

Raffles

PROSPECTUS 2019

HOW WEI ZHONG

a Malaysian senior art director who prefers curly fries over fries, soundtracks over pop, and avenir over helvetica.

25
ANNIVERSARY



Raffles
College of Higher Education
KUALA LUMPUR

NIKE BEIJING 99

99 one-of-a-kind-jerseys. The only way to get one was to win one. An opportunity for Beijinger to prove they are as good as they say they are.

We embrace a ***holistic education*** through the development of superior thinking processes, the mastery of communication, and the acquisition of thorough and effective work methods.



*Our curriculum and pedagogy are designed to be **industry-focused** and relevant. Our students are empowered to innovate with creativity. The skills that our students acquire will far exceed the knowledge and expertise of the profession, setting them on the road to success.*



Raffles | Vision & Beyond

Our vision is to be the *premier* education group



Raffles | Grand Mission

We are committed to provide quality education and related services through our network of institutions

Since establishing its first college in Singapore in 1990, Raffles has grown to operate **22** colleges & universities across **12** countries



Raffles | Global Advantage

Our flexible inter-school transfer scheme allows students to study at any of Raffles' network of colleges and universities, immerse themselves in different cultures and experience living overseas. Students who are enrolled in Raffles benefit from a quality education with a well-rounded hands-on experience relevant to the industry. This enables them to improve their career opportunities.

Studying in a multi-national environment enables our students to expand their personal network, be exposed to international perspectives and greatly enhances career opportunities beyond their home country.

Why Raffles Kuala Lumpur



Raffles | Why Choose Raffles Kuala Lumpur



We are internationally recognized



We offer industry collaborations & internships



International student population



Highly qualified and experienced team of internationally trained design practitioners and lecturers



A strong student-centered learning approach



Strong industry links

research topics applicable to industry and internship



Emphasis of the development of independent thought processes, creativities and hands-on skills



Regional network

inter-college transfer

Raffles | About Raffles Kuala Lumpur

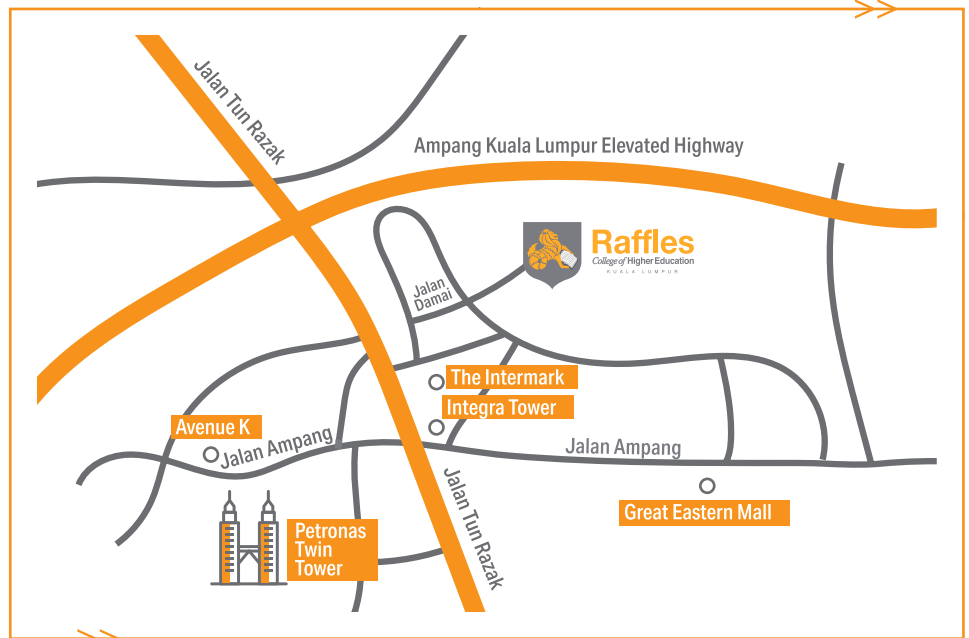
Established in 1994, Raffles College of Higher Education (Kuala Lumpur) is part of Raffles Education Corporation.

