



# BTEC HIGHER NATIONAL DIPLOMA (HND) IN ART & DESIGN (GRAPHIC DESIGN) PROGRAMME

JANUARY - MAY - AUGUST INTAKES



## Programme Description

The BTEC Higher National Diploma in Art and Design (Graphic Design) is examined by Pearson BTEC (UK) and meets international standards of quality delivery. It covers a broad range of graphic design principles and applications in the design industry. It develops students as professional, self-reflecting individuals able to meet the demands of employers in the creative industries sector and adapt to a constantly changing world. The qualification also widens access to higher education and enhances their career prospects.

## Programme Objectives

- To equip students with art and design skills, knowledge and understanding necessary to achieve high performance in the global creative industries sector.
- To provide students with the skills to communicate their ideas and creative output through visual, written and oral presentation.
- To support students to understand the local, regional and global context of creative industries and to progress to higher education qualifications; such as an Honours degree in Art and Design or a related area.

## Career Opportunities

Graphic Designer • Photojournalist or Freelance Photographer • Fashion Designer • Textiles Designer • Product Designer • Interior Designer • Arts Practice Specialist • Character Animator • Storyboard/Production Artist

## Admission Requirements

BTEC Level 3 qualification in Art and Design OR

IGCE - 'A' level with passes in English and Mathematics OR

KCSE – C (Plain) with C- in English and Mathematics

Credit transfer from prior recognized qualifications or relevant work experience will also be considered

ICT Proficiency - ICDL or any other proof of basic computer literacy

## Qualification for the award

To qualify for a Higher National Diploma in Art and Design(Graphic Design) award, a student must take a total of 16 units, comprising of 9 Core units, 3 specialist and 4 Electives. However, a student can earn a Higher National Certificate (HNC) after one (1) academic year of specific course combinations.

## Course Duration and Timetable

Two (2) academic years which is equivalent to 6 semesters.

Full Time: Monday to Friday: 08:30 am - 10:30 am | 11:00 am - 01:00 pm  
02:00 pm - 04:00pm (Tutorial Sessions)

Part Time: Monday to Friday: 05:30 pm - 08:00 pm  
Saturday: 08:30 am - 10:30 am | 11:00 am - 01:00 pm

## What next after HND

After successfully completing the Higher National Diploma in Art and Design (Graphic Design), a student can proceed to the final year of further studies in a related area.

## Course Fees

Admission Fee:	KShs. 10,000	One Time
Tuition Fee:	KShs. 92,000	Per Semester
Extra Unit:	KShs. 30,000	Per Unit
BTEC Registration Fee:	269 UK Pounds	One Time
Examination Fee:	121 UK Pounds	Annually
ICDL	KShs. 47,000	



## Course Schedule (Modules)

Year One (Level 4)	Year Two (Level 5)
<b>Core Units (ALL are Compulsory)</b>	<b>Core Units (ALL are Compulsory)</b>
<ol style="list-style-type: none"><li>1 Professional Development</li><li>2 Contextual Studies</li><li>3 Individual Project (Pearson-set)</li><li>4 Techniques &amp; Processes</li><li>5 Typography</li><li>6 Graphic Design Practices</li></ol>	<ol style="list-style-type: none"><li>1 Professional Practice</li><li>2 Applied Practice Collaborative Project (Pearson-set)</li><li>3 Advanced Graphic Design Studies</li></ol>
<b>Specialist Units (Any THREE are required)</b>	<b>Electives (Any FOUR are required)</b>
<ol style="list-style-type: none"><li>1 Packaging Design</li><li>2 Communication in Art &amp; Design</li><li>3 Workflows</li><li>4 Visual Narratives</li><li>5 Photographic Practices</li><li>6 Digital Design Practices</li><li>7 Fashion &amp; Textiles Practices</li><li>8 Computer Aided Design (CAD)</li></ol>	<ol style="list-style-type: none"><li>1 Web Design</li><li>2 Branding &amp; Identity</li><li>3 3D Modelling &amp; Rendering</li><li>4 Project Management</li><li>5 Digital Animation</li><li>6 Creative Entrepreneurship</li><li>7 Trend Forecasting</li><li>8 Moving Image</li><li>9 Advanced Interior Design Studies</li></ol>

Note: Professional and Short Courses are also available on recommendation by the Academic Board based on your area of interest.

### Admission Process

- Complete the admission form available at the college or downloadable at [www.inteluni.ac.ke](http://www.inteluni.ac.ke)
- Attach certified copies of academic credentials, two (2) passport size photos and proof of identification (National ID or Passport).
- Pay admission fee of KShs 10,000/- (Ten Thousand Shillings only) by cash deposit or cheque payment direct to the college account. Account details to be provided on request.
- Submit the above items to INtel College.



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