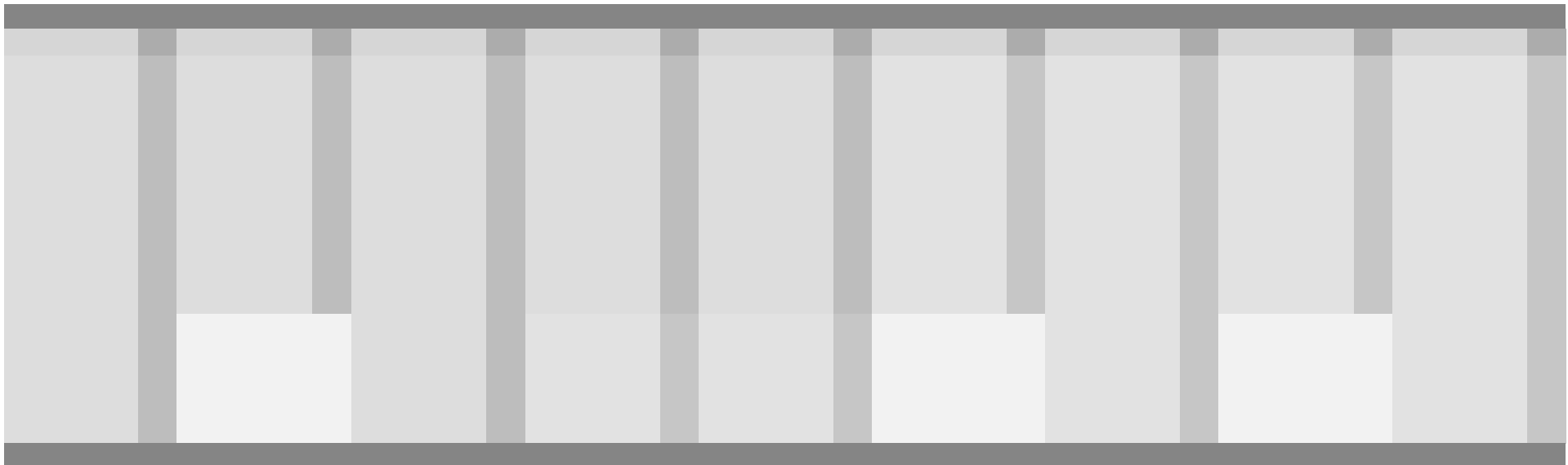


8234 Master of PR & Advertising / Master of Design - 96UOC Program

7	XRF	7	XRF	7	XRF	7	XRF	7	XRF
				0', \$ %UDQG &XOWXUHV					
				25					
				0', \$ 0HGLD 3URMHFV'					
8QLWV RI &UHGLW XRF					8QLWV RI &UHGLW XRF				

Design Areas of Practice

([SHULHQFH 'JQ ,QWHU WLRQ *UDSKLF HVLJQ &RPPXQLFDW Q)XWXUH ODN 9LVXDOLVDWL (IHFVW
6'(6 7UDQVIRUPLQJ WKH (YHU\GD\)XWXUHV 6'(6 ,QWHUDFWL RQ 6'(6 ,QWURG>FW 7HFKQRORJLHV 7UDGLW\ 6'(6 (ISORULQJ ' 9LVXDOLVDWLRQ
\$'\$' 'HVLJQLQJ WKH ([SHULHQFH ([HLELWHV %HQRQV +XPDQ &HGUH &RQWHPSRUJUL %HQRQV 'HVLJQ 0HWKRGV 7\SRJUDSK\ \$'\$' 0DWHULDO 7\FLQILQJ \$HVWKHWLI'V
6'(6 3DUWLF .SDWRQ 6'(6 7DQJLEOH 'HVLJQ IRU &RPPXQLFDW 'LVSOD\V \$'\$' *UDSKLFV DQG DQG /LJKWLQJ 'HVLJQ &RQWHPSRUJUL 6'(6 7\SRJUDSK\ 6'(6)XUQLWXUH 6'(6 7\SRJUDSK\ -HZHOOHU\ 6'WXCLR
6'(6 8UEDQ ,QWHUYHQWLRQ DQG &XOWXUD\ 6'(6 3DUWLF .SDWRQ 6'(6 7DQJLEOH 'HVLJQ IRU &RPPXQLFDW 'LVSOD\V \$'\$' *UDSKLFV DQG DQG /LJKWLQJ 'HVLJQ &RQWHPSRUJUL 6'(6 7\SRJUDSK\ 6'(6)XUQLWXUH 6'(6 7\SRJUDSK\ -HZHOOHU\ 6'WXCLR
6WXGHQWV PXVW FRPSOHVH KLJKWHU WKH RU WKH BFWLFH 3DWK ,SWXGHQWV ZLVK DQG WKHLU HQUROPHQW SHUPLWV WKH\ PD\ FRPSOHWH WK)RU PRUH LQIRUPDWLRQ DERXW WKH MSUHQWV FRPSOHVH UHQW UHJU WK WKH



Design Areas of Practice

6'(6 7UDWIRPLOWKH (YHGD\ 'RPHVLF)XWUHV	6'(6 3DUNLFSDFWU 'HVLQIRU &RPPHFLDQ &RWHJW
\$'S' 'HVLQOLJWH (SHULHOFH	6'(6 BUEDQ ,OHVYHOLRQ 3HRSOH3DFVVDQG &XOHUDD&RWHJW

6'(6 ,OHUDEFMLRQ'HVLQ)RXOGDILROV	6'(6 7DQLEOH,OHUDEFW ,OHUDEFMLYH 'LVSDDV
6'(6 ,OHUDEFMLRQ'HVLQ -#Pe0&1Yp0 #R0a+,OHVtrv#ePAs	

6'(6 ,OHURGFMLRQFR 'UDSKLFVHGLD	'S' 'UDSKLFVDQG &RWHPSRUDQ 6RFLHW
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'S' 7HFQRORJLHV 7UDGMLRQDD 7HEKOLXHV	THZ 6'(6)XOLWUHDQG ,LJOLQ)'HVLQ 25 6'(6 -HZOHUHWGLR
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9LVDDOLVDILRQ)	6'(6 (SDFULQJ' 9LVDDOLVDILRQ
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