At Raffles Kuala Lumpur, we offer a range of courses in Design, Business and Psychology. We are committed to nurturing creative talents and management expertise for the creative design, management and science industry. Our industry-focused design courses provide practical vocation skills where emphasis is placed on nurturing designers not technicians. Our business courses offer students pursuing a business qualification the opportunity to study in a creative learning environment with a flexible study schedule. Psychology students will benefit from the many real case studies and actual clinical internship postings.

Studying in a **multi-national environment** enables our students to expand their personal network, be exposed to international perspectives and greatly enhances career opportunities beyond their home country.

Raffles | Getting Here

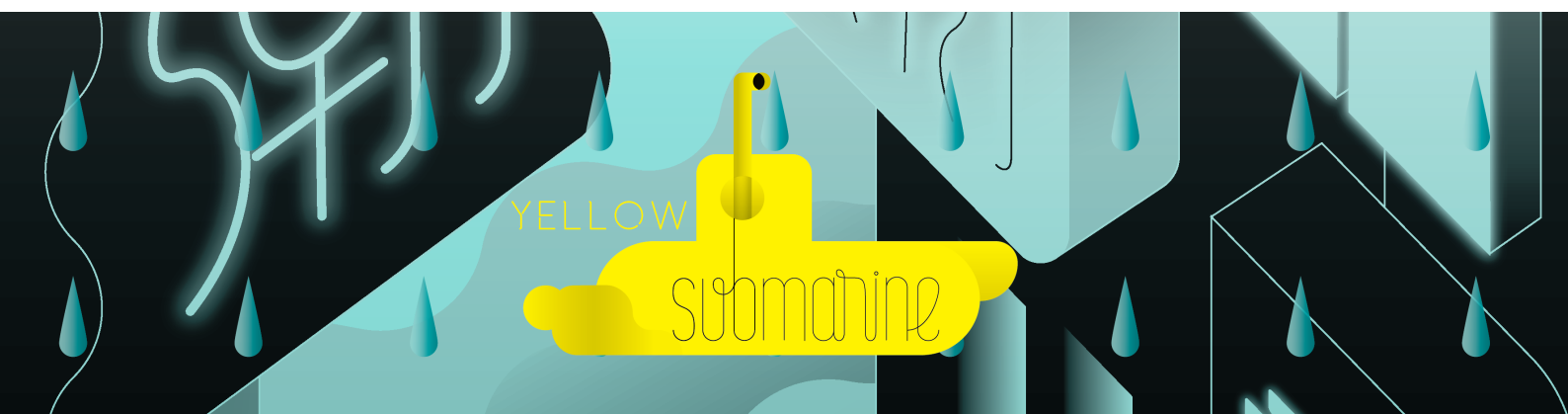
Reaching out to Raffles Kuala Lumpur is not complicated due to the fact that it is located in the heart of KL City. Any means of transportation can get you to Raffles effortlessly. Nevertheless, there is no such thing as being too careful, you can read the map here to get to Raffles Kuala Lumpur

