



**Sector** Design

**Specialisation** Digital Product Design

**Programme** Bachelor of Vocation (Multimedia and Digital Product Design)

Course Code	Course Type	Semester	Course	L	T	P	S	C
L	General	I	Fundamentals of Visual Arts			6		3
B	General	I	Drawing Techniques		1	4		3
T	General	I	Art, Introspection, and Cultural Studies		2			2
V	OJT	I	Application of drawing in real-world projects			12	12	
<b>Total</b>				<b>2</b>	<b>1</b>	<b>10</b>	<b>12</b>	<b>20</b>

Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	II	Foundational Concepts in Design and Technology		1	4		3
L	General	II	Artistic Expression and Creative Exploration			4		2
B	General	II	Visual Narrative Development	1	4			3
V	OJT	II	Applying creative expression and narrative elements into the user interface of digital design within industrial projects.			12	12	
<b>Total</b>				<b>0</b>	<b>12</b>	<b>12</b>	<b>20</b>	

Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	III	Digital Design and Professional Development		1	4		3
B	General	III	Design Principles and Creative Collaboration		1	4		3
L	General	III	Digital Design and User Engagement			4		2
V	OJT	III	Applying expertise in interface design and user experience to real-world projects.			12	12	
<b>Total</b>				<b>0</b>	<b>12</b>	<b>12</b>	<b>20</b>	

Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	IV	Design Principles and Practical Application		1	4		3
B	General	IV	User-Centric Research and Understanding		1	4		3
L	General	IV	Digital Design and Experience			4		2
V	OJT	IV	Utilising digital design and augmented reality (AR) and virtual reality (VR) technologies in industrial projects.			12	12	
<b>Total</b>				<b>0</b>	<b>12</b>	<b>12</b>	<b>20</b>	

Course Code	Course Type	Semester	Course	L	T	P	S	C

L	General	V	Design and User Experience	6	3
T	General	V	Professional Development and Skill Enhancement	2	2
L	General	V	User Research (Advanced)	6	3
V	OJT	V	Utilize user research to develop impactful projects in real-world scenarios.	12	12
<b>Total</b>				<b>2</b>	<b>12</b>
<b>Total</b>				<b>20</b>	

Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	VI	Social Impact Driven Design	1	4			3
L	General	VI	Design for Innovation		6			3
B	General	VI	Creative Technologies	1	2			2
V	OJT	VI	Leverage creative technologies and apply innovative design approaches in practical, real-world projects.				12	12
<b>Total</b>				<b>0</b>	<b>12</b>			<b>20</b>

B. Voc. with Research/Honours								
Course Code	Course Type	Semester	Course	L	T	P	S	C
L	General	VII	User Experience (Advanced)		6			3
B	General	VII	Technical Web and Idea Validation	1	2			2
L	General	VII	Incubator Project		6			3
V		VII	Application of digital design and entrepreneurial skills for a real-world project				12	12
<b>Total</b>				<b>0</b>	<b>14</b>			<b>20</b>

Course Code	Course Type	Semester	Course	L	T	P	S	C
R	General	VIII	Capstone Design Sprint		8			8
V		VIII	Real world experience in a full time internship				12	12
<b>Total</b>				<b>0</b>	<b>12</b>			<b>20</b>