We’ve gone interactive!

Our brochures include QR codes to link you to online multimedia and further information. Simply use a QR code scanner on your smartphone to learn more about our programs, see our students' work and get a taste for what it's like to study at RMIT.

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Information correct at time of printing. This publication is intended as a general guide. RMIT University Vietnam reserves the right to alter any program or admission requirements, and availability of courses. For the most up-to-date program information, please visit www.rmit.edu.vn.

Printed: October 2018
WELCOME to the School of Communication & Design

Our students learn in an international learning environment which encourages cultural awareness, critical thinking, experimentation and – above all – the ability to think differently.

We train our students in state-of-the-art facilities, featuring modern teaching spaces, high-quality audiovisual resources, video and audio production studios and one of the best design libraries in Southeast Asia.

Our lecturers are active researchers and creative practitioners with extensive professional and academic experience from around the world.

The Flagship Internship program is one of the most exciting stages of your RMIT journey. A three-month internship with a leading communication or design company allows you to transfer the knowledge and skills you learn in class into real-world situations.

It’s truly an exciting time to work in the creative and cultural industries of Vietnam. Being highly valued by industry, our students have some of the highest employment rates in the university. Increasingly, RMIT graduates are setting up their own creative businesses.

We look forward to welcoming you to our school and to your future career.

Professor Rick Bennett
Head of the School of Communication & Design

Watch this introduction video

Follow us on Facebook
www.facebook.com/rmitvnscd/
A quality education
Our graduates earn their degree from RMIT University in Melbourne, which is Australia’s largest tertiary institution. We’re a global university of design, technology and enterprise, with more than 84,000 students around the world. Our programs are recognised internationally for meeting the highest standards of quality.

RMIT alumni are making their mark around the world.

When you graduate, you will join a large global network of alumni that provides ongoing peer support, professional development and networking opportunities. Members of the alumni community also actively help current students, providing industry connections, job opportunities and mentoring.

RMIT alumni working in 130 countries

RMIT has a 5-STAR RANKING for excellence in higher education*

TOP 1% of world’s universities*

Among the world’s TOP 100 UNIVERSITIES in Media and Communications*

RMIT is ranked 11th in the world for Art and Design*

RMIT is ranked 19th in the world in the Global Fashion School Rankings and IN THE TOP 10 Global Graduate Fashion Business Courses**

400,000 RMIT alumni working in 130 countries

13,000 RMIT alumni in Vietnam

*2018 QS World University Rankings
**2017 The Business of Fashion
Our international learning environment will help you to reach your full potential. Inspiring and highly-qualified academics teach in English and bring industry-relevant expertise from across the globe. They boast impressive academic credentials, with extensive teaching and researching experience.

Your learning will be practical and relevant to the real world. **Work integrated learning (WIL)** activities require students to apply academic learning in real-world situations with an industry or community partner. Our assessments are carried out in an authentic way. You will be tested through activities that resemble the experiences faced by industry on a daily basis.

Our campuses offer world-class facilities. Modern classrooms, purpose-built lecture theatres, studios, laboratories and other specialist spaces provide the perfect setting for you to thrive.

Staying fit while studying is also made easier, with modern sport and recreational facilities at our Saigon South and Hanoi campuses. At Saigon South, such facilities include a gym, indoor courts, tennis courts, basketball court and football fields. Students in Hanoi have access to a gym with the latest training equipment.

RMIT University offers the largest English-language library in Vietnam. Plus, you can access our extensive online library collection and research support services.

400,000 books, periodicals, e-books and e-journals.
A transformative experience
Our campuses embrace diversity and inclusiveness, and provide endless opportunities to network and make new friends. We support more than 60 student clubs across a number of academic, cultural, sports and social interests. They provide opportunities to meet like-minded people, gain new skills and develop your interests.

University life is not always serious! There is plenty of fun, colour and action. You can get involved in a range of activities and events, such as our International Festival and leadership camps.

You will have access to comprehensive learning support services, including one-to-one learning and language support, peer-to-peer study advice and group study sessions. You can also attend workshops to develop your academic skills.

For students with disabilities and learning difficulties, dedicated support services aim to provide equal access and opportunity.

Vibrant student life

Watch this video about student clubs
Many options are available for studying at RMIT University in Melbourne. You can do cross-campus study of one or two semesters and continue to pay tuition fees at your existing rate. You can start your program in Vietnam and then permanently transfer your program and pay fees to RMIT in Melbourne. Also, you have the option to enrol directly into a program in Melbourne.

Take advantage of the amazing opportunities to explore the world through our study abroad options.

