FINE AND APPLIED ARTS

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FAA

FAA

BACHELOR OF FINE ARTS (B.F.A.)
BACHELOR OF COMMUNICATION ARTS (B.COM.ARTS.)

FAA is a place for creative people. Our programs excel at providing creative practice for students of media and design education in modern facilities with dedicated studios and practice rooms. We do this by integrating theory and practice with individualized instruction in applied, practical courses. The faculty of FAA are passionate people who apply their international work experiences and education to our learning environment. We use this to develop an outcome-oriented perspective that develops the practical skills and innovative thinking desired by industry. Nurturing communicative intent is the way we help our students refine their conceptual and creative sensibilities, as we believe it will make them more versatile and adaptable in the rapidly evolving media and design landscapes. If you want to be a practitioner with a unique voice who can adapt media and design techniques to be industry thought leaders, then FAA's media and design programs are the place for you.

COMMUNICATION DESIGN PROGRAM

Is a studio-based design program that combines creative practice with theoretical knowledge and general education in an international environment. The coursework stresses hands-on experience, practical and constructive application of critical thinking skills, and effective communication of innovative ideas.

BRANDING AND ADVERTISING: Brand and Corporate Identity Designer, Brand Communication Manager, Creative/Art Director
GRAPHIC DESIGN: Graphic Designer, Illustrator, Infographics Designer, Type Designer, Packaging Designer, Environmental Graphics and Exhibition Designer
ONLINE COMMUNICATIONS: Web Designer, Online Communication Media Designer, Multimedia/Interactive Designer, User Interface and User Experience Designer
FURTHER STUDY AFTER GRADUATION: Master of Fine Arts (MFA) / Master of Arts (MA)

- Understand design theories and principles,
  as well as the design process replying to industry standards.
- Exemplify professionalism in design, including recognizing a
  sense of ownership and intellectual property laws.
- Awareness of global design trends and sustainability using current design-related technology.
- Utilize design research and apply acquired information into new innovative approach.
- Demonstrate effective critical thinking and communication skills.
- Construct a collaborative approach within a diverse group of colleagues and clients
  while maintaining social responsibility.
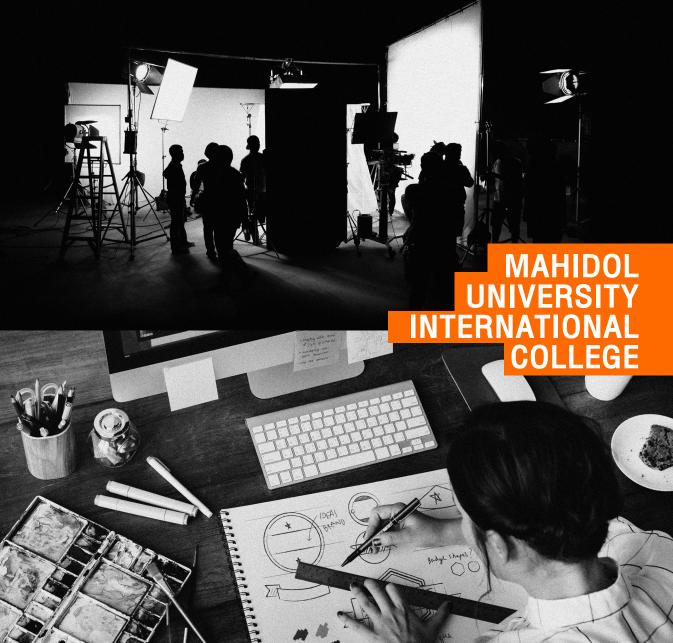
MEDIA AND COMMUNICATION PROGRAM

Aims to create storytellers and content creators who can use various platforms of media to communicate to the world artistically. The curriculum integrates theory and practice. While the theoretical portion is designed to establish a base of interdisciplinary knowledge combining arts, humanities and communication, the practical part ensures students can apply theory in a working context in terms of art and technology. The program is uniquely positioned to prepare students for today's converging media environments. Upon completion of the program, students will have a deep understanding of the role of media in shaping our individual and collective identities. They will have the knowledge and skills necessary to seek and hold jobs in the media industry locally and globally

CREATIVE CONTENT CONCENTRATION:

- Actors
- Directors
- Script writers and producers for entertainment industry
- Acting coach
- Event organizers
- Stage managers
- Crews in production houses for film and advertising agencies

MASS COMMUNICATION AND JOURNALISM CONCENTRATION:

- Journalists
- News editors and TV anchors
- TV documentary makers/ Broadcast media producers
- Feature writers
- Media consultants and researchers
- Media public policy makers

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