

# **BSc (Hons) Design and Colour Applications For Industry – E303 (Under Review)**

## **1. Introduction**

The course provides students with the knowledge and skills to design and use colour effectively in their creative works. Students would learn to think and intervene creatively to improve the quality of products and services of the creative design and manufacturing industry with enhanced colour knowledge. A major part of the programme, therefore, deals with colour which is a very important component of design and creativity. Elements of sustainability have also been introduced in the programme for a greater awareness of the renewable and eco-friendly resources available to designers and colourists. It is important for users of colourants to understand the total value of using non-toxic chemicals, inks and other recyclable solvents or colourants and the impact they may have on the environment.

With the pervasive use of computers and digital information to support design and manufacturing processes, there is a recognised need by employers for designers-cum-colourists to understand how coloured media/materials can be specified, transformed, communicated and managed effectively. Colour plays a vital role in business and enterprises as it may influence human psychology, physiology, philosophy and actions. The colours applied to designed products, web site, packaging, food, designed logos or eco-building are destined to convey powerful messages. In the context of sustainable development (eco-buildings, green packaging, hybrid cars), ‘green’ materials, smart colours and designs are being used to reduce energy consumption and environmental pollution. The application of sound colour knowledge across the SMEs and other craft industry is vital for attracting new markets and promoting the sales of products.

Design and colour graduates should, therefore, develop the skills, knowledge and competencies to adapt to the dynamic creative design, manufacturing and craft industry. Research, in the form of mini-projects and related works, will be a fundamental component of the programme.

## **2. Aim**

The aim of this programme is to produce graduates with a broad-based knowledge of design processes together with a good appreciation of colour science and colour-related technologies.

## **3. Objectives**

- a) Provide learners with generic design skills for application in the creative and manufacturing industries;
- b) Introduce colouration technology and sustainability into design;
- c) Develop and manage colour ideas and associated technologies in creative design projects;
- d) Appreciate the impact of sustainable technologies in design and colour choices;
- e) To develop student’s ability to carry out research.

## **4. Job Opportunities & Prospects**

Graduates can seek employment as product developer in advertising, graphic and manufacturing industry, interior and/or exterior designers, colour specialist in manufacturing and design industry, colour technologist and colour forecaster & trend analyst.

## 5. General Entry Requirements

As per General Entry Requirements for admission to the University for Undergraduate Degrees

## 6. Programme Requirements

Five credits at SC/ 'O' Level, including Maths

Any 2 GCE 'A' Level Passes. A Foundation in Art, Design & Technology or in a design-related subject awarded by a recognised awarding body is also acceptable as NQF level 5.

OR alternative qualifications acceptable to the UoM

In case of a tie between applicants' grades, preference will be given to candidates having studied design-related subjects at 'A' level, such as Design and Technology.

### 7. (i) Minimum Requirements for Degree Award – 102 credits

### (ii) Minimum Requirements for Diploma Award – 60 credits

A student may opt for a Diploma in Design & Colour Applications for Industry provided s/he satisfies the following corresponding minimum requirements.

#### Minimum Credits Required for the Award

MODULES	Minimum Credits Required	
	Degree	Diploma
GEM	3	3
Humanities & Management	12	9
Technology & Engineering	12	9
Departmental	75	39
<b>TOTAL</b>	<b>102</b>	<b>60</b>

A Diploma project is compulsory and would normally be of 12 weeks duration, commensurate with work input of at least 90 contact hours. The Diploma project carries 5 credits.

## 8. Programme Duration : Full-Time

	Normal (Years)	Maximum (Years)
Degree:	3	5

## 9. Credits per Year

Minimum 6, Maximum 48, subject to Regulations 7 & 8 above.

## 10. Assessment

### Examinable Modules

A given module can either be taught in semester 1 only or in semester 2 only or throughout the two semesters.

Assessment will be based on a written examination of 2 to 3-hour duration (normally a paper of 2-hour duration for modules carrying less or equal to 3.5 credits and a 3-hour paper for modules carrying five or more credits) and on continuous assessment carried out during the semester or year.

Written examinations for all yearly modules will be carried out at the end of the academic year. Written examinations for semester modules will be carried out at the end of each respective semester.

The continuous assessment will count for 20-40% of the overall percentage mark of the module(s), except for a Programme where the structure makes for other specific provision(s). Continuous assessment may be based on laboratory work, seminars and at least 2 assignments/tests per year per module.

There will be a compulsory class test for all modules at the end of the semester/academic year, unless otherwise stated in the programme structure.

An overall total of 40% for combined continuous assessment and written examination components would be required to pass the module, without any minimum thresholds within the individual continuous assessment and written examination. The same criterion will apply for modules being assessed jointly.

Special examinations (e.g. class tests) will be arranged at the end of semester 1 or semester 2 for exchange students who have registered only for one semester. In case of yearly modules, credits will be assigned on a pro-rata basis.

The following modules will be assessed as specified hereunder:

DASE 1103Y(3), DASE 1101Y(3), CSE 2014Y(3), DASE 1201(3), DASE 2104(3), DASE 2203Y(3), DASE 2204Y(3), DASE 2205Y(3).

There will be a minimum of 3 assignments and 1 mini-project per yearly module, and/or a minimum of 1 assignment and/or 1 mini-project per semester module, which will account for 60% of total marks. A final assessment based on 40% of total marks will be conducted at the end of the semester/academic year by the resource person concerned under examination conditions.

## 11. GEMs

Students are allowed to choose any elective module contained in GEMs list available at the Faculty's Office. However, the offer of the electives would be subject to the availability of resources and existence of a critical mass of demand for the modules. Students are requested to contact their Programme Coordinator before entering any module under the GEMs in their module registration form.

