

DESIGNERS TEACH AT SAITO

Saito School of  Design
Malaysia's Boutique Design School

Prospectus 2011



DESIGNERS TEACH AT SAITO

Creativity is more often caught than taught. And who better to learn it from than someone who has gone through the grind and is successful in his field? At Saito, our lecturers are not just academicians. They are accomplished designers themselves. They understand the creative mind and how it learns. They know what works and what doesn't. And they are ready to impart both their knowledge and their skill. That's why students at Saito don't just learn – they are also being inspired. And that's why they hit the ground running and are much sought after when they graduate.

LEARN FROM THE MASTERS

Just half an hour with someone who is a master at his craft will benefit students with unique knowledge and skills that are only available from industry titans. Part of being at Saito is engaging with some of the best brains in the industry. Creative people with vast experience in various key posts in advertising and related fields. They have met the needs of a long list of prominent clients and worked alongside other talented people to create some of the most impactful campaigns we've ever seen. Their actual workplaces become real world "classrooms" for the students. Only at Saito do you get such unique and inspiring industry-related learning experiences.

*Alan Lim
CEO, Pirana Graphics,
Saito's Master Trainer.*



CERTIFICATE IN CREATIVE DESIGN

(F6 9038)
KPT/UPS/600-03/151/348 - 10/13

Get ready for an adventure of discovery when you sign up for this course. Not only will it give you an overview of design as a career, it will also help to uncover your talents in various fields. If you have an interest in design, this course will point you in the right direction in your pursuit of a career.

Students who successfully completed their certificate program can continue their studies in Saito's other diploma in design programmes.



COURSE STRUCTURE

Sem 1

Intro. History of Art & Design
Fundamentals in Drawing 1
Intro. to Critical & Creative Thinking
Intro. to Design Principles
Bahasa Kebangsaan
Intro. to Digital Applications in Design

Sem 2

Intro. Visual Communication
Fundamentals in Drawing 2
Introduction to 3D Studies
Technical English for Designers
Intro. to Photography
Pengajian Islam* / Pendidikan Moral*

Sem 3

Intro. to Multimedia Design
Intro. to Graphic Design
Intro. to Illustration
Intro. to Motion Graphic

Sem 4

Intro. to Interior Design
Intro. to Advertising
Intro. to Electronic Publishing

DIPLOMA IN GRAPHIC DESIGN

(A 10330)
KPT/UPS/600-03/151/14.11/230-5/14

Graphic Design is evolving the world of communication and visual design through print media, digital graphics and electronic media. Students will be trained to develop skills and strengths in communication, functionality and commercial viabilities in their creative designs. Furthermore, the course work includes training in specialized skills in computer graphics, typography and photography.



Career Prospects

- Design Consultant
- Art Director
- Visualiser
- Illustration Artist
- Graphic Designer
- Account Executive
- Creative Director
- Packaging Designer
- Web and Interactive Designer



COURSE STRUCTURE

Sem 1

Computer Graphic Design 1
History of Art & Design
Visual Communication
Basic Drawing
Photography 1

Sem 2

Computer Graphic Design 2
Corporate Identity System
Packaging 1
Illustration
Bahasa Kebangsaan

Sem 3

Typography 1
Advertising 1
Pengajian Malaysia

Sem 4

Packaging 2
Illustration 2
Basic Animation
Dreamweaver-E Publishing
Pendidikan Moral/Islam

Sem 5

Typography 2
Advertising 2
Publication Design
Entrepreneurship
Advertising & Marketing

Sem 6

Photography 2
Critical & Creative Thinking
Advertising 3
Diploma Project 1

Sem 7

Internship

Sem 8

Diploma Project 2
Digital Animation

DIPLOMA IN MULTIMEDIA DESIGN

(A 9072)
KPTU(PS) 600-03/151/1261-8/13

Dreaming of creating your own computer game, an award-winning website or working on an animation blockbuster? Here's your pathway to making it come true. This diploma provides current computing industry knowledge and skills in multimedia, web design and implementation, imparting thorough theoretical and applied knowledge, enabling students to be work ready upon graduation. The student will acquire skills to develop digital content for the new media.



