



A · P · I · I · T
ASIA PACIFIC INSTITUTE
OF INFORMATION TECHNOLOGY



3+0 UK Degree Programmes

- BA (Hons) Product Design
- BA (Hons) Animation
- BA (Hons) VFX: Visual Effects and Concept Design
- BSc (Hons) Cyber Security

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BA (Hons) **PRODUCT DESIGN**

(Only offered in intakes commencing 2nd April & 24th September 2019)



PORTFOLIO REQUIRED

KPT/JPS (N/214/6/0116)(PA4258)09/19

Key Facts

Duration:

3 years full-time

Entry Requirements:

We welcome applications from people with a wide variety of qualifications, skills and experience. Applications are individually assessed. However typically you will have:

Route 1: Entry to Year 1

- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

And

- A Portfolio of Art & Design work which can include:
 - Sketch work and finished drawings
 - Photographs of models or other 3D works Art, illustration, photography etc.
 - Examples of your computer skills
 - Please bring in sketch ideas for a "new personal communication device".

Route 2: Entry to year 2

- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

This degree will open up a whole world of career and consultancy opportunities. Graduates are working in areas including: computer, sports goods, gym equipment, watch design, automotive design and packaging. Some graduates set up their own businesses or go into marketing, model making, graphics, computer games design, design management and teaching.

This programme includes exciting and diverse projects like toys, domestic products, transport, fitness equipment and lighting. Access to excellent workshops, modelling facilities and software, will enable students to present their work to a professional standard.

Core skills are introduced through structured and practical design projects, involving idea generation, drawing and rendering, model making and computer work. Further modules include Concept Generation, Ergonomics and Usability, Materials and Manufacture and Aesthetics. The programme progresses to cover more advanced CAD projects and the role of Rapid Prototyping. When the opportunity arises students may work on collaborative projects with students and staff from Transport Design, Advertising and Brand Management and other programmes.

In Year 3, you will complete a major design project in an area of personal interest. This flexibility gives students the means to indulge in truly original thinking and be innovative. Students may also exhibit their designs to the general public and potential employers at the end of year show.

Graduate employment

Our exciting Product Design programme will equip you with all the skills necessary to work in both consultancies and manufacturing companies, whether they be consumer product or automotive. Graduates from this Staffordshire University programme work worldwide designing everything from cars to game peripherals, gym equipment to furniture, and toys to lighting! Other graduates are working in the related fields of marketing, computer games design, model making, graphic design and teaching.

During the programme we carefully introduce you to the key attributes of entrepreneurship, enterprise and employability. This gives you a real insight into what is required in industry and gives you important networking opportunities. Alongside this, live projects and visiting lecturers further reinforce this.

In the final year, during our Design Futures project, you will improve your self promotion skills, refine your portfolio and have a mock interview with an industry recruitment consultant. This will make you interview-ready and prepare you well for the challenges ahead. Further to this we also support you after graduation, with job-seeking support. We want you to succeed, and encourage graduates to visit and use our social networking sites for peer support.

Note: Please note that students need to complete the programme within the normal duration of study. No deferments or extensions will be allowed by Staffordshire University. If they are unable to complete the programme by March 2023; they may not be eligible for the award of the Staffordshire University Degree.

Programme outline

Topics you will experience include:

Year 1

- Core Skills I
- Core Skills II
- Course Introduction I
- Course Introduction II
- Digital Design Project
- Industrial Design: History and Context
- Industrial Design: Style & Substance
- Trends and Visual Thinking
- Introduction to Graphic Design

Year 2

- Creativity & Innovation
- Design Concepts I
- Design Concepts II
- Design Realisation I
- Design Realisation II
- Ergonomics & Design I
- Ergonomics & Design II
- Lighting Concepts
- Creative Practice
- Digital Clay

Internship

Year 3

- Design Futures for Product and Transport Design
- Design Project Context
- External Brief for Product Design
- Professional Project 1
- Professional Project 2 I
- Professional Project 2 II

In addition to the above, all students are required to successfully complete General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.



Key Facts

Duration:

3 years full-time

Entry Requirements:

Entry into the Programme will be via one of the following routes:

Route 1:

Entry to Year 1 Degree

Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
Recognised Matriculation or foundation with CGPA 2.0; or
A qualification that APIIT accepts as equivalent to the above.

