

PROGRAM Learning Outcomes

Program Description

The Bachelor's Degree Program at Dubai Institute of Design and Innovation is a unique, four-year undergraduate program that blends creativity, and technology, with business acumen, and human ingenuity to address complex global challenges through design-led innovations. With a unique blend of product, multimedia, fashion and strategic design, this multidisciplinary degree helps students explore the intersections of design, innovation, entrepreneurship, and social impact to become creative leaders, problem-solvers, and agile innovators across the disciplines and industries. Students learn through compelling experiences, critical reflection, and industry engagement through internships, exhibitions and placements to proactively contribute to the fast-evolving creative economies.

Learning Outcomes

- Create innovative and functional products, services and systems across design domains and disciplines
- Conceptualise design solutions grounded in cultural, ethical, and sustainability principles
- Apply theoretical frameworks to question, research and analyse design solutions within economic, social, cultural contexts.
- Formulate design strategies that align with business goals, brand narratives, and user insights
- Integrate artistic intuition with analytical reasoning and business acumen to develop original and impactful design ideas
- Develop compelling design experiences using contemporary technologies, tools and platforms
- Engage in project-based learning, internships, or industry collaborations to prepare for diverse career paths.
- Experiment with a range of design disciplines, materials, and processes to identify personal strengths and interests.

General Education

- Investigate complex interdisciplinary questions through a combination of diverse research methods, models and sources.
- Communicate ideas persuasively across written, visual, verbal, and digital formats tailored for diverse audiences.
- Apply new concepts and technologies to facilitate innovation and enhance problem-solving for user-centered outcomes.
- Collaborate effectively within interdisciplinary and multicultural teams to solve real-world problems.
- Integrate knowledge from the arts, sciences, and humanities to address societal challenges.
- Evaluate contemporary global challenges through the lens of local policies, values, and ethical frameworks.
- Create sustainable and innovative solutions informed by entrepreneurial thinking to tackle local and global challenges.

Program Layout

Each element of the curriculum has been designed to allow students to study the topics they choose, and graduate with a Bachelor of Design degree.

Based on the cross-concentrations declared students can select the courses they wish to register for. Here are the main reasons for cross-concentration courses:

- Innovation is guaranteed. Cross-disciplinary courses encourage innovation. The DIDI DNA encourages cross-pollination of skills and ideas. The curriculum is designed to encourage cross-disciplinary learning.
- Passion postponed. Taking all courses in a single discipline, will have students to wait an entire year before they are able to take another course in another discipline. Mix it up.

The below rules are taken in the best interest of the student for a balanced cross-discipline (XD) education and to maximize learning at DIDI.



- **Rule 1:** All first-year student should go through the first year Foundation in Design before enrolling into any discipline courses. They should have completed both the studios and workshops from the Foundation year to declare their disciplines. An exception is only provided to Transfer students upon approval of the Dean.
- **Rule 2:** Students who declared their cross-disciplines at DIDI are strongly encouraged to take a studio and workshop from different disciplines. In other words, the studio and the workshop cannot be from the same discipline. Thus, a maximum of two courses in the same discipline (Studio + Lecture or Workshop + Lecture) and the third/ fourth lecture course from a general education or other disciplines.
- **Rule 3:** Students can enroll into a course provided they meet the pre-requisite/co-requisite requirement.

Foundation



STUDIO

FoS101 6 credits, Year 1 Fall

Exploring Design

Pre-requisite: NA

Co-requisite: FoW101

This studio introduces the creative design process through drawing and making. Serving as a dynamic laboratory, it enables students to explore ideas of form, space, materials, and systems through hands-on, project-based activities. Emphasis is placed on translating design principles into visual expressions, fostering a “thinking through seeing and making” approach. Students will develop foundational skills in drawing, sketching, rendering, and basic 3D modeling through guided in-class exercises that provide an overview of the four concentrations in DIDI’s multidisciplinary design program.

WORKSHOP

FoW101 3 credits, Year 1 Fall

Ecology of Form

Pre-requisite: NA

Co-requisite: FoS101

This course explores the creative design process through drawing and making within a dynamic workshop environment. Students engage in iterative, project-based activities that investigate form, space, materials, and systems. Emphasizing the interplay between seeing and thinking, the course fosters conceptual translation into physical constructs. It offers a multidisciplinary perspective on design, inquiry and media. Sustainability is integral, with a focus on material impact, waste reduction, and efficient use throughout the course.

