



CITY UNIVERSITY MALAYSIA

DKU011(B)

FACULTY OF **ART & DESIGN**



**RECOGNIZED &
CERTIFIED BY THE
PROFESSIONAL BODIES:**



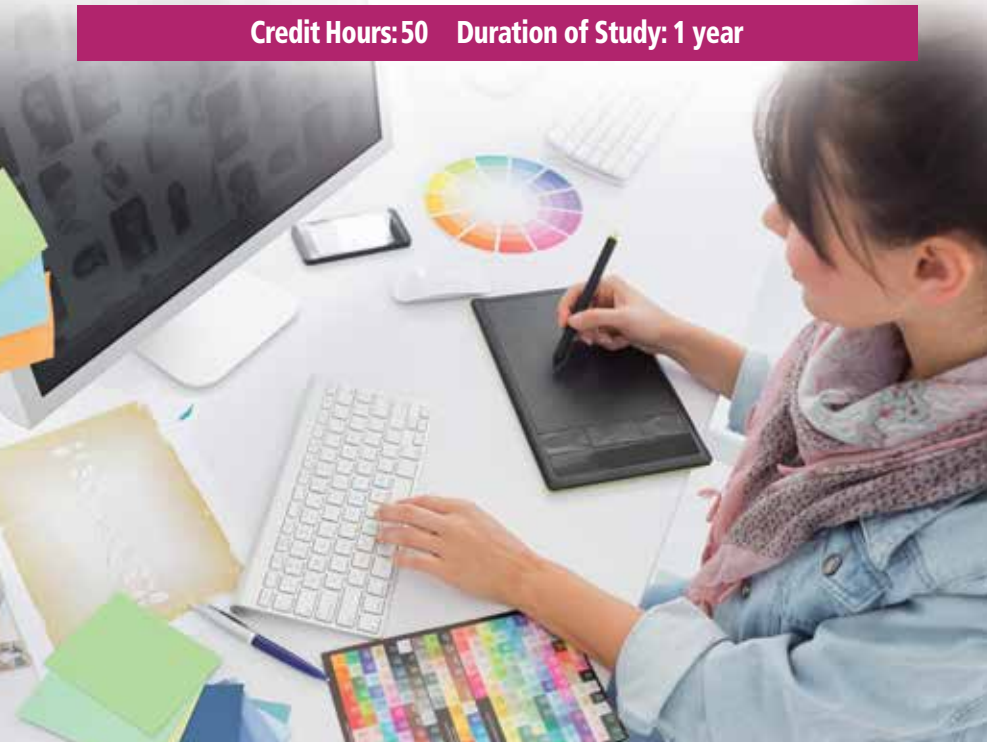
Agensi Kelayakan Malaysia
Malaysian Qualifications Agency



FOUNDATION IN ARTS (GRAPHIC DESIGN & MULTIMEDIA)

(R/010/3/0084)(MQA/FA1998)07/2022

Credit Hours: 50 Duration of Study: 1 year



PROGRAMME DESCRIPTION

The Foundation in Arts (Graphic Design & Multimedia) programme is tailored to provide students with a direct route into CityU's Bachelor in Graphic Design (Hons) & Bachelor of Multimedia (Hons). The core graphic design & multimedia modules integrated in the programme prepares students to work with solid design concepts. Students shall be able to translate their vision and ideas into tangible materials using computers equipped with the current graphic design capabilities. In addition to that, the programme also strengthens English proficiency through its comprehensive English modules.