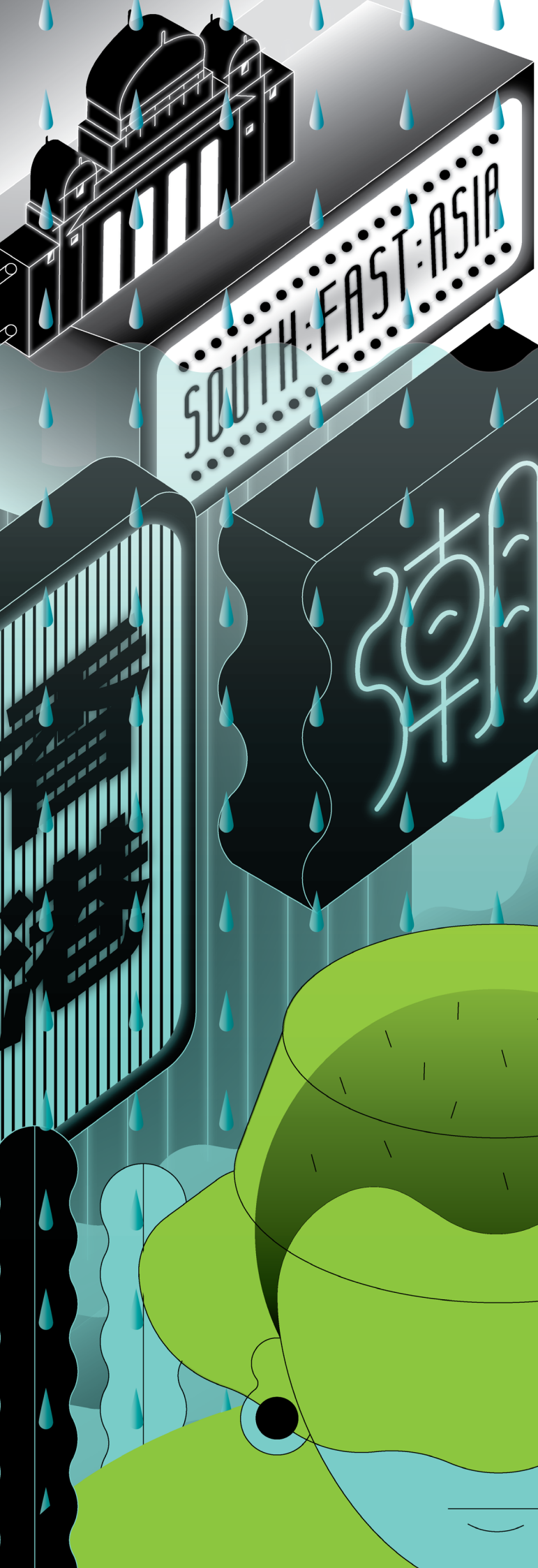


Raffles | Vibrant Campus

Located in the heart of the city, Raffles Kuala Lumpur campus presents a contemporary design with spacious layout to provide a creative and conducive learning environment for students.

Our campus consists of seminar rooms, classrooms, workshops, studios, library and laboratories with the latest equipment and technologies applications, enabling interactive learning experiences.





Certificate

Certificate In Design

Diploma

Fashion Design

Fashion Marketing And Management

Fashion Styling

Fashion Journalism

Fashion Business

Fashion Technology

Fashion Retail Management

Fashion Accessories Design

Jewellery Design

Creative New Media Technology

Visual Communication

Multimedia Design

Creative Animation Design

Creative Game Design

Interior Design

Applied Psychology

Business Studies

International Business

Entrepreneurship

E-Commerce

Supply Chain Management

**3+0 Degree in
collaboration with
Coventry University**

Fashion

International Fashion Business

Interior Architecture And Design

Digital Media

Graphic Design

It can be an uphill task to select the right field of study, as our future depends on it.

It is about understanding yourself better and discovering what you are passionate about and to unlock your potential. We offer various courses in Raffles Kuala Lumpur in order to help you pursue your dream and achieve your success

Campus Life



Raffles | Student Life & Activities

Raffles Kuala Lumpur brings you adventurous learning experiences whereby students participate in extra-curricular activities that help enhance students' self-esteem, motivation, social & soft skills.

Apart from that, students will be able to watch their own designs and business ideas unfolded, thus, spurring their creativity that underpins the business principles learnt.



International Study Field Trip

One of the exciting and thrilling activities that Raffles Kuala Lumpur offers our students were a short trip to Paris and a study tour to Tokyo, Japan. Paris was a fashion merchandising focused event that is participated by both Fashion Design and Fashion Marketing students, whilst Japan was dedicated to our Interior Design students exposing them to commercial, public space

and sustainable design in first world city of Tokyo. Raffles Kuala Lumpur believes that learning should not only be about the quality of student's learning, but exposure is as important for students. **We strongly believe that the best kind of learning happens beyond the confines of the classroom.** With this, students' experiences are more compatible with the real world.



