

# Bachelor of Multimedia (Hons)

(R2/213/6/0080) (MQA//FA 1999) 07/2029

Graduates will be able to generate and distribute web-enabled and other digital media with this credential.

Application projects are created using industry-standard and cutting-edge new software. The programmes are built on a foundation of coursework that addresses multimedia standards, the graphics industry, and emerging technologies.

## BENEFITS

This programme also focuses on the integration of theory and technology, and their practical application to current and emerging industry trends. An important feature is practical

problem solving in multi-disciplinary teams using current and emerging technologies. The programme simulates the practice in the multimedia industry and allows students to develop more specialised skills in their chosen areas of interest and professional development.

## CAREER PROSPECTS

- Digital/Interactive Designer
- Web Designer
- Multimedia Designer
- User Interface Designer/ UI Designer
- Digital/Interactive Art Director
- User Experience Designer (UX Designer)
- Information Architect
- Game Designer
- Digital/ Interactive Creative Director
- Digital/ Interactive Producer
- Digital/ Interactive Project Manager
- Educator

## ENTRY REQUIREMENTS

Matriculation/Foundation:  
Minimum  
CGPA of 2.0 OR  
STPM : Minimum CGPA of 2.0;  
OR  
Creative Multimedia Diploma:  
Minimum CGPA of 2.5 or its equivalent

For International Students  
IELTS: Minimum 5.0

Duration of study  
3 years

Credit Hours  
120

## SUBJECTS OFFERED

### YEAR 1

- Fundamental of Information Technology
- Multimedia System
- Principles of Management
- Introduction tDatabase
- Design Principles
- Digital Imaging
- Theories of Communications
- Typography
- Information and Interface Design
- Human Computer Interaction
- Multimedia Programming 1
- Creative Thinking and Problem Solving
- Animation I- 2D
- Web Design
- \*Elective 1: Advertising Copywriting

### YEAR 2

- Multimedia Advertising
- Multimedia Programming 2
- Animation II- 3D
- Media: History and Society
- Elective 2 ;Games Production
- Co-Curriculum
- 3D Design
- Multimedia Authoring
- Computer Ethics and Law
- Elective 3 :Web Technology
- Human Computer Interaction
- Academic Skills
- English For Academic Purposes
- Mobile Computing for Multimedia
- Entrepreneurship / Bahasa Kebangsaan A
- English For Employment

### YEAR 3

- Audio Technology for Multimedia
- Video Technology for Multimedia
- Elective 4:Animation Programming
- Hubungan Etnik / Pengajian Malaysia 3
- Multimedia Production
- Multimedia Networking
- Multimedia Project Management
- Elective 5:Development of Interactive E-Content
- Tamadun Islam Dan Tamadun Asia (TITAS) / Bahasa Melayu Komunikasi 2
- Industrial Training