LECTURE

FoL101 3 credits, Year 1 Fall

Design Across Scales

Pre-requisite: NA; **Co-requisite:** NA

This entry-level course introduces fundamental design principles that enable students to comprehend and apply design concepts across various scales—from tangible objects to complex systems. Through practical exercises such as developing clear visual hierarchies, constructing basic interactive models, and analyzing the functionality of everyday items, students will explore how design shapes user experience. Complementary discussions will address themes including accessibility and sustainability, fostering an interdisciplinary and responsible approach to design thinking.

LECTURE

FoL102 3 credits, Year 1 Fall

History of Design

Pre-requisite: NA

Co-requisite: NA

This course explores the evolution of design from ancient civilizations to contemporary practice. Through a relational and cross-cultural lens, students examine key objects, movements, and methodologies to understand how design responds to and shapes societal, technological, and cultural change. The course emphasizes history as a practical and inspirational tool, encouraging students to connect past innovations with their own design interests and directions.

STUDIO

FoS102 6 credits, Year 1 Spring

How to Design (Almost) Anything

Pre-requisite: FoS101, FoW101

Co-requisite: FoW102

This studio introduces fundamental design practices—such as sketching, storytelling, and prototyping—through lectures, labs, and projects. Emphasizing cross-disciplinary collaboration and the role of technology, students engage in problem-seeking and problem-solving by identifying challenges, setting constraints, and justifying decisions through research. Projects guide students through the complete design process from research and concept development to prototyping and final execution.

WORKSHOP

FoW102 3 credits, Year 1 Spring

Material (In)Formation

Pre-requisite: FoS101, FoW101

Co-requisite: FoS102

This workshop develops foundational skills in fabrication, data analysis, and tool operation across diverse materials and technologies. Topics include CAD/CAM/CAE, CNC machining, 3D printing, laser cutting, wearable tech, sensors, and embedded systems, with a focus on both practical use and understanding of production impacts. Students gain essential competencies applicable to Fashion, Multimedia, Product, and Strategic Design.

LECTURE

FoL103 3 credits, Year 1 Spring

Design Strategies and Entrepreneurship

Pre-requisite: NA; **Co-requisite:** NA

This course will provide the students with basic understanding, methods, and tools to enhance the design process as a problem-solving and entrepreneurial enterprise, applying the principles of design thinking from ideation through project planning and management which will enable the students to develop a strategic and interdisciplinary approach to design and innovation.

LECTURE

FoL104 3 credits, Year 1 Spring

Design Futures

Pre-requisite: NA; **Co-requisite:** NA

This course introduces students to the evolving field of design, covering the key theories and emerging technologies shaping its future. It will also examine the emotional and intellectual relationships between people and designed objects, drawing on philosophy, anthropology, psychology, and social theory. Emphasizing the pivotal role of technology as a driver of change, the course highlights how advances, like IoT, AI, VR, and connected products, shape design possibilities and challenges. Students will engage in research and creative activities to develop skills for designing responsibly in a changing world.

Product Design



STUDIO

PrS201 Year 2 Fall and Spring

Design Objects

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This course explores design at the scale of objects and interactive experiences. Students engage in iterative research and prototyping to understand objects as autonomous agents capable of communication and interaction. The course covers interaction design, critical observation of everyday objects, research-through-design, nonhuman agency, and the Internet of Things.

WORKSHOP

PrW201 Year 2 Fall and Spring

Materials in Human Experience

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This workshop explores materials through hands-on study of production technologies and material properties. Students engage in projects focusing on plastic objects, examining form, function, and manufacturing. Activities include drawing, 3D modeling, stress testing, technical drawing, molding, casting, and prototyping. The course builds practical and theoretical skills for designing and producing functional, aesthetically considered components.

LECTURE

PrL201 Year 2 Fall and Spring

Human Factors

Pre-requisite: FoS102, FoW102/Transfer Student.

Co-requisite: NA

This course introduces students to principles of physical and cognitive ergonomics alongside ethnographic research methods in design. Students gain hands-on experience with user research and testing by modelling and constructing testing props and mechanisms. Focusing on human interaction with technology, the course examines cognitive, perceptual-motor, and performance limitations. Students observe existing systems to identify common issues and practice basic problem-solving to support improvements in user experience.

