2015 - 2016

BACHELOR
OF DESIGN
(DIGITAL MEDIA)

DIPLOMA
OF DESIGN
(DIGITAL MEDIA)

www.rmit.edu.vn
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Cover
Vu Nguyen Vuong Linh
Bachelor of Design (Digital Media)
WELCOME MESSAGE

Over the last decade there has been a rapid expansion of Vietnam’s creative industries. Video production, advertising, online media, print, broadcast, games and other sectors now provide exceptional career opportunities for creative individuals.

Since 2002 the Bachelor of Design program has graduated work-ready professionals to meet this industry demand. The program is unique in that it embeds theory and technical skills within creative and professional practice to ensure that our graduates are prepared to face the challenges of today’s competitive creative market, and become the industry leaders of the future. Students are taught by outstanding lecturers with an extensive range of industry and academic experience. They also enjoy state-of-the-art facilities and AV resources, and one of the best design libraries in all of Southeast Asia.

Ultimately, the success of the program can be best seen by the success of our graduates. In this case, the numbers are clear: in 2013, 83% of our graduates were working in creative industry positions within three months of graduation. In addition, prior graduates now hold senior positions within agencies and production companies, and in some cases lead their own companies.

Having spent much of my life in the creative arts, it gives me great pleasure to help students discover and nurture their own creativity. It is even more fulfilling to see them go on to build successful careers based on their passion.

On behalf of the faculty and staff, I invite you to discover your passion in the Bachelor of Design program.

Don Gordon

Head of Department
Bachelor of Design (Digital Media)
AN AWARD-WINNING UNIVERSITY

Graduates of RMIT Vietnam earn a degree from RMIT University, Australia’s largest tertiary institution. The degree meets the highest Australian education standards and is recognised by employers around the world.

RMIT has a 5-OUT-OF-5 QS STARS RANKING FOR EXCELLENCE IN HIGHER EDUCATION*

RMIT is one of AUSTRALIA’S TOP 15 TERTIARY INSTITUTIONS

and the 6TH most internationalised university IN THE WORLD

BACHELOR of DESIGN (DIGITAL MEDIA)

Program Overview

The imagination and creativity of designers touch many objects in our lives. The interactive website, the packaging of a new mobile phone, and the visual effects in your favourite films are all created by digital media professionals.

Companies in Vietnam and abroad rely on the expertise of designers to communicate with their audiences. These companies require creative individuals with technical skills and design sense. In the Bachelor of Design (Digital Media) program, students are challenged to transform their creative ideas into dynamic digital creations. As a student in the Digital Media program you will learn to apply theoretical knowledge, conceptual skills, and production techniques in the development of digital media solutions for communication problems. You will have the opportunity to gain hands-on experience at some of the leading media and advertising companies in Vietnam or abroad through an internship, and upon graduation be fully prepared to apply your creativity in a growing industry.
GOLD REASONS
TO ENROL IN THIS PROGRAM

1. Learn how to effectively transform your creative ideas into media creations under the guidance of experienced international faculty.

2. Utilise state-of-the-art equipment, cutting edge technology, and one of Southeast Asia’s premier design libraries to enhance your experience.

3. Apply your skills and knowledge to an industry-based project for a smoother transition to the workplace.

4. Become part of a rapidly growing creative field with exciting career opportunities in many areas.
CAREERS AND YOUR FUTURE

Your skillset upon graduation from the Bachelor of Design (Digital Media) program will allow you to undertake roles that are changing the face of visual communication. The demand for digital media professionals is ever-growing and diverse. Opportunities can be found in advertising, film, television, animation, internet development and mobile technologies.

Professional roles for graduates are available in a range of areas including:

» Advertising and media production
» Web design and digital application development
» Audio/video production and post-production
» 3D modelling and animation
» Motion design and special effects
» Interactive game development
» E-commerce, marketing and business
» Information architecture
» Software development (interface and interaction design)

“Unlike at other universities, RMIT design lecturers helped us develop our own design style. I also learned management skills and knowledge which are valuable for my career.”

Thao Uyen
Bachelor of Design (Digital Media)
83% of our graduates FIND A JOB in the CREATIVE INDUSTRIES upon graduation

Source: Program Annual Review 2013

INDUSTRY CONNECTIONS & INTERNSHIPS

RMIT works closely with industry to ensure students receive relevant knowledge and practical experience that is aligned with the needs of future employers. RMIT lecturers bring extensive industry experience that provides students with real-world insights and examples. Students can apply this knowledge in their work placement, where they have the opportunity to engage with the industry’s top digital media professionals.

