

MASTER OF APPLIED ARTS (8210410)

Overview:

Tuition Fee: \$2000/2-years program taught in Vietnamese
\$5000/2-years program taught in English.

Dormitory Fee: From \$30/month.

Admission: June and December annually.

Study period: 18 – 24 months.

Study time: On Saturday and Sunday.

Introduce to the Program:

The Master of Applied Arts offers students a unique opportunity to develop, enhance and expand upon their disciplinary design practice. The course is aimed to provide design specialist and scientist in art fields. Especially in the century of XXI, Applied Arts program is the key strategy for the to emphasize their identities.

Tôn Đức Thắng University is the only one university offers the Master of Applied Arts program in the South of Vietnam. The program engages with new curriculums from internationally universities as Tomas Bata (Czech), New South Wales University (Australia).

You'll instructed by doctorate lecturers and professors who have extensive experience in research, design, creative arts from company, enterprise and design projects.

All local and international students will enroll in classes are delivered in English that help student improving communication and teamwork abilities.

Program structure:

The program is divided into 3 large courses which are progressed in 3 semesters, as below:

- **1st Semester:** Students will study general and fundamental courses.
- **2nd Semester:** Students will study specialist courses.
- **3rd Semester:** Students prepare master's dissertation in 6 months.



ADDRESS

School of Graduate Studies (B002), Tôn Đức Thắng University, 19 Nguyễn Hữu Thọ St, Tân Phong Ward, District 7, Ho Chi Minh City.

Website: <http://grad.tdtu.edu.vn/>

Facebook: <https://www.facebook.com/sgs.tdtu>

Phone: +84-28-3775-5059

Email: gradstudies@tdtu.edu.vn

Online application form: <http://gradadmissions.tdtu.edu.vn/>

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Curriculum of Master program in Applied Arts:

Course Code	Course title	Credit	Theory	Practice Experiment Discussion
A. General Knowledge		15		
FL700000	English	10	10	0
SH700000	Philosophy	3	3	0
IN700000	Research Methods	2	2	0
B. Fundamental and Specialist knowledge		30		
B.1 Mandatory knowledge				
IA701010	Theory and Methodology of Design	2	1	1
IA701020	Advanced Visual studies in Design	2	1	1
IA701030	Advanced Visual studies in Design	2	1	1
B.2 Elective units Group 1: Major elective units (Select 12 credit points must include 01 design research elective unit):				
IA701040	Advanced Ergonomics	3	2	1
IA701050	Design and Materials	3	2	1
IA701060	Mix Media	3	2	1
IA701070	Marketing Design	3	2	1
IA701080	Aesthetics	3	3	0
IA701090	Culture and Identity	3	3	0
IA701100	Consumer Behavior	3	3	0
IA701110	Contemporary Fine Arts	3	3	0
B.3 Elective units Group 2: Design elective units (Select 12 credit points must include 01 design research elective unit):				
B.3.1 Communication design elective units:				
IA701120	Operations Management in Graphic Communication	3	2	1
IA701130	Society and Media	3	2	1
IA701140	Theory of Visual Culture	3	2	1
IA701150	Contemporary Trends in Graphic Design	3	2	1
IA701160	Workshop - Graphic Design	3	2	1
B.3.2 Industrial design elective units				
IA701170	Interaction Design	3	2	1
IA701180	Customization & prototypes for product design	3	2	1
IA701190	Design for Sustainable Products	3	2	1
IA701200	Contemporary Trends in Product Design	3	2	1
IA701210	Workshop - Industrial Design	3	2	1



B.3.3 Fashion design elective units				
IA701220	Operations Management in Fashion Enterprise	3	2	1
IA701230	Design Brand	3	2	1
IA701240	Contemporary Trends in Fashion Design	3	2	1
IA701250	Workshop - Fashion Design	3	2	1
IA701260	Fashion Enterprise Internship	3	2	1
B.3.4 Interior design elective units				
IA701270	Design for Sustainable Interiors	3	2	1
IA701280	Furniture Design Advanced	3	2	1
IA701290	Contemporary Trends in Interior Design	3	2	1
IA701300	Contextual and Cultural referencing in Art and Design	3	2	1
IA701310	Workshop – Interior Design	3	2	1
C. Master thesis		15		
IA701000	Master's Thesis	15	15	0
TOTAL		60		