Raffles Kuala Lumpur also presents students with the opportunity to ***collaborate with various well-known companies***. This helps students to gain status and recognition for their work. Students will also be able to train and build their competency for working in the near future.

Collaborations



Work Hard And Relax

Just a 15-minute walk from the campus, you will find Petronas Twin Towers and the Suria KLCC mall, which are home to numerous food and beverage outlets, clothing lines, grocery stores, and cinema outlets. So get a few friends together and head over there after class on a Friday evening to start your weekend with the latest blockbuster movies, or simply meet up to unwind with some retail therapy.

Access To Everything You Need

Strategically located in the heart of the city, the campus is close to stationery shops, banks, ATMs, clinics and hospitals, cafes, bakeries, and places to worship. Everything you need can be found within walking distance, which means that our students can easily get anything they are looking for within minutes.

Travel With Ease

Kuala Lumpur Public Transport has developed into one of the most modern transportation system in this region. It has a comprehensive network of buses, taxis, monorial, light rail transit and commuter trains that provide convenient and quick access to various parts of this city and its surrounding.

Be Part of The Community

Being right in the centre of the city, Raffles Kuala Lumpur offers access to numerous local events, entrepreneurs and companies that are always looking to collaborate with students. The college link students to various opportunities where they can be part of a young and enthusiastic community. As a new student you will be able to participate in these activities.

The Malaysian city of Kuala Lumpur,

commonly referred to as "KL" is a real melting pot of different cultures, which makes it one of the most exciting destinations in Asia for visitors to explore. The city boasts a large number of world famous attractions, while food lovers will be able to sample traditional Malay, Chinese and a large number of other types of cuisines from around the world.

Kuala Lumpur is poised to be an international giant in its own right, a globally competitive city of international commerce and infrastructure housing the world's best industry players. It will be magnet for international talent and various nationalities, filling up the estimated 4.2 million job opportunities in 2020 in what is hopefully one of the world's top 20 most liveable cities.



Living in Kuala Lumpur



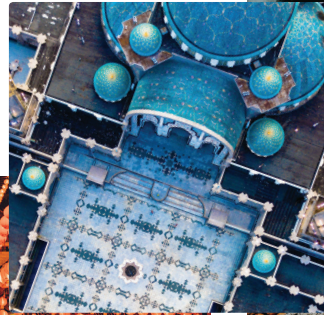


Hot Spot

Some of the popular hot spots in Kuala Lumpur are the Petronas Twin Towers, which features a lake with daily fountain shows, a park and a shopping mall. The KL Tower, where you can dine in a revolving restaurant, or capture a 360-degree view of the city. Chinatown and Little India are also popular destinations, with lively and vibrant markets offering all sorts of things from food to clothing at bargainable prices.

Food Hub

Kuala Lumpur is home to many culinary options, an array of local, traditional as well as international food are available at every corner. From hawker stalls to fancy restaurants, you will never be out of options for food.



Raffles | International Aspects

The International Experience

Immerse yourself into the city with diverse culture and stay within the most exciting city in Asia.



Accommodation

www.ibilik.my

<http://raffles.edu.my/our-accommodation/>



Expenses per month

Accommodation :
RM 800 – RM 1500

Food :
RM 600 – RM 1000



the ultimate link to get
your room in few clicks!

Pathway to **Success**



A place at Raffles
Kuala Lumpur,
creativity driven.
Passion infused.

Raffles | Academic Pathway

Raffles Kuala Lumpur is the perfect introduction to local creative industries. Start as early as 17 and you'll embark on an exciting creative journey in no time, or continue to pursue your degree studies.

>> Subject to meeting Raffles Kuala Lumpur entry requirements and subjects prerequisites.