Choose from more than 200 partner universities to go on exchange for one or two semesters. Students from the School of Communication & Design can exchange to universities including Parsons School of Design in New York, Fashion Institute of Technology in New York, Concordia University in Canada and the Danish School of Media and Journalism. Students in the Japanese major have many exchange options in Japan.

Global experiences

Being able to study design at Parsons and live in the heart of New York City was a dream come true. I learnt how to be an even better creative problem solver by dissolving walls between different academic disciplines. I collaborated with many new humble and talented friends. Together, we meticulously re-thought everything. I also had a chance to meet the legendary Paula Scher, who is one of my favourite designers. She is also responsible for Parsons’ current brand identity. In coming back to Vietnam, I’ve been lucky to be offered greater opportunities. I encourage everyone to challenge themselves by joining an exchange program.

Nguyen Ngoc Tran
Bachelor of Design (Digital Media)
A path to employment
Prepare for your career

Our careers services and industry links help to make the journey from the classroom to the workplace a smooth one.

These services include careers counselling and mentoring, plus skills building in resume writing and preparing for interviews. The Job Shop provides a drop-in service for information about services, workshops and events.

Career fairs and networking events let you connect with some of the biggest employers in your field. Also, employers advertise jobs directly to students through our CareerHub website.

Our Personal Edge program will help you to develop the soft skills to succeed in an increasingly competitive jobs market. Through a series of training modules, you will become:
- a creative thinker;
- a confident communicator;
- a cross-cultural team player;
- an ethical leader;
- a digital citizen;
- a career strategist.

Learn more about Personal Edge http://bit.ly/personaledge

Connect to industry

You will interact with industry partners throughout your studies. The School of Communication & Design has strong links with industry, with many leading companies performing an advisory role to ensure programs are relevant and up to date. Partners include AVC Edelman, Click Media, Facebook, Ogilvy Vietnam, Sopexa and Wavemaker.

An internship placement, through RMIT’s Flagship Internship program, provides hands-on experience in a real workplace. Many of our students are offered jobs during the internship.

I had an unforgettable three-month internship at Lion & Lion. I wanted to gain experience and become a mature person in a real workplace. Lion & Lion is an integrated digital agency that helps brands with strategic and impactful marketing. It provided a dynamic environment with multinational colleagues and the chance to become involved in the projects of big brands.

I attended brainstorming sessions, did mockups, joined meetings with clients and reached out to KOLs. In doing that, I improved my skills in many areas – such as in critical thinking, creativity, communication and fostering open relationships. After I completed the internship, they offered me a job.

76.5%

of School of Communication & Design students gain full-time employment within three months of completing their program.

Phan Anh Huyen
Bachelor of Communication (Professional Communication)
Our programs
Our academics bring a wealth of experience to the classroom. Dr Farida Kbar, who teaches in the Professional Communication program, is a great example. She has worked almost 30 years in the advertising industry in the US. While the technological landscape is changing the way we communicate with consumers, Dr Kbar says the fundamentals remain. “The rules of engaging them have changed. But, if you can engage them, they will stick with you forever.”

A degree in Professional Communication or Languages at RMIT opens the door to careers in dynamic industries in Vietnam and around the world.

Graduates of our Professional Communication program have one of RMIT’s highest rates of employment. They enter advertising or public relations roles with local players or global giants. Our Languages program offers a major in Japanese and a major in Translating and Interpreting. Specialising in one stream, or both, will make you highly employable. In Vietnam, an influx of Japanese investment has driven a demand for Japanese proficiency. As the number of multinational businesses has increased, so too has demand for skilled interpreters.
Bachelor of Communication (Professional Communication)

Program code: BP222  Mode: Full time  Location: Saigon South, Hanoi City
Duration: Three years

This career-oriented degree trains multi-talented communicators with cross-platform skills in the exciting and fast-growing media and communication sector.

Professional communicators are experts in creating traditional and digital content that is both informative and compelling. They build relationships and communicate key brand stories in a creative and interactive way.

You can choose to specialise in either advertising or public relations (PR). Advertisers seek to build the brand of a product or service in order to stimulate consumer engagement or change behaviour. PR practitioners seek to inform and influence key audiences to build a positive opinion of an issue or organisation.

You will learn about copywriting and art direction in advertising, influence and impact in PR, new media and mass media, content production and strategy, research and creative execution.

**Careers**
- account executive
- client services manager
- copywriter
- digital content developer
- government and non-government organisation communications
- marketing communication planner
- media advisor or spokesperson
- media relations officer
- public relations strategist
- online/mobile/social media producer

**Creative entrepreneurship:**
Increasingly, RMIT graduates are setting up their own creative businesses and companies in the fast-growing world of media and communication in Vietnam – and beyond.

