THINKING CAN CHANGE YOUR WORLD

www.apu.edu.my

Design + Media

/ BA (HONS) IN INDUSTRIAL DESIGN
/ BA (HONS) IN VISUAL EFFECTS
/ BA (HONS) IN ANIMATION
/ BA (HONS) IN DIGITAL ADVERTISING
Unleash Your Creativity and Discover a Different Realm of Knowledge
The Design, Advertising & Animation Degrees at APU cater for creative minds like you! As you enrol into our programmes, be prepared to embark on a journey that is highly industry-relevant that can enhance your practical knowledge in various areas of media & design. A great level of hands-on experience will be nurtured throughout your years of study, ensuring that you create your own story through an impressive creative portfolio that showcases various projects completed in your specialisms.

We established strong partnerships with key industry players, and exposed students with these live projects. Students get to experience working on commercial projects with the guidance from academic staff. Similarly, they are involved in active learning experiences through field trips to studios, galleries, exhibitions, and participation in events and activities. We aim for our graduates to be all-rounders; not just equipped with technical skills as designers but as great thinkers, inspiring leaders, convincing presenters, supportive team players and academic researchers.

Our programmes in the areas of Design, Advertising & Animation are as follows:

- BA (HONS) in **INDUSTRIAL DESIGN**
- BA (HONS) in **VISUAL EFFECTS**
- BA (HONS) in **ANIMATION**
- BA (HONS) in **DIGITAL ADVERTISING**
Experience APU’s Iconic Campus

Malaysia’s Award Winning University

• A Stylish Blend of Functionality & Accessibility
• A Unique Fusion of Technology, Innovation and Creativity
• Cutting-edge Technologies
• A Wide Variety of Spaces to Learn, Engage & Transform
Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia’s Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing professional graduates for significant roles in business and society globally.

APU’s new campus is setting a new benchmark for design excellence among Malaysian Universities, combining an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning. It is a magnificent teaching & learning space for our Students & Staff designed by our award-winning architects & consultants.

An Ultra-modern Campus Built Today for the Needs of Tomorrow

Asia Pacific University of Technology & Innovation (APU). This new Ultra-Modern University Campus in Technology Park Malaysia (TPM) is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. TPM is the ideal location for this new and contemporary Campus due to its strong positioning as Malaysia’s primary hub for leading-edge and high-tech developments in a wide variety of areas. It is also located in one of the most rapidly developing areas in Kuala Lumpur, and is well served and accessible through major highways, LRT and other forms of public transportation.

APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.
Employed by Graduation*

*Graduate Tracer Study 2018 by Ministry of Education, Malaysia.
100% of our graduates are employed by graduation*; this is not just a number, but a significant symbol of our success and pride in nurturing professionals for global careers. *Graduate Tracer Study 2018 by Ministry of Education, Malaysia.

Industry Ready Graduates

The APU Career Centre connects and engages with over 10,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

Work-ready, World-ready

Study with us and we’ll equip you to become a world-ready professional, with the knowledge, attributes, skills and expertise that employers look for.

Employers are demanding that graduates not just have qualifications, but also have the experience and ability to contribute to the workplace. To meet these demands, APU develops programmes and partnerships with academic and industry partners, with a heavy focus on applied learning. This helps ensures that the skills and knowledge taught at APU are up-to-date and in high demand.

Outstanding Support

Regardless of the programme you choose, you will be supported by highly qualified and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.
A Truly International Community

Just like the beautiful country in which we are located, APU is a rich blend of traditional and modern styles. We have developed a singular character to embrace those things that set us apart. We pride ourselves on the quality of both our teaching and research as well as having a unique living and learning environment.

Rated No. 1 in Asia and Malaysia for Multicultural Learning Experience*

*Student Barometer Wave 2017, ‘Studying with people from other cultures’.
A Vibrant Community of Students from the World

We have students from Asia, Central Asia, Middle East, Africa, Europe, and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.

Student Welcome Team

The Student Welcome Team was established by Asia Pacific University of Technology and Innovation (APU) to improve the arrival experience of international students in Malaysia. Warm Welcome, Warm Hello, Warm What’s up is the theme of this ASK ME Team.

Student Life @ APU

Being a university student can be one of your most exciting expeditions. Higher education opens up a world of new ideas, intellectual growth, new adventures and the building of lifelong friendships. Here at APU, we support you to take the time to explore not only the educational experiences but also the wide range of social, sporting and cultural activities on campus.
Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of your study experience at APU.
The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a university learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets.