DIPLOMA

requirements

IGCSE/ GCE/ O-Level/ Pass SPM
with minimum 3 credits / Equivalent

English Competency
IELTS 5.0

BACHELOR'S DEGREE

requirements

A Levels / UEC / Equivalent

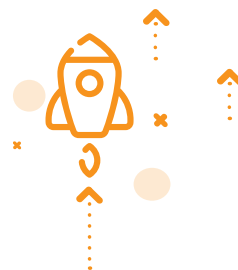
English Competency
IELTS 6.0

CERTIFICATE

requirements

IGCSE/ GCE/ O-Level/ Pass SPM
with minimum 1 credit / Equivalent

English Competency
IELTS 4.0





Raffles | Campus Support

People may not realise but they are many creative spaces around us. Raffles Kuala Lumpur has a few creative spaces available for students to work and nurture their creative minds. The creative spaces available are an Incubation Room, a fully equipped Jewellery Studio, Library, and students inspiration Interior Design Resources Room.

Creative Spaces



English oriented

Foundation English

The English Language Programme – Foundation Level at Raffles Kuala Lumpur is designed to help those students who have not yet achieved the necessary English proficiency level required to join our programmes. This course helps in the development of listening, reading, writing and speaking skills, with emphasis given to academic English.

Advanced English

The Advanced English Language Programme – Advanced Level at Raffles Kuala Lumpur is designed to help those students who have not yet achieved the necessary English proficiency level required to join our programmes. This course helps students to practice and develop skills and strategies by completing IELTS-style practice tests in reading, listening, speaking and writing.

All classes are conducted in English. Students who do not hold the minimum language requirement are required to sit for an English proficiency test conducted by Raffles Kuala Lumpur. If necessary, students are required to take the English Language Programme (conducted in-house). Our English Language Programme are intensive courses that cover a period of 3 months per level.



Admission + Application

Malaysian Student

Application Checklist

- ◇ Duly completed signed Application Form
- ◇ Payment for application fee **RM1,000 (NON-REFUNDABLE)** to be made payable to “Raffles College of Higher Education Sdn Bhd”
- ◇ Design portfolio (for design student only) – if any
- ◇ A photocopy of Identity Card
- ◇ Applicant's latest academic transcripts, results, and certificates (front & back)
- ◇ Applicant's school leaving certificate
- ◇ Four (4) recent passport-sized color photographs

3.5cm width x 4.5cm height with WHITE background

Please Note!

All documents submitted in other languages, please also supply certified translated copies in English and be notarized by a notary public. Upon receiving of completed documents and fees, the student will be notified of application outcome within 15 working days. Successful applicants will receive the following documents via email:

- ◇ A conditional / unconditional letter of acceptance
- ◇ Acceptance form to be completed by the student
- ◇ Official receipts

Return the acceptance letter and make payment for the Admission fee as stated in the Acceptance Letter within the deadline stated therein.



International Student

Applicants are advised to send in their applications at least 3 months before the commencement of a new intake to avoid any delays in the issuance of Visa Approval Letter (VAL)

Application Checklist

- ♦ Duly completed signed Application Form
- ♦ Payment for application fee **RM5,000 (NON-REFUNDABLE)** to be made payable to “Raffles College of Higher Education Sdn Bhd”
- ♦ Two (2) photocopies of Passport (all pages). Passport must be valid for at least 3 years or the duration of the programme
- ♦ Two (2) sets of Applicant’s latest education transcripts and certificates in original language & English translated copies (front & back)
- ♦ The result of English Language qualification (IELTS/TOEFL/CPE CAE/PTE)
- ♦ Design portfolio (for design student only) – if any
- ♦ Pre-Arrival Medical Examination Report and X-ray (from home country) done within 90 days before arrival in Malaysia



Four (4) recent passport-sized color photographs

3.5cm width x 4.5cm height with WHITE background



Please Note!