In 2014, RMIT Design students undertook internships in 46 companies including AVC Edelman, Digipost, Ogilvy, Phibious, Studio 60, Vinamation and 116 Pictures.

“What I’ve noticed about our RMIT interns is that they have great communication skills in English and Vietnamese. They also have fundamental shooting, editing and filmmaking skills. Without these skills, we wouldn’t hire them as it’s simply not feasible for us to train them from scratch.”

Gordon Westman
Director 116 Pictures
TEACHING REAL-WORLD SKILLS

RMIT prides itself on producing work-ready graduates. Our programs integrate academic learning with its application in the workplace. Students learn theories and methods and how to apply them to real-world situations through case studies, work placements, and other practices.

As a global university, RMIT students are exposed to an international way of thinking within the Vietnamese context, gaining skills and understanding that go far beyond the technical. RMIT graduates are known for having exceptional critical thinking, teamwork, communication and other career skills.

STATE-OF-THE-ART FACILITIES

RMIT Vietnam is renowned for its world-class facilities. Students can expect modern classrooms, cutting-edge learning equipment and state-of-the art recreational and residential facilities.

Bachelor of Design students enjoy blended teaching labs, modern computer labs, post-production suites, a video production studio, AV equipment loans and an extensive library of design resources.

RMIT libraries in Ho Chi Minh City and Hanoi provide access to 300,000 books, periodicals, e-books and e-journals. Students also have online access to RMIT’s vast library in Australia. The Learning Skills Unit can provide one-on-one training in exam writing, reading and writing, and other study skills. All services are free of charge to students.
RMIT Vietnam offers a wide range of options for students. You can choose to study your entire program in Vietnam, or you may wish to stay in Vietnam for one or two years and then complete your degree in Australia. Either way you receive the same RMIT qualification.

Another option is to study in Vietnam but spend a semester or two as an exchange student in Australia or at one of RMIT’s partner institutions around the world. During your time abroad you pay the RMIT Vietnam fees.
All courses are delivered by a highly accomplished faculty with abundant industry experience and solid academic and teaching background. The lecturers in the Bachelor of Design program bring perspectives from many industries including:

» Graphic design
» Advertising
» Media production
» Internet and web application development
» Film production and screenwriting
» Game development
» Sound production
» Creative writing & fine arts
» Photography
» Entrepreneurship
» Visual effects and video post-production
» 3D animation
WHAT YOU WILL STUDY

6 DESIGN FOUNDATION COURSES

In the first year, students will establish a strong foundation in digital media. Students will learn about design principles, visual literacies, technologies, theory, and how design impacts the world we live in.

- Media Cultures 1
- 2D Design
- Design for Digital Media 1*
- Visual Literacy for Digital Media
- Digital Media Technologies
- Design for Digital Media 2*

* 24 credit courses

7 KNOWLEDGE EXTENSION COURSES

In year two, students build on their design foundation through the exploration of time, narrative, and interaction design to create dynamic, interactive content and video.

- Content Design Project
- Digital Narrative Theory and Practice
- Interactive 1
- Sound for Digital Media
- Digital Media Studio*
- Interactive 2
- Student Elective 1

* 24 credit courses

6 DESIGN SPECIALISATION COURSES

Through elective courses and independent creative projects, students explore the discipline in greater depth. Students also get intensive practical experience and industry knowledge through an internship at leading companies in Vietnam.

- Digital Media Specialisation Project*
- Digital Media Professional Practice
- Digital Media Major Project OR Internship*
- Program Elective 1
- Program Elective 2
- Student Elective 2

* 24 credit courses

ELECTIVE COURSES

Student electives can be chosen from other disciplines. Program electives are selected from:

- Time-based Media
- Visual Effects
- Advanced Web Authoring
- Experimental Design Project
- 3D Animation
- 3D Animation Practice
The Diploma of Design program is a pathway into the Bachelor of Design program. It is ideal for students who want to combine their English training with their undergraduate studies.

As a student in the Diploma of Design program, you will take English courses that combine language and study skills as well as academic courses that prepare you to enter the Bachelor of Design program. By slowly increasing the number of academic courses you study each semester, the diploma program transitions you into your degree program at a manageable pace and allows you to build your confidence. You will be supported at every stage and given the tools you need to be a successful student within an international environment.