APU, as Malaysia’s leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.

APU provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates.

An Integrated Community

The campus aims to establish a community aspect for the university – where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industrial Revolution 4.0.

Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialization throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.
Synopsis

In this module you will be able to explore and expand a range of art and design drawing skills that will lead to the development of a good portfolio that demonstrates the use of a range of media and processes. You will be expected to continue the work developed during taught sessions through further tasks that will enable you to build and collate various artworks from other media besides drawing, such as: photography of 3D physical model, digital artwork, sketches, research, writing, illustration, painting, material research, and more.
Your Portfolio - The Starting Point of your Journey

Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more.

What is a portfolio?
Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more.

What if I already have a qualification of ‘A’ Level, but I still don’t have a portfolio?
We are offering a Portfolio Development Programme for students who require an insight to art & design field, and students are required to build their own portfolio as an outcome of the programme.

Why do I need to submit Portfolio?
It is to measure how far you have learnt about art and design field, and it is also for the entry requirement for the BA (Hons) in Industrial Design, BA (Hons) in Visual Effects, BA (Hons) in Animation and BA (Hons) in Digital Advertising degree programmes.

Why do I also need to be interviewed to get into the degree programme?
Because we need to find out about your interest and potentiality related in design particular field.

How long is the duration of the short course?
The short course will take 6 weeks to complete. (Please see the details)

Objectives
The objectives of this module are to:
• Prepare for working in a design environment, observing health and safety requirements and understanding responsibilities when developing creative skills.
• Create awareness about the importance of a portfolio when studying and working in creative areas - from degree to employment.
• Provide the fundamental art and design skills for the entry requirement of the degree programs.
• Enhance your knowledge of creative practice relating to art and design and associated employment routes.
• Prepare you in the management of your own creative development.

I only have ‘O’ Level qualification and I don’t have a portfolio, what should I do?
You have to take the Design Foundation Programme before enrolling into the Design Degree Programme.
Content Outline of the Module

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Description of Projects

- Your work should be presented in a professional way, with supporting written material that justifies your choices and contextualizes the work - this may be in the form of annotations, short case studies, essays or reports. Your tutor will guide you regarding the requirements for each brief.

- Your work must be put arranged in a portfolio suitable for presentation at interviews.

- If you are aiming for Product Design, you will be required to create a drawing project of “New Personal Communication Device”.

- If you are aiming for Transport Design, you will be required to create a drawing project of “New Personal Transportation Device”.

- If you are aiming for Animation, you will be required to create a storyboard of “Thinking Outside of the Box”. You should imagine a matchbox and a single match next to it. Visualize how the match gets back in the box. Remember the match is a character that has a need to get back into the box for a reason.

- If you are aiming for Visual Effects, you will be required to create a perspective drawing project of “Environment Design”. The drawing must include an environment in a traditional market with people selling and buying on the scene. Please consider the use of perspective techniques for expressing your ideas.

- If you are aiming for Digital Advertising, you will be required to create a concept drawing project of “Magazine Advertisement”. The drawing must include an energy drink product and all the visual concepts associated with it.

You will need a variety of drawing media, your tutor will advise you, but it will typically comprise:

- A range of pencils of different grades
- Eraser
- Ruler (steel rule is best for cutting)
- Color pencils
- Watercolors and brushes
- Sketchbooks - A3 size minimum
- Cutter and cutting mat
- Glue and/or double-sided tape
Stylish, Dynamic Sedan - The INVICTUS

APU/APIIT Concept Car “Invictus” is the CHAMPION of Proton DRB-HICOM Creative Car Challenge 2018!

APU/APIIT’s Concept Car “Invictus” is the Winner of the Proton DRB-Hicom Creative Car Challenge (PD3C) 2018. The Invictus was a working prototype designed and assembled by team Invictus to compete in the Proton DRB-Hicom Creative Car Challenge (PD3C) 2018. The car emerged as the CHAMPION of the challenge and the team walked away with a cash prize of RM7,000. In addition, Year 3 Student of the BA (Hons) Transport Design programme, who was part of the team also achieved a 3rd Prize at the "Design Battle".
THIS IS Industrial Design

- Furniture Design
- Product Design
- Transport Design
- Sustainable Design
If architects design the house, then industrial designers design everything inside.