STUDIO

PrS301 Year 3 Fall and Spring

D-Lab Design

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This advanced course explores designing products within technological and material systems. Students engage in research, prototyping, and

testing using process-driven methodologies and advanced technologies. Studio projects encourage interdisciplinary approaches to develop design solutions that integrate technology, materials, and processes across various scales and environments.

WORKSHOP

PrW301 Year 3 Fall and Spring

Design and Manufacturing

Pre-requisite: FoS102, FoW102

Co-requisite: NA

In this course students will be introduced to the This course deepens students' understanding of the creative design process through the integration of materials, engineering principles, and production methods. Emphasizing design for manufacturability, students engage in advanced concept development, CAD modeling, mechanism design, and estimation within real-world constraints of time and budget. Through a comprehensive design-and-build project, students explore machine elements, electronics, and technical communication, while developing solutions that are both functional and innovative. The course fosters critical thinking, precision, and confidence in navigating complex design challenges from concept to prototype.

LECTURE

PrL301 Year 3 Fall and Spring

Materials and Processes

Pre-requisite: FoS102, FoW102/Transfer Student;

Co-requisite: NA

This course advances students' understanding of creative design processes and materials in product development, emphasizing the application of engineering principles. Students will strengthen competence and confidence through hands-on projects, critically integrating physical laws with innovative problem-solving. Topics include advanced idea generation, concept evaluation, CAD modeling, mechanism design, applied electronics, estimation, technical communication, ethics, and project management. The course promotes active inquiry and equips students with analytical and practical skills for professional design practice.

Multimedia Design



STUDIO

MuS201 Year 2 Fall and Spring

Visualization and Information Design

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This course introduces the dynamic field of infographics and data-driven visualization, emphasizing design and narrative development. Students will explore information visualization concepts and apply them through hands-on assignments and projects. Beginning with foundational data analysis, the course advances visual design principles and sophisticated 2D and 3D visualization techniques. Key topics include storytelling and narrative construction, choosing effective visual representations, audience analysis, and the designer's role in creating engaging, multimedia-rich data stories that bring information to life.

WORKSHOP

MuW201 Year 2 Fall and Spring

Fundamentals of Computational Media Design

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This course introduces students to the fundamentals of computational media design through a series of intensive sprints combining lectures, tutorials, and hands-on making. Framing code as creative material, students explore core concepts in computer graphics, interaction design, and web development. Projects emphasize experimentation in data visualization, human-computer interaction, and multi-sensory interfaces. The course fosters both individual exploration and collaborative problem-solving through the design of interactive digital platforms.

LECTURE

MuL201 Year 2 Fall and Spring

Visual Computing 1

Pre-requisite: FoS102, FoW102/Transfer Student.

Co-requisite: NA

This course explores contemporary theories and practices of visual computing, with a focus on data visualization and information design at the intersection of art, design, and technology. Students examine topics such as the analogue roots of information design, global data cultures, machine perception, and multisensory environments. Rule-based design methods, including shape grammar, are introduced to frame design as visual language. Through critical analysis

and hands-on projects, students develop visual literacy and computational fluency to enhance user experiences and interrogate the aesthetics of data in a digital world.

STUDIO

MuS301 Year 3 Fall and Spring

Designing Interactions

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This advanced course explores the future of mobile interactions and pervasive computing, covering design, technology, social, business, and ethical aspects. Students engage with human-computer interaction theories and apply advanced research and design methods. Working in multidisciplinary teams, they develop user-centered projects to analyze, envision, and prototype innovative mobile and ubiquitous computing solutions. Emphasis is placed on graphical user interface design, human factors, prototyping, and evaluation. Studio projects focus on regional mobile culture to ensure culturally relevant and critical exploration of pervasive computing.

WORKSHOP

MuW301 Year 3 Fall and Spring

Advanced Visualization in Motion Graphics

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This advanced workshop focuses on visualization through computer graphics, animation, and video production. Students will learn to use sophisticated software to create motion graphics that incorporate 3D elements, advanced effects, music, color theory, layout, and broadcast standards. The course combines hands-on studio practice with critical review of design literature and media, emphasizing creativity, technical finish, and aesthetic quality.

