Foundation Programme
Diploma in DESIGN AND MEDIA
Bachelor of Arts (Honours) in INDUSTRIAL DESIGN
Bachelor of Arts (Honours) in VISUAL EFFECTS
Bachelor of Arts (Honours) in ANIMATION
Bachelor of Arts (Honours) in DIGITAL ADVERTISING

apu.edu.my
Malaysian University
1 of 20 in the world
ONLY Malaysian University to achieve both QS 5-Stars Plus+ Rating & being Ranked in QS World Rankings 2024

Facts regarding APU's achievements in the latest QS World University rankings:

- Ranked TOP 2.2% in the World
- Ranked #621-630 in the World
- Ranked No. 179 in Asia
- Ranked No.1 for International Students in Malaysia
- Ranked No.16 for International Students in the World
- Ranked Top 200 for International Faculty in the World
- Ranked among Top 6 Private Universities in Malaysia
- Ranked among Top 13 Universities in Malaysia

APU EMERGES AS THE FIRST QS 5-STARS PLUS UNIVERSITY IN MALAYSIA
APU is the First Malaysian University to achieve an overall rating of Five Stars Plus in the latest QS Stars Rating awards that were presented at the QS Apple Conference on 1st Nov 2021. Five Stars Plus institution must achieve five stars across all categories in addition to achieving minimum highest benchmark score by QS STARS. APU is amongst 20 universities worldwide to achieve this honour.

APU IS AWARDED BEST TECH UNIVERSITY FOR 2023 - PC.COM AWARDS
PC.com Awards is the hallmark recognition presented to organisations that show exceptional delivery in the field of technology and innovation. For 2023, Asia Pacific University of Technology and Innovation (APU) was recognised by PC.com readers and bestowed the Best Tech University. The award was presented in recognition of APU’s commitment in offering top-notch digital technology courses amongst selected leading institutions.

RANKED NO.1 FOR INTERNATIONAL STUDENTS IN MALAYSIA AND NO.16 IN THE WORLD
APU is the ONLY Malaysian University to achieve the double distinction of achieving the QS 5-Stars Plus Rating as well as being Ranked in the QS World University Ranking 2024, where APU is ranked in the Top 2.2% in the World. APU is ranked No.1 for International Students in Malaysia and No. 16 for International Students in the World.

APU’S LIST OF FIRSTS:

1st Malaysian University to achieve Five Stars Plus in the latest QS Stars Rating
1st Local Institute awarded Multimedia Super Corridor Status
1st Institute awarded the MSC Research & Development Grant
1st Institute awarded MS ISO 9002 Quality Certification
1st Institute appointed Novel Education Academic Partner
1st Institute appointed Authorised Sun Education Centre
1st Institute appointed Microsoft Training Partner
1st Institute listed in Enterprise 50 Award Programme
1st Institute appointed University Alliance Partner by SAP
1st XR Studio - Mixed & Extended Reality Infrastructure in Asia
1st Integrated Cybersecurity Talent Zone in Malaysia
QS defines rating as “The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution”.

“The QS Stars university rating system audits and rates over 600 universities globally in a broader range of criteria than any world ranking exercise. Comprehensive audits are also independently carried out as part of the rating exercise. QS Stars™ shines a light on both the excellence and the diversity of the rated institution. Congratulations to Asia Pacific University (APU) for being the first-ever QS 5-Stars Plus rated institution in Malaysia and being 1 amongst 20 in the world.”

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit
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:

- Bachelor of Arts (Honours) in INDUSTRIAL DESIGN
- Diploma in DESIGN AND MEDIA
- Foundation Programme (DESIGN ROUTE)
- Bachelor of Arts (Honours) in VISUAL EFFECTS
- Bachelor of Arts (Honours) in ANIMATION
- Bachelor of Arts (Honours) in DIGITAL ADVERTISING

A member of World Design Organisation

Unleash Your Creativity and Discover a Different Realm of Knowledge

APU AWARDED 5-STAR (EXCELLENT) RATING

APU has consistently ranked among the highest ratings among emerging universities through the SETARA ratings exercise conducted by the Ministry of Higher Education, since the introduction of the SETARA rating system in 2005. In 2020, APU received the five-star (outstanding) rating, the highest rating in the SETARA评级 system.

MyQuest 2019

In 2019, APU was among the highest rated institutions among emerging universities in the SETARA exercise conducted by the Ministry of Higher Education. APU received the five-star (outstanding) rating in the SETARA exercise, indicating the university's excellence in terms of teaching, research, and community services.

APIIT RATED 6-STARS (OUTSTANDING) RATING

APIIT was listed as one of the Top 6-star Private Colleges in Malaysia by the Ministry of Higher Education (MOHE) under the SETARA rating system. This rating acknowledges the university's excellence in terms of teaching, research, community services, and internationalization.

APIIT was listed as one of the Top 6-star Private Colleges in Malaysia by the Ministry of Higher Education (MOHE) under the SETARA rating system.

APII T RATED 6-STAR (OUTSTANDING) RATING

APII T was listed as one of the Top 6-star Private Colleges in Malaysia by the Ministry of Higher Education (MOHE) under the SETARA rating system.

APIIT RATED 6-STARS (OUTSTANDING) RATING

APIIT was listed as one of the Top 6-star Private Colleges in Malaysia by the Ministry of Higher Education (MOHE) under the SETARA rating system.

APIIT RATED 6-STARS (OUTSTANDING) RATING

APIIT was listed as one of the Top 6-star Private Colleges in Malaysia by the Ministry of Higher Education (MOHE) under the SETARA rating system.

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APIIT RATED 6-STARS (OUTSTANDING) RATING

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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

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

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 Campus of the Future

Asia Pacific University of Technology & Innovation (APU) is an ultra-modern university campus in MRANTi - Technology Park Malaysia is designed to be the state-of-the-art teaching, learning and research facility, providing a stimulating environment for students and staff. Technology Park Malaysia is the ideal location for the new and contemporary campus due to the proximity of high-speed internet connectivity, 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.