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects and a Credit in Bahasa Melayu and a Pass in English at SPM level.
- 2 Passes in A-Level with a Pass in English at SPM/ O-Level/ IGCSE or its equivalent.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous internal interview or submitting a relevant portfolio.
- Equivalent qualification and / or experience which is recognized by the Senate / institution.

* A Pass in an interview and a drawing test is required for BA (Hons) in Industrial Design.
This Programme is Specifically Designed to Provide Students with:

A holistic experience in the field of industrial design. Industrial designers focus on the product's appearance and value on top of how it functions, how it's manufactured and user experience.
Programmes and Module Details

Level 01

First-year students will be focusing on the fundamentals of industrial design which includes drawing, creative thinking, project management, design process and model making. Student will be exposed to various skills from manual & digital sketching, brainstorming methods to model making realising their concept design into reality. Students will be working in team managing projects, handling restricted timeline, develop communication skills as well as entrepreneurial skills.

Level 02

Second-year students will be exposed to advanced 3D modelling skills, focusing on advance form and conceptual design. The students will be required to transfer and decipher the consumer needs, market needs and problems into designs that will lead to solving a problem for those needs. Holistic design consideration such as ergonomic design, manufacturing process, understanding different materials and market needs will be the pinnacle focus in the second year.

Internship (12 Weeks)

Students will undertake a short Internship/Industrial Training for a minimum period of 12 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In the final year, students will make use of their knowledge from previous studies and industrial experience to produce a high quality final year project. Students are allowed to choose the topic or area of study based on the specialism topics of their choice. Students will then need to manage project, design process, timeline and budget. Conversely, students will be able to explore industry projects and competition brief. Lastly, students will get to display and present their work in the final year exhibition, professional industry guests are invited to view and assess the students work.

MQA Compulsory Subjects

All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

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<td>Malaysian Studies (Int’l Students)</td>
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Common Modules

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<td>Digital Illustration Technique</td>
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Specialized Modules

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<tr>
<td>Product Design*</td>
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<td>Transport Design*</td>
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<td>Furniture Design*</td>
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<td>Sustainable Design*</td>
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<td>Creativity and Innovation</td>
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*Choose 1 module depending on chosen specialisation

Common Modules

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<td>Digital Design Project</td>
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<td>Model Making</td>
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<td>Universal Design</td>
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<td>Manufacturing Process</td>
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Specialized Modules

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<td>Project Management</td>
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<td>3D design</td>
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<td>Automotive Design Innovation</td>
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<td>Advance 3D Visualization</td>
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Common Modules

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Specialized Modules

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<td>Industry Project *</td>
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<td>Production Visualisation*</td>
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<tr>
<td>Professional Project 1 *</td>
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<td>Professional Project 2 *</td>
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*Projects unique to specialism
Programme Description
Course Duration: 3 years

Visual effects (commonly shortened to Visual FX or VFX) can be added to live-action, captured through techniques such as matte painting, rear- and front-screen projection; miniature or forced perspective sets; computer graphic objects, characters, and environments; and compositing of images recorded in any number of ways. A high demand of CGI has made visual effects more accessible and hence its presence is felt all around us.

The VFX award is for applicants looking for a career in the film, post-production or games industries - although some graduates may move onto positions within architectural visualisation, re-touching/advertising agencies or postgraduate study. VFX is predominantly about ideas and concept generation for film or games, covering characters, vehicles, products, clothing, sets and environments - ultimately taking those ideas through to finished concept artwork or 3D models.

More than ever, the film and games industries need tangible, exciting plots/scenarios with characters, environments and props to match them. Students develop ideas sometimes as 2D artwork concepts, complemented by accurate 3D digital modelling, coupled with green screen/compositing techniques. Design methodology, concept origination, speculative design, visualisation skills, life drawing, physical sketch and facsimile modelling provide traditional design skills.

Visual effects involve the integration of live-action footage and generated imagery to create environments which look realistic, but would be dangerous, costly, or simply impossible to capture on film.

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.

- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.

- 2 Passes in A-Level.

- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous internal interview or submitting a relevant portfolio.