Real-life learning is a major highlight of the program. Courses include guest lectures with advertising and PR professionals, expert feedback on student work, training workshops, company visits and agency-style projects. In the final year, you will work with an industry partner as part of the Flagship Internship program.

I’m now running a startup called Phleek. Phleek is Vietnam’s first ‘shoppable’ personal styling platform. As founder and CEO, I built Phleek from scratch. Now, we have 13 full-time and part-time team members. My experience at RMIT was fun. Classes never really felt like school to me but more like fun projects. The main thing about RMIT that benefitted my career path significantly was being able to be creative with no limitations. In advertising and PR, you cannot do well without being creative. I find myself constantly using the soft skills that I developed.

Nghi Dao Kinh
Alumnus


Alan Couldrey
Chairman, Ogilvy Vietnam

One of the industry’s oldest cliches is: ‘Clients don’t care how much you know until they know how much you care.’ I take that to mean that industry needs people who embrace story, colour and vibrancy, humour and difference. It needs people who love their jobs. RMIT seems to instinctively understand this golden principle in the people it selects, the attitude and outlook it fosters, and the results it gets. Having people enjoying what they’re learning while questioning, challenging and improving on what they’re hearing makes for a very stimulating environment.
## What you will study

The diagram shows the advised program structure and progression:

### YEAR ONE

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SEMESTER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professional Communication Studio 1: Contemporary Approaches to Media and Communication</strong></td>
<td><strong>Foundations of Public Relations (PR)</strong></td>
<td><strong>PR: Issues, Risk and Crisis Communication</strong></td>
</tr>
<tr>
<td>Making Media</td>
<td>Modern Asia</td>
<td>New Media, New Asia</td>
</tr>
<tr>
<td><strong>AD: Creative Advertising</strong></td>
<td><strong>Introduction to Advertising</strong></td>
<td><strong>University elective</strong></td>
</tr>
</tbody>
</table>

### YEAR TWO

<table>
<thead>
<tr>
<th>SEMESTER 4</th>
<th>SEMESTER 5</th>
<th>SEMESTER 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PR: Communication Strategy and Planning</strong></td>
<td><strong>Professional Communication Studio 2: PR: Contemporary PR Research</strong></td>
<td><strong>Interdisciplinary Communication Project (ICP)</strong></td>
</tr>
<tr>
<td><strong>Mass Media in Asia</strong></td>
<td><strong>Professional Communication Studio 2: AD: Copywriting / Art Direction</strong></td>
<td><strong>Exploring Asian Popular Culture</strong></td>
</tr>
<tr>
<td><strong>Features and Storytelling</strong></td>
<td><strong>Asian Cinemas</strong></td>
<td><strong>Program elective</strong></td>
</tr>
</tbody>
</table>

### YEAR THREE

<table>
<thead>
<tr>
<th>SEMESTER 7</th>
<th>SEMESTER 8</th>
<th>SEMESTER 9</th>
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</thead>
<tbody>
<tr>
<td><strong>University elective</strong></td>
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</tr>
</tbody>
</table>

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I chose this program because I had a huge interest in creative television commercials that could drive the audience to take meaningful social actions or to purchase products. Another attractive factor was the compulsory internship program which offers students hands-on learning experience in the industry. During my third semester, I had a memorable internship at TBWA agency. It was an insightful experience into every process of an advertising agency. I saw myself grow a lot. Now, I possess better communication and time management skills.

---

**Nguyen Thi Truc Van**
Current student
Digital magazine N3CRO explored the issue of language as a barrier between international and local students at the RMIT Hanoi campus. It was produced in the Making Media course.

SHHHH – WHEN SILENCE HURTS
by Bui Phuong Anh, Tran Hoang Bao Chau, Duong Vinh Hoi, To Ngoc Minh Thy and Nguyen Ngoc Thoai Nghi.

The SHhhh campaign aimed to raise awareness of the harm caused by sexual harassment. It culminated in the SHhhh – When Silence Hurts exhibition. The campaign was produced in the Interdisciplinary Communication Project course.
This program provides a foundation in understanding language in different cultural contexts and allows you to specialise in the majors of Japanese or Translating and Interpreting, or both.

The program places a strong emphasis on face-to-face learning in the first two years, followed by two work integrated learning (WIL) courses and further cultural studies.

The Japanese major is taught fully in Japanese by Japanese nationals. You will combine language skills with experiences of Japanese lifestyle and culture, including through engagement with Japanese-speaking industry and community partners.