Applicants from Sudan: Original No Objection Certificate (NOC)

Applicants from Iran: Original Letter of Eligibility (LOE)

The Translated copy must contain:

- ♦ Duplicates of original documents should carry a certificate, a stamp or seal and the certifier’s name and signature
- ♦ Confirmation from the translator that is an accurate translation of the original documents
- ♦ The date of translation
- ♦ The full name and signature of the translator and contact details

Additional Documents (For Applicant Transfer from another college / University in Malaysia Only):

- ♦ ORIGINAL Release Letter [from the original college university applicant is transferring from]
- ♦ A valid Student Visa [valid for at least 3 months to allow sufficient time for new Student Visa application]
- ♦ Applicant’s attendance and performance record from the original college/university [certified true copy]
- ♦ Transcripts & Certificate from the original college university [certified true copy]
- ♦ Evidence [on passport] that Student Pass has been canceled by your last previous institution of study.
- ♦ If you have not undertaken a Medical Screening in Malaysia [at an EMGS appointed clinic] within 6 months of your application for transfer, you will have to undergo a Medical Screening.

Applicants are required to complete a Meet and Greet Form at least two weeks before their departure date. The Malaysian Immigration requires a representative from Raffles College of Higher Education to be present to escort the applicants through the Immigration Checkpoint.

Applicants will not be allowed to pass through the Immigration Checkpoint if the college’s representative officer is absent.

Medical and Health Insurance from Education Malaysia Global Services (EMGS) is mandatory for International students who intend to apply for a student pass in Malaysia.

Online Application



raffles.edu.my/online-application



Creative Triumphs

Raffles Kuala Lumpur emerged as

The Creative School of the Year 2016 in The SCO°LERS Awards –

Malaysia's first and only creative awards for students. This project endeavours to bridge the gap creative students often face when transitioning from the classroom to the workforce with the aim to create a platform for them to showcase and sharpen their skills in the real world and receive real world feedback.

We consistently produce award winners in the various design disciplines. Our students award winning achievements are not only limited to local competitions but as well as international competitions.

- | | | |
|--|---|---|
| 1.
<i>Moscow Global Biennale of Graphic Design – Golden Bee Special Award</i> | 5.
<i>Sakura Collection – Japan Expo Asia Students Awards Grand Prix Final 2018/19</i> | 9.
<i>Maybank Mytiger Values Exhibition and Competition 2018</i> |
| 2.
<i>Best Game Experience Awards in COMPFEST X 2018</i> | 6.
<i>Sakura Collection 2017-2018</i> | 10.
<i>AirAsia Runway Ready Designer Search 2017</i> |
| 3.
<i>Student Kancils x Scoolers Awards 2018</i> | 7.
<i>iPrint-Konica Minolta Student Design Award</i> | 11.
<i>Design Excellence Awards 2017 – Spatial Design Awards (SPADE)</i> |
| 4.
<i>Design Excellence Awards 2019 (SPADE)</i> | 8.
<i>Braun Buffel's College Art Competition 2017</i> | 12.
<i>AirAsia Runway Ready Designer Search 2018</i> |



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12

1.

Nigel Chia

Graduation Year: 2014 | **Fashion Design**

Nigel Chia embraces time-honored couture techniques with a modern sensibility to create unique and feminine pieces for contemporary women. A combination of contrasting elements defines the prêt-à-

couture house: Nigel Chia is traditional and modern, organic and architectural, sumptuous and pure.

2.

Joe Chia

Graduation Year: 2013 | **Fashion Design**

Joe Chia is a fashion label known for its modern interpretation of masculinity and femininity. It embodies entwined classicism and experimental pieces that stand the test of time. The label has a distinctive discernment of

thought-provoking silhouettes with nuances of monochromatism and functional essences being woven through whilst maintaining a strong tie to traditional and urban origins.

3.

Man Chien

Graduation Year: 2011 | **Fashion Design**

Man Chien is a Malaysian based wearable art maker. She is known for creating hand-painted garments, which mainly revolve around discussion of existential philosophy and emotion/ thoughts documentation. Many of her work is noted as impeccable,

tedious craftsmanship; one of her wearable art project: The NORNS discusses the perception of time, featured wool-felting technique, an ancient textile process, where she hand-felted textiles out of Merino wool roving.