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

APU’s iconic 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.

Our School of Media, Arts and Design

APU's Campus of the Future
Employability

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.

*Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.
Uniting the World @ APU Student Welcome Team

The Student Welcome Team was established by Asia Pacific University of Technology & 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.

A Vibrant Community of Students from the World

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.

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A Vibrant Community of Students from the World

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.
Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of their study experience at APU.

**World-class Facilities @ APU**

- **Cutting-Edge Technologies**
  - The Campus blends technology, integration, innovation and creativity under one roof to provide an environment that nurtures a vibrant and dynamic student community and for our students to formulate new ideas from technological trends and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global leaders. APU is Malaysia’s leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment is 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 – value integration as key for harmonious environments, communal spaces and discourse areas. The campus is a living, learning, and research place for students and academics. It implements cooperative learning concepts in line with the Industry Revolution 4.0.

- **Social Interaction Platforms**
  - Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialisation 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.

- **World-class Facilities @ APU**
  - Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of their study experience at APU.
Our Partner in Quality
De Montfort University (DMU), UK

At DMU, our purposeful and engaging community will empower you to realize your dreams. Our courses are carefully designed to help you gain the skills needed to succeed today and in your career.

The university is organized into four faculties: Arts, Design and Humanities; Business and Law; Health and Life Sciences; and Computing, Engineering and Media.

Our award-winning careers and employability service, DMU Works, provides a range of work experience opportunities, as well as career mentoring and guidance.

De Montfort University Leicester (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester which is a great place to be a student.

Find your new home at DMU

At DMU, our supportive and nurturing community will empower you to realize your dreams. Our courses are carefully designed to help you gain the skills needed to succeed today and in your career.

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De Montfort University Leicester (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester which is a great place to be a student.

About DMU

- DMU has over 150 years of history in providing higher education to students from around the globe.
- Leicester is a vibrant city, renowned for its culture, history, and its location as a gateway between the UK and Europe.
- DMU is a 5-star ‘Excellent’ institution by QS, a world leader in evaluating higher education performance.
- DMU is a top institution for its commitment to sustainable development, with a focus on SDG 16.
- DMU facilities have been shortlisted among the UK’s best in the 2023 Whatuni Student Choice Awards, as voted for by students.
Double your Advantage

APU-DMU Dual Degree Programme

- APU’s partnership with DMU enables students to be awarded Dual Degrees - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.

- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.

- Both degrees are recognised locally & internationally.

- The APU-DMU Dual Degree Programmes are offered under an approved collaborative arrangement with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).
APU Foundation Programme

- Flexibility of Choice

Our 12-month Foundation Programme is designed to prepare students from SPM, IGCSE, O-Levels or similar qualifications with the knowledge and skills to progress into the first year of a degree of their choice.

On completion of the Foundation Programme, you will be able to make an informed decision about your interest and qualifications with the knowledge and skills to progress into the first year of a degree of their choice. For example, you will be able to choose whether you should pursue your degree of choice in the following pathways:

- Accounting, Finance, Banking & Actuarial Studies
- Multimedia & Games Development
- Computing & Technology
- Business, Management & Tourism
- Psychology

The modules studied help develop your study skills, introduce you to what you can expect on your degree and also allow you to discover what you can study depending on whether you choose a degree in Accounting, Banking, Finance, Actuarial Studies, Psychology, Business & Management, Computing & Technology, Industrial Design and Visual Effects.

Modules You Study

This is achieved through 4 key areas:

- Leadership & Teamwork
- Social Skills & Responsibilities
- Problem-Solving Skills
- Practical Skills

This module introduces you to the world of digital photography and studio photography. It will cover the history and the technological shift from analogue to digital cameras. The module will also introduce the foundational principles of photography that can be applied across the art and design spectrum.

### Design Route

**Common Modules**

- **English for Academic Purposes**
- **Communication Skills**
- **Personal Development & Study Methods**
- **Mathematics**
- **Essentials of Web Applications**
- **Business, Management & Tourism**
- **Psychology**

**Specialised Modules**

- **Introduction to Digital Photography**
- **Business, Management & Tourism**
- **Psychology**

### SEMESTER 1

**Fundamentals of Drawing**

- **Life Drawing**
- **Fundamentals of Drawing**
- **Design Studies**
- **Life Drawing**
- **Fundamentals of Drawing**
- **Personal Development & Study Methods**

**Design Studies**

- **Introduction to Digital Photography**
- **Business, Management & Tourism**
- **Psychology**

### SEMESTER 2

**Academic Research Skills**

- **Major Project 1**
- **Public Speaking in English**
- **Mathematics**
- **Essentials of Web Applications**
- **Business, Management & Tourism**
- **Psychology**

**Major Project 2**

- **On Demand Studies**
- **Public Speaking in English**
- **Mathematics**
- **Essentials of Web Applications**
- **Business, Management & Tourism**
- **Psychology**

### SEMESTER 3

**Academic Research Skills**

- **Major Project 2**
- **On Demand Studies**
- **Public Speaking in English**
- **Mathematics**
- **Essentials of Web Applications**
- **Business, Management & Tourism**
- **Psychology**

**Co-Curricular Studies**

- **Major Project 2**
- **On Demand Studies**
- **Public Speaking in English**
- **Mathematics**
- **Essentials of Web Applications**
- **Business, Management & Tourism**
- **Psychology**

Duration: 1 Year (3 Semesters)
PORTFOLIO SUBMISSION

Portfolios is compiled documentation of your artwork, which might include sketches, drawings, illustrations, photographs, and any other evidence of your technical, creative, and personal work. A minimum of six pages of artwork to be submitted with examples of your best work in relevant areas of your intended programme.