The Translating and Interpreting major is taught in English by leading experts in the field. You will use cutting-edge technology, including soundproof interpretation booths, and build skills and techniques that can immediately be put into practice in the real world.

**Careers**

You will be prepared for many exciting careers in areas including:

- international business
- policy and governance
- events and conferences
- sales/company representative
- travel and tourism
- media and communications
- advertising and PR
- marketing/digital marketing
- publishing
- interpreting non-fiction
- copywriting and editing

Many courses engage with native Japanese speakers from a diverse range of industries and with professionals from the field of interpretation and translation. In the program's final year, the Flagship Internship provides the chance to get real-world experience with an industry partner. On completion of the program, you will be eligible to take internationally recognised tests for Japanese language proficiency or translation/interpretation proficiency.

Vietnamese people are very interested in Japanese culture, especially pop culture. Students in the Japanese major say that they want to use the language for their work. Not all want to go to Japan, but they see a lot of Japanese companies and other Japanese things in Vietnam and they want to build a connection through their language skills. The courses are all about task based teaching. It is student centered learning. We don’t have lectures. The content that we provide, especially about grammar, is online. Class time is for students to practise what they’ve learnt online.

Eriko Yamato
Lecturer, Japanese major
What you will study

The diagram shows the advised program structure and progression:

### Bachelor of Languages

#### YEAR ONE

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>Introduction to Language</th>
<th>Theoretical Bases of Translating &amp; Interpreting</th>
<th>Japanese 1</th>
<th>Minor course</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Language and Society</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Discourse Studies for Translators &amp; Interpreters</strong></td>
<td></td>
<td><strong>Japanese 2</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Global Language</strong></td>
<td></td>
<td><strong>Japanese 3</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Translation Technology</strong></td>
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</tbody>
</table>

#### YEAR TWO

<table>
<thead>
<tr>
<th>SEMESTER 4</th>
<th>Intercultural Communication</th>
<th>Ethics and Professional Issues in Translating &amp; Interpreting</th>
<th>Japanese 4</th>
<th>Minor course</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Language and Society</strong></td>
<td></td>
<td><strong>Japanese 2</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Working and Managing in Global Careers</strong></td>
<td><strong>Japanese 5</strong></td>
<td>General elective*</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Global Language</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Translation Technology</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### YEAR THREE

<table>
<thead>
<tr>
<th>SEMESTER 7</th>
<th>Interpreting Practice &amp; Principles</th>
<th>Japanese Language &amp; Society</th>
<th>General elective*</th>
<th>General elective*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Language &amp; Culture Project (Capstone)</strong></td>
<td><strong>Translating &amp; Interpreting Consolidation Practice</strong></td>
<td><strong>Japanese Language in Context</strong></td>
<td><strong>Japanese Language &amp; Society</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Language &amp; Culture Internship</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Students can either take four general electives or a second minor.

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**Nguyen Chau Hao**

Current student,
Translation and Interpretation major

I developed a great interest in translation when I used to do it freelance. I no longer want to translate as a hobby; I want to have a professional degree in this field. I like to translate fiction because I like the creativity that goes into translating literature. I chose RMIT because there is a focus on translation that other schools don’t offer. We’re constantly practising our skills in class and during internships. When we graduate, we will have a competitive edge.
Design students enjoy access to a wide range of modern facilities, including: a mixed-reality laboratory; a media studio equipped for film and video production; a video editing suite with a non-linear editing system; and an audio recording studio.

Students in the Fashion program use industry-standard software for activities including pattern making, grading and marker planning, and 3D virtual sampling. Sewing machines and overlockers allow you to bring ideas to life.

Design

Our design programs produce professionals who are global in outlook, socially and environmentally aware, and ready to meet the needs of a digitalising and changing marketplace.

With demand for qualified design professionals exceeding supply, the Design Studies degree helps students develop the required creative skills for a career in the expanding design industry. The Design (Digital Media) program takes students to the forefront of technological innovation in design, where real and virtual worlds meet.

Our Fashion (Merchandise Management) program integrates creativity and business, equipping students with the skills to customise and apply global trends in the local market or help local brands go global.
Bachelor of Design Studies

Program code: BP316
Duration: Three years
Mode: Full time
Location: Saigon South

This program provides a firm grounding in the field of design for anyone who is serious about pursuing a creative career.

A foundational year in design education is followed by a year of specialisation and experimentation. The program culminates in project work, giving you the chance to develop a portfolio to impress future employers.

