



Bachelor of Arts (Hons) in **MULTIMEDIA**

(R3/213/6/0052)(03/2029)(A7831)

ABOUT OUR MULTIMEDIA PROGRAMME

In today's modern and information-driven society, the use of graphic and multimedia becomes the bread and butter in producing fresh concepts and quality contents that capture eyeballs. Therefore, a multimedia professional with contemporary knowledge, digital skills and futuristic ideas in integrating texts, images, graphics, audios, videos and animations will be highly in demand. The Bachelor of Arts (Hons) in Multimedia at KLMUC sets to unlock the creative juice, technical talent and advanced communication design skills of students, preparing them to be career-ready and future-proof. Whether you aspire to be a corporate media specialist who is able to maximize company's brand awareness, or a digital nomad who can work from anywhere, this programme is for you.

PROGRAMME AIM:



The Bachelor of Arts (Hons) in Multimedia covers a wide range of computer graphics, digital imaging, immersive design and interactive media with the contemporary digital media trends. It aims to empower students with a creative mindset to solve design problems and develop design innovations that meet the dynamic industry needs. Students get to understand the basic theories in design and multimedia, analyze the media elements, involve in hands-on tutorials, build self-directed media projects, as well as train at real-life workplaces. The carefully-designed curriculum and industry-oriented teaching approach make this programme a complete package for students who really want to shine in the creative industries.

REQUIREMENTS:

Minimum Entry:

- ▶ A pass in STPM with at least Grade C (GP 2.00) in any TWO (2) subjects; **OR**
- ▶ A pass in STAM with at least grade Jayyid; **OR**
- ▶ Matriculation or Foundation with at least CGPA of 2.00; **OR**
- ▶ A Diploma (Level 4, MQF) with at least CGPA of 2.00; **OR**
- ▶ An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; **OR**
- ▶ A DKM / DVM subjected to HEP Senate / Academic Board's approval****; **OR**
- ▶ A DLKM subjected to HEP Senate / Academic Board's approval****; (Note: The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme); **OR**
- ▶ Other relevant equivalent qualifications recognised by the Malaysian Government; **AND**
- ▶ Pass an interview (online / virtual /conventional) OR submission of student's portfolio, to be determined by the HEP as required.
- ▶ For international students need to achieve a minimum score of **Band 3** in MUET or equivalent to **CEFR Low B2**.***

APEL Entry:

- ▶ Minimum 21 years of age in the year of application; and
- ▶ Relevant work experience / prior experiential learning; and
- ▶ Pass the APEL Assessment (Aptitude Test, Portfolio & Interview) conducted by MQA; and
- ▶ Possess at least SPM / Equivalent

* Entry requirement for each programme is subject to MOHE's approval

PROGRAMME MODULES

Semester 1

- ▶ Philosophy and Current Issues
- ▶ Penghayatan Etika dan Peradaban (Local) / Bahasa Melayu Komunikasi 2 (International)
- ▶ Intermediate Academic Reading and Writing
- ▶ Critical and Creative Thinking
- ▶ Drawing Studies

Semester 2

- ▶ Effective Communication Skills / Bahasa Kebangsaan A
- ▶ Advance Business Communication Skills
- ▶ Elements of Graphic Design
- ▶ Computer Applications in Art and Design
- ▶ Colour Theory

Semester 3

- ▶ Creative Problem Solving
- ▶ Technical Writing
- ▶ Entrepreneurship
- ▶ Digital Photography
- ▶ Introduction to Digital Media

Semester 4

- ▶ Social Human Skills
- ▶ Scriptwriting & Storyboarding
- ▶ Creative Web Design
- ▶ Digital Audio and Visual
- ▶ Animation Techniques

Semester 5

- ▶ Digital Imaging
- ▶ Film Appreciation
- ▶ Visual Effects & Compositing
- ▶ User Interface Design
- ▶ Multimedia Design

Semester 6

- ▶ Interactive Authoring
- ▶ Video Production
- ▶ Colour Grading
- ▶ Creative Typography
- ▶ 3D Modelling

Semester 7

- ▶ Professional Portfolio Development
- ▶ Multimedia Project Management
- ▶ 3D Animation
- ▶ Elective Corporate Branding / Electronic Publishing Design

Semester 8

- ▶ Project

Semester 9

- ▶ Industrial Training

WHY CHOOSE KLMUC

AFFORDABLE TUITION FEES

Financial aid assistance

LEARN AND EARN PROGRAMME (LEAP)

3 Classes / Week

ACCREDITED BY MQA & JPA

and industries

GERENTI KERJA (GERAK)

Employment within 6 months after graduation

CAREER PROSPECTS

Content Strategist
2D / 3D Animator
Web Designer
Interface Designer
Social Media Manager
Visual Effects Artist

ENROLL NOW



For more information
CONTACT OUR PROGRAM ADVISOR

*Terms and Conditions Apply

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