What to do if you need to submit for Portfolio Submission?

- Include but not limited to any of the following
  - Drawings, Paintings and/or Sketches: Character drawings, scenery, objects, life drawings.
  - Photography images.
  - Video clips of you working on your artwork.
  - Links to any online works produced by you.

You may compile the images into a PowerPoint presentation for submission. You are encouraged to include notes as a description for the given artwork. You may include manual or digital media.

If your portfolio submission is insufficient upon evaluation, further interviews via video call may be required between the Programme Leader and the Programme Coordinator to assess the candidate's understanding and appropriateness to the programme.

APPLICATION PROCESS

As part of the entry requirements into the APU Design Diploma & Degrees, it is mandatory for the applicant to submit either one of the following for evaluation together with complete educational documents:

- Portfolio Submission
- Interview

INTERVIEW

Applicants may choose interview after their portfolio submission and it is a chance to demonstrate your skills and passion for the course you are applying for. You may submit a pre-recorded video as your interview for the assessment panel to decide on your application.

What to do if you need to submit for Interview?

To submit a pre-recorded video of yourself answering/addressing to the following questions:

- Introduce yourself, starting with your name.
- Where are you from (Country/ City)?
- What are your interest/ passion?
- Why did you choose this university?
- What do you do during your free time?
- Why did you choose this programme?
- What do you want to study this programme?
- What are your career plans after completing the course?
- If you have worked on some design/ artwork in school, do tell us about it. You may showcase your portfolio in the video.

Interview - Guide for Video

- Quiet Room - Find a quiet room that you can solely use for your interview recording where you will not be interrupted.
- Background - Ensure you have a clean wall/ background for the interview session.
- Good Lighting - Ensure you have good light source for the video recording. Your face should be clear in the recorded video.
- Dress for Success - Do ensure you are dressed appropriately/ formal for the recorded interview.
- Relax - Be confident and try to relax during the video recording.
- Do test your video & sound quality.
- Minimum size or setting is 640x360px 30fps (Mobile Phone Recording).
- Preferably to record in Landscape format.
This APU Diploma in Design and Media is designed to provide:

- A qualification that APU accepts as equivalent to the above.
- Trends and Visual Thinking
- Professional Communication
- Introduction to Creative Project
- Digital Illustration Techniques
- Motion Graphics
- Motion History and Context
- Introduction to Public Relations

COMMON MODULES:

- Introduction to Creative Project
- Motion History and Context
- Digital Illustration Techniques
- Motion Graphics
- Motion History and Context
- Introduction to Public Relations

**SEMESTER 1**

- **Modules**
  - Design and History Context
  - Introduction to Public Relations
  - Digital Illustration Techniques
  - Motion Graphics
  - Motion History and Context
  - Introduction to Public Relations

**SEMESTER 2**

- **Modules**
  - Design and History Context
  - Introduction to Public Relations
  - Digital Illustration Techniques
  - Motion Graphics
  - Motion History and Context
  - Introduction to Public Relations

**SEMESTER 3**

- **Modules**
  - Design and History Context
  - Introduction to Public Relations
  - Digital Illustration Techniques
  - Motion Graphics
  - Motion History and Context
  - Introduction to Public Relations

**SEMESTER 4**

- **Modules**
  - Design and History Context
  - Introduction to Public Relations
  - Digital Illustration Techniques
  - Motion Graphics
  - Motion History and Context
  - Introduction to Public Relations

**PORTFOLIO OR INTERVIEW REQUIRED**

Students will delve deeper into skills needed in the design journey, exploring client brief analysis, brand placement, and the advertising realm, expanding their design skills to industry standards. The final semester will focus on 3D animation techniques, teaching students how to bring objects to life through motion, as well as exposure to the evolving media landscape and communication theories, enabling students to explore different career opportunities within the creative industry. Students will create a major project in a public exhibition. This will provide an opportunity for them to meet and present their portfolio to a panel of industry experts.

**ADMISSION REQUIREMENTS**

- 3 Condition-eligible students of IGCSE, with a minimum 3 credits in at least 3 subjects at IGCSE (C & above)
- 2 Credits in O-levels, and at least 3 subjects at SPM level, with a minimum C & above
- 1 Credit in Bahasa Malaysia and Sejarah (History)

**EDUCATIONAL PATHWAYS**

**ROUTE A:**

**LEADING TO DIGITAL ADVERTISING PATHWAY**

- Students will gain insights into the digital advertising industry, using advanced technical applications and elevating 3D animation techniques and rendering. Students will delve into project management theories, understanding the workflow of Visual Effects applications like Solidworks or Rhino for hands-on practical sessions, in utilising woodworking tools. They'll also explore 3D software applications like Solidworks or Rhino for hands-on practical sessions, in utilising woodworking tools and expertise in the realm of public relations for a broader perspective.

**ROUTE B:**

**LEADING TO ANIMATION PATHWAY**

- Students will delve deeper into advanced technical applications in 3D animation techniques and rendering. They'll have the option to explore between art and design concentrations, teaching students how to bring objects to life through motion, as well as exposure to the evolving media landscape and communication theories, enabling students to explore different career opportunities within the creative industry. Students will create a major project in a public exhibition. This will provide an opportunity for them to meet and present their portfolio to a panel of industry experts.

**ROUTE C:**

**LEADING TO VISUAL EFFECTS PATHWAY**

- Students will delve deeper into advanced technical applications in 3D animation techniques and rendering. They'll have the option to explore between art and design concentrations, teaching students how to bring objects to life through motion, as well as exposure to the evolving media landscape and communication theories, enabling students to explore different career opportunities within the creative industry. Students will create a major project in a public exhibition. This will provide an opportunity for them to meet and present their portfolio to a panel of industry experts.
APU/APIIT Concept Car “Invictus” is the CHAMPION of Proton DRB-HICOM Creative Car Challenge 2018!