## 12. List of Modules – B.Sc (Hons) Design and Colour Applications for Industry

### CORE MODULES

Code	Module Name	Hrs/Wk L+P	Credits
<b>GEM</b>			3
<b>Humanities &amp; Management</b>			
COMS 1010(1)	Communication Skills	D.E.	3
MGT 1102 (1)	Fundamentals of Entrepreneurship	3+0	3
<b>Technology &amp; Engineering</b>			
CSE 2014Y(3)	Graphic Design	1+4	6
DASE 1201(3)	Creativity and Innovation	2+2	3
<b>Departmental</b>			
DASE 2001(1)	Philosophy of Design	3+0	3
DASE 1101Y(1)	Applied Drawing Techniques	1+4	6
DASE 1103Y(3)	Fundamentals of Design	1+4	6
DASE 1002Y(3)	Colour Communication and Measurement	3+1	7
DASE 1102Y(1)	Materials I	3+2	8
DASE 2001Y(5)	Colouration Technology for Industry	2+3	7
DASE 2104(3)	Colour Trends & Forecasting	1+4	3
DASE 2105(3)	Printing Techniques	2+2	3
DASE 2201(3 )	Quality Concepts	3+0	3
DASE 1200	Industrial Training I	8 weeks	0
DASE 2200	Industrial Training II	8 weeks	0
DASE 3101(3)	Colour, Ecology & Sustainability	3+0	3
DASE 3201(3)	Marketing for the Creative Industry	3+0	3
DASE 3002Y(5)	Design Project	0+ 6	6
DASE 3003Y(5)	Dissertation	-	9
<b>TOTAL (Departmental)</b>			<b>67</b>
DASE 2000 (3)	Diploma Project	12 weeks	5

### ELECTIVES

Code	Module Name	Hrs/Wk L+P	Credits
<b>Technology &amp; Engineering</b>			
DASE 2202(3)	Colour Imaging & Processing	2+2	3
DASE 1202(1)	Biodiversity & Climate Change	3+0	3
<b>Humanities &amp; Management</b>			
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
DASE 1100Y(1)	Business Language	3+0	6
MGT 2083Y(3)	Brand Management	3+0	6
DASE 2101Y(3)	Sustainable Business Practices	3+0	6
<b>Departmental</b>			
DASE 2203Y(3)	Design for Fashion	2+4	8
DASE 2204Y(3)	Design for Interior	2+4	8
DASE 2205Y(3)	Design for Craft	2+4	8

## YEAR 1

Semester 1				Semester 2			
Code	Module Name	Hrs/Wk	Credits	Code	Module Name	Hrs/Wk	Credits
		L+P				L+P	
<b>SEMESTER CORE MODULES</b>							
COMS 1010(1)	Communication Skills	D.E.	3	DASE 1201(3)	Creativity & Innovation	2+2	3
				DASE 1200	Industrial Training 1	8 wks	0
<b>YEARLY CORE MODULES</b>							
GEM							3
DASE 1103Y(3)	Fundamentals of Design					1+4	6
DASE 1002Y(3)	Colour Communication & Measurement					3+1	7
DASE 1101Y (1)	Applied Drawing Techniques					1+4	6
DASE 1102Y(1)	Materials I					3+2	8
<b>YEARLY ELECTIVE MODULE</b>							
MGT 1067Y(1)	Principles & Practice of Mgt					3+0	6
DASE1100Y(1)	Business Language					3+0	6
<b>SEMESTER ELECTIVE MODULES</b>							
				DASE 1202(1)	Biodiversity, Climate Change	3+0	3

## YEAR 2

Semester 1				Semester 2			
Code	Module Name	Hrs/Wk	Credits	Code	Module Name	Hrs/Wk	Credits
		L+P				L+P	
<b>SEMESTER CORE MODULES</b>							
DASE 2001(1)	Philosophy of Design	3+0	3	DASE 2201 (3)	Quality Concepts	3+0	3
DASE 2104(3)	Colour Trends & Ftng	1+4	3	DASE 2200	Industrial Training-II	8 wks	0
<b>YEARLY CORE MODULES</b>							
DASE 2001Y(5)	Colouration Technology for Industry					2+3	7
DASE 2105(3)	Printing Techniques					2+2	3
CSE 2014Y(3)	Graphic Design					1+4	6
MGT 1102(1)	Fundamentals of Entrepreneurship					3+0	3
<b>YEARLY ELECTIVE MODULES</b>							
DASE 2203Y(3)	Design for Fashion					2+4	8
DASE 2204Y(3)	Design for Interior					2+4	8
DASE 2205Y(3)	Design for Craft					2+4	8
DASE 2101Y(3)	Sustainable Business Practices					3+0	6
<b>SEMESTER ELECTIVE MODULES</b>							
				DASE 2202(3)	Colour Imaging & Processing	2+2	3

**YEAR 3**

<b>Semester 1</b>				<b>Semester 2</b>			
<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk</b>	<b>Credits</b>	<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk</b>	<b>Credits</b>
		<b>L+P</b>				<b>L+P</b>	
<b>SEMESTER CORE MODULES</b>							
DASE 3101(3)	Colour, Ecology & Sustainabilty	3+0	3	DASE 3201(3)	Marketing for the Creative Industry	3+0	3
<b>YEARLY CORE MODULES</b>							
DASE 3002Y(5)	Design Project					0+6	6
DASE 3003Y(5)	Dissertation					-	9
<b>YEARLY ELECTIVE MODULES</b>							
MGT 2083Y(3)	Brand Management					3+0	6