- Equivalent qualification and/or experience which is recognized by the Senate/institution.
BA (Hons) in **Visual Effects**  
(N/213/6/0340)(06/24)(MQA/PA11896)

**Programme Objectives / Learning Outcomes**

This Programme is Specifically Designed to Provide Students with:

The programme aims to produce students with the knowledge and skills to support the study and development of conceptual artwork digital assets for both film or games industries and visual effects (VFX) work as a creative and dynamic activity. To develop the organizational qualities, communication skills necessary for the effective exchange of ideas, information and teamwork, with particular emphasis on understanding production pipelines associated with VFX industries.

**Career Options:**

- 2D Artist
- Previs Artist
- 3D Generalist
- Modeller
- Lighting Artist
- Matchmove Artist
- Matte Painter
- Story Board Artist
- Rigger
- Animator
- Motion Graphics Artist
- Digital Compositor
- Producer
- Technical Director
- Concept Artist
- Roto Artist
- Texture Artist
- VFX Coordinator
- Creative Director
Programmes and Module Details

Level 01

Level 1 of VFX will focus on getting the basics right. The students will be exposed to drawing and concept sketching techniques, creative thinking for visual design, understanding the importance of research and analysis in conceiving a concept. Technically they will be introduced to the VFX workflow via Digital Art and Illustration, 3D Modelling and Compositing Techniques. Team Work, Project Management and Presentation is an integral part of the learning process.

Level 02

In Level 2, the modules strengthen the core skills of the students. Moving on from Year 1 the students are trained to emphasis on critical thinking and problem solving skills. They are exposed to advanced 3D Modelling and Compositing skills on software’s that are currently used by the VFX Industry. The students have the choice of selecting their elective module to strengthen their skills in their field of choice.

Internship (12 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 12 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In Level 3 the students will be implementing their prior knowledge and skills to create professional portfolio projects as part of the final year projects. From Proposal Pitch, Pre Production, Production and Post Production the students go through the entire process to create their FYP with constant guidance from experts and industry professionals. The students are given the opportunity to exhibit their showreel in an year end show that will involve industry partners and potential employers which provides them the avenue for immediate employment.

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Ethnic Relations (M’sian Students)
- Islamic & Asian Civilisation (M’sian Students)
- Malaysian Studies (Int’l Students)
- Malay Communication Language (Int’l Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

BA (HONS) IN VISUAL EFFECTS
Animation
Programme Description
Course Duration: 3 years

Animation is one of the fastest-growing industries worldwide. It has been a huge technological development in the last decade, from traditional 2D hand-drawn to digital 3D animation. In today’s digital world, the application of animation isn’t simply restricted to films. It facilitates exciting career opportunities in various sectors like Advertising, Print media, TV production and Gaming.

This programme aims to develop you as a creative animator. The animation route offers the opportunity to specialize in modeling, animating and compositing based applications in the creation of character film-making.

The programme focuses on the many aspects of the fundamental animation processes and design skillsets in the creative industry, while exploring different animation techniques ranging from 2D traditional to CG animation.

You’ll be involved in the development of animated content, with emphasis on critical, analytical and problem-solving skills. You will also gain production experience through industrial training as emphasis is placed on professional practice for greater employment prospects through animation.

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes in A-Level.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous interview or submitting a relevant portfolio.
- Equivalent qualification and/or experience which is recognized by the Senate/institution.

“Animation can explain whatever the mind of man can conceive.” - Walt Disney
BA (Hons) in Animation (N/213/6/0343)(07/24)(MQA/PA11863)

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with:

This programme aims to produce qualified graduates who are equipped with solid animation and design fundamentals, strong technical skills, critical, analytical thinking skills and good communication skills.

Career Options:
- 2D Animator
- 3D Animator
- Concept Artist
- Storyboard Artist
- 3D Modeller
- 3D Rigging Artist
- Production Designer
- Motion Graphic Designer
- Visual Effects Artist
- Compositor
- Video Editor
- Script Writer
Programmes and Module Details

**Level 01**

Year 1 focuses on many aspects of the fundamentals in animation and design skillsets in the creative industry, especially in the animation field. You will explore thoroughly on different animation techniques ranging from 2D traditional to CG animation.

**Level 02**

Year 2 involves the development of animated content in greater depth, that emphasize on critical and analytical thinking skills and problem-solving skills. This includes character creation, character performance, motion design, rigging, effects and simulation. You will also gain production experience through industrial training towards the end of the second year.

**Internship (12 Weeks)**

Students will undertake a short Internship/Industrial Training for a minimum period of 12 weeks to prepare them for a smooth transition from the classroom to the working environment.