Stylish, Dynamic Sedan - The INVICTUS

APU/APIIT Concept Car “Invictus” is the Winner of the Proton DRB-HICOM Creative Car Challenge 2018. The elegant sedan was designed and engineered 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”.

APU Design & Media programmes are crafted to provide you with relevant exposure to the industry. Through collaborative industrial partnerships, we enhance your learning experience by embedding industry-relevant curriculum, conducting frequent industry visits, arranging career exposure activities and guiding you in building your personal portfolio.
Students get to experience a dynamic learning journey through exciting field trips. Industry design students engage with high-end clients and workshops. Students will discover art’s essence through museum visits and exclusive exhibitions. There will be opportunities for students to elevate their portfolio with real-world learning experiences.
A Collaborative Triumph Championing Excellence

Bryan Teh Yea Quan, a Bachelor of Arts (Honours) in Industrial Design student at the Asia Pacific University of Technology & Innovation (APU), has demonstrated exceptional prowess. Following his victory in the rim design challenge of 2022, Bryan added another feather to his cap by clinching the Champion title in the student category at the Asian Compact Sedan Design Challenge (ACSDC) 2023.

Sustainable Innovation: KUNO Zero-Energy Cooler Fridge

Created by our team of students of the BA (Hons) Product Design programme - Kuan Weiking & Theodore Garvindeo Seah, the KUNO project is the National Winner for Malaysia at the renowned James Dyson Award 2020. The team received £2000 and gained international exposure at this prestigious competition of the global Product Design industry.

"WaterPod" - a sustainable seawater desalination pod for the sea nomads community that live along the coast, providing them with access to drinkable water.

Created by our team of students of the BA (Hons) Product Design programme - Bennie Beh Hue May, Loo Xin Yang and Yap Chun Yoon, "WaterPod" were officially crowned National Winner of the James Dyson Award 2021! The team received a cash prize award of RM10,000 and represented Malaysia at the international stage of the James Dyson Award.

Serenix - A Compassionate and Sustainable Innovation in Handling the Deceased During Emergencies

Bennie Beh Hue May and Elson Loo Xin Yang, both BA (Hons) Product Design students from the Lestarial Research Team at the School of Media, Arts and Design (SoMAD) joined forces with Wayne Chong Chee Kin, a Bachelor of Mechatronic Engineering student from the same university. Together, they conceptualised and designed "SERENIX", a reimagined regenerative casket crafted from Loriam, a sustainable cardboard composite.
Industrial Design is the professional practice of designing products used by millions of people around the world. Industrial designers focus on the product's appearance and value, as well as how it's manufactured and user experience. Every product you have and interact with your home is the result of a design process and thousands of decisions aimed at improving the user experience. 

In professional practice, industrial designers are often part of multidisciplinary teams, where everyone works together towards a common goal. This team is made up of strategists, engineers, user interface (UI) designers, project managers, brand experts, designers, customers, and manufacturers. The collaboration of so many different perspectives allows the design team to understand a problem to the fullest extent, then craft a solution that skillfully responds to the unique needs of a user.

Industrial designers develop the concepts for manufactured products, furniture, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers consider the function, aesthetics, production costs, and usability of products when developing new product concepts. In the first and second year, students will be exposed to various skills from manual sketching, digital sketching to model making, realising their concept design into reality. Besides that, they will be exposed to various theories and knowledge that are essential in the world of Industrial Design. The student will be able to focus on an area of interest (Product Design/ Transport Design/ Furniture Design/ Sustainable Design) determined by their option.

Entry Requirements:
- A Pass in Matriculation or Foundation studies with a minimum CGPA of 3.00.
- 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 (Grade A-D) in A-Level with a Pass in English at SPM/O-Level/IGCSE or its equivalent.
- 5 Grade B's in UEC.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.00.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Those with CGPA of 2.00 need at least two years working experience.
- Equivalent qualification and/or experience which is recognised by the Senate/ institution.
- Passage an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.

English Requirements:
- IELTS: 5.0
- TOEFL IBT: 40
- Pearson (PTE): 47
- MUET: Band 3.5

If architects design the house, then industrial designers design everything inside.

Innovative ideas and knowledge that are essential in the world of Industrial Design. The student will be able to focus on an area of interest (Product Design/ Transport Design/ Furniture Design/ Sustainable Design) determined by their option.

A member of World Design Organisation
Bachelor of Arts (Honours) in Industrial Design

Programme Objectives / Learning Outcomes

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.

Career Options:

- Industrial Designer
- Product Designer
- Purchasing Designer
- Transport Designer
- Key Designer
- Jewelry Designer
- Sustainable Designer
- System Designer
- UI Designer
- Packaging Designer
- Store Designer
- Shops Designer
- Marketing Designer
- Project Coordinator

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. Students 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 teams managing projects, handling restricted timelines, developing communication skills as well as entrepreneurial skills.

Core Modules

- Creative Project
- Presentation Techniques
- Introduction to Graphic Design
- Computer Aided Design (CAD)
- Digital Illustration
- Fundamentals of Entrepreneurship

Elective Modules

- Project Management
- 3D Design

Internship (16 weeks)

Students will undertake a short Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 02

In the second year, students will be exposed to advanced 3D modelling skills, focusing on advanced form and conceptual design. 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 these needs. Holistic design considerations such as ergonomic design, manufacturing process, understanding different materials and market needs will be the prime focus in the second year.

Core Modules

- Ergonomics
- Digital Design Project
- Sustainable Design
- Creativity and Innovation
- Manufacturing Process
- Innovation Processes

Elective Modules

- Product Design
- Transport Design
- Furniture Design
- Automotive Design Innovation
- Universal Design
- Lighting Concept Design
- Packaging Design
- Advance 3D Installation

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 their personal interests. This helps make the individual profile stand out in the competitive industry. Students will be required to perform extensive research, analysis and development of the design, making them industry ready to compete with industry projects and competition briefs. Lastly, students will get the opportunity to present their project in the final year exhibition, professional industry guests are invited to view and assess the students’ work.

