professional Education (Regulation) Ordinance (CAP 493). According to the Ordinance, it is at the discretion of individual employers to recognise any qualifications to which these programmes may lead to.



Velika Hartono, Fashion

BA (Hons) in Fashion

Reg No: 252808

Programme Overview

In collaboration with the University of Derby, this 9-month degree programme aims to broaden out and extend your perception of what fashion is or can be and provide a distinctive, contemporary and relevant provision that will produce ambitious, creative and highly skilled graduates who are able to adapt to a fast changing environment. It will also allow you to develop your own creative direction and focus on the areas of fashion which most interest you.

The programme will develop your capacity to learn and encourage you to exercise independence of thought, discovery, and the capacity to make judgments and decisions. This will make you a valuable asset to the creative industries as a self-starter, with business knowledge, as well as a creative practitioner with a life of learning and self development ahead of you.

Career Opportunities

Fashion Designer
Fashion Consultant
Fashion Entrepreneur
Fashion Illustrator
Fashion Merchandiser
Fashion Buyer
Fashion Show Coordinator
Fashion PR Agent
Fashion Stylist
Fashion Forecaster
Fashion Journalist and Publisher
Fashion Photography Coordinator
Product Developer
Production Manager
Pattern Maker
Design Room Coordinator
Textile Designer
Fashion Technology Specialist
Accessories Planner
Event Manager
Postgraduate Study

Programme Modules

Contextual Studies 3 (20 Credits)

This module concentrates on preparation and submission of an individual extended essay enabling you to achieve sophisticated research and discussion of a topic of your own choosing. Through negotiation with your tutor, you are able to focus on a topic that explores a particular aspect of fashion or textile design in depth and allows a well-informed critique to develop.

Negotiated Study in Fashion (40 Credits)

This module enables you to undertake extensive advanced level work appropriate to sectors within the creative industries. The content of projects and intended collaborations are negotiated with and agreed by the teaching team and will reflect individual career direction.

Fashion Direction (20 Credits)

This module provides the opportunity to maximise creative abilities, utilising all the skills acquired during the course, culmination in an end result that incorporates the audience and is fit for purpose. Making informed professional decisions will help generate the finished product, amalgamating talent, skills and risk taking attributes.

Independent Study in Fashion (40 Credits)

This module provides the culmination of all studies on the programme. You are encouraged to develop a substantial individual topic for sustained, in depth study in an independent, enquiring manner.

BA (Hons) in Fashion and Fashion Marketing

Reg No: 252806

Programme Overview

In collaboration with the University of Derby, this 9-month degree programme is designed to equip our graduates with the knowledge and skills to work in the world of “fashion business”. The course will prepare you to take up careers in a variety of Fashion Marketing roles including Buying, Merchandising, Sales and Marketing and Communication.

As a Fashion and Fashion Marketing student you will also study a range of key business aspects, combining creative and practical study alongside the development of knowledge and awareness that underpin the business world of the fashion industry. BA (Hons) Fashion and Fashion Marketing is for students that are both creative and analytical, who want to learn about the business of fashion, who still have a desire to design and make, but ultimately wish to pursue a fashion marketing centric career.

Career Opportunities

Fashion Merchandiser
Fashion Marketer
Fashion Buyer
Stylist
Creative Director
Fashion Designer
Fashion Journalist and Publisher
Brand Manager
Public Relations Manager
Retail Manager
Visual Merchandiser
Digital Marketer
Event Manager
Sales & Marketing Manager
Communication Manager
Fashion PR Agent
Postgraduate Study

Programme Modules

Entrepreneurship and Enterprise (20 Credits)

This module will assist students to further develop the necessary entrepreneurial skills to start their own businesses or enter an existing business with the relevant business skills. Working with two key themes of business practice, applied in the context of Entrepreneurship and Enterprise.

Negotiated Study in Fashion (40 Credits)

