

Course Descriptions: MAAAD

1st SEMESTER

- **Research Methods in Design:** This course focuses on how to do research on creative design.
- **Literature Study and Thesis Writing:** This course is aimed to guide researchers in their thesis writing. The content includes the introduction of thesis proposal, aims and objectives, literature review and referencing.
- **Research in Application of Cultural Elements:** The course aims to assess student's understanding of the impact of cultural elements in the creation of art works. It focuses on the ways in which cultural elements are implanted, applied, and executed in various stages of a design process.
- **Research in Innovative Product Design:** This course focuses on how to use reasonable design performance, to understand the social and cultural characteristics, and to market the product.

2nd SEMESTER

- **Special Topics in Interdisciplinary Design:** The purpose of this course is to expose the student to studies on cross-disciplinary research and design knowledge integration methods which shall strengthen communication between designers and industry.
- **Research in Craft and Product Design:** This course is about the change process and future trends in product design.
- **Research in Digital Content Design:** The use of digital technology skills in creative design work.

3rd SEMESTER

- **Master Thesis I & II:** The thesis research and writing.
- **Creation of Cross-border Integration of Practice I & II:** This course is a workshop in which students are guided how to execute their projects.
- **Research in Apparel and Fabric Design:** This course goals are to help students in coming up with creative problem solving with regards to textile and clothing design.
- **Research in Application of Technology and Art:** This course shall guide the students how to use technology for social development through media and to predict artistic trends.

4th SEMESTER

- **Master Thesis II**
- **Creation of Cross-border Integration of Practice II**
- **International Marketing and Brand Management:** This course focuses on how to successfully use the resources to build brand image and promote commodities or products.