Core Modules

- Professional Project 1
- Professional Project 2
- Industry Project
- Research Project Report
- Design Analytics
- Venture Building

Elective Modules

- Product Design
- Transport Design
- Automotive Design Innovation
- Universal Design
- Lighting Concept Design
- Packaging Design
- Advance 3D Installation

- Production Visualisation
- Exhibition Design
- Intellectual Property Basics

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

- Appreciation of Ethics and Civilisation (16 units)
- Workplace Professional Skills (16 units)
- Philosophy and Current Issues (16 units)
- Workplace Professional Skills (16 units)
- Workplace Professional Skills (16 units)

- Production Visualisation
- Exhibition Design
- Intellectual Property Basics
Visual Effects

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 (Grade A-D) in A-Level.
• 5 Grade B’s in UEC.
• A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
• A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board’s approval.
• Equivalent qualification and/or experience which is recognised by the Senate/ institution.

*Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.

English Requirements (applicable to international students):
- IELTS: 5.5
- TOEFL: 46
- Pearson (PTE): 51
- MUET: Band 4
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 organisational 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
- 3D Artist
- Previs Artist
- Lead Artist
- Lighting Artist
- Matte Painter
- Story Board Artist
- Animator
- Motion Graphics Artist
- Visual Effects Coordinator
- Digital Composer
- Technical Director
- Concept Artist
- Roto Artist
- Texture Artist
- VFX Coordinator
- Animation

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.

Core Modules

- Cinema Film Analysis
- Illustration for Concept Art
- 3D Pipeline
- Core Project
- Fundamentals of Entrepreneurship

Elective Modules

- Advance 3D Pipeline
- Digital Compositing
- Digital Illustration
- Motion Graphics

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.

Core Modules

- Character Creation
- Animation Techniques for Games
- Advanced Digital Compositing
- Digital Film Production
- Set Design
- Visual Effects

Elective Modules

- CGI Production
- Digital Sculpting
- Visual Culture
- Production Planning and Management

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, the Production, Production and Post Production the students go through the entire process to create their final product with constant guidance from experts and industry professionals. The students have 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.

Core Modules

- Team VFX Project: Proposal
- Team VFX Project: Production
- VFX Project: Production
- Sample Project Report
- Exhibition Design
- Intellectual Property Basics

Elective Modules

- Sound Design
- Virtual Production

MQA Compulsory Subjects

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

- Appreciation of Ethics and Civilisation (M’Sian Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

Internship (4 Weeks)

Students will undertake a short internship/industrial training for a minimum period of 4 weeks to prepare them for a smooth transition from the classroom to the working environment.

Elective Modules

- Advance 3D Pipeline
- Digital Compositing
- Digital Illustration
- Motion Graphics

Internship (16 Weeks)

Students will undertake a short Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Elective Modules

- Advance 3D Pipeline
- Digital Compositing
- Digital Illustration
- Motion Graphics
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 (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Equivalent qualification and/or experience which is recognised by the Senate/ institution.

* Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.

English Requirements (only applicable to International Students)

- IELTS: 5.5
- TOEFL IBT: 46
- Pearson (PTE): 51
- MUET: Band 4

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 explosion of animation is simply unstoppable. It facilitates exciting career opportunities in various sectors like Advertising, Film, Video games, TV production, and the list goes on.

This programme aims to develop you as a creative animator. The animation route explores the opportunity to specialise in modelling, animating and compositing, and applications in the creation of character animation.

Programme Description

Course Duration: 3 years

Animation can explain whatever the mind of man can conceive.

- Walt Disney

The programme focuses on the many aspects of the fundamental animation processes and design, especially the animation production process, enabling you to pursue different animation techniques spanning from 2D traditional to 3D animation. You’ll be involved in the development of animated content, with emphasis on creative, analytical and problem-solving skills. You will also gain production experience through simulated training as training is placed on professional practice for greater employment prospects through animation.

Programme Description

Course Duration: 3 years

Animation can explain whatever the mind of man can conceive.

- Walt Disney

The programme focuses on the many aspects of the fundamental animation processes and design, especially the animation production process, enabling you to pursue different animation techniques spanning from 2D traditional to 3D animation. You’ll be involved in the development of animated content, with emphasis on creative, analytical and problem-solving skills. You will also gain production experience through simulated training as training 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 (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board’s approval.
- Equivalent qualification and/or experience which is recognised by the Senate/ institution.

* Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.

English Requirements (only applicable to International Students)

- IELTS: 5.5
- TOEFL IBT: 46
- Pearson (PTE): 51
- MUET: Band 4
Bachelor of Arts (Honours) in Animation

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
- Model Maker
- Production Designer
- Art Director
- 3D Rigging Artist
- 3D Technical Artist
- Visual Effects Artist
- Motion Graphics Designer
- Animator
- Colorist
- Digital Illustration
- Character Design
- Character Animation
- Rigging for Animation
- Set Design
- Effects and Simulation
- 2D Rigging Artist
- 3D Modeller
- Production Designer
- Set Designer
- 3D Modeler
- Character Animation
- Rigging for Animation
- Production Designer
- Animation Director
- Producer
- Business Analyst
- Motion Graphic Designer
- Compositor
- Video Editor
- Script Writer
- Production Coordinator
- Animation Director
- Producer

Programmes and Module Details

Level 01

Year 1 focuses on many aspects of the fundamentals in animation and design skills in the creative industry, especially in the animation field. You will explore thoroughly different animation techniques ranging from 2D traditional to 3D animation.