What You Will Study

| Semester 1 | English Module 1, 2, 3 | » Fundamentals of 2D Design |
| Semester 2 | English Module 4, 5 | » Foundations of Digital Media Design 1 |
| Semester 3 | English Module 6, 7 | » Foundations of Digital Media Design 2
» Introduction to Visual Literacy for Digital Media |
| Semester 4 | English Module 8 | » Digital Media Technologies Foundations
» Introduction to Media Cultures |

Careers and Your Future

Your career prospects for the Diploma of Design are in line with your career prospects for the Bachelor of Design.
Tran Thu Quynh  
Backyard Elixir  

The branding for Backyard Elixir homebrewed hard cider is inspired by street signs of the American South from the 1950s.
Nguyen Nhat Khanh
Head in the clouds

This illustration is inspired by the designer's own tendency to be drawn to many different things at once, from shopping to psychology to fairy tales.
Doguard is an application that allows pet lovers to take better care of their pets, including a function such as finding a lost dog with GPS.

In this short film, the breath of urban life is personified through the rhythmic movements of a dancer.
In this typography project, the Neutraface typeface reflects architectural blueprints and draft plans.
VU THI VY ANH
NOVELTEA

The Noveltea brand identity design is inspired by traditional Vietnamese pottery patterns.
LUU THANH TU, LE DANG KHOA, VO QUOC HUY, NGUYEN THUY, THUC UYEN, VAN PHAM, NHAT LAN
Virus May Cry

Virus May Cry is an animated story about a boy and his epic battle against a computer virus.
## ENTRY REQUIREMENTS TO HIGHER EDUCATION

### BACHELOR OF DESIGN

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<tr>
<th>FOR LOCAL STUDENTS</th>
<th>FOR INTERNATIONAL STUDENTS</th>
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<tr>
<td><strong>ACADEMIC REQUIREMENT</strong></td>
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<tr>
<td>» Successful completion of Year 12 (or equivalent) with an average grade of 7.00/10.00 or above.</td>
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<td><strong>ENGLISH REQUIREMENT</strong></td>
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<td>All applicants should have one of the following:</td>
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<tr>
<td>» <strong>Level 7</strong> of the English for University course at RMIT Vietnam or</td>
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<td>» IELTS score of <strong>6.5</strong> or above (no band under 6.0) or</td>
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<tr>
<td>» TOEFL iBT score of <strong>92</strong> or above (no band under 20).</td>
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| **ACADEMIC REQUIREMENT** |
| » Completion of International Baccalaureate (IB) diploma with **25 points** minimum or |
| » Completion of Cambridge GCE ‘A’ Levels minimum **7 points** for 3 A level subjects. |

### ENTRY REQUIREMENTS TO PATHWAY PROGRAMS

### DIPLOMA OF DESIGN

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<td><strong>ACADEMIC REQUIREMENT</strong></td>
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<td>» Successful completion of Year 12 (or equivalent) with an average grade of 6.00/10.00 or above.</td>
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<td><strong>ENGLISH REQUIREMENT</strong></td>
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<td>All applicants should have one of the following:</td>
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<td>» <strong>Level 5</strong> of the English for University course at RMIT Vietnam or</td>
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<td>» IELTS score of <strong>5.5</strong> or above (no band under 5.0) or</td>
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<tr>
<td>» TOEFL iBT score of <strong>71</strong> or above (no band under 17).</td>
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| **ACADEMIC REQUIREMENT** |
| » Completion of International Baccalaureate (IB) diploma with **24 points** minimum or |
| » Completion of Cambridge GCE ‘A’ Levels minimum **4 points** for 2 A level subjects and 1 AS level. |

Graduates of the Vietnamese public school system are considered Local Students. Graduates of international schools located in Vietnam are considered International Students. Students who have graduated from schools outside of Vietnam can find information about studying at RMIT on our website: [http://www.rmit.edu.vn/overseas-students-study-vietnam](http://www.rmit.edu.vn/overseas-students-study-vietnam).
At RMIT Vietnam, there are three semester intakes each year:

- **FEBRUARY**
- **JUNE**
- **OCTOBER**

**APPLICATION PROCESS**

1. **Submit application**
2. **Receive letter of offer**
3. **Accept offer and pay deposit**
4. **Complete online enrolment**
5. **Start your program at RMIT Vietnam!**
CONTACT US

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