LECTURE

MuL301 Year 3 Fall and Spring

Visual Computing 2

Pre-requisite: FoS102, FoW102/Transfer Student;

Co-requisite: NA

This advanced course investigates the relationships between shapes and forms in 2D and 3D media, emphasizing visual aesthetics. Students explore how static and dynamic, literal and abstract designs can communicate complex ideas and emotions. The course highlights the role of design aesthetics in addressing cultural, social, and environmental



issues, enabling students to create work that is conceptually rich, visually compelling, and contextually meaningful.

Fashion Design

STUDIO

FaS201 Year 2 Fall and Spring

Exploring Fashion 1

Pre-requisite: FoS102, FoW102

Co-requisite: NA

Building on skills from How to Make (Almost) Anything, this course advances students' abilities in fashion form, construction, and visual communication. Emphasis is placed on garment-making as a creative, iterative process grounded in sustainable and critical design thinking. Students explore material selection, ecological impact, and develop their individual aesthetic through drawing and digital techniques.

WORKSHOP

FaW201 Year 2 Fall and Spring

Fashion Design Workshop 1

Pre-requisite: FoS102, FoW102

Co-requisite: NA

In this workshop, students will build skills in developing design and technical competencies in garment construction and the integration of a variety of media to communicate their design ideas through two major projects. The focus will be on scaffolding the necessary techniques and skills for creative construction, observational drawing, photography, digital image creation, and time-based explorations. Students will move their projects from sketches, through to initial muslins, ending with a final garment in a fashion fabric.

LECTURE

FaL201 Year 2 Fall and Spring

Fashion Culture

Pre-requisite: FoS102, FoW102/Transfer Student;

Co-requisite: NA

In this course, students explore their aesthetic and creative vision through historical and contemporary perspectives. Through readings, group discussions, and lectures, students examine the evolving sociocultural roles of fashion in the 20th and 21st centuries. The course deepens understanding of the dynamic connections between dress, society, culture, and subcultures, while addressing diversity. Students will also explore how fashion relates to art, cinema, photography, politics, and the economy.

STUDIOS

FaS301 Year 3 Fall and Spring

Exploring Fashion 2

Pre-requisite: FoS102, FoW102

Co-requisite: NA

Building on Exploring Fashion 1, this course situates fashion design within the interconnected systems of business, culture, economics, and ecology. Students deepen their skills in research, conceptual development, iterative design, making, and collaboration. A focus on user-centered design, supported by ethnographic research and diversity awareness, positions the student as a facilitator and problem-solver working with individual and group users. The course also explores fashion curation and its relationship to the editorial process through practical design projects grounded in real-world contexts.

WORKSHOPS

FaW301 Year 3 Fall and Spring

Fashion Design Workshop 2

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This course builds on prior learning from Design Across Scales and Exploring Fashion 1, advancing visual expression and technical skills in pattern making, draping, and material exploration. Students are introduced to material science and related tools and technologies, while learning to communicate design concepts within broader social, cultural, and environmental contexts. Emphasis is placed on integrating diverse media to articulate design ideas with clarity and impact.

LECTURES

FaL301 Year 3 Fall and Spring

Fashion Ethics and Culture

Pre-requisite: FoS102, FoW102/Transfer Student;

Co-requisite: NA

This course explores the creative, aesthetic, and cultural dimensions of fashion through ethical and historical perspectives. Students examine fashion history, cultural criticism, and contemporary practices, with a focus on body politics, gender, and representation. The course emphasizes the role of the fashion industry in the MENA region and the need for systemic change, using lectures, readings, media, and field research.

Strategic Design Management



STUDIO

StS201 Year 2 Fall and Spring

Strategic Design in Context

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This studio-based course addresses complex problems through strategic design, emphasizing its role in business transformation and long-term value creation. Students develop a critical understanding of design's impact within broader organizational and societal contexts. Combining strategic thinking with design practice, the course guides students to formulate their own approach to strategic design. Final projects include individual, and team assignments focused on how design processes and outcomes contribute to economic success and positive societal impact.

WORKSHOP

StW201 Year 2 Fall and Spring

Innovation and Design

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This project-based workshop develops students' skills in innovative design thinking across disciplines. It emphasizes the iterative design process, focusing on participation, iteration, and synthesis. Topics include user understanding, learning methods, and project implementation. Students enhance communication through presentations and feedback. Guest lectures provide insights into multidisciplinary and local design thinking approaches. The course equips students with foundational tools to innovate in diverse contexts.