Career Prospects

- Animator
- Web & Interactive Designer
- Producer
- Film Director
- Multimedia Designer
- Production Coordinator/ Director
- Games Designer
- Digital Publisher
- Creative Director

COURSE STRUCTURE

Sem 1

Bahasa Kebangsaan
Photography & Digital Imaging
Computer Graphics Design
History of Art & Design
Design Principles & Practices

Sem 2

Computer Graphics Design 2
Screenplay & Story Board Production
Digital Creative Illustration
Videography
Pengajian Malaysia

Sem 3

Digital Typography
Critical & Creative Thinking

Sem 4

Business Communication
Electronic Publishing
Entrepreneurship
Multimedia Interface Design
Pendidikan Moral/Islam

Sem 5

Motion Graphics
2D Animation
3D Visualization
Publication Design
Web Design

Sem 6

Design Project Management
3D Animation
Digital Video Production
Multimedia Advertising

Sem 7

Internship

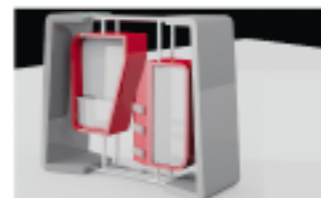
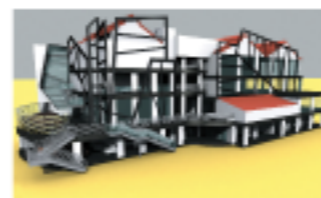
Sem 8

Multimedia Dip.Project
Production in Multimedia
Marketing Strategies

DIPLOMA IN INTERIOR DESIGN

(A 8993)
KPTU(PS) 600-03/151/(17)-7/13

As more options are available to home and business owners in terms of interior design, more and more people are looking to professional consultants to ensure they make the right choices. This course will arm you with the knowledge and the skills to fill living and work spaces with the right themes and moods. The student will understand the principles of good design, learn about trends and be equipped to meet the interior needs of clients in the real world.



Career Prospects

- Interior Designer
- Design Consultant
- Furniture Designer
- Landscape Planner
- Commercial Space Consultant
- Event/Exhibition Designer
- Project Manager
- Business/Studio Owner

COURSE STRUCTURE

Sem 1

Technical Drawing
Design Principles
Environmental Psychology
History of Architecture
Bahasa Kebangsaan A
Business Ethics & Etiquette

Sem 2

Interior Design 1
Visual Communication
Autocad 1
History of Design
Pengajian Malaysia

Sem 3

Interior Design 2
Building Construction

Sem 4

Interior Design 3
Autocad 2
Interior Material & Furnishing
Building Construction 2
Pendidikan Moral/Islam

Sem 5

Interior Design 4
Furniture Design 1
Autocad 3
Building Construction 3
Contract & Project Management
Environment Science & Services

Sem 6

Interior Design 5
Furniture Design 2

Sem 7

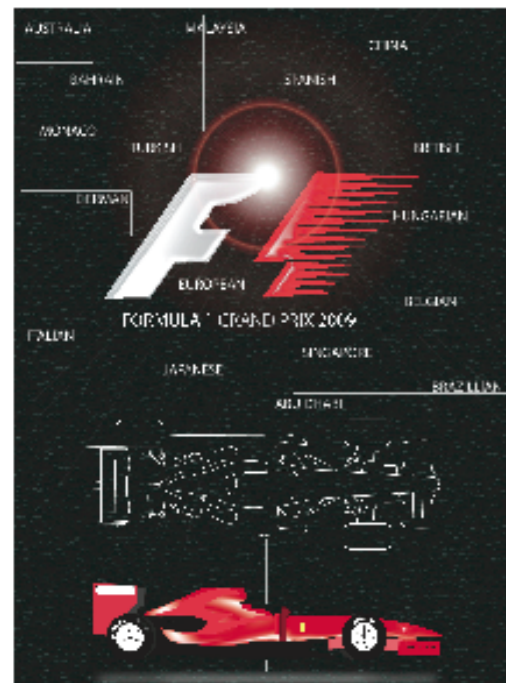
Internship

Sem 8

Interior Design 6
Furniture Design 3
Professional Practice

DIPLOMA IN CREATIVE ADVERTISING

This exciting course is a true reflection of the world of advertising. Graphic Design forms the core of the course, but students will also be immersed in all other aspects of the advertising process, as well as branding, marketing and communication. Students will learn about ideation and art direction for all media from traditional print to social media, with emphasis on innovative and breakthrough ideas. You will graduate with lifelong skills which you can readily apply within the expanding field of advertising and marketing communications.



Career Prospects

- Agency Owner
- In House Designer
- Marketing Communication Executive
- Visualiser
- Illustration Artist
- Graphic Designer
- Account Executive
- Creative Director



COURSE STRUCTURE

Sem 1
Visual Communication 1
Advertising Principles & Practices
Typography 1
Fundamental Drawing
Computer Graphic 11

Sem 2
Business Communication
Typography 2
Critical & Creative Thinking
Advertising Illustration
Computer Graphic 2

Sem 3
Visual Communication 2
Principle of Marketing

Sem 4
Mass Communication
Creative Copywriting
Advertising 1
Packaging 1
Photography
Pengajian Malaysia

Sem 5
Advertising 2
Packaging 2
Design Project Management
Advertising Photography
Pendidikan Moral / Islam

Sem 6
Advertising 3
Event Management & Public Relation
Professional Practices / Entrepreneurship

Sem 7
Internship

Sem 8
Diploma Project

Pending Approval

INDUSTRY AS CLASS ROOM

Successful professionals and entrepreneurs in the industry partner us to take the role of lecturers (we call them teaching partners) to share their insights and impart their practical knowledge. Teaching-Learning takes place at their actual workplaces, providing real-life settings where students can acquire skills, knowledge and proper work ethics.



