

Master of Arts Communication Design - Study Plan*

Year	Subjects	Credits
First Year	The Business Mindset - weeks 1-6 Learn vital business and marketing tools for practical application.	20
	Integrated Marketing Communication - weeks 7-15 Learn the fundamental skills to imagine, organise, execute, and measure a successful integrated communication campaign.	40
	Design for the Real World - weeks 1-11 Face 5 design challenges and briefs suggested by leading professionals and companies (fashion, automotive, food, consumer goods, and TLC sectors).	40
	Design for a Better World - weeks 12-15 Learn to design a communication campaign at the service of public communication, NGOs, and non-profit organisations.	20
	Major Project Develop your own design research under the guidance of the Course Leader.	60

*The study plans, including laboratory activities, may be subject to updates from year to year.