

Programme (Undergraduate)	PO	PEO
<h2>Advertising Design</h2>	<p>(a) Ability to acquire and apply Advertising Design theories and practices.</p> <p>(b) Acquisition of technical competence in specialized areas of Advertising Design</p> <p>(c) Recognising the importance of sustainability and efficiency in design and development of creative Advertising Design.</p> <p>(d) Ability to communicate effectively through presentation skills.</p> <p>(e) Ability to solve problems innovatively through research, insights and experimentation</p> <p>(f) Ability to be an enterprising creative content designer whilst managing resources effectively</p> <p>(g) Integrate professionalism, commitment and nurturing open minds for collaborative work.</p> <p>(h) Adhere to social, cultural, global and ethical responsibilities in the Advertising Design.</p>	<p>(a) To develop independent, innovative {majoring} content designers with the ability to identify problems and provide solutions for the creative industries.</p> <p>(b) To produce technically competent Advertising Design content designers with strong fundamental understanding and ability to adapt to any creative production workflow</p> <p>(c) To cultivate enterprising graduates with the ability to create competitive Intellectual Property to stimulate growth of the creative industry.</p>