As a multidisciplinary program, you will have the choice to specialise in two of the following streams – graphics and visual communication, illustration and digital imaging, 3D concepts in interiors and exteriors, fashion design and mixed reality.

Each specialisation has three learning components – theory, skills and studio project work.

The first five semesters are delivered in block mode, meaning you will study courses sequentially in an intensive format.

Careers

You will be prepared for many exciting careers in areas including:
- graphic design
- multimedia and animation
- fashion design
- 3D concepts in interiors and exteriors
- illustration and digital imaging
- creative direction
- mixed-reality design

You will undertake industry research and develop commercial industry briefs. Events such as forums and public lectures provide a chance to connect with key industry figures. The Flagship Internship program offers an invaluable experience in a real-world working environment.

The best thing about teaching Design Studies is seeing students grow, develop and come out of their shells. It’s amazing how they embrace their own education and embrace who they are. Before choosing a specialisation, our students experience an array of different perspectives. In the theory and history stream, they learn history of design and look at case studies of design theory. In the skills stream, students learn how to draw. They then explore model making. The way that we marry skills with theory subjects works really well. Students bring all these skills together in design studio projects.

Rachel Jahja
Acting Program Manager
Design Studies

Glimpse into the world of design
What you will study

The diagram shows the advised program structure and progression:

YEAR ONE

- **SEMESTER 1**
  - Design Studio 1: Drawing and Modelmaking for Design
  - History and Theory of Design 1
  - Visual Vocabulary: Typography, Colour and Composition

- **SEMESTER 2**
  - Design and Computing 1 (Applications)
  - History and Theory of Design 2
  - Design Studio 2: Elements and Principles of Design

- **SEMESTER 3**
  - Creative Thinking and Innovation
  - Design and Computing 2 (3D and Effects)
  - Design Studio 3: Systems of Design

YEAR TWO

- **SEMESTER 4**
  - Design Discipline 1: Seminar (Theory)

- **SEMESTER 5**
  - Design Discipline 2: Seminar (Theory)

- **SEMESTER 6**
  - Design Management and Collaborative Studio

YEAR THREE

- **SEMESTER 7**
  - (Studio V) Design Studies: Capstone Studio 1 (24 credit points)
  - Elective

- **SEMESTER 8**
  - Design Studies: Capstone Studio 2 (24 credit points)

- **SEMESTER 9**
  - Professional Practice: Design Internship (12 credit points)

Bachelor of Design Studies

You can choose from one or two specialisations from the following areas:
- graphics and visual communication
- illustration and digital imaging
- 3D concepts in interiors and exteriors
- fashion design
- mixed reality

Studio V is a program that links students to industry partners, government agencies, non-government organisations and other community groups through creative outreach projects. Project issues reflect the topics of social issues, environmental issues and economic issues affecting Vietnam.

I chose Design Studies because I wanted to do something creative and I believed it offered a lot of incredible experiences. I have done some wonderful class activities, such as having to eat something and then draw its taste, making models and taking photos around Saigon. We’ve also learnt how to create old Saigon signs by spray. I had never realised how beautiful Saigon is until I studied Design Studies. The program gives me a chance to explore myself and other people. My lecturers are always willing to help me with everything I need.

Thao Truong
Current student
CO BA SOAP REBRANDING
by Vi Phan

The Co Ba Soap Rebranding project gave new life to a famous soap brand from the 1930s. Inspired by the patterns of traditional floor tiles, the designs were developed as part of the Digital Media Professional Practice course.

EVERYONE WANTS TO COME HOME
by Duy Nguyen

Consisting of 12 postcards, the project featured traditional dishes to encourage people to return home to have a meal with their family for the Mid-Autumn Festival. The project was developed as part of the Digital Media Professional Practice course.
Bachelor of Design
(Digital Media)

Program code: BP309
Mode: Full time
Duration: Three years
Location: Saigon South

This program will help you to bring your design ideas to life – in all kinds of dimensions. As the design landscape continues to shift dramatically, with digital media already going well beyond the simple interaction with screens, employers increasingly want creative staff with expertise in augmented reality, virtual reality and other emerging technologies.

You will keep up to date with the latest design trends and learn to transform your ideas into dynamic digital creations.

You will learn to communicate verbally and visually in English and interact and collaborate with highly creative people. Plus, you will enjoy industry connections and exposure to internationally acclaimed competitions and events.

Modern facilities and industry partnerships allow you to move fluidly between the classroom, studio and workplace.

