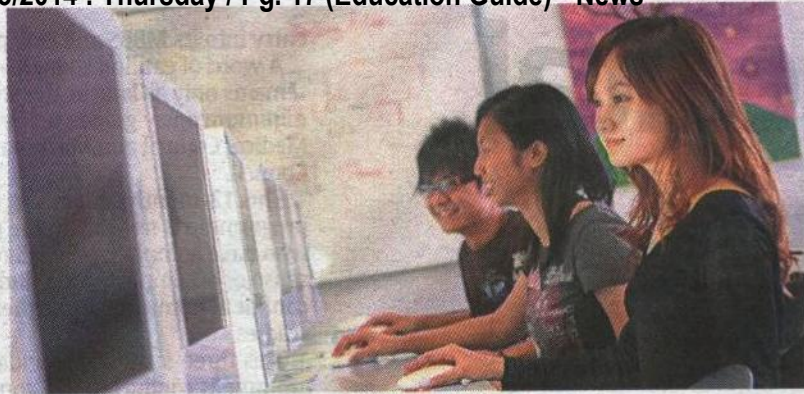


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INTI's creative arts students are groomed via diverse learning opportunities.



Where design and art come together

INTI International College Subang is offering two degree programmes that will empower students with not only fundamental knowledge of the creative arts but also the skills to thrive in the exciting and challenging creative design arena.

Through the BA (Hons) Graphic Design and BA (Hons) Interior Design programmes offered in collaboration with the United Kingdom's Sheffield Institute of Arts – part of Sheffield Hallam University – students will acquire cutting-edge knowledge and skills in their respective fields in addition to the necessary conceptual, communication and problem-solving abilities to succeed.

The 3+0 BA (Hons) Graphic Design programme allows students to develop a portfolio of ideas to enter and challenge the graphic design industry. They will learn about the core principles of graphic design and its application across a range of sectors.

They will also have the opportunity to explore advertising, illustration, motion and interactive or traditional graphic design.

Dean for INTI Centre of Art and Design Anis Laila Yap says, "The focus for students will be on generating new and memorable ideas that form the basis of their creative process. This comes with the opportunity to enhance their career prospects by taking part in international competitions, live briefs and work placements.

"In addition, there are opportunities for residential study trips at home and abroad, complemented by visits to design conferences and professional design association events."

The 3+0 BA (Hons) Interior Design is also a creative and challenging programme where students will develop a range of practical and

intellectual skills that allow them to develop an inventive problem-solving approach to their work.

Studio-based learning enables them to develop creative and technical skills. And opportunities to visit design consultancies, industrial facilities, museums and exhibitions contribute to the development of a deeper contextual and industrial understanding of interior design.

As both degrees can be fully completed at INTI, students have the opportunity to earn a prestigious internationally recognised degree without having to incur the high cost of tuition and living expenses pursuing tertiary level qualifications abroad. Upon successful completion of the graphic design or interior design course, they will be awarded a degree by Sheffield Hallam University.

Pro-vice chancellor for the Faculty of Arts, Computing, Engineering and Sciences (ACES) at Sheffield Hallam University Professor Roger Eccleston says, "INTI's Centre of Art and Design provides an excellent and exciting environment for students to grow in.

"Its facilities are comparable to what we have in the UK and there's a very high level of commonality between our programmes. I think all the ingredients are in place for INTI and its creative design programmes to develop and thrive."

Guided by a dedicated team of design instructors, INTI's students are groomed to be part of a new generation of trendsetters and designers in the art and design industry.

■ To learn more about INTI's creative arts programmes, call 03-5623 2800 or log on to www.newinti.edu.my