RAFFLES

DESIGN PROGRAMMES

SUCCESS BY DESIGN

RAFFLES DESIGN

ONE IN THREE GRADUATES ATTAINED

53%
FIRST CLASS HONOURS

44%
SECOND CLASS HONOURS

3%
THIRD CLASS HONOURS

IN PARTNERSHIP WITH

Coventry University

RANKED No.15 UK UNIVERSITY
Guardian University Guide 2020

5 QS STARS OVERALL RATING
QS Stars University Ratings 2019

235 000+ ALUMNI ACROSS THE WORLD
Figures 2017/2018

TOP 15 UK UNIVERSITY 5 YEARS RUNNING
Guardian University Guide 2016-2020

RANKED No.46 UK UNIVERSITY
The Times & Sunday Times Good University Guide 2020

GRADUATES STATISTIC OF YEAR 2020

THE RAFFLES STORY

We embrace a holistic education through the development of superior thinking processes, the mastery of communication, and the acquisition of thorough and effective work methods. Our curriculum and pedagogy are designed to be industry-focused and relevant. Our students are empowered to innovate with creativity. The skills that our students acquire will far exceed the knowledge and expertise of the profession, setting them on the road to success.

Since establishing its first college in Singapore in 1990, Raffles has grown to operate 18 colleges in 17 cities across 11 countries in Asia-Pacific and Europe. Our flexible inter-school transfer scheme allows students to study at any of Raffles' network of colleges, 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.

THE COVENTRY STORY

Founded by entrepreneurs and industrialists as the Coventry School of Design in 1843, and in 2018 celebrated 175 years, Coventry University is a dynamic and outward-looking institution with a tradition of teaching excellence, impactful research and bold international partnerships. Coventry ranks 15th in the UK in the Guardian University Guide 2020. It also earned the title 'University of the Year for Student Experience' in the 2019 Times and Sunday Times Good University Guide; the guide describes it as "one of the most innovative modern universities, bold with its vision of what the 21st century student experience should be".

THE CAMPUS

Located in the heart of the city, the Raffles campus presents a chic and contemporary design, with a spacious layout to provide a creative and conducive learning environment for students. The Raffles Education Square consists of seminar rooms, classrooms, workshops, studios, library and laboratories with the latest equipment and technological applications, enabling interactive learning experiences. At Raffles, students indulge in simple elegance that unfurls the sophistication of design elements, where they can mingle and establish networks with their peers of different nationalities.

OUR CAMPUSES ARE SPREAD ACROSS

ASIA
BANGKOK
ISKANDAR
KUALA LUMPUR
PHNOM PENH
SINGAPORE
ULAANBAATAR

CHINA
GUANGZHOU
HEFEI WANBO
SHANGHAI
SUZHOU
TIANJIN

INDONESIA
JAKARTA

INDIA
MUMBAI
GREATER NOIDA

MIDDLE EAST
RIYADH

EUROPE
NENDAZ
MILAN

CAMPUS

FASHION DESIGN

The course gives students the creative and technical knowledge and skills they need to become professionals in the fashion industry. Using an integrated approach that combines creativity and applied technical proficiency, it takes students from design concepts and processes through to final production. Exploratory and experimental projects enable students to develop an in-depth understanding of fashion design. With a strong foundation in technical proficiency and a good eye for market trends, students are able to start honing their individual styles and identities through their collections.

GIUSEPPE (JOE) SPINELLI
PROGRAMME DIRECTOR

- DIPLOMA IN FASHION DESIGN
- ADVANCED DIPLOMA IN FASHION DESIGN
- BACHELOR OF ARTS (HONOURS) IN FASHION (TOP UP)
- MASTER OF ARTS IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- CAD 1 for Fashion Design
- Colour Theory and Design Principles for Fashion
- Fashion Draping 1
- Fashion Drawing
- Fashion Sketching and Illustration
- Fibres and Textiles
- History of Costume 1
- Marketing Foundation
- Pattern Drafting 1
- Sewing Application 1

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- 20th Century Styles and Trends
- Academic Research and Communication Skills
- Advanced Sewing Techniques
- CAD 2 — Digital Portfolio
- Couture Techniques
- Design Research and Development 1 & 2
- Developing Fashion
- Developing Textiles
- Fashion Draping 2 & 3
- History of Costume 2
- Introduction to Brand Management
- Menswear Workshop
- Mini Collection Workshop
- Pattern Aided Design, Grading and Costing
- Pattern Drafting 2 & 3
- Project Workshop
- Sewing Application 2
- Technical Drawings (Garment Typology)

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Fashion Major Project
- Negotiated Fashion Studies
- Professional Practice

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up), or Equivalent

*We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated, please contact us for the latest information.