Careers

You will be prepared for many exciting careers in areas including:

- advertising and media production
- audio/video production and post-production
- digital media management
- film and television
- web and information design
- interactive game development
- motion design and visual effects
- software development (interface and interaction design)
- 3D modelling and animation
- event/stage design

We provide students with an environment where they can explore and create content that challenges creativity and is meaningful and useful for the future society. By using equipment such as 3D cameras and printers, students in augmented, virtual and mixed-reality courses work on real-life projects while being mentored by industry partners. They build projects that blend both digital and physical environments. By implementing science, technology, engineering, the arts and mathematics (STEAM) into our curriculum, our students can be independent learners and equipped with real-life skills that are invaluable to the society.

Rice & Partners focuses on content marketing and specialises in video production. I’m on the industry committee with the School of Communication & Design. I’ve previously done workshops with students and been invited as a guest speaker in classes. We have several full-time interns from RMIT and aim to employ them after they graduate. Youth development is very important in our company, as we believe that talented people should be nurtured early in their careers. RMIT produces English-speaking students. This fits well with our international environment. During our class involvement, the students have been eager to engage, ask questions and see our case studies.

Rice & Partners focuses on content marketing and specialises in video production. I’m on the industry committee with the School of Communication & Design. I’ve previously done workshops with students and been invited as a guest speaker in classes. We have several full-time interns from RMIT and aim to employ them after they graduate. Youth development is very important in our company, as we believe that talented people should be nurtured early in their careers. RMIT produces English-speaking students. This fits well with our international environment. During our class involvement, the students have been eager to engage, ask questions and see our case studies.

Andrea Ho
Executive Producer,
Rice & Partners

Ondris Pui
Associate Lecturer
Facilitator, Mixed Reality Studio

Watch this video and get inspired!

Watch the video about a WIL project
What you will study

The diagram shows the advised program structure and progression:

| YEAR ONE | SEMESTER 1 | Digital Media Studio 1: Production | Digital Video |
| YEAR TWO | SEMESTER 4 | Digital Narrative Theory and Practice | Digital Media Studio 3: Experimentation |
| YEAR THREE | SEMESTER 7 | Digital Media Studio 5: Specialisation Project | Digital Media Professional Practice |
| SEMESTER 2 | Digital Media Studio 2: Collaboration | Media Cultures 1 |
| SEMESTER 5 | Digital Media Specialisation 1 | Digital Media Studio 4: Client Solutions |
| SEMESTER 6 | Digital Media Specialisation 2 | General elective |
| SEMESTER 8 | Digital Media Major Project |
| SEMESTER 9 | Flagship Internship (Design, Digital Media) | General elective |

I’m the founder and creative director of The Secret A, which is a boutique advertising agency. Having a passion to create change, I wanted to take advantage of the evolving industry towards digital by opening my own agency and testing a new creative process. What I loved about learning at RMIT was that the work was judged not by the final result but by the process. The effort to fine-tune things each day, improving detail by detail, was appreciated more than pure talent. RMIT helped me discover my career path.

Chau Chan Quyen
Alumnus
HARVEST STAR
by Tong Anh Linh, Le Minh Phuoc, Nguyen Ngoc Phuong Uyen, Dinh Tran Thao My.

Short animation film Harvest Star was awarded Best Digital Media Film at the Student Creative Showcase in 2016. The project was developed as part of the Advanced 3D Animation course.

NACATI
by Hoang Thi Huong Trang

Virtual-reality game Nacati aimed to raise awareness among tourists about the issue of wildlife poaching in Vietnam. The project was developed in the Advanced Interaction Design course.
Your engagement with industry will include field trips, guest lectures and work integrated learning (WIL) projects. In a recent example, students worked with children’s clothing company Paper Wings to develop a new product. The Flagship Internship provides hands-on experience in Vietnam’s fashion industry.

Tapestry is a global house of brands that embraces the exploration of individuality. Our passion, detailed approach and genuine love of what we do enable us to develop and nurture brands so that they can reach their full potential. We’ve been involved with RMIT through career fairs, career networking and the internship program. When we employ people, we seek passionate individuals who appreciate quality craftsmanship. We value optimism, innovation and inclusiveness. The value of our brands is determined by quality, craftsmanship and creativity – and the opportunity for self-expression that they provide.

Kazann Lim
Manager, Talent Acquisition,
South East Asia
Tapestry

I work at Takashimaya department store as a visual merchandiser, which involves taking care of designing seasonal concepts for five floors. As part of my role, I carry out monthly planning and execute the hosting of events. Also, I take part in activities such as planning budgets, negotiating with external suppliers, managing vendor relationships and developing marketing plans and marketing materials. When the recruiter saw my CV, they saw my English skills and working ability as good points. The three most helpful skills that I learnt at RMIT were in critical thinking, self-studying and debating.

