



BA (HONS)  
**CREATIVE MULTIMEDIA**

(N/213/6/0287)(MQA/PA7671)(04/21)

**ENTRY REQUIREMENT**

Diploma in Multimedia Communication Design or equivalent  
Foundation/STPM/UEC/A-Levels or equivalent

**DURATION**

Full Time – 3 Years  
Part Time – 6 Years  
Diploma in related field

**INTERNSHIP**

4 months

## CAREER OPPORTUNITIES

Advertising, Animation, Web Development and Graphic/ Multimedia Design.



## THE PROGRAMME

In BA (Hons) Creative Multimedia, we aimed to equip students with the theoretical and practical knowledge and skills relevant to creative multimedia that enable the student to grow and develop in the area of Application Development, Game Design, Digital Animation, Web Developer, Interactive Designer and New Media Artist. The graduate will be given the opportunity to undertake exciting and challenging professions in the multimedia industry such as web designers, web developers, multimedia designers, animators, creative writers and animation directors.

In addition, graduates have the opportunity to further their studies in this area either academically or professionally with the adequate knowledge obtained from this programme.

## COURSES\*

### YEAR 1

Visual Arts Studies  
Negotiation Skills/  
Bahasa Kebangsaan A  
Religious Philosophy  
Photography  
Photography  
English for Communication  
Computer Graphic Design I  
Introduction to Corporate Identity & Branding  
Interactive Media I  
Academic Writing  
Introduction to Web Design  
Introduction to Interactive Video  
Presentation Skills  
Creative Typography

### YEAR 2

Interactive Media II  
Web Development  
Self-development  
Creative Communication Design  
3D Modelling Techniques  
Digital Audio Design  
Programming Fundamental  
Public Speaking  
Tamadun Islam dan Tamadun Asia (TITAS) /  
Bahasa Melayu Komunikasi 2  
3D Animation  
Research Methodology  
Hubungan Etnik /  
MPU3173 Pengajian Malaysia 3

### YEAR 3

Object Oriented Programming  
Digital Video  
Creative Multimedia Project  
Advanced 3D Animation  
Advanced Digital Audio Design  
Industrial Training

## ELECTIVES

Human Communication  
Introduction to Mass Communication  
Introduction to Advertising  
Digital Illustration  
Computer Graphic Design II

\*Subject to changes

## CONTACT US

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