Portfolio

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. The match is a character that has a need to get back into the box for a reason.

Route 2:

Direct Entry to Year 2 Degree

Successful completion of the relevant APIIT Diploma, or
Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

BA (Hons) ANIMATION

(Only offered in intakes commencing 2nd April & 24th September 2019)

KPT/JPS(N/213/6/0206)(PA4259) 09/19



At a glance

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

The programme focuses on the many aspects of the fundamental animation process and is supported by a series of specialist lecturers, demonstrations and seminars that introduce students to professional, design, and creative process.

Year 1 provides a structure for learning the major principles of animation. You will explore a range of techniques involving 2D and CG elements. Semester 2 builds on the principles of Animation with further development.

Year 2 involves the development of characters in greater depth. This includes enhancing audio dialogue and body gesture, an introduction to action integration, and advanced lighting and camera work for greater shot composition; as well as model making as a core module with a focus on set building. You will also have the option of studying experimental animation.

In Year 3 you will be expected to produce a series of short animations which display excellent performance-based animation. Emphasis is placed on professional practice in preparation for graduation and greater employment prospects through animation.

Programme outline

Topics you will experience include:

Year 1

- Animation Fundamentals I
- Animation Fundamentals II
- Animation Fundamentals III
- Animation Fundamentals IV
- Applied Timing I
- Applied Timing II
- Cinema Film Analysis
- Sculpture for Animation
- Introduction to Graphic Design

Year 2

- Animation Debates
- Audio, Sound and Score for Animation I
- Audio, Sound and Score for Animation II
- Character Animation Implementation I
- Character Animation Implementation II
- Film Shorts & Stings I
- Film Shorts & Stings II
- From Script to Screen
- Creative Practice

Internship

Year 3

- Animation Futures
- Design Project Report
- Final Major signature Projects I
- Final Major signature Projects II
- Final Major signature Projects III
- Individual Animation Project I
- Individual Animation Project II

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

During your time on the Animation programmes you are encouraged to form industry contacts through working on collaborative projects, live client-based briefs, attending and participating at film and animation festivals.

Whilst on the programme you will be encouraged to produce work that is of a standard to be screened at international events allowing for exposure to the wider animation community and potential employers. The animation programmes are well represented at annual film and animation festivals and competitions, both national and international.

Many Staffordshire University graduates in the UK have gone on to be employed by international studios, notably: Aardman Feature Animation, Mackinnon and Saunders, Cosgrove Hall Films, Chapman Entertainment Studios, Ragdoll Productions, Oktober Animation, Cinesite, Double Negative, Rushes Post-production, ITV Studios and Cubic Motion. Others have gained work experience with Granada Studios, Barry Purves and other independent studios.

Note: Please note that students need to complete the programme within the normal duration of study. No deferrals or extensions will be allowed by Staffordshire University. If they are unable to complete the programme by March 2023; they may not be eligible for the award of the Staffordshire University Degree.



BA (Hons) **VFX: VISUAL EFFECTS AND CONCEPT DESIGN**

(Only offered in intakes commencing 2nd April & 24th September 2019)

KPT/JPS(N/213/6/0208)(PA4256)09/19



Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Entry to Year 1 Degree

Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
Recognised Matriculation or foundation with CGPA 2.0; or
A qualification that APIIT accepts as equivalent to the

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.

Direct Entry to Year 2 Degree
Successful completion of the relevant APIIT Diploma, or

Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

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.

Project work is undertaken individually or as part of a team. Our staff have good (and expanding) industrial links. Where possible they call on their research or commercial work to inform and shape the curriculum, resulting in more industry-savvy graduates.