Core Modules

- Animation Principles
- Illustration for Concept Art
- 3D Pipeline
- Creative Project
- Fundamentals of Entrepreneurship
- Digital 2D Animation
- Digital 3D Animation
- Digital Illustration
- Motion Graphics

Level 02

Year 2 involves the development of animated content in greater depth, that emphasizes on critical and analytical thinking skills and problem solving skills. You will explore advanced animation design, rigging, effects and simulation. You will also gain production experience through industrial training towards the end of the second year.

Core Modules

- Film Shorts & Stings: Proposal
- Film Shorts & Stings: Production
- Character Creation
- Character Animation
- Rigging for Animation
- Set Design
- Effects and Simulation
- Visual Culture
- Production Planning and Management
- Visual Culture
- Production Planning and Management

Elective Modules

- Visual Culture
- Production Planning and Management

Internship (20 weeks)

Students will undertake a short internship to gain practical experience in the industry environment.

Level 03

In Year 3, you will be specialized in your area of interest to produce a series of animation project which demonstrates your significant talent and ability to work in teams. This includes professional preparation for graduates who wish to pursue a professional career in animation.

Common Modules

- Team Animation Project: Proposal
- Team Animation Project: Production
- Animation Project: Proposal
- Animation Project: Production
- Research Project Report
- Entrepreneurship

MQA Compulsory Subjects

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

- Appreciation of Ethics and Civilisation
- Urban Studies
- Modern Language (A level Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Intellectual Property Basics
- Co-Curriculum
BEST ANIMATION SELECTION
Peegoo Pigeon
Director: Adrian Au Tak Fung

:: Best Animation Selection

FINALIST - BEST ANIMATES VFX
SOUTHEAST ASIA KREATIF AWARDS 2022
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 (Grade A-D) in A-Level.
• 5 Grade B’s in UEC.
• A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR a Diploma in Media and Communication or its equivalent.
• A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
Those with CGPA of 2.00 need at least two years working experience.
• Equivalent qualification and/or experience which is recognised by the Senate/ institution.
* Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.

English Requirements
(only applicable to International Students)
• IELTS : 5.5
• TOEFL IBT : 46
• Pearson (PTE) : 51
• MUET : Band 4

Digital Advertising
The Bachelor of Arts (Honours) in Digital Advertising programme is based on a 360° approach to creative and strategic advertising for the digital ecosystem. The programme is designed to build a student’s understanding and knowledge of digital advertising technology, conceptualisation, and creative thinking to enhance their ability to apply these within industry or commerce. In addition to gaining an in-depth knowledge of digital advertising, students will acquire further competence and ability to apply them on an integral part of the programme.

Integral to this is design research, theoretical understanding and studio projects which are at the heart of the learning and experiential learning in a creative environment. For modular set of assessment, procedure will be implemented to gauge students learning and progression, assessment in subjects throughout the semester.

You’ll be taught by an experienced programme team, and guest and associate lecturers who are current creative directors and agency practitioners. Industry placements and agency visits will add to your development. You’ll also benefit from the key areas of creative thinking and planning as well as idea generation, integrated communications, art direction and copywriting.

Programme Description
Course Duration: 3 years

Whether you want to work in a creative team, be a copywriter, account planner or brand manager, you will gain vital hands-on experience that is highly attractive to future employers.

Bachelor of Arts (Honours) in Digital Advertising

Admission is an approved partner of the Digital Marketing Institute (DMI). DMI is an internationally acclaimed industry partner in digital marketing education; the DMI Gold Standard in digital marketing certification. DMI is the only provider of digital marketing degree in Malaysia. DMI collaborates with educators to design and deliver courses that are co-created with industry partners such as Google, Facebook, LinkedIn, Microsoft, etc., ensuring the content is up-to-date and meets the real employability needs of the digital marketing industry.

Digital Advertising

APU is an approved partner of the Digital Marketing Institute (DMI). The Bachelor of Arts (Honours) in Digital Advertising programme is jointly developed with the Digital Marketing Institute (DMI) to provide a unique learning platform that offers industry-specific skills and knowledge. The programme is designed to provide students with a comprehensive understanding of digital advertising, with a focus on developing skills in creative thinking and strategic planning.

In addition to gaining an in-depth knowledge of digital advertising technologies, students will develop further competence and ability to apply them as an integral part of the programme.

API is an approved partner of the Digital Marketing Institute (DMI). DMI is an internationally acclaimed industry partner in digital marketing education; the DMI Gold Standard in digital marketing certification. DMI is the only provider of digital marketing degree in Malaysia. DMI collaborates with educators to design and deliver courses that are co-created with industry partners such as Google, Facebook, LinkedIn, Microsoft, etc., ensuring the content is up-to-date and meets the real employability needs of the digital marketing industry.

Programme Description
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In addition to gaining an in-depth knowledge of digital advertising technologies, students will develop further competence and ability to apply them as an integral part of the programme.

API is an approved partner of the Digital Marketing Institute (DMI). DMI is an internationally acclaimed industry partner in digital marketing education; the DMI Gold Standard in digital marketing certification. DMI is the only provider of digital marketing degree in Malaysia. DMI collaborates with educators to design and deliver courses that are co-created with industry partners such as Google, Facebook, LinkedIn, Microsoft, etc., ensuring the content is up-to-date and meets the real employability needs of the digital marketing industry.

Programme Description
Course Duration: 3 years

Whether you want to work in a creative team, be a copywriter, account planner or brand manager, you will gain vital hands-on experience that is highly attractive to future employers.

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Admission is an approved partner of the Digital Marketing Institute (DMI). DMI is an internationally acclaimed industry partner in digital marketing education; the DMI Gold Standard in digital marketing certification. DMI is the only provider of digital marketing degree in Malaysia. DMI collaborates with educators to design and deliver courses that are co-created with industry partners such as Google, Facebook, LinkedIn, Microsoft, etc., ensuring the content is up-to-date and meets the real employability needs of the digital marketing industry.

Digital Advertising

APU is an approved partner of the Digital Marketing Institute (DMI). The Bachelor of Arts (Honours) in Digital Advertising programme is jointly developed with the Digital Marketing Institute (DMI) to provide a unique learning platform that offers industry-specific skills and knowledge. The programme is designed to provide students with a comprehensive understanding of digital advertising, with a focus on developing skills in creative thinking and strategic planning.

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Digital Advertising
Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with:

- Digital Advertising Innovation
- Digital Content Creator
- Business Insights
- Marketing Evaluation
- Media Planner
- Account Manager
- Social Media Executive
- Visual Designer
- Copywriter
- Art Director

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.

Core Modules
- Introduction to Graphic Design
- Principles of Advertising
- Client Brief Concept
- Marketing Fundamentals, Consumer Behaviour and Creative Practice
- Creative Project
- Project Management
- Digital Illustration
- Fundamentals of Entrepreneurship

Elective Modules
- Motion Graphics
- Public Relations

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 and further develop skills in creative production for Digital Advertising through copywriting, film and media planning.

Core Modules
- Social Media
- Professional Practice: Client & Agency Management
- Brand Strategy & Application
- Innovation Processes
- Advertising: Media Planning and Purchasing
- Creativity and Innovation
- Visual Culture

Elective Modules
- Web Design & Development
- Digital Film Production
- Digital & Experiential Advertising
- Packaging Design

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.

Core Modules
- Integrated Marketing Communications
- Digital Advertising: Individual Professional Project
- Research Project Report
- Venture Building
- Persuasive Copywriting
- Digital Advertising Analytics
- Digital Advertising: Team Professional Project
- Intellectual Property Basics
- Exhibition Design

Elective Modules
- Personal Branding
- Digital Advertising Analytics
- Digital Advertising Team Professional Project
- Intellectual Property Basics
- Exhibition Design

MQA Compulsory Subjects
- All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency
- Appreciation of Ethics and Civilisation (Malay Students)
- Intangible Cultural Heritage (English Students)
- Malay Communication Language (Int’l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Professional Ethics
- Visual Art

Internship (16 Weeks)

Students will undertake a short internship/industrial training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.
AKIF RASHIDAN BIN ROSLAN (Malaysia)
BA (Hons) Animation, Class of 2020
Animator - Animonsta Studios
"As part of the School of Media, Arts and Design of APIIT, I have learned and experienced a great deal of passion, commitment, and growth. The amount of things you can learn here is incomparable. Academic knowledge is not the only thing you gain here; they really push you to become a better individual personally as well as future employees. Although the school is quite new and still young, the facilities that are acquired here are essential and are vital in order to enter the creative industry. The facilities are equipped with the latest software on the market and every moment you are committed to getting ahead of the other students. To learn from the best, you have to be the best. Despite the school being new, the future looks bright. SOMAD is a very promising place to start your creative journey!"

CLARA ANGGELINA (Indonesia)
BA (Hons) Advertising and Brand Management, Class of 2020
Social Media Specialist - Marketz.id, Jakarta
"It is a good opportunity to study in School of Media, Arts and Design, APIIT. I have learned a lot about advertising and graphic design. Our lecturers are really nice and supportive. They had taught us both in academic and non-academic aspects. SOMAD’s lecturers do their best to prepare them to build their career in future.

Besides of that, APIIT is well known as a multicultural university which allows you to meet different kind of people from other country and learn their culture. It was an amazing experience to have friends from other country. I am really happy and enjoy my time in SOMAD; SOMAD is the best place for students to study and grow for their future career!"

TANELI RIIKONEN (Finland)
BA (Hons) Product Design, Class of 2019
R&D Engineer - SeaKing Oy
"During my three years studying in APIIT I learned pushing myself to be better. The experience gave me strong background to solve issues. Our lecturers were extremely supportive and the students were able to focus on areas personally most interested. Thanks to this experience I was able to get my current job that keep me travelling over 200 days a year and I can focus in 3D & Prototype building area that I have truly enjoyed."

MITSUKI ITANI (Japan)
BA (Hons) Visual Effects and Concept Design, Class of 2016
Junior Character Artist - Streamline Studio
"The lecturers helped the students to gain skills in pre-productions and post-productions. The lecturers pushed the students to have the motivation which made the students to develop as an artist. Deadlines were strictly followed to train the students to have a professional attitude towards their work. The internship period was given to actually experience professional work for 6 months."
LEO KUAN CHONG (Malaysia)
BA (Hons) Product Design, Class of 2019
Industrial Designer - kinetics Play Sdn Bhd

"I was drawn into the world of design in my high school days. I saw a tale who knew nothing about design. Then, as I stumbled upon the journey I grew into a person who see the world differently. I started to admire good things; begin to develop my way of seeing the world; I begin to understand the soul and meaning behind of every design.

The best part about this journey is answering all the "Why's". In order to answer this you must go into the root of the question and eventually you will come out with a solution. Without the guidance of all of my beloved lecturers, and friends I wouldn't come to this far. I've truly enjoyed my 4 years spending in APIIT. Honestly, without my lecturer's constant support I wouldn't complete my degree and even get a job. They have always been a family and a friend to me. Last but not least, many thanks to all of my lecturers and so many chances given by APIIT. I really enjoyed every competitions that we made it through together ! They are the one who taught me to be a team player ! Thanks to my family support, I am able to pursue my dream in this school and I've never regretted for picking here!"

MISHAN JAYASHANKAR (Malaysia)
BA (Hons) Visual Effects and Concept Design, Class of 2019
Film Director/Cinematographer - Gideons Galaxy Studios

"When I reflect on my four years in APIIT and School of Media Arts and Design, it year foundation in Design – 1 year Bachelors Visual Effects and Concept Design, I conclude that the experience and relationships are what make it worth. While I was not only a product of APIIT’s strong foundation in design, but it also prepared me well for my career. This is in reality with the support of my peers, and professors who were nothing short of champions. I was challenged to discover a talent I didn’t know I had. That career has played a central role in my work. Exposure gained through internships in Hollywood, US and UK. This experience was also through the support and advice from my lecturers. It is important to take risks, take action, and face obstacles head-on.

Having been shaped in a creative, yet flexible environment at APIIT, I found myself able to lead, decide, and communicate effectively with my peers. Challenges have been a constant part of learning and growth. "Once upon upon the journey I jump into a persona who see the world differently. I started to admire good things; begin to develop my way of seeing the world; I begin to understand the soul and meaning behind of every design.

The best part about this journey is answering all the "Why's". In order to answer this you must go into the root of the question and eventually you will come out with a solution. Without the guidance of all of my beloved lecturers, and friends I wouldn't come to this far. I've truly enjoyed my 4 years spending in APIIT. Honestly, without my lecturer's constant support I wouldn't complete my degree and even get a job. They have always been a family and a friend to me. Last but not least, many thanks to all of my lecturers and so many chances given by APIIT. I really enjoyed every competitions that we made it through together ! They are the one who taught me to be a team player ! Thanks to my family support, I am able to pursue my dream in this school and I've never regretted for picking here!"

SHARON NG YEN PENG (Malaysia)
BA (Hons) Animation, Class of 2016
Character Effect Artist - Silver Ant Sdn Bhd

"It was truly a wonderful experience being able to pursue a degree in Asia Pacific University, a university that was filled with talented students from different countries, cultures and races. I was挑战 unlimited possibilities. I believe that the knowledge and skills taught on the course have prepared me to have the eye to detect trends and movement in my job..."
AWARDS AND ACHIEVEMENTS

Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

**2023 - Champion**
ASIAN COMPACT SEDAN DESIGN CHALLENGE 2023 (ACSDC)

**2021 - National Champion**
**2022 - National Runner Up**
**2022 - Consolation**
**2022 - 1st Runner-up**

**2023 - Gold Winner**
BEST CYBERSECURITY EDUCATION PROVIDER IN ASIA
CYBERSECURITY EXCELLENCE AWARDS

**2023 - Champion**
SHELL SELAMAT SAMPAI VARSITY CHALLENGE

**2008 - Top Award for 'Best of e-Inclusion & e-Community'**
**2010 - Top Award for 'Best of Tertiary Student Project'**
**2011 - Merit Award for 'Best of Tertiary Student Project'**
**2011 - Merit Award for 'Best of Tertiary Student Project'**
**2013 - Top Award for 'Best of Tertiary Student Project'**
**2016 - Top Award for 'Best of Tertiary Student Project'**
**2019 - Winner of 'Best of Tertiary Student Project'**

**2013 - 2nd Runner Up**
**2014 - Gold Award**
**2017 - Gold Award**
**2018 - Gold Award**
**2020 - Gold Award**
**2023 - Gold Award**

**2023 - Champion**
PRIME MINISTER'S AWARD

**2022 - 2nd Runner Up**
**2023 - 7th Place in the SANS Bootup CTF**
**2023 - 2nd Place in the Haiku CTF and Security Innovation CTF**

**2012 - Champion**
ODYSSEY HACKFEST: ONLINE CATEGORY

**2021 - Champion**
**2022 - 3rd Runner Up**
**2022 - 1st Runner Up**

**2022 - 2nd Runner Up**
**2023 - Champion**
EXHIBITION (ITEX)

**2022 - Grand Prize**
INTEL & CREST INDUSTRY-UNIVERSITY CHALLENGE

**2018 - Silver**
**2018 - 2 Gold Awards**
**2019 - Silver**
**2019 - 2 Gold Awards**
**2021 - Silver**
**2021 - 2 Gold awards, 3 Silver awards, 5 Bronze awards, and 2 Lucky Winners.**

**2022 - Champion**
INTERNATIONAL OCEAN HACKATHON

**2023 - 2nd Place Winner (Individual Category)**
**2023 - Second Prize Winner (Individual Category)**

**2023 - 2 Champions**
GAME OF HACKERS

**2023 - Best Solution in the Environment category case study**

**2023 - 1st Runner-up**
ITANK COMPETITION

**2022 - Champion**
HEGATON COMPETITION

**2021 - Champion**
IFSA INTERNATIONAL OPEN COMPETITION 2021 3RD PLACE

**2022 - 1st Runner-up**
INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL)

**2022 - Best Faculty Member**
**2022 - PDTI Outstanding Faculty 2022**

**2023 - 1st Runner-Up and 3rd Runner Up**
GAME OF HACKERS

**2022 - Champion**
ODYSSEY HACKFEST: ONLINE CATEGORY

**2022 - Best Faculty Member**
**2022 - PDTI Outstanding Faculty 2022**

**2023 - Champion**
INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL)

**2022 - 2nd Place Winner (Individual Category)**
**2023 - Second Prize Winner (Individual Category)**

**2023 - 6 Silver Awards**
INNOVATION POSTER COMPETITION (RIPC)

**2023 - 1st Place Winner**
ODYSSEY HACKFEST: ONLINE CATEGORY

**2023 - Top 10 (Ocean Hackathon Maldives)**
INTERNATIONAL OCEAN HACKATHON

**2023 - 1st Runner-up**
INTERVARSITY CORPORATE STRATEGY CHALLENGE (ICSC)

**2023 - Champion**
ETHEREUM BLOCKCHAIN NAVIGATION AT ETH BEZOS 2023

**2023 - Champion**
NICKED VS CYBER-CAVE I 2023: WORLDS GLOBAL CYBER BATTLE

**2023 - Champion**
THE FIRE IN THE SKY COMPETITION

**2023 - Champion**
THE BREATHE FIRE COMPETITION