Jeffrey Tham an Industrial Practitioner educating our student on the subject of Design Principles.



Our teaching partner Chun Woei of Urban Creature in a session with Graphic Design students on basic drawing and critical creative thinking.



LIFE AT SAITO

Saito offers all-round education that fosters breadth and depth of academic achievement, encourages participation in a wide variety of co-curricular activities, and emphasises personal development. We place the highest priority on the value of each individual and recognise that students perform best in a supportive, purposeful, safe and inviting environment. All the needs of the students are taken care of from the moment we first communicate till they graduate.



Events Organized

Swedish Comic Exhibition 2010

MSID 14Belas 2009

"Dong Zhong" Encircled in Harmony Competition
(National Chinese School Competition 2010/2011)

From cultural induction to city orientation including living skills, every possible assistance is offered to students to ensure that they adapt well and are in an environment that is conducive to learning. The college also arranges for suitable hostel and other forms of accommodation. Every effort is made to help students achieve their highest potential in all areas.



"Facing The Climate"
Ikano Power Centre



ACHIEVEMENTS

Name of Competitions

- KL Design Week (Eco Bag Design)
- Piala Seri Endon
- Sloggi Body Art Competition
- The One Show (Master Card)
- PJ Hilton Uniform Design
- The One Show (Long's Horse Radish)
- Horse Painting Competition
- Ang Pow Design Competition
- Horse Transformation Competition
- MNS Raptor Watch T-Shirt Design
- Dare To Dream Challenge
- MSID 15Belas
- Nippon paint mural challenge
- Commercial break video (2)
- Residential design

Position

- All Participants Selected To Be Featured In The Designer's "Coffee Book"
- Top 10 Finalist, Handicraft Category
- Top 10 Finalist (out of 600+ participants)
- 4th Place in South East Asia
- 3rd Prize Winner
- Qualifying Round
- 4th Place & Consolation
- 1st Place & 2nd Place
- 3rd Place & Consolation
- Grand Prize Winner
- Top 8
- 1st Prize
- 1st Prize
- 2nd Prize

Our students often win both local and international awards, and continue winning awards in the competitive world of creative advertising.



Honorable Award Dare to Dream Challenge 2010 organized by International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM).

14th MSID Event 2009/2010
2nd Price for Best Commercial Design
2nd and 3rd Price for IPT Montage & Short Movie
3rd Price for IPT Bunting Design
3rd Price for Mire Mesh Furniture Design

MNS Raptor Watch 2010 T-Shirt Design
Grand Prize Winner
Saito student representing Malaysia in Beijing, China in the Dulux APSOA Beijing workshop

2009 Selangor Turf Club horse transformation competition 2nd runner up.





STUDENT WORK



WORLDWIDE AFFILIATIONS

Saito School of Design students can continue their studies with our university partners in 4 countries around the world. Our student services department will be able to assist the student in the continuation of their studies.



REQUIREMENTS & FINANCIAL AID

Academic

Qualifications	Requirement	Entry into
'O levels'	3 Credits	Entry into any Diploma program
SPM	3 Credits	Entry into any Diploma program
	1 Credit	Entry into the Certificate in Creative Design
UEC	3 B	Entry into any Diploma programs
STPM/A Levels	2 Principle Passes = A,B,C,D	Entry into any Diploma programs

For other entry qualifications, please refer to our admission counselor or send us an email at enquiries@saito-college.edu.my

Whether it is financial advice, accommodation arrangements or other personal needs, do not hesitate to discuss it with our counsellors.

Financial Aid

Student loans and financial aid are available from the following:

- MARA (Majlis Amanah Rakyat)
- PTPTN (Perbadanan Tabung Pengajian Tinggi Nasional)
- EPF (Employees Provident Fund)
- MCEF (Malaysia Community Education Fund)
- Saito Financial Grants

Scholarships

Scholarships are available for students who qualify

- Saito-Star Scholarship
- Saito-Sin Chew Scholarship
- Saito Achievement Scholarship

Hostel / Accommodation Facilities

The college provide hostel and accomodation placement services to outstation student. Please check with our student services department for the variety of options available.



www.saito.edu.my

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saito
college