**Level 03**

In Year 3, you will be specialized in your area of interest to produce a series of animation project which showcases your significant talent and ability to work in a team. Emphasis is placed on professional practice in preparation for graduation and greater employment prospect through animation.

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<td>• Motion Graphics</td>
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<td>• Animation Principles</td>
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<td>• Digital 2D Animation</td>
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<td>• Digital 3D Animation</td>
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<td>• Sculpture for Animation</td>
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<td>• Digital Film Production</td>
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<td>• Effects &amp; Simulation</td>
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<td>• Character Creation</td>
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<td>• Facial Animation &amp; Lip-synching</td>
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<td>• Character Animation</td>
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<td>• Animation Techniques for Games</td>
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<td>• Research Project Report</td>
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<td>• Animation Project: Proposal</td>
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<td>• Animation Project: Production</td>
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<td>• Team Animation Project: Proposal</td>
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<tr>
<td>• Team Animation Project: Production</td>
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**MQA Compulsory Subjects**

All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.

- Ethnic Relations (M’sian Students)
- Islamic & Asian Civilisation (M’sian Students)
- Malaysian Studies (Int’l Students)
- Malay Communication Language (Int’l Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum
THIS IS Digital Advertising
**Programme Description**

Course Duration: 3 years

The Bachelor of Arts in Digital Advertising is based on a 360° approach to creative and strategic advertising for the digital ecosystem. The B.A. (Hons) in Digital Advertising programme is designed to broaden the understanding and knowledge of digital advertising technology, concept creation, and creative thinking to enhance the ability to apply this within industry or commerce. In addition to gaining an in-depth knowledge of digital advertising technologies, students develop further competence and ability to apply them as an integral part of the programme.

Integral to this is design research, theoretical understanding and studio projects which are all designed to establish a cohesive strategy of contextual and experiential learning in a creative environment. An equitable set of assessment procedures will be employed to gauge students learning and progression, at benchmarks stages throughout the semester.

You’ll be taught by an experienced programme team, and work with associate tutors who are current creative directors and agency practitioners. Industry placements and agency visits will add to your development. You’ll learn how to create advertising campaigns by studying key areas of creative thinking, strategy and planning as well as idea generation, integrated communications, art direction and copywriting.

**Entry Requirements:**

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.

- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.

- 2 Passes in A-Level.

- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous internal interview or submitting a relevant portfolio.

- Equivalent qualification and/or experience which is recognized by the Senate/institution.
BA (Hons) in Digital Advertising

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with:

- Digital advertising knowledge and production discipline, through advertising principles, account planning and creative applications for production.
- Current theory and principles to apply skills in the effective development of advertising campaigns together with its required collaterals and measurement of effectiveness.
- Logical and analytical skills to identify major issues affecting the global advertising industry in terms of media planning, content distribution and strategies in the consideration of the outcome of a final major digital advertising project.

Career Options:
- Digital Advertising Executive
- Digital Content Creator
- Brand Communicator
- Marketing Executive
- Media Planner
- Account Manager
- Social Media Executive
- Visual Designer
- Copywriter
- Art Director
Digital Advertising

Programmes and Module Details

Level 01

Students will learn fundamental skills in relation to Digital Advertising practices. The modules offered will introduce students to areas pertaining to creative skills required in Digital Advertising. To develop students understanding of Digital Advertising practices, modules focusing on Marketing Fundamentals and Project Management will develop essential critical thinking skills.

Level 02

A broader range of skills will be learnt, in which students will gain a better understanding of traditional areas of Advertising practices, culture and agency management. Students will also delve into content creation practices to further develop skills in creative production for Digital Advertising through copywriting, film and media planning.

Internship (12 Weeks)

Students will undertake a short Internship/Industrial Training for a minimum period of 12 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

Students will make use of their previous studies and industrial experience to learn about the strategic and global perspectives of Digital Advertising, with aims to groom them as leaders in the field. More focus will be given to relevant future skill sets in the areas of Digital Advertising Analytics as well as Integrated Marketing Communications to enable students to fully encompass the requirements of the global Digital Advertising industry.

MQA Compulsory Subjects

All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Ethnic Relations (M’sian Students)
- Islamic & Asian Civilisation (M’sian Students)
- Malaysian Studies (Int’l Students)
- Malay Communication Language (Int’l Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum