MINISTRY OF EDUCATION AND TRAINING
TAY DO UNIVERSITY

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

TRAINING PROGRAM OF GRAPHIC DESIGN

(Issued under Decision No. 469/QĐ-ĐHTĐ, dated 20th, August 2021
by Rector of Tay Do University)

A. GENERAL INFORMATION

1. Name of training Program	Graphic design
2. Degree	: Bachelor's degree
3. Training Codes	: 7210403
4. Admission candidates	:
5. Training time	: 3,5 years
6. Training form	: formal training
7. Required credits	: 141
8. Scale	:
9. Diploma	: Bachelor
10. Working position	: Work at design companies, advertising companies, media companies, event organizers, art studios, film studios...
11. Possibility for further education	: can study for master's degree

B. TRAINING OBJECTIVE AND LEARNING OUTCOMES

I. Objectives of the program

1. General objectives

The program aims to train bachelors with political qualities, ethics, and a healthy lifestyle; basic knowledge of politics, social sciences and humanities; broad and in-depth knowledge of design art, fine arts and information technology applied arts; skills in designing and manufacturing product models in many fields such as packaging, advertising, books, newspapers; design brochures and catalogs; skills in using tools and computer graphics to create highly artistic and applicable graphic products that meet social needs.

2. Specific objectives

 Knowledge:

G1. Master and be able to apply basic knowledge of social sciences, humanities, fine arts, political theory, Vietnamese law, physical education, national security and defense.

G2. Able to apply basic and advanced knowledge of graphics and fine arts to create graphic products.

G3. Apply professional knowledge well to build, orient, and contribute to improving the aesthetic level of consumers through graphic products.

G4. Properly recognize the role of designers in creating products with aesthetic and cultural value, contributing to promoting economic development.

Skills:

G5. Master and apply legal documents on design related to specialized fields of activity.

G6. Carry out professional activities in the field of design.

☐ **Attitude:**

G7. Dynamic, progressive, creative, disciplined and industrial.

G8. Comply with the provisions of law, professional ethics and responsibility to society.

II. LEARNING OUTCOMES

1 Knowledge

1.1 General knowledge

LO1. Equipped with knowledge of Marxist-Leninist principles, Ho Chi Minh's thoughts, and the Communist Party of Vietnam's guidelines;

LO2. Gain basic knowledge of general law, media law, information technology, culture, sociology, and foreign languages.

1.2 Professional knowledge

LO3. Students are equipped with general knowledge of design principles, fine arts and applied arts; Practical knowledge of the industry; Knowledge of specialized information technology and application in the fields of design creation, intellectual property law, decoration, color layout...

LO4. Equipped with in-depth knowledge of design to help learners master the principles and requirements of design content; creating specific graphic products applied to life, serving popular areas of social life such as: packaging design, products, logos, comics, advertising; brand identity; Web design…

LO5. Students understand and are able to apply the principles of communication arts and graphic products to communicate effectively through images and digital graphic products.

2. Skills

2.1 Soft skills

LO6. Able to adapt to a high-pressure working environment, an environment that requires high creativity in design work.

LO7. Ability to work collaboratively with teams to consult, design, build and evaluate products related to computer graphics and applicability in different areas of life.

LO8. Achieve foreign language proficiency level 3/6 of Vietnam's Foreign Language Competency Framework or equivalent international certificates (IELTS 4.0, TOEFL ITP 450, TOEIC 450); Information technology equivalent to the Advanced Information Technology Skills Standard level.

2.2 Professional skills

LO9. Have skills in using new technical means and technologies in design activities, demonstrating adaptability in a multimedia and digital professional operating environment.

LO10. Have skills in identifying and modeling real objects to sketch, design and simulate using multimedia processing tools.

LO11. Have skills in hand drawing and sketching with different materials.

LO12. Have skills in consulting customers on aesthetics and application of graphic products in life; At the same time, have skills in advertising, branding, and commercial activities for designed products.

2.3 Level of autonomy and responsibility

LO13. Respect the law, properly and fully comply with obligations, regulations and professional ethics.

LO14. Be aware of the responsibilities of teachers, journalists, clerical managers... to respect and be sincere with colleagues, preserve and promote good traditions of the industry.

LO15. Humble, honest, objective, progressive, with a spirit of scientific research and a sense of lifelong learning and career development.