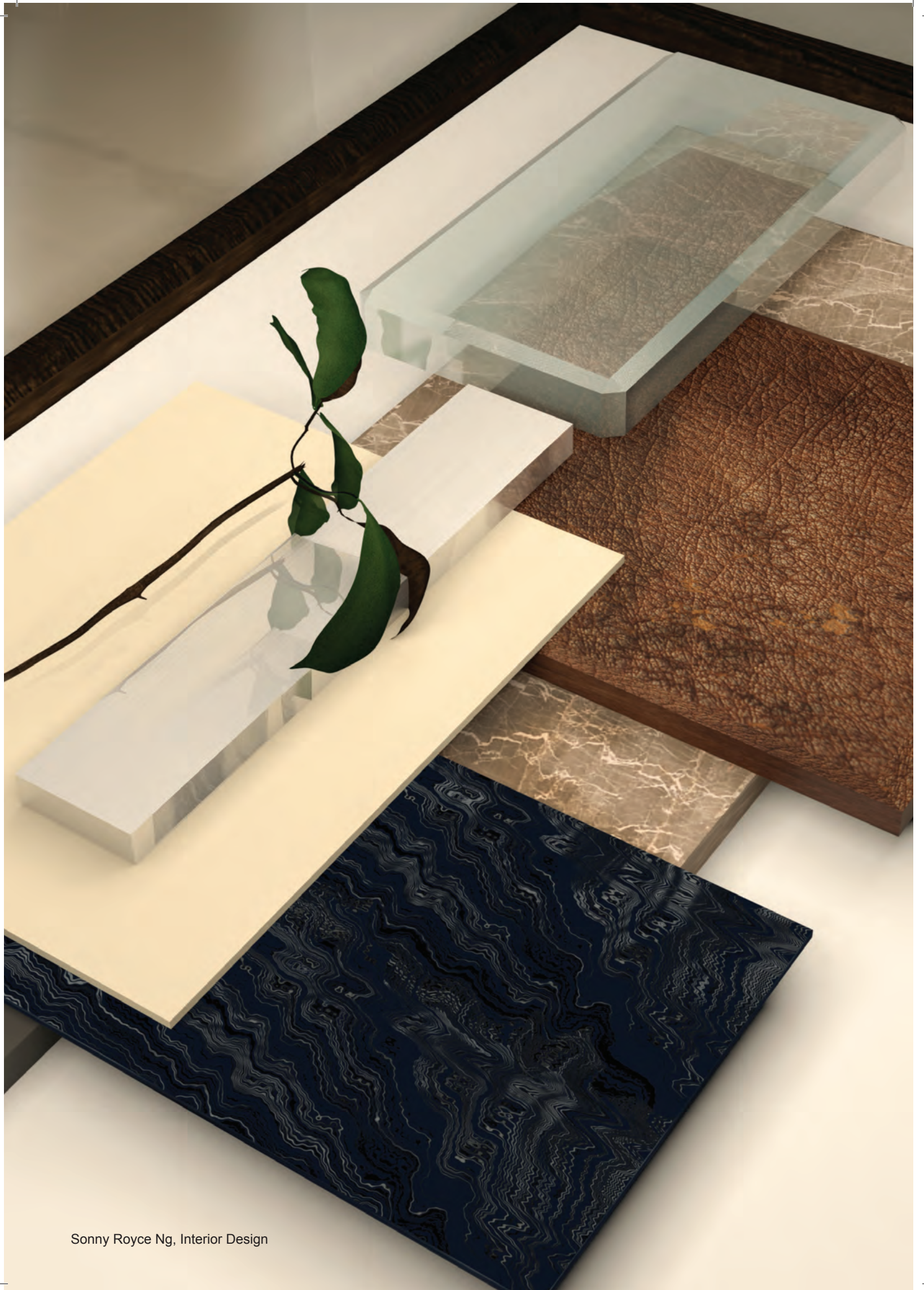
This module enables you to undertake extensive advanced level work appropriate to sectors within the creative industries. The content of projects and intended collaborations are negotiated with and agreed by the teaching team and will reflect individual career direction.

Fashion Direction (20 Credits)

This module provides the opportunity to maximise creative abilities, utilising all the skills acquired during the course, culmination in an end result that incorporates the audience and is fit for purpose. Making informed professional decisions will help generate the finished product, amalgamating talent, skills and risk taking attributes.

Fashion Marketing Project (40 Credits)

This module focuses on the development of a marketing project that is closely connected to the student’s personal design and marketing investigations undertaken on the course.



BA (Hons) in Interior Design

Reg No: 252805

Programme Overview

In collaboration with the University of Derby, the BA (Hons) Interior Design award is designed to equip graduates with the knowledge and skills to work in the professional world of interior design. This 9-month top-up programme is to reflect the creative, professional and commercial world of interior design by promoting interconnections and relationships with textiles and product design.

The curriculum content seeks to challenge some of the pre-existing conventions that underpin UK Interior Design courses. These connections are seen as positive areas to explore as these areas more readily reflect the commercial work of an interior designer: interior designers deal with interior fabrics and textiles as part of their core offer; and often they will collaborate in the production of furniture pieces as part of their daily practice. Thus these two aspects: interior textiles and furniture product are areas of focus for our students to explore and exploit.