LECTURE

StL201 Year 2 Fall and Spring

Design Marketing Management

Pre-requisite: FoS102, FoW102/Transfer Student;

Co-requisite: NA

This course develops skills in marketing analysis and planning, and introduces key ideas and phenomena, such as how to deliver benefits to customers. The professor will present a framework for analysis and enhance problem solving and decision-making abilities in these areas. Material relevant to understanding, managing, and integrating marketing concepts in managerial situations, from entrepreneurial ventures to large multinational firms and to consulting will be covered through a series of lectures, assignments and in class exercises.

STUDIO

StS301 Year 3 Fall and Spring

Strategic Design Management

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This advanced studio explores strategic, client-centered design as a tool for creating meaningful product, service, and system solutions. Students work in teams to plan, develop, and communicate design concepts that address commercial, social, and environmental needs. Topics include project planning, user research, concept development, prototyping, critique, and client management. Emphasis is placed on collaboration, critical thinking, and active student engagement.

WORKSHOP

StW301 Year 3 Fall and Spring

Design Thinking

Pre-requisite: FoS102, FoW102

Co-requisite: NA

This course introduces the core principles of design thinking, emphasizing its connection to design disciplines and the essential skills designers bring to the innovation process. Students will explore key theories and frameworks of design thinking and apply these concepts to real-world design projects, fostering innovative problem-solving abilities applicable both within and beyond design contexts.

LECTURE

StL301 Year 3 Fall and Spring

Communicating with Data

Pre-requisite: FoS102, FoW102/Transfer Student.

Co-requisite: NA

This course will combine fundamental quantitative techniques with real-world examples to help students make informed management decisions. It emphasizes understanding core concepts as a way of thinking, not just calculating, to improve decision-making skills. The focus is on essential tools for practical analysis rather than covering all management science techniques. Students will engage with exercises and examples from marketing, finance, operations management, strategy, and other business areas.

General Education



LECTURES

LaL201 Fall Semester

Introduction to Academic Writing

Pre-requisite: NA; **Co-requisite:**

This foundational course introduces university students to the essentials of academic writing. Students will develop skills in structuring essays, crafting clear arguments, integrating and synthesizing research, and presenting their ideas with appropriate academic style and citation formats. Emphasis will be placed on developing coherent introductions, logical body paragraphs, and effective conclusions, preparing students to communicate persuasively and ethically in academic contexts.

AI L301 Spring Semester

Artificial Intelligence (AI) in Design

Pre-requisite: NA; **Co-requisite:**

This course introduces fundamental concepts and techniques of artificial intelligence (AI), emphasizing their role in design and creative problem-solving. Students will explore key AI branches such as machine learning, natural language processing, and computer vision, applying AI tools and platforms to simple design challenges. Ethical implications and societal impacts of AI in design will be examined. Collaborative projects will encourage interdisciplinary teamwork to propose innovative, AI-enhanced design solutions.

HwL201 Fall Semester

Happiness and Wellbeing

Pre-requisite: NA; **Co-requisite:**

This course explores happiness and wellbeing from socio-psychological perspective with focus on emotional resilience, mindfulness, positive relationships, and healthy living habits. Through interactive discussions and reflective assignments, the course engages learners to foster the emotional and physical wellbeing for themselves and others in diverse contexts.

ScL301 Spring Semester

Ecology and the Environment

Pre-requisite: NA; **Co-requisite:**

This course introduces the fundamental principles of ecology and their application in understanding and addressing environmental challenges. Students will explore the dynamics of populations, communities, and ecosystems. Ecological concepts will be linked to the management, conservation, and restoration of natural resources. Through case studies and local examples, students will examine real-world issues and engage in discussions on

how design thinking can contribute to sustainable solutions.

HuL401 Fall Semester

Communicating Across Cultures

Pre-requisite: NA; **Co-requisite:**

This course examines a range of communication styles and techniques shaped by diverse cultural norms and traditions. Starting with a theoretical framework on the relationship between culture and communication, the course explores verbal and non-verbal differences, barriers, and key intercultural communication modes such as argumentation, negotiation, and conflict resolution. Through case studies focused on American, Asian, European, and African contexts, students will engage with how different cultures construct knowledge (epistemology) and hold values (axiology).