Nguyen Ngoc Thanh Phuong
Alumnus
What you will study

The diagram shows the advised program structure and progression:

YEAR ONE

SEMESTER 1
- IT Fashion Illustration and Information Systems
- Marketing for Fashion and Textiles
- Merchandising Maths

SEMESTER 2
- Product Ranging
- Fashion Distribution and Logistics
- Fashion Materials

SEMESTER 3
- Product Specification
- Global Fashion Marketing
- Fashion Visual Merchandising

YEAR TWO

SEMESTER 4
- Advanced IT Fashion Illustration and Information Systems
- Global Impacts of Fashion Merchandise
- Merchandising Planning

SEMESTER 5
- Fashion Retail and Merchandising Management
- Fashion Apparel Product Development
- Program elective*

SEMESTER 6
- IT Fashion: CAD/CAM in Fashion and Textiles
- Program elective*
- Program elective*

YEAR THREE

SEMESTER 7
- Fashion and Textiles Capstone Studio – Major Project (A)
- Program elective*
- General elective

SEMESTER 8
- Fashion and Textiles Capstone Studio – Major Project (B)
- General elective

SEMESTER 9
- Fashion and Textiles Industry Research (Internship)

(*) Choose from these program electives:
- Introduction to Fashion Design
- Applied Management
- Fashion and Textiles Merchandising Management
- Fashion and Textiles Marketing
- Fashion Retail Management
- Supply Chain Management
- Fashion Branding
- Computing for Fashion Design and Product Development
- Development

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I’ve always been fascinated by people who can express their personality through unique clothing. I work at my family’s bespoke tailoring business. This program helps me to combine my love for fashion and my need to know how to run a fashion business. Other schools usually offer fashion design. Only RMIT offers merchandise management, which gives you knowledge about how to effectively sell and communicate the beautiful products that you or your brand create. My goal is to help the customers find their own styles.

Ta Thi Hong Van
Current student
KINTSUGI
by Le Minh Nhi, Le Thi Ngoc Ha, Doan Thi My Ai, Nguyen Tran Uyen Thao, Do Thi Ngoc Trinh

This Japanese-inspired collection was developed as part of the Fashion and Textiles Capstone Studio. It was among more than 420 projects displayed at the annual SCD Creative Showcase in late 2017.

SPREAD YOUR WINGS SHOWCASE

The Spread Your Wings Showcase explored how fashion could be created sustainably using available fabrics to reduce waste. Sponsored by lifestyle brand Paper Wings, the exhibition was displayed for two months at Saigon South campus in 2018.

Spread Your Wings project photos
UniSTART is an informal pathway into the School of Communication & Design programs for students who want to build their English competency and academic skills while taking first-year courses.

UniSTART transitions you into your degree program at a manageable pace while helping to build your confidence. You will undertake English courses, which combine language and study skills development, at the same time as studying core undergraduate courses.

You will be supported and given the tools you need to be a successful student within an international environment.

When you enter your undergraduate program, you will receive full academic credit for the undergraduate-level courses that you have completed as part of UniSTART.

UniSTART is an informal pathway into a bachelor's program and is not a recognised higher education qualification.

*Please refer to the RMIT Vietnam website for UniSTART courses offered in 2019.
### Eligibility

#### Undergraduate programs

<table>
<thead>
<tr>
<th>Academic requirements</th>
<th>English requirements</th>
</tr>
</thead>
</table>
| High school graduation diploma with a minimum GPA of 7.0/10.0 for Year 12, or equivalent. | Successfully complete RMIT English Advanced or complete one of the following English proficiency tests:  
- IELTS (Academic) 6.5+ (no band below 6.0)  
- TOEFL IBT 79+ (with minimum score of 13 in reading, 12 in listening, 18 in speaking and 21 in writing)  
- Pearson Test of English (Academic) 58+ (no communication band below 50)  
- Cambridge English: Advanced (CAE) or Proficiency (CPE) 176+ (no band below 169) |

#### UniSTART

<table>
<thead>
<tr>
<th>Academic requirements</th>
<th>English requirements</th>
</tr>
</thead>
</table>
| High school graduation diploma with a minimum GPA of 6.0/10.0 for Year 12, or equivalent. | Successfully complete RMIT English Upper-Intermediate or complete one of the following English proficiency tests:  
- IELTS (Academic) 5.5+ (no band below 5.0)  
- TOEFL IBT 50+ (with minimum score of 5 in reading, 5 in listening, 14 in speaking and 15 in writing)  
- Pearson Test of English (Academic) 42+ (no communication band below 36)  
- Cambridge English: Advanced (CAE) or First (FCE) 162+ (no band below 154)  
- RMIT English Placement Test: Pre-Advanced |