JEWELLERY DESIGN

The course gives students the creative and technical knowledge and skills they need to become professionals in the jewellery design industry. It allows students to explore a variety of aspects in traditional and contemporary jewellery design. The emphasis is placed on creativity, innovation, experimentation and materials application through technical skills. Students also learn skills in design management, portfolio-building and marketing.

GIUSEPPE (JOE) SPINELLI
PROGRAMME DIRECTOR

DIPLOMA IN
JEWELLERY DESIGN

ADVANCED DIPLOMA IN
JEWELLERY DESIGN

BACHELOR OF ARTS (HONOURS)
IN FASHION (TOP UP)

MASTER OF ARTS
IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- Colour Application in Design
- Cultural Studies
- Design Drafting – Technical Drawing
- Design Theory
- Freehand Drawing
- Model Making
- Studio Practice: Fabrication Methods 1 & 2

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- 3D Conceptualisation
- Academic Research and Communication Skills
- Computer Aided Design (AutoCAD)
- Computer Rendering (Rhinoceros)
- Design Management
- Design Rendering
- Developing Fashion
- Digital Presentation
- Gemstone Identification
- Human Factors
- Jewellery Technology
- Major Design Project – Jewellery Design
- Retail Visual Merchandising
- Solid Modeling – Rapid Prototyping
- Studio Practice: Enamelling and Glass
- Studio Practice: Fabrication Methods 3
- Studio Practice: Gem Analysis and Stone Setting
- Studio Practice: Silversmithing

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Fashion Major Project
- Negotiated Fashion Studies
- Professional Practice

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

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FASHION MARKETING

The course exposes students to countless opportunities in the fashion industry. It is tailored to blend creative fashion knowledge with business, marketing and contextual studies. Students learn about buying and merchandising practices as well as conceptualising and developing effective brand management strategies to execute advertising and promotional activities. They study how product, customer and market forces interact and get an introduction to the new challenges, technologies and issues facing the fashion industry.

GIUSEPPE (JOE) SPINELLI
PROGRAMME DIRECTOR

- DIPLOMA IN FASHION MARKETING & MANAGEMENT
- ADVANCED DIPLOMA IN FASHION MARKETING & MANAGEMENT
- BACHELOR OF ARTS (HONOURS) IN INTERNATIONAL FASHION BUSINESS (TOP UP)
- MASTER OF ARTS IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES

- Colour Theory and Design Principles for Fashion
- Computer Graphic Skills FMM
- Digital Photography
- Fashion Marketing and Merchandising
- Fibres and Textiles
- History of Costume 1
- Market Research
- Marketing Foundation

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES

- 20th Century Styles and Trends
- Academic Research and Communication Skills
- Buying Principles
- Consumer Behaviour
- Fashion Coordination and Promotion
- Fashion Journalism
- Fashion Marketing Project 1 & 2
- Financial Management
- Global Supply Chain Management (Fashion Buying)
- History of Costume 2
- Human Resource Management
- Integrated Fashion Communication
- Introduction to Brand Management
- Product Development
- Sensorial Marketing
- Technical Drawings (Garment Typology)
- Visual Merchandising

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES

- Future Fashion Innovators
- Final Major Project
- FutureProof: Personal Development Planning

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES

- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

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FASHION

COMMUNICATION & JOURNALISM

The course gives students an in-depth understanding of promotional activities; corporate journalism and publications; events planning; international public relations; communication plans; and fashion photography. Students study the art of integrating fashion and journalism and learn to exercise their knowledge in the real world of fashion journalism.