As a student studying this programme, you will be provided with an opportunity to explore how “we” relate to the architectural space around us; and the course curriculum will ensure that you are able to respond through a critical engagement and understanding of human need, user experience, material form or texture, colour, site context and culture; and the role these aspects play in good design. Design that also takes account of the professional work of an interior designer.

Programme Modules

Your Voice; Your Context (20 Credits)

In this module you will identify and research an appropriate topic of your choosing which addresses some aspect of the history and theory of interior design. The aims here are that you develop a more sophisticated and intellectual understanding of your discipline, alongside developing Level 6 skills in critical analysis, research and communication.

Design: Investigation and Identity (40 Credits)

The module provides further opportunity for you to investigate related discipline areas of textiles and furniture product and there are opportunities for collaborative practice as appropriate. Where possible and in discussion with your tutor, you should consider how work you undertake for completion of this module could be of assistance to the completion of your final major project.

Vision: Impact and Scope (20 Credits)

Through review and reflection of your own skills and abilities you are required to produce a self-promotional pack (physical and digital) that can be used to support employment opportunities within the creative industries.

The Project: The Solution (40 Credits)

This module focuses on the development of a personal major project that is closely connected with the student’s personal design research and investigations undertaken on the course.

Career Opportunities

Interior Designer
Interior Stylist
Interior Decorator
Design Consultant
Furniture Designer
Lighting Designer
Set Designer
Public Space Designer
Architect
3D Rendering Artist
Draftsman
Project Management
Postgraduate Study

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BA (Hons) in Graphic Design

Reg No: 252807

Programme Overview

BA (Hons) Graphic Design is an exciting studio practice based subject area that is rapidly expanding with the explosion of new media formats and platforms. Contemporary Graphic Design informs, confronts, persuades, entertains, provokes, directs and can indicate the political, social and environmental zeitgeist of our times. This 9-month programme will support you with knowledge, skills and experience throughout your journey to become a highly skilled and professional Graphic Designer. Studio workshop sessions will introduce you to a variety of approaches including; typography, modes of visual culture, visual problem solving, interactive design, advertising, digital moving image, editorial design, publishing, packaging, branding and identity, evolving social media, photography and print.

BA (Hons) Graphic Design explores the generation of graphic ideas, letterforms, branding, screen and web design, visual identity, layout design, liaison with clients and producers, business and organisational aspects of digital and printed design. You will also explore fundamental elements of art and design such as creative image-making, colour, spatial awareness, composition and concept development. You'll be able to innovate and be original, bringing individuality to your work. You will be encouraged to have ideas and opinions in your approach to graphic design, questioning and challenging what the subject can be, and to understand your work in relation to its historical and contemporary context.

Programme Modules

Visual Culture: Extended Essay (20 Credits)

In this module you will identify and research an appropriate topic of your choosing which addresses some aspect of the history and theory of your discipline. The aims here are that you develop a more sophisticated understanding of your discipline, alongside developing Level 6 skills in critical analysis and communication.

Negotiated Study in Graphic Design (40 Credits)

This double module will enable you to select from a range of graphic design projects, including competitions and live briefs. The selections you make will enable you to refine the focus of your practice, to build a portfolio that represents your strengths and to begin to direct your own learning in the areas that most interest you. You will be expected to challenge your abilities, processes and methodologies in addressing the projects selected and to refine your ways of working to achieve professional standards in preparation for employment and/or further study.

Destinations (20 Credits)

The module will require you to work intensively in the studio environment, with interaction from the module tutors or commissioning client and you will be expected to display the work in your final year Degree Show, publication or other appropriate alternative.

Specialist Practice in Graphic Design (40 Credits)

This double module will support you in developing an individual graphic design project devised by you, for sustained in-depth study in an enquiring manner. You will be required to define yourself as a Graphic Designer, in presenting a body of work which expresses and forms the basis of your professional potential.

Career Opportunities

Creative Director
Art Director
Design Consultant
Advertising Designer
Editorial Designer
Publication Designer
Identity System Designer
Packaging Designer
UI/UX Designer
Illustrator
Interactive Media and App Designer
Typographer
Film and Television
Postgraduate Study



Sonny Royce Ng, Interior Design



Lam Choi Yan, Graphic Design



Coke Sai Ho, Graphic Design



Dianne Jane Gupta, Fashion



Huang Jiyong, Interior Design



Tanisha Haldia, Fashion

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raffles.edu.hk

+852 2520 6838

enquiry@raffles.edu.hk

1 & 21/F Centre Point, 181-185 Gloucester Road, Wanchai, Hong Kong



raffleshongkong



/ric.edu



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