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#### International Baccalaureate (IB) Diploma

<table>
<thead>
<tr>
<th>Academic requirements</th>
<th>English requirements</th>
</tr>
</thead>
</table>
| 25 points minimum | Minimum of 4 in English A1 or A2 at Higher Level (HL) or Standard Level (SL); or  
- Minimum of 4 in English B at Higher Level (HL); or  
- Minimum of 5 in English B at Standard Level (SL) |

<table>
<thead>
<tr>
<th>Academic requirements</th>
<th>English requirements</th>
</tr>
</thead>
</table>
| 24 points minimum | Minimum of 3 in English A1 or A2 at Higher Level (HL) or Standard Level (SL); or  
- Minimum of 3 in English B at Higher Level (HL); or  
- Minimum of 4 in English B at Standard Level (SL) |

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#### UK A Levels

<table>
<thead>
<tr>
<th>Academic requirements</th>
<th>English requirements</th>
</tr>
</thead>
</table>
| Minimum 7 points for 3 A level subjects | IGCSE: C or better in English – First Language or English Literature, or B or better in English – Second Language; or  
- A Levels: Achieve minimum C in an A Level subject that is taught and examined solely in English (excludes language subjects, mathematics and music) |

<table>
<thead>
<tr>
<th>Academic requirements</th>
<th>English requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum 4 points for 2 A Level and 1 AS Level subjects</td>
<td></td>
</tr>
</tbody>
</table>
| Minimum of 3 in English A1 or A2 at Higher Level (HL) or Standard Level (SL); or  
- Minimum of 3 in English B at Higher Level (HL); or  
- Minimum of 4 in English B at Standard Level (SL) |

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Note: TOEFL, IELTS, Pearson and Cambridge results are recognised for two years from the test date. RMIT English results are recognised for one year from the test date.
Accommodation

On-campus residential facilities at Saigon South accommodate more than 100 students, offering a safe and comfortable home away from home. All apartments are fully furnished and air-conditioned. Residents have access to exclusive study spaces, kitchens and recreational areas.

<table>
<thead>
<tr>
<th>Room type</th>
<th>Capacity</th>
<th>Fee per student (one semester/16 weeks)</th>
<th>Fee per student (four weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single studio</td>
<td>1</td>
<td>VND 39,000,000</td>
<td>VND 10,700,000</td>
</tr>
<tr>
<td>Twin studio</td>
<td>2</td>
<td>VND 28,500,000</td>
<td>VND 8,000,000</td>
</tr>
<tr>
<td>Three-bedroom apartment</td>
<td>3</td>
<td>VND 33,500,000</td>
<td>VND 9,300,000</td>
</tr>
<tr>
<td>Five-bedroom apartment</td>
<td>5</td>
<td>VND 32,000,000</td>
<td>VND 8,800,000</td>
</tr>
</tbody>
</table>

*Prices quoted are for 2019.

Inclusions

- furnishing;
- air-conditioning;
- the cost of utilities, including electricity and water;
- weekly services, including linen change (sheet and pillowcase);
- in-room wireless internet;
- wireless connectivity to the printing lab;
- in-room telephone connection for external and internal calls;
- in-room safety box.

Services and facilities

- on-site university management presence;
- reading rooms;
- a kitchen, with refrigerator, freezer, microwave oven, electric cooktop and rice cooker, on each floor;
- printing lab with wireless printers, workstations, internet connection and English-language software;
- recreation room with television, board games and a pool table;
- external courtyard with outdoor seating and barbecues;
- laundry room with washing machine, dryers, ironing board and iron;
- external clothes-drying area;
- access to university facilities, including the food court, sports centre and playing fields.

How to apply

At RMIT University Vietnam, there are three intakes each year:

**FEBRUARY**

**JUNE/JULY**

**OCTOBER**

Application process

Submit application

Receive letter of offer

Accept offer and pay deposit

Complete online enrolment

Start your program at RMIT University Vietnam!

Tuition

Students can choose between the standard tuition fee or the fixed-fee program. Payments are made each semester on a course-by-course basis.

More accommodation information


Up-to-date fee information


Up-to-date scholarship information

RMIT UNIVERSITY VIETNAM

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✉️ enquiries@rmit.edu.vn

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📞 (84) 24 3726 1460
✉️ hanoi.enquiries@rmit.edu.vn

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