



may include but not limited to:  
 (Please note that candidates who complete training at Diploma Level are able to work without supervision and can be involved in activities with full responsibility).

Teacher assistant in related field at both primary and secondary level education, Visual artists, Video artists, Entrepreneurs, Logo Designer, Web Designer, Layout Artist, Film and Video Editor, Multi Media Designers/artists animations and Brand Identity Designer.

Learners who successfully complete the programme at Diploma level can join SITE for a teaching qualification in Art and Design at secondary level.

Graduates who meet criteria for the scholarship scheme award can apply for a Bachelor's Degree at university level or an internship programme with other institutions abroad.

Career Prospects for learners exiting at Advanced Certificate Level may include but not limited to:  
 (It is to be noted that candidates who complete a programme at Advanced Certificate Level will require general supervision from others to complete tasks or take decisions).

Teacher assistant in related field at primary level, Entrepreneur, assistant to Graphic Designers (Logo Designer, Web Designer, Layout Artist, Film and Video Editor and Multi Media Designers/artists animations).

Career Prospects for learners who successfully complete the Graphic Design Diploma Programme



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## SEYCHELLES INSTITUTE OF ART AND DESIGN (SIAD)

# Programme Diploma in Graphic Design



## MANDATE

The mandate of the Seychelles Institute of Art and Design is to prepare and train learners to service the growing needs of the creative and cultural industries in Seychelles and beyond.

## Rationale

The Diploma Graphic Design Programme plays a formative role at the level of tertiary education in that it provides learners with the necessary artistic skills and knowledge, essential for the world the work. Training in Graphic Design is geared mainly towards sustaining the creative industries, and the development of Arts and Culture in Seychelles. In recent years the Graphic Design industry has expanded and is in high demand as a consequence of computer and internet opportunities. It is often argued that the ultimate importance of graphic design as a profession is its impact on business since it holds a predominant place in the competitive world of communication.

The Programme should allow learners to develop effective visual communication skills and make aesthetic judgments while exploring a variety of materials, processes and techniques. Secondly, learners are exposed to the historical background to the subject whilst developing a critical vocabulary to evaluate their own work, which will ultimately influence new ideas and responses. Thirdly, the programme should enable learners to become more creative with necessary life skills especially when solving problems through emphasis on project-based work.

## Some of the units being taught

Word processing procedures and basic internet and email applications  
ICT skills relevant to Graphic Design occupations  
Graphic Design occupations  
Colour theory in the context of Graphic Design  
Corporate identity in Graphic  
Techniques of typography in Graphic Design  
Banner techniques in Graphic Design  
Digital photography techniques in the context of Graphic Design  
Graphic Design work using knowledge of critical and contextual studies in Graphic Design  
Knowledge and skills of Graphic Design during Work Based Experience  
Poster design  
Techniques of typography in Graphic Design  
Techniques of packaging and labelling in Graphic Design  
Entrepreneurial business and marketing skills in small scale Graphic Design enterprises

## Entry Criteria

Minimum grade D for IGCSE Art  
Or  
Minimum grade D for IGCSE Design and Technology

English at minimum grade D as second language  
Minimum grade E for Mathematics,  
DEL F A2 or Equivalent, 60% or better at French  
IGCSE

Others: Portfolio of Art & Design work

Candidates who have sat for the A Level Art & Design examination at AS Level.

Candidates who have successfully completed Secondary Education with a minimum of 2 years work experience in related field.

Graduates of other Professional Centres who have completed an advanced certificate level programme and demonstrated proficiency (pass mark) in IGCSE Art, English, Maths and DEL F A2 or equivalent 60% French.

Graduates who have successfully completed a Certificate Programme in Drawing and Painting either with Credits or Distinctions.

Portfolio of art and design work and interview.

## Technical Pathway

Learners can exit upon completion of the Advanced Certificate level or proceed to another year to complete the programme at Diploma level.

Upon successful completion of the Advanced Certificate Programme, learners who have passed are able to proceed to the Diploma level.