TERTIARY EDUCATION PROSPECTS

- Bachelor in Graphic Design (Hons)
- Bachelor of Multimedia (Hons)

SUBJECTS OFFERED

- Bahasa Kebangsaan A / Profesional Communication
- Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1
- Foundation English 1
- Basic Statistics
- Introduction to Office Software Applications
- Foundation English 2
- Study Skills
- Principle of Management
- Introduction to Web Design
- Introduction to Computer Technology
- Introduction to Database Technology
- Introduction to Multimedia Technology
- Basic Drawing (GDM)

FOUNDATION IN ARTS (FASHION DESIGN)

(R/010/3/0084)(MQA/FA1998)07/2022

Credit Hours: 50 Duration of Study: 1 year



PROGRAMME DESCRIPTION

A Foundation in Arts (Fashion Design) is a preparatory program that can give students the skills needed to successfully complete an undergraduate degree. This introductory study of fashion design can help students better understand the qualities and skills needed to be successful in the fashion industry. Students may get hands-on experience manufacturing clothing alongside courses designed to help students better manage your time while at university. Students may gain a variety of skills during this program, such as effective communication, portfolio development and drawing techniques. Not only will these abilities help students succeed in an undergraduate program, but they can also serve you well in your career.

TERTIARY EDUCATION PROSPECTS

- Bachelor of Fashion Design (Hons)

SUBJECTS OFFERED

- Bahasa Kebangsaan A / Profesional Communication
- Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1
- Foundation English 1
- Basic Statistics
- Introduction to Office Software Applications
- Foundation English 2
- Principles of Management
- Introduction to Fashion History
- Basic Figure Drawing
- Introduction to Fashion Design
- Basic Pattern Drafting Techniques
- Introduction to Garment Sampling

DIPLOMA IN GRAPHIC DESIGN

(R/213/4/0074)(MQA/FA1949)06/2022

Credit Hours: 94 Duration of Study: 2 years 8 months



PROGRAMME DESCRIPTION

This programme caters to the high demand in the creative industry. Students will learn many aspects of graphic design- ing in specialised areas of Typography and Editorial design; Packaging design, Illustration and Desktop Publishing; 2D and 3D Animation and Advertising design and Computer software.

CAREER PROSPECTS

Graphic Artist, Graphic Designer, Animator, Illustrator, Printmaker, Production Designer, Exhibition Designer, Fine Artist, Interior and Spatial Designer, Medical Illustrator, Multimedia Specialist, Photographer, among others.

SUBJECTS OFFERED

YEAR 1

- Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1
- Academic English 1
- Principles of Management
- Computer Software Applications
- Basic Graphic Design
- Basic Entrepreneurship
- Academic English 2
- Typography
- Graphic Software 1
- Drawing 1
- Fundamental of Art and Design
- Bahasa Kebangsaan A / Professional Communication
- Profesional Personality Development
- Colour Theory

YEAR 2

- Academic English 3
- Kembara Club (Co-curriculum)
- Graphic Design History
- Introduction to Desktop Publishing
- Drawing 2
- 2D Animation
- Organizational Behaviour
- Visual Communication
- Introduction to Web Design
- 3D Animation
- Contemporary Advertising
- Project Management
- Digital Photography

YEAR 3

- Corporate Identity Design
- Audio and Video Techniques
- Packaging Design
- Project

DIPLOMA IN FASHION DESIGN

(R/214/4/0085)(MQA/FA2071)08/2023

Credit Hours: 91 Duration of Study: 2 years 8 months



PROGRAMME DESCRIPTION

The Diploma in Fashion Design programme aims to prepare the students with a range of professional and transferable skills for employment or further study and future career opportunities within fashion and/or creative industries.

CAREER PROSPECTS

Fashion Designers, Own Fashion Business, Entrepreneur, Trend Predictions, Stylists, Fashion Coordinator, Design Consultants, Fashion Illustrator, Pattern Cutters and Garment Technologist, Textile Artist, Theatrical Costume Maker, among others.

SUBJECTS OFFERED

YEAR 1

- Arts Fundamentals
- Fashion History
- Pengajian Malaysia / Bahasa Melayu Komunikasi 1
- Co Curriculum
- Academic English 1
- Fashion Figure Drawing
- Fashion Design 1
- Basic Entrepreneurship
- Academic English 2
- Introduction To Color Studies
- Professional Communications OR
- Bahasa Kebangsaan A
- Academic English 3

YEAR 2

- Fashion Design 2
- Pattern Drafting Techniques and Manipulation 1
- Garment Construction 1
- Textile Technology
- CAD For Fashion & Textiles
- Pattern Drafting Techniques and Manipulation 2
- Embroidery & Embellishment
- Garment Construction 2

YEAR 3

- Fashion Design 3
- Creative Fashion Illustration
- Apparel Marketing & Retailing
- Fashion Event Management
- Fashion Accessories & Footwear Design
- Final Project

BACHELOR IN GRAPHIC DESIGN (HONS)

(R/213/6/0079)(MQA/FA2000)07/2022

Credit Hours: 120 Duration of Study: 3 years



PROGRAMME DESCRIPTION

This programme prepares students to apply artistic and computer techniques to the interpretation of technical and commercial concepts. The programme includes studies of Design Publications, Multimedia Applications, Advanced Photography and Graphics Environment and Computer software.

CAREER PROSPECTS

Art/Creative Director, Design Educator, Graphic Designer, Packaging Designer, Instructional Designer, Graphic Artist, Script Writer, Project Manager, Videographer, Photographer, Illustrator, Fine Artist, Production Designer, Animator, Printmaker, Exhibition Designer, among others.

SUBJECTS OFFERED

YEAR 1

- Fundamental of Information Technology
- Drawing
- Principles of Management
- Introduction To Database
- Design Principles
- Digital Imaging
- Theories of Communications
- Typography
- Information and Interface Design
- Human Computer Interaction
- Color Studies
- Creative Thinking and Problem Solving
- Art, Technology and Culture
- Web Design
- Advertising Copywriting

YEAR 2

- Co-Curriculum
- Introduction To Digital Technologies
- Illustration
- Media History and Society
- Graphic Design Theory and Practice
- Visual Communication
- 3D Design
- Computer Ethics and Law
- Academic Skills
- English For Academic Purposes
- Design For Production
- Publication Design
- Entrepreneurship / Bahasa Kebangsaan A
- English For Employment
- Advertising and Design

YEAR 3

- Animation Programming
- Hubungan Etnik / Pengajian Malaysia III
- Digital Audio and Video
- Branding and Identity
- Web Imaging Techniques
- Development of Interactive E-Content
- Tamadun Islam Dan Tamadun Asia (TITAS) / Bahasa Melayu Komunikasi II
- Package Design
- Innovation In Drawing
- Industrial Training

BACHELOR OF MULTIMEDIA (HONS)

(R/213/6/0080)(MQA/FA1999)07/2022

Credit Hours: 120 Duration of Study: 3 years



PROGRAMME DESCRIPTION

This programme is a blend of digital technologies, mix media and creative arts which introduces students to a wide range of multimedia design, multimedia authoring, production, management, and evaluation skill, and creative innovation process.

CAREER PROSPECTS

Multimedia Designer, Webmaster, Interface Designer, Film Maker, Creative Content Writer, Art Director, Instructional Designer, Software Developer, Photographer, Videographer, Animator, Game Designer, Video and Audio Editor, Project Manager, Multimedia Programmer, among others.

SUBJECTS OFFERED

YEAR 1

- Fundamental of Information Technology
- Multimedia System
- Principles of Management
- Introduction To Database
- Design Principles
- Digital Imaging
- Theories of Communications
- Typography
- Information and Interface Design
- Human Computer Interaction
- Multimedia Programming I
- Creative Thinking and Problem Solving
- Animation I- 2D
- Web Design
- Advertising Copywriting (Elective Subject)

YEAR 2

- Multimedia Advertising
- Multimedia Programming II
- Animation II- 3D
- Media : History and Society
- Games Production (Elective Subject)
- Co-Curriculum
- 3D Design
- Multimedia Authoring
- Computer Ethics and Law
- Web Technology (Elective Subject)
- 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
- Animation Programming (Elective Subject)
- Hubungan Etnik / Pengajian Malaysia III
- Multimedia Production
- Multimedia Networking
- Multimedia Project Management
- Development of Interactive E-Content (Elective Subject)
- Tamadun Islam Dan Tamadun Asia (TITAS) / Bahasa Melayu Komunikasi II
- Industrial Training