EmL401 Spring Semester

EmL401 – Emirati Cultural Studies

Pre-requisite: NA; **Co-requisite:**

This course offers an in-depth exploration of the United Arab Emirates' cultural heritage, focusing on social customs, religious practices, language, traditional clothing, architectural styles, and life/work ethics. Students critically examine how these elements shape Emirati identity and influence contemporary design and innovation. Emphasizing sustainable and culturally responsive design, the course features multiple visits to cultural landmarks, heritage sites, and/or design studios, as well as guest lectures and workshops by prominent Emirati artists and designers. These experiential components provide students with direct engagement opportunities to deepen their understanding and apply cultural insights within practical design contexts.

Thesis

RESEARCH PRACTICE

RpT401 Year 4 Fall

Research Practice

Pre-requisite: Complete the Cross-concentration requirements.

Co-requisite: NA

This course develops the knowledge and skills of students in understanding, developing and applying research principles, methods, and code of practice to address design challenges. With focus on quantitative and qualitative research approaches, students will learn how to develop research questions, carry out literature review, conduct fieldwork, and translate insights into products, services, and strategies. Through hands-on projects and critical reflection, students will examine the role of research in assessing and developing innovative design outcomes. The course prepares students to integrate research as a core component of their creative process for thesis and or capstone projects.

THESIS

ThA401 Year 4 Spring

Thesis Applied

Pre-requisite: TpT401; **Co-requisite:** NA

This course builds on the findings of the research undertaken in TpT401, culminating in a design solution for a design problem. Students focus on conceptualizing, contextualizing and realizing their individual routes of inquiry. Students will demonstrate their capacity for creative investigation and conceptual development within design. Students are encouraged to question ideas and outcomes, to take risks and address challenges. Through analysis and evaluation of materials, media and technical processes, students resolve their chosen modes of inquiry via a capstone project of design intentions and outcomes. Work will take the form of an individually resolved investigation, employing appropriate specialist knowledge, a creative, well-researched and developed theoretical or applied concept, and result in a well-resolved body of work.

Professional Electives



PeL401 Year 4

AI and Immersive Technologies for Experiential Design

This course examines how artificial intelligence, immersive technologies, and game design principles are reshaping human interaction, ritual, and cultural expression. Students will explore theoretical foundations and contemporary examples to understand how interactive systems foster emotional connection, symbolism, and participatory engagement. Through creative assignments, students will apply concepts of narrative, game mechanics, and immersive storytelling to envision future rituals and experiences.

PeL402 Year 4

Designing with Nature: Circular Thinking and Biomimicry

This course explores how nature-inspired frameworks—specifically circular thinking and biomimicry—can inform innovative and resilient design strategies. Moving beyond ecological sustainability, students examine how natural systems, patterns, and behaviors provide models for product, service, and experience design that emphasize longevity, adaptability, and emotional connection. The course encourages systemic thinking to develop solutions that are regenerative, user-centered, and capable of evolving with changing needs across fashion, product, multimedia, and strategic design contexts.

PeL403 Year 4

Art of Display: Curation and Exhibition in Context

This course explores spatial storytelling in curation and exhibition design, focusing on blending physical and digital experiences. Through lectures and hands-on workshops, students learn to craft engaging narratives using space, multimedia, and sensory elements. They analyze existing exhibitions and develop curatorial strategies across fashion, product, multimedia, and strategic design contexts.

PeL404 Year 4

Visual Narratives Across Art, Film, and Social Media

This course explores how designed objects have been shaped and remembered through diverse visual media—from classical paintings and cinema to contemporary digital platforms and social media. Students critically examine the narratives constructed around design objects and their cultural meanings, investigating how art, film, advertising, propaganda, and digital media have influenced design aesthetics and public perception. The course provides a rich historical and contemporary perspective on the interplay between media, politics, and design across fashion, product, multimedia, and strategic domains.

Mandatory Core Courses

BrL401 Year 4 Fall

Brand Design: Purpose, Culture, Innovation

This advanced course explores how brands achieve meaningful differentiation through purpose, innovation, culture, and image. Structured around real-world case studies and hands-on exercises, students will learn to analyse and design branding strategies that create lasting impact. Led in collaboration with industry partners, the course integrates theory with practice and culminates in a creative final project where students develop a comprehensive brand strategy and execution plan.

CdL301 Year 3 Spring

Career Development

This advanced course equips students with the skills and strategies needed to transition successfully into professional practice. Through workshops, case studies, and industry-led sessions, students will learn how to evaluate career opportunities, communicate effectively, and navigate diverse professional pathways. The course culminates in a professional portfolio and career strategy plan, developed with guidance from industry partners.