



Bachelor of

Creative Multimedia Design

多媒体创意学士学位

Certified By 波兰热舒夫信息技术与管理大学认证



**UNIVERSITY of INFORMATION
TECHNOLOGY and MANAGEMENT**
in Rzeszow, POLAND



PROGRAM OVERVIEW

The Bachelor of Interactive Design at Nova Academy prepares students for a dynamic and creative career in the world of digital design.

Our curriculum blends design theory, user experience (UX), user interface (UI), visual storytelling, photography, videography, and interactive technologies to equip students with the skills to design engaging digital experiences.

CAREER OPPORTUNITIES

- **UI/UX Designer:** Create visually appealing and user-friendly interfaces for websites and applications.
- **Graphic Designer:** Design visual assets such as branding, posters, packaging, and social media content.
- **Digital Product Designer:** Lead end-to-end design of digital products from idea to interface.
- **Motion Designer:** Animate graphics and visual elements to bring designs to life.
- **Photographer:** Capture high-quality visuals for digital storytelling, branding, and media.
- **Videographer:** Produce engaging video content for campaigns, websites, and social media.
- **Design Strategist:** Align visual design with brand goals and user needs through strategy and planning.

CAREER OUTLOOK 职业前景

12%

Projected growth in design-related digital roles through 2030
就业机会增加率直至 2030 年

\$95K

Average annual base salary in the US
平均年基本工资（美国）

38%

Of design professionals have a bachelor's degree in design or related fields
的设计从业者拥有设计或相关领域的本科学历

关于此课程

互动设计本科课程融合了艺术与科技，为学生提供从用户体验到界面设计、从品牌视觉到互动媒体、摄影与视频制作的全方位训练。

课程强调创新思维、实践项目和行业接轨，帮助学生掌握多种数字工具与设计语言，成为未来设计领域的创意先锋

工作机会

- **UI /UX 设计师：**设计美观、实用的网页和应用界面，基于用户研究优化用户操作流程和体验
- **互动设计师：**打造提升用户参与度的互动元素
- **网页设计师：**创建兼具视觉与功能性的网页
- **数字产品设计师：**参与从构想到界面的全流程设计
- **动态图像设计师：**用动画增强视觉表达
- **平面设计师：**设计品牌视觉、海报、包装及社交媒体视觉内容
- **摄影师：**拍摄高质量图像用于品牌、媒体与故事传播
- **视频制作人：**制作吸引人的视频内容，用于宣传、社交媒体及项目展示
- **设计策略师：**结合品牌与用户需求制定设计方向





Duration 学程

12 months

Assessment 评估

100% Coursework

100% 课程作业

Entry Requirement 入学标准

Any diploma and equivalent
certification in design.

拥有设计相关课程的文凭

Medium 教学语言

Curriculum is in English.

Classes are conducted in
English & Mandarin.

课程以英文为主，中英双语授课。

Programme Fee 课程费用

1st Semester:	RM 18,500
2nd Semester:	RM 15,000
3rd Semester:	RM 8,500
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Grand Total:	RM 42,000

AREAS OF STUDY

- **Design Fundamentals**
Learn the principles of visual design, color theory, typography, and composition.
- **Digital Illustration**
Explore techniques in digital drawing and painting using industry-standard tools.
- **Graphic Design**
Master branding, layout, and print design for marketing and communication.
- **Motion Graphics**
Create dynamic visuals for videos, animations, and multimedia presentations.
- **3D Modeling & Animation**
Build and animate 3D characters, environments, and assets.
- **Web & UI/UX Design**
Design user-friendly web interfaces and interactive digital experiences.
- **Video Production**
Understand video shooting, editing, and post-production workflows.
- **Interactive Media**
Learn to develop interactive applications and digital installations.
- **Portfolio Development**

学习范围

- **设计基础**
学习视觉设计原理、色彩理论、字体设计和构图技巧。
- **数字插画**
学习使用主流工具进行数字绘画与插图创作。
- **平面设计**
掌握品牌设计、版面设计及印刷设计的实用技能。
- **动态图形设计**
制作适用于视频、动画和多媒体展示的动态视觉内容。
- **网站与用户体验设计**
设计以用户为中心的网站界面和互动体验。
- **视频制作**
掌握视频拍摄、剪辑与后期制作流程。
- **互动媒体**
开发互动应用程序与数字装置体验。
- **作品集制作**
制作个人专业作品集，展示创意能力和项目成果。



WhatsApp us for information
about our programmes, offers,
and upcoming intake!

Nova Academy

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