4.

Moto Guo

Graduation Year: 2013 | **Fashion Design**

Moto Guo made headlines everywhere as the first Malaysian fashion designer selected for the prestigious LVMH Prize. Moto Guo is a Malaysian-based menswear designer with an eponymous label officially launched in 2015. His graduation

collection, "Out Like A Light" featured a delightful assortment of designs that are tell-tale signs of his identity; wacky yet dexterous.

1



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5.

Kittie YiYi

Graduation Year: 2010 | **Fashion Design**

Quirky, fun and bubbly would summarize her collection. Kittie YiYi, a Malaysian womenswear designer keeps things playful and whimsical with multi-colored tulle and brilliant shades. Her personality consequently affects

the direction of her label and she is clearly bringing joyfulness into her clothing line by making bold and smart pieces that encourage women to be brave identity; wacky yet dexterous.

6

6.

Justin Low & JC Lau

Graduation Year: 2007 | **Interior Design**

WHITE SPADE is established in 2012 by Justin and JC with the belief in crafting spaces by means of programmatic approach providing solutions with discerning taste. They value

spaces that are emotive and experiential.

7.

How Wei Zhong

Graduation Year: 2011 | **Visual Communication**

How Wei Zhong is currently a Senior Art Director at Weiden + Kennedy Shanghai, working with notable clients such as Nike. He graduated from Raffles Kuala Lumpur with an Advanced

Diploma in Visual Communication and a Bachelor's degree in Graphic design from Middlesex University (United Kingdom).

8.

Nikolai Prettner

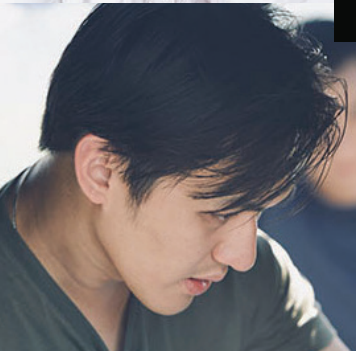
Graduation Year: 2016 | **Interactive Multimedia Design**

Co-Founder, Head of Design
Shoppr

Shoppr searches fashion and beauty sites to today's modern woman can make the best buying decisions quickly and easily.

Shoppr's website and mobile app connect you to over 3,000 local and international brands through universal search, sales and brand alerts, and personalised product recommendations based on your body type, lifestyle and budget.

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8

Course	Duration	Intakes	2019 Fees <i>Malaysian Student</i>	<i>International Student</i>
Coventry University 3+0 Degree			<i>Total Course Fee</i>	<i>Total Course Fee</i>
BA (Hons) Fashion MQA/PA11179 KPT/N/214/6/0207 (09/23)	3 years	May and October	RM 112,000	RM 134,400
BA (Hons) International Fashion Business MQA/PA11181 KPT/N/214/6/0208 (09/23)	3 years	May and October	RM 112,000	RM 134,400
BA (Hons) Interior Architecture and Design MQA/PA11180 KPT/N/581/6/0112 (04/24)	3.5 years	May and October	RM 92,000	RM 134,400
BA (Hons) Digital Media MQA/PA11717 KPT/N/213/6/0337 (04/24)	3.25 years	May and October	RM 107,000	RM 134,400
BA (Hons) Graphic Design MQA/PA11716 KPT/N/213/6/0338 (04/24)	3 years	May and October	RM 92,000	RM 134,400
Diploma			<i>Total Course Fee</i>	<i>Total Course Fee</i>
Fashion Design MQA/A2300 KPT/R2/214/4/0107 (08/24)	2 years 4 months	January, May and September	RM 90,500	RM 114,000
Fashion Business MQA/PA9545 KPT/N/340/4/0750 (02/23)	2 years 4 months	January, May and September	RM 35,000	RM 47,000
Fashion Journalism MQA/PA11460 KPT/N/321/4/0251 (01/24)	2 years 4 months	January, May and September	RM 37,500	RM 49,500
Fashion Retail Management MQA/PA11325 KPT/N/341/4/0079 (02/24)	2 years 4 months	January, May and September	RM 37,500	RM 49,500
Fashion Marketing & Management MQA/A11594 KPT/R/342/4/0154 (07/20)	2 years 4 months	January, May and September	RM 60,500	RM 86,000
Fashion Technology MQA/PA9526 KPT/N/214/4/0212 (02/24)	2 years 4 months	January, May and September	RM 45,000	RM 59,000
Fashion Styling MQA/PA11540 KPT/N/214/4/0215 (04/24)	2 years 4 months	January, May and September	RM 45,000	RM 59,000
Fashion Accessories Design MQA/PA11461 KPT/N/214/4/0214 (04/24)	2 years 4 months	January, May and September	RM 45,000	RM 59,000