III. The content of studying program (name and credit for each subject): 141 credits

		Total credit	141
1		**General knowledges**	**37**
2		**Professional knowledges**	**92**
		- General Knowledge	**14**
		- Compulsory Knowledge	**70**
		- Optional knowledge	**8**
3		- Graduation Intership - Graduation thesis – Business Administration (or do the minor graduated thesis and study 02 alternative subjects)	**12**

1 General Knowledge: 37 credits

Number	Code	Subject	Credits	Note
1	0301001769	Marxist - Leninist philosophy	3	
2	0301001825	Marxist - Leninist political economics	2	
3	0301001826	Scientific Socialism	2	
4	0301001827	History of Vietnamese Communist Party	2	
5	0301000665	Ho Chi Minh's ideology	2	
6	0301000667	General Law	2	
7	0301000946	English for the TOEIC Test 1	4	
8	0301000947	English for the TOEIC Test 2	4	
9	0301001673	Basic information	3	
10	0301001035	Physical Education 1 – Basic volleyball	1	
11	0301001036	Physical Education 1 - Basic football		

Number	Code	Subject	Credits	Note
12	0301001037	Physical Education 1 - Basic Badminton		
13	0301000660	Physical Education 2 - Advanced volleyball 1		
14	0301001038	Physical Education 2 - Advanced football 1	1	
15	0301001039	Physical Education 2 - Advanced Badminton 1		
16	0301001030	Physical Education 3 - Advanced volleyball 2		
17	0301000661	Physical Education 3 - Advanced football 2	1	
18	0301000662	Physical Education 3 - Advanced Badminton 2		
19	0301000650	Defense and Security Education	8	
Optional knowledge: 2 credits				
20	0301000643	General sociology	2	
21	0301000487	General psychology	2	
22	0301000284	History of world civilization	2	

2. Professional Knowledge: 92 credits

Number	Code	Subject	Credits	Note
Compulsory Knowledge: 78 credits				
1	0301000060	Vietnamese cultural establishment	2	
2	0301002624	General art studies	2	
3	0301002626	History of art	2	
4	0301000549	Practical Vietnamese	2	
5	0301002631	Intellectual property law	2	
6	0301002627	Graphics 1	2	
7	0301002629	Graphics 2	3	
8	0301002625	Basic decoration	2	
9	0301002634	Advanced decoration	3	
10	0301002630	Anatomy	2	
11	0301002628	Layout	3	
12	0301002642	Basic graphics	3	
13	0301002635	Creative ideas	2	
14	0301002636	Typography	3	
15	0301002637	Law of near and far	2	
16	0301002636	Photography	2	
17	0301002820	Principle of vision	2	
18	0301002824	Adobe Photoshop software	3	
19	0301002822	Adobe Illustrator software	3	
20	0301002823	CorelDraw software	3	
21	0301002829	Printing technology	3	

22	0301002825	Page layout design	3	
23	0301002821	2D design	3	
24	0301002827	3D design	3	
25	0301002299	Web design	3	
26	0301002309	Design newspapers and magazines	3	
27	0301002638	Logo design	3	
28	0301002639	Product packaging design	3	
29	0301002640	Poster design	3	
30	0301002641	Brand identity design	3	
31	0301002645	Reality - Graphic design	2	
32	0301002646	Module project - Graphic design	2	
33	0301002647	Specialized English for graphic design	2	
Optional knowledge: 6 credits				
1	0301002308	Design television advertisements	2	
2	0301001081	Event organization	2	
3	0301001218	General public relations	2	
4	0301002648	Web art	2	
5	0301000248	Presentation skills	2	
6	0301002311	Nonlinear construction technique	2	
7	0301001603	Scientific research methods	2	
8	0301002632	Sketch	2	
9	0301002198	General Anthropology	2	
10	0301002203	Drafting administrative documents	2	

3. Graduation internship, Graduation thesis, Graduation essay: 12 credits

Number	Code	Subject	Credits	Note
Compulsory Knowledge			**4**	
1	0301002649	Graduation internship - Graphic design		
Optional knowledge			**8**	
2	0301002650	Graduation project - Graphic design	8	
	0301002651	Graphic design graduation essay	4	
4	0301002652	Costume art	2	
5	0301000461	Brand management	2	
6	0301001832	Marketing communications	2	
7	0301002301	Mobile application development	2	
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