GIUSEPPE (JOE) SPINELLI
PROGRAMME DIRECTOR

DIPLOMA IN
FASHION MARKETING &
MANAGEMENT

ADVANCED DIPLOMA IN
FASHION COMMUNICATION &
JOURNALISM

BACHELOR OF ARTS (HONOURS)
IN INTERNATIONAL FASHION
BUSINESS (TOP UP)

MASTER OF ARTS
IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- Colour Theory and Design Principles for Fashion
- Computer Graphic Skills FMM
- Digital Photography
- Fashion Marketing and Merchandising
- Fibres and Textiles
- History of Costume 1
- Market Research
- Marketing Foundation

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- 20th Century Styles and Trends
- Academic Research and Communication Skills
- Consumer Behaviour
- Digital Content Writing
- Digital Videography
- Fashion Communication Project 1 & 2
- Fashion Coordination and Promotion
- Fashion Journalism
- Financial Management
- History of Costume 2
- Integrated Fashion Communication
- Introduction to Brand Management
- Introduction to Public Relations and Mass Communications
- Screenplay and Storyboarding
- Sensorial Marketing
- Social Media Influencing and Branding
- Web Design 1

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

*PROGRAMME IS UNDER REVIEW AND SUBJECT TO CHANGES.

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Future Fashion Innovators
- Final Major Project
- FutureProof: Personal Development Planning

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

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RETAIL MANAGEMENT

The course provides students with thorough insights into the retail industry as well as an understanding of the various models of retail marketing. Students learn how to manage the challenging retail environment and enhance its effectiveness by incorporating marketing and integrated marketing communication tools.

GIUSEPPE (JOE) SPINELLI
PROGRAMME DIRECTOR

ADVANCED DIPLOMA IN RETAIL MANAGEMENT

BACHELOR OF ARTS (HONOURS) IN INTERNATIONAL FASHION BUSINESS (TOP UP)

MASTER OF ARTS IN DESIGN MANAGEMENT

ADVANCED DIPLOMA CORE MODULES

- 20th Century Styles and Trends
- Academic Research and Communication Skills
- Buying Principles
- Computer Graphic Skills FM
- Consumer Behaviour
- Digital Photography
- Fashion Coordination and Promotion
- Fashion Marketing and Merchandising
- Fashion Marketing Project 1 & 2
- Financial Management
- Global Supply Chain Management (Fashion Buying)
- Human Resource Management

- Integrated Fashion Communication 1
- International Retailing
- Introduction to Brand Management
- Introduction to Retail Management
- Luxury Retailing
- Market Research
- Marketing Foundation
- Multi-Channel Retailing
- Product Development
- Sensorial Marketing
- Visual Merchandising

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES

- Future Fashion Innovators
- Final Major Project
- FutureProof: Personal Development Planning

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES

- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

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INTERIOR DESIGN

The course gives students the creative and technical knowledge and skills they need to become professionals in the interior design industry. It encompasses the study of both Interior Architecture and Design within the built environment, while focusing on the human interface within given spaces. The emphasis is placed on space planning, creative problem-solving, communication skills, knowledge of building materials, construction, computer-aided drafting and the history of design. Students are expected to provide design solutions to a wide variety of complex real-life space problems.

ROSA LIANE DA SILVA LOPES
PROGRAMME DIRECTOR

- DIPLOMA IN INTERIOR DESIGN
- ADVANCED DIPLOMA IN INTERIOR DESIGN
- BACHELOR OF ARTS (HONOURS) IN INTERIOR DESIGN (TOP UP)
- MASTER OF ARTS IN INTERIOR DESIGN
- MASTER OF ARTS IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- Architectural Drafting
- Colour Application in Design
- Computer Graphic Skills
- Creativity and Concept Development
- Cultural Studies
- Freehand Drawing
- Interior Design, Principles and Theory
- Presentation Drawing 1

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- 2D Computer Aided Drawing
- 3D Computer Aided Drawing/REVIT
- Academic Research and Communication Skills
- Budget, Costing and Documentation
- Building Technology and Construction
- Computer Rendering and Animation
- Construction Studies 1 & 2
- Design Studio – Restaurant & Hospitality
- Design Studio – Office
- Design Studio – Residential
- Design Studio – Retail
- Furniture Design and Application
- Interior Materials and Finishes
- Lighting Fundamentals and Design
- Portfolio
- Presentation Drawing 2
- Professional Practice

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Design Enquiry
- Interior Design BA Final Major Project
- Professional ID Studies 3

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS IN INTERIOR DESIGN CORE MODULES
- Design Innovation and Collaboration
- Interior Design Specialism
- Final Major Project

MASTER OF ARTS IN DESIGN MANAGEMENT CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

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PRODUCT DESIGN

The course gives students the creative and technical knowledge and skills they need to become professionals in the product design industry. The emphasis is placed on conceptual investigation, critical thinking and a hands-on approach towards technological skills, manufacturing skills, and design management.