Course	Duration	Intakes	2019 Fees	
			Malaysian Student	International Student
			Total Course Fee	Total Course Fee
Visual Communication MQA/A7765 KPT/R2/213/4/0058 (11/22)	2 years 4 months	January, May and September	RM 39,500	RM 52,400
Multimedia Design MQA/A7764 KPT/R2/213/4/0057 (11/22)	2 years 4 months	January, May and September	RM 39,500	RM 52,400
Creative New Media Technology MQA/PA9057 KPT/N/213/4/0330 (12/22)	2 years 4 months	January, May and September	RM 39,500	RM 52,400
Creative Animation Design MQA/PA11241 KPT/N/213/4/0348 (04/24)	2 years 4 months	January, May and September	RM 45,000	RM 59,000
Creative Game Design MQA/PA11219 KPT/N/213/4/0349 (04/24)	2 years 4 months	January, May and September	RM 45,000	RM 59,000
Interior Design MQA/A7763 KPT/R2/581/4/0012 (11/22)	2 years 4 months	January, May and September	RM 39,500	RM 52,400
Jewellery Design MQA/A11156 KPT/R/214/4/0146 (07/20)	2 years 4 months	January, May and September	RM 58,000	RM 86,000
Business Studies MQA/PA8128 KPT/N/340/4/0717 (12/21)	2 years	January, May and September	RM 32,500	RM 44,000
Applied Psychology MQA/A9782 KPT/R2/311/4/0049 (10/24)	2 years	January, May and September	RM 32,500	RM 44,000
Entrepreneurship MQA/PA11348 KPT/N/345/4/1110 (11/23)	2 years	January, May and September	RM 35,000	RM 47,000
International Business MQA/PA11347 KPT/N/345/4/1108 (11/23)	2 years	January, May and September	RM 35,000	RM 47,000
E-Commerce MQA/PA11349 KPT/ N/345/4/1113 (01/24)	2 years 4 months	January, May and September	RM 37,500	RM 49,500
Supply Chain Management MQA/PA11324 KPT/N/345/4/1111 (11/23)	2 years 4 months	January, May and September	RM 35,000	RM 47,000
Certificate			Total Course Fee	Total Course Fee
Certificate in Design MQA/FA8373 KPT/N/214/3/0179 (02/22)	1 years 4 months	January, May and September	RM 15,750	RM 23,300

*The course fees are subject to change and may be updated from time to time.

Success by *Design*



Address

62, Jalan Damai, Off Jalan Ampang,
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Contact Us

Business & Consultation Hours

Monday to Friday : 9.00am - 6.00pm
Saturday : 9.00am - 1.00pm

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www.raffles.edu.my



How Wei Zhong

2011 Visual Communication Graduate

Zhong is a Malaysian senior art director based in Shanghai. Currently, he is pursuing his passion for design and advertising at Wieden + Kennedy Shanghai.

For more info:

<https://www.hows.space>

Contact:

howweizhong@gmail.com