Programme outline

Topics you will experience include:

Year 1

- Digital Presentation 1 I
- Digital Presentation 1 II
- Digital Pipeline 1 I
- Digital Pipeline 1 II
- Cinema: Film Analysis
- Introduction to VFX: Visual Effects & Concept Design I
- Introduction to VFX: Visual Effects & Concept Design II
- Digital Compositing for Film
- Introduction to Graphic Design

Year 2

- Future Lifestyles I
- Future Lifestyles II
- Digital Pipeline 2 I
- Digital Pipeline 2 II
- Digital Presentation 2 I
- Digital Presentation 2 II
- Set Design I
- Set Design II
- Creativity for Sound & Moving Image I
- Creativity for Sound & Moving Image II

Internship

Year 3

- Negotiated Programme of Study Part A
- Negotiated Programme of Study Part B
- Team Production Project I
- Team Production Project II
- Design Project Report
- Advanced 3D Modelling and Animation

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

With a high degree of very transferable skills, VFX graduates are equipped to look beyond immediate employment within film or games industries, for example architectural visualisation, web media, advertising media, teaching etc.

Note: Please note that students need to complete the programme within the normal duration of study. No deferments or extensions will be allowed by Staffordshire University. If they are unable to complete the programme by March 2023; they may not be eligible for the award of the Staffordshire University Degree.



BSc (Hons) **CYBER SECURITY**

(Only offered in intakes commencing 29th April & 24th September 2019)

KPT/JPS (N/481/6/0449)(PA3831)07/19

Key Facts

Duration:

3 years full-time

Entry Requirements:

Entry into the Programme will be via one of the following routes:

Route 1:

Entry to Year 1 Degree

- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent with credit in Mathematics; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent with credit in Mathematics; or
- Recognised Matriculation or foundation with CGPA 2.0 and credit in Mathematics at SPM Level; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:

Direct Entry to Year 2 Degree

- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Cyber Security is an important and growing area of work for computing professionals. Any organisation that has a computer network or uses the Internet has a potential security risk and will need people with specialised skills to help protect their systems and data. You may also find yourself working for a specialist consultancy firm that provides such a service to smaller organisations.

Computer systems store, process and communicate a wide variety of data. Much of this data is private and improper access to it can result in significant costs to an organisation or the person that owns the data. Securing computer systems against malicious attack or even against inadvertent damage is vital to any computer system. This programme gives you the knowledge and skills to enable you to prevent attacks and inadvertent damage to computer systems.

The first year provides a general grounding in computing skills and introduces you to the fundamental aspects of computer security. You will gain technical skills in both computer networks and computer systems that you will build on in later years. In the following years, you will develop technical skills in network security, and hacking attacks and defences as well as in biometrics and biometric based security systems. In the final year, cryptography and malicious software are covered in some detail.

Practical work in the specialist modules and the final year project will involve the development of appropriate security software. As part of studying network security you will cover the CISCO networking syllabus for Cisco Certified Network Associate (CCNA) Routing and Switching and then the follow on CCNA Security syllabus. You will have an opportunity to take the industry-standard EC-Council Ethical Hacker Certification.

We have placement students in a variety of organisations, including Cyber Security and Digital Forensic businesses.

Programme outline

Topics you will experience include:

Year 1

- Algorithms & Data Structures in C
- Hardware & Software Systems & Graphics
- Introduction to Forensic Tools & Techniques
- Introduction to Networking with LANs & WANs
- Introduction to Security Technologies
- Introduction to Software Development
- Mathematics & Statistics for Computing
- Systems and Database Analysis

Year 2

- Computer Systems Low Level Techniques
- Information Systems Organisations and Management
- Ethical Hacking
- Biometrics 1
- LAN Switching and WAN Networks
- Professional & Enterprise Development
- Router Security Technologies
- System Programming and Computer Control

Internship

Year 3

- Computer Systems Security
- Malicious Software and Security Programming
- Image Processing
- Group Case Study
- Biometrics 2
- Project: Artefact Realisation, Testing & Evaluation
- Project: Planning, Management, Communication & Appraisal
- Project: Research, Analysis & Artefact Design

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will find employment across a wide range of careers destinations including government agencies, local authorities, banking industries, anti-virus companies, consultancies, specialist sectors of the cyber security industry such as virus analysis, anti-malware analysis, risk analysis, security IT auditing, malicious program detection development, vulnerability research, network security engineering and penetration testing or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.

Note: Please note that students need to complete the programme within the normal duration of study. No deferrals or extensions will be allowed by Staffordshire University. If they are unable to complete the programme by March 2023; they may not be eligible for the award of the Staffordshire University Degree.

APU/APIIT's 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 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".