HECTOR ARTURO SALAZAR NAVARRETE
ASSISTANT PROGRAMME DIRECTOR

- DIPLOMA IN PRODUCT DESIGN
- ADVANCED DIPLOMA IN PRODUCT DESIGN
- BACHELOR OF ARTS (HONOURS) IN PRODUCT DESIGN (TOP UP)
- MASTER OF ARTS IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES

- 3D Conceptualisation
- Colour Application in Design
- Cultural Studies
- Design Drafting – Technical Drawing
- Design Theory
- Freehand Drawing
- Model Making
- Studio Practice: Sustainable Product Design

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
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- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES

- 3D Manipulation (3D Studio Max)
- Academic Research and Communication Skills
- Computer Aided Design (AutoCAD)
- Computer Rendering (Rhinoceros)
- Design Management
- Design Rendering
- Digital Presentation
- Furniture Design and Application
- Human Factors
- Lighting Fundamentals and Design
- Major Design Project – Product Design
- Manufacturing Technology
- Retail Visual Merchandising
- Solid Modeling – Rapid Prototyping
- Studio Practice: Electrical Product Design
- Studio Practice: Modular Design Systems
- Studio Practice: Packaging Design

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES

- Design Enquiry
- Product Design BA Final Major Project
- Professional ID Studies 3

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES

- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

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GRAPHIC DESIGN

The course gives students the creative and technical knowledge and skills they need to become professionals in the graphic design industry. Through major practical projects combining creativity, concepts and computer software skills, students hone their capabilities in devising creative solutions.

TERRENCE CHONG
ASSISTANT PROGRAMME DIRECTOR

- DIPLOMA IN VISUAL & MEDIA DESIGN
- ADVANCED DIPLOMA IN VISUAL COMMUNICATION
- BACHELOR OF ARTS (HONOURS) IN GRAPHIC DESIGN (TOP UP)
- MASTER OF ARTS IN GRAPHIC DESIGN
- MASTER OF ARTS IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- 3D Techniques
- Design Fundamentals
- Design Thinking
- Digital Illustration
- Digital Image Processing
- Digital Photography
- Drawing Fundamentals
- Type and Layout

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- Academic Research and Communication Skills
- Advertising Design 1 & 2
- Design Studio 1 & 2
- History of Visual Communication
- Major Project
- Motion Graphics and Effects 1
- Packaging Design
- Portfolio Design
- Print Media and Production
- Publication Design
- Semiotics and Image Making
- Semiotics and Mark Making
- Typography 1 & 2
- Visual Identity System
- Web Design 1

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Design Contexts 3
- Design Practice 3
- PDP 3: Creative Futures
- Typography 3
- Visual Communication 3

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS IN GRAPHIC DESIGN CORE MODULES
- Contemporary Issues
- Future Perfect
- International Contexts
- Lines of Communication
- MA Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

MASTER OF ARTS IN DESIGN MANAGEMENT CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

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DIGITAL MEDIA

The course gives students the creative and technical knowledge and skills they need to become professionals in the multimedia design industry. It first equips students with the fundamental, broad-based skills in graphic design. Following that, students learn to transform 2D graphics into 3D by creating dynamic interfaces and integrating programming capabilities. They are provided with the opportunity to research multimedia design trends and issues in order to produce integrated suites of digital design solutions that take into account aspects of culture, economics and social interaction.

TERRENCE CHONG
ASSISTANT PROGRAMME DIRECTOR

DIPLOMA IN
VISUAL & MEDIA DESIGN

ADVANCED DIPLOMA IN
DIGITAL MEDIA DESIGN

BACHELOR OF ARTS (HONOURS)
IN DIGITAL MEDIA (TOP UP)

MASTER OF ARTS
IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- 3D Techniques
- Design Fundamentals
- Design Thinking
- Digital Illustration
- Digital Image Processing
- Digital Photography
- Drawing Fundamentals
- Type and Layout

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
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- Completion of Raffles English Program

ENTRY REQUIREMENTS
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- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- Academic Research and Communication Skills
- Creative Media
- Design Studio 1 & 2
- Digital Videography
- History of Visual Communication
- Major Project
- Motion Graphics and Effects 1 & 2
- Portfolio and Showreel
- Screenplay and Storyboarding
- Semiotics and Mark Making
- User Interaction Design 1 & 2
- Visual Identity System
- Web Design 1 & 2

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Analysing Media and Communication
- Final Digital Media Research Project
- Professional Practice Portfolio
- Research and Development in Digital Media

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

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ANIMATION

The course gives students the creative and technical knowledge and skills they need to become professionals in the animation industry. The emphasis is placed on the design and production aspects of 2D and 3D animation, including life drawing as well as background and character design. To enhance their competitive edge in the digital age, students learn to use state-of-the-art editing equipment in pre-production, production and post-production. They also acquire skills for creating moving imagery and special effects, which are currently in demand in the local and international film media and entertainment industries.

TERRENCE CHONG
ASSISTANT PROGRAMME DIRECTOR

- DIPLOMA IN ANIMATION & GAME DESIGN
- ADVANCED DIPLOMA IN ANIMATION DESIGN
- BACHELOR OF ARTS (HONOURS) IN ILLUSTRATION & ANIMATION (TOP UP)
- MASTER OF ARTS IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- 3D Techniques
- Anatomy
- Animation Principles
- Design Fundamentals
- Digital Illustration
- Digital Image Processing
- Digital Photography
- Drawing Fundamentals

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- 3D Character Animation
- 3D Character Modeling
- 3D Rigging
- Academic Research and Communication Skills
- Concept Art 1 & 2
- Design Studio 1 & 2
- Digital Matte Painting
- Digital Videography
- History of Visual Communication
- Major Project
- Motion Graphics and Effects 1 & 2
- Portfolio and Showreel
- Screenplay and Storyboarding
- Special Effects

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Dissertation
- External Practice
- Major Project

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

*We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated, please contact us for the latest information.

GAMES DESIGN

This programme, with its emphasis on mobile gaming, prepares students with the knowledge, thinking and technical skills that are critical to a career in the burgeoning gaming industry. Apart from game strategising, game level design, game scripting and production, students will also be introduced to the marketing, business and management aspects of the industry. Students will learn about the techniques and tools used in computer game development and computer animation in 2D and 3D, through a combination of theoretical and activity-based learning.

TERRENCE CHONG
ASSISTANT PROGRAMME DIRECTOR

DIPLOMA IN
ANIMATION & GAME DESIGN

ADVANCED DIPLOMA IN
VIDEO GAME DESIGN

BACHELOR OF ARTS (HONOURS)
IN GAMES ART (TOP UP)

MASTER OF ARTS
IN DESIGN MANAGEMENT

DIPLOMA CORE MODULES
- 3D Techniques
- Anatomy
- Animation Principles
- Design Fundamentals
- Digital Illustration
- Digital Image Processing
- Digital Photography
- Drawing Fundamentals

ENGLISH REQUIREMENTS
- ELTS 5.5
- TOEFL 525 (Paper-Delivered Test) / 46 (iBT)
- TOEIC 405
- GCE O Level English Grade C and above or any equivalent
- Completion of Raffles English Program

ENTRY REQUIREMENTS
- Completion of Year 10/11/12, 4 subjects with grades of 60% and above excluding English, including Vocational Secondary School, Technical Secondary school, Skilled Worker School, Senior Secondary school exam.
- Completion of GCE O Level, 4 subjects with grades of C and above excluding English or any equivalent.

ADVANCED DIPLOMA CORE MODULES
- 2D Game Design
- 3D Character Animation
- 3D Character Modeling
- 3D Game Design
- 3D Rigging
- Academic Research and Communication Skills
- Design Studio
- Digital Videography
- Game Level Design
- Game Programming
- History of Visual Communication
- Major Project
- Motion Graphics and Effects 1 & 2
- Portfolio and Showreel
- Screenplay and Storyboarding
- User Interaction Design 1

Choose 1:
- Industrial Attachment
- Industry and Community Engagement

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Diploma; or Equivalent

BACHELOR OF ARTS (HONOURS) (TOP UP) CORE MODULES
- Extending Games Art Contexts
- External Project
- Major Project

Choose 1:
- Design Promotion
- Global Experience in Art and Design
- How to set up a Freelance Business

ENTRY REQUIREMENTS
- Completion of Raffles Singapore Advanced Diploma; or Equivalent

MASTER OF ARTS CORE MODULES
- Design Innovation and Collaboration
- Design Management Specialism
- Final Major Project

ENTRY REQUIREMENTS
- Completion of Coventry University Bachelor of Arts (Honours) (Top Up); or Equivalent

*We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated, please contact us for the latest information.

FOUNDATION

FOUNDATION STUDIES

The Foundation Studies programme aims to equip students with the skills necessary to succeed in their tertiary education. This programme will provide students with solid grounding in the key core study areas that are deemed essential for college-level success. Students passing the Foundation Studies programme are eligible for entry to the Diploma programmes of Raffles College of Higher Education.

CERTIFICATE CORE MODULES
- Critical Reading and Writing
- Creative Thinking
- Professional Communication Skills
- Business Mathematics
- History of Art

ENTRY REQUIREMENTS
- GCE O-Levels (L1R1) C6 or equivalent
- IELTS 5.5 or equivalent
- The minimum age requirement is 16-years of age

QUEENIE CHAN
PROGRAMME DIRECTOR

CERTIFICATE IN FOUNDATION STUDIES

CERTIFICATE IN INTERNATIONAL GENERAL CERTIFICATE OF SECONDARY EDUCATION (IGCSE)

CERTIFICATE IN ENGLISH LANGUAGE

INTERNATIONAL GENERAL CERTIFICATE OF SECONDARY EDUCATION (IGCSE)

Cambridge IGCSE® is the world's most popular international qualification for 14-year-olds to 16-year-olds. It is recognised globally by leading universities and employers, and is tried, tested, and trusted by schools worldwide. At Raffles College of Higher Education, we lay the foundation for your design education with IGCSE subjects hand-picked to complement your artistic and entrepreneurial passions, giving you an early head start in your field of interest.

This is a unique design-centric IGCSE preparatory course that have been carefully curated to provide a smooth transition into RCHE's Design and Business Diploma programmes.

ENTRY REQUIREMENTS
- Completed Year 9 or equivalent
- IELTS 4.5 or equivalent
- The minimum age requirement is 15-years of age

CERTIFICATE CORE MODULES
- Art & Design (0400)
- Design & Technology (0445)
- Business Studies (0450)*
- Enterprise (0454)
- Global Perspectives (0457)
- English – First Language (0500)*
- English as a Second Language (0511)
- Mathematics (0580)*
- Cambridge O Level Fashion and Textiles (6130)*

*Alternative subjects offered in the event the preferred subjects are unavailable

ENGLISH LANGUAGE

Foundation English
Students gradually develop their ability, from simply understanding and responding to following main ideas and picking out important details in such texts. They should be able to convey their main ideas clearly and grammatically in writing and speaking tasks and will develop a grasp of new vocabulary words that will enable them to perform writing and speaking tasks suited to specific purposes and their respective majors.

ENTRY REQUIREMENTS
- IELTS 3.5 or equivalent
- The minimum age requirement is 16-years of age

Advanced English – Reading & Writing, Communications
Students will enhance their study skills as well as develop academic research skills, including paraphrasing, synthesising information from multiple sources and referencing using the APA style format. Students will be trained in IELTS exam-taking strategies, if any should decide to take the international exam.

ENTRY REQUIREMENTS
- IELTS 4.5 or equivalent
- The minimum age requirement is 16-years of age

Higher English Language Programme

- **Communicating with Impact**
  This course aims to enhance students' ability to communicate using the appropriate approaches with various audiences, within the context of their respective majors, demonstrating increasing confidence in speaking at length on a topic of interest, as well as effectively using a variety of visual aids to enhance their delivery and message.

- **Writing with Critical Thinking**
  This course aims to enhance students' critical thinking skills and apply them in reading for research, seeking appropriate information, identifying relevant audiences, and conveying their ideas coherently and persuasively in the written form in a range of contexts and genres within their respective majors.

ENTRY REQUIREMENTS
- Completion of Oxford Online Placement Test
- IELTS score no lower than 5.5
- Completed Advanced English of the English Language Programme of Raffles College of Higher Education
- The minimum age requirement is 16-years of age

WINNERS

FASHION

WINNER OF
FRANKFURT STYLE AWARD 2019

Raffles Fashion Designer,
Tiffany ANGGIONO
Indonesian
Raffles Singapore

FASHION

WINNER OF
SOPHIE HALLETTE DESIGN CHALLENGE ASIA AWARD 2019

Raffles Fashion Designer,
Anita PRAYOGO
Indonesian
Raffles Singapore

FASHION

WINNER OF
SOCIETY OF DYERS AND COLOURISTS (SDC) AWARD 2019

GRETA OTO
Glasswinged Butterfly

Raffles Fashion Designer,
Kimiko Tamara PUTRI
Indonesian
Raffles Singapore

JEWELLERY

SECOND RUNNER-UP FOR
SINGAPORE JEWELLERY EXPO 2019

Raffles Jewellery Designer,
Greta Joceline NAZARY
Indonesian
Raffles Singapore

JEWELLERY

FINALIST FOR
SHENZHEN GLOBAL DESIGN AWARD 2019

Raffles Jewellery Designer,
LI Zhi Yu
Chinese
Raffles Singapore

JEWELLERY

AWARDED FOR BEST CAMPAIGN
SIMONE JEWELLERY EXHIBITION AT SINGAPORE JEWELLERY EXPO 2019

Raffles Jewellery Designer,
Mifuyu FUKAI
Japanese
Raffles Singapore

WINNERS

FASHION MARKETING

WINNERS OF
RAFFLES DESIGN INSTITUTE X COLE HAAN SINGAPORE

Raffles Fashion Marketer, **Elsa Margareth RETANUBUN** Indonesian Raffles Singapore	Raffles Fashion Marketer, **Natalie NG** Singaporean Raffles Singapore	Raffles Fashion Marketer, **Olive** Indonesian Raffles Singapore
2ND PRIZE	**1ST PRIZE**	**3RD PRIZE**

WINNER OF
MBT® MARKETING DESIGN CONTEST

WALK the CITY
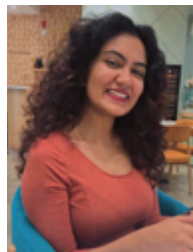
Raffles Fashion Marketer,
Iyer Ashwini GANESH
Indian
Raffles Singapore

FASHION MARKETING

FASHION MARKETING

WINNER OF
STYLE BY STYLE 2018

Raffles Fashion Marketer,
Natasha RODRIGUES
Indian
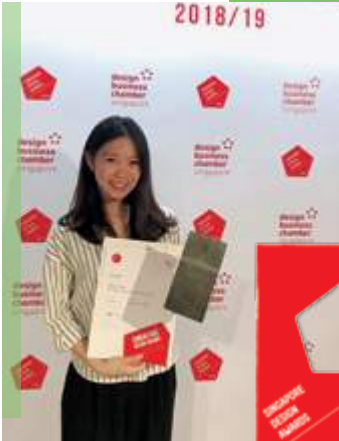Raffles Singapore

FASHION MARKETING

WINNERS OF
NORDIC BUSINESS AND DESIGN CASE 2017 COMPETITION

Raffles Fashion Marketers,
Riha LOKESH
Natasha RODRIGUES
Himani PANDEY
Surbhi HASIJA
Indians
Raffles Singapore

FASHION MARKETING

#QUINTESSENTIALTAILORING

SHOWCASE OF DESIGNER PROCESS AND PRODUCT RACK

WINNERS OF
CYC MADE TO MEASURE COMPETITION

Raffles Fashion Marketers,
Hanna BELLA
Gabriel YAP Wei Yao
REIKA Audrylea
Minjoo OH Rose
Raffles Singapore

WINNERS

INTERIOR

SILVER AWARD FOR
SINGAPORE DESIGN AWARDS' 30TH ANNIVERSARY

Raffles Interior Designer,
Sally TAY
Indonesian
Raffles Singapore

INTERIOR

WINNER OF
YOUNG DESIGNER AWARD 2019

Raffles Interior Designer,
TRAN Hieu Nguyen
Vietnamese
Raffles Singapore

INTERIOR

AWARDED FOR BEST ORIGINAL CONCEPT
YOUNG DESIGNER AWARD 2018

Raffles Interior Designer,
Sally TAY
Indonesian
Raffles Singapore

PRODUCT

WINNER OF
IKEA SINGAPORE'S YOUNG DESIGNER AWARD 2019

Raffles Product Designer,
SHIN Heetae
South Korean
Raffles Singapore

INTERIOR

AWARDED FOR VOTER'S CHOICE
YOUNG DESIGNER AWARD 2018

Raffles Interior Designer,
Monica ANGELIN
Indonesian
Raffles Singapore

PRODUCT

WINNER OF
SINGAPORE GOOD DESIGN MARK 2016

Raffles Product Designer,
Wayne GOH Keh Yeng
Singaporean
Raffles Singapore

WINNERS

SILVER AWARD FOR
TYPOGRAPHY CATEGORY
**INDIGO DESIGN
AWARD 2019**

Raffles Graphic Designer,
Enrico Putra WIDJAJA
Indonesian
Raffles Singapore

SILVER AWARD FOR
STORYBOARDING
**INDIGO DESIGN
AWARD 2019**

Raffles Animator,
Tienny THE Tian Ni
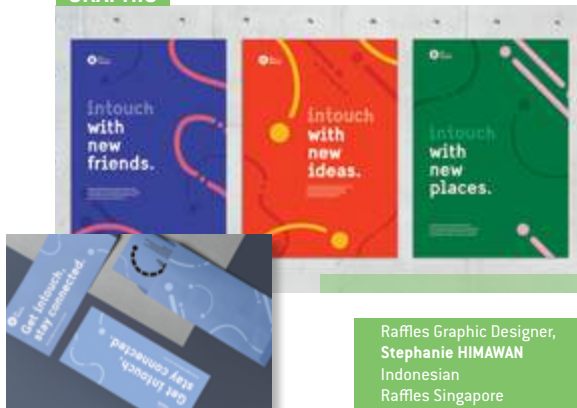Singaporean
Raffles Singapore

ANIMATION

GRAPHIC

BRONZE AWARD FOR
BOOK DESIGN & ILLUSTRATION
**INDIGO DESIGN
AWARD 2019**

Raffles Graphic Designer,
SONG Chan Hee
South Korean
Raffles Singapore

DIGITAL MEDIA

GRAPHIC

SILVER AWARD FOR
BRANDING
**INDIGO DESIGN
AWARD 2019**

Raffles Digital Media Designer,
CHOU Min Hsuan
Taiwanese
Raffles Singapore

GOLD & SILVER AWARDS FOR
MOBILE APPLICATION DESIGN
& USER EXPERIENCE,
INTERFACE, & NAVIGATION
**INDIGO DESIGN
AWARD 2019**

Raffles Graphic Designer,
Stephanie HIMAWAN
Indonesian
Raffles Singapore

WINNERS

DIGITAL MEDIA

BRONZE AWARD FOR
INTERACTIVE DESIGN
INDIGO DESIGN AWARD 2019

Raffles Digital Media Designer,
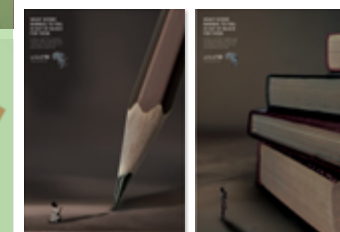**Calvin KONG Juan Lok**
Malaysian
Raffles Singapore

GRAND WINNER FOR
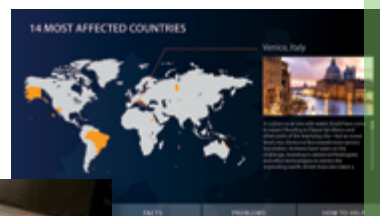## FERRARI CALIFORNIA T VISUAL DESIGN COMPETITION 2018

GRAPHIC

Raffles Graphic Designer,
Monica HUTAMA
Indonesian
Raffles Singapore

BRONZE AWARD FOR
USER EXPERIENCE, INTERFACE, & NAVIGATION
INDIGO DESIGN AWARD 2019

DIGITAL MEDIA

14 MOST AFFECTED COUNTRIES

Raffles Digital Media Designer,
Nur Insyirah AYUB KHAN
Malaysian
Raffles Singapore

MULTIPLE GOLD AWARDS FOR
INDIGO DESIGN AWARD 2018

GOLD AWARD FOR
SAFETY STARTS WITH ME COMPETITION 2019

GRAPHIC

Raffles Graphic Designer,
Queenie KUAN Jing Wen
Malaysian
Raffles Singapore

PLATINUM AWARD FOR
SINGAPORE ART MUSEUM REBRANDING

Raffles Graphic Designer,
Lionel TAY
Singaporean
Raffles Singapore

GRAPHIC