

FACULTY OF ART & DESIGN

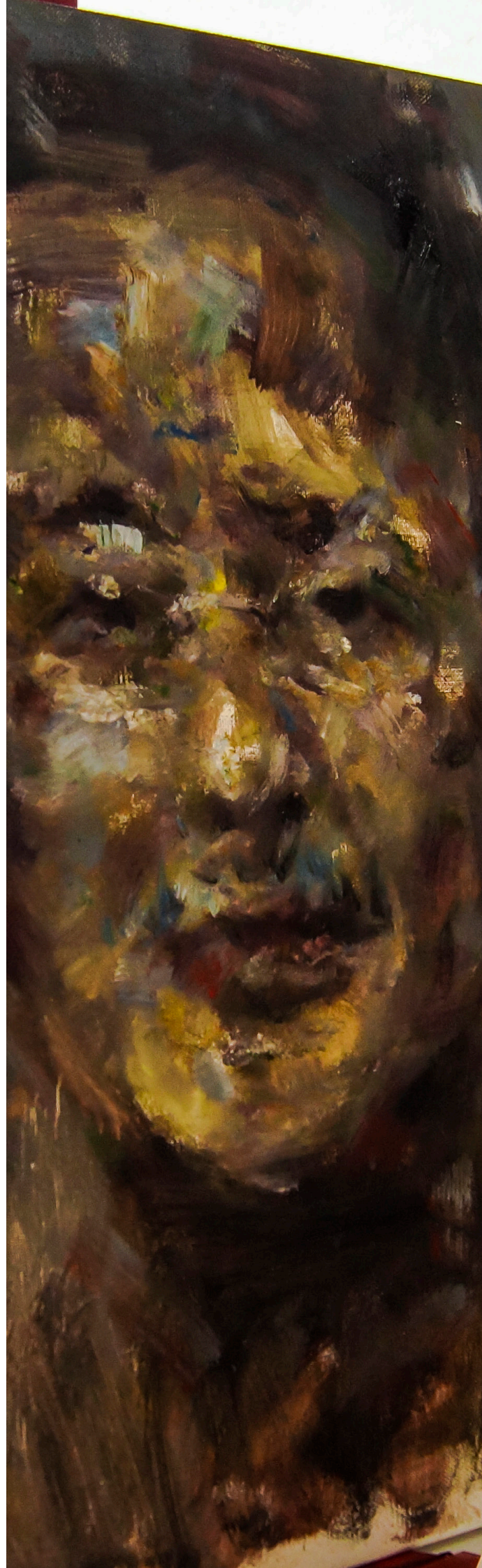


SOUTHERN
UNIVERSITY COLLEGE
南方大學學院



Welcome

The Faculty of Art & Design offers three Diploma programmes, namely Advertising Design, Industrial Design, and Multimedia Design; and two Bachelor Degree programmes, namely Computer Graphic Design and Industrial Design. All programmes consist of multi-dimensional courses that not only provide the learning of design theories, but also a channel to exercise students' latent creativity and expression of innovative ideas. In addition, Faculty also organises various activities from time to time and participates in off-campus competitions to enable students to develop their strengths, including Open Day Student Artwork Showcase, May Day Art & Design festival, and Art & Design Graduation Show. Students are able to step out of the classroom to cross-grade and cross-disciplinary learning.





Courses

Diploma in **Visual Art**

Diploma in **Advertising Design**

Diploma in **Industrial Design**

Diploma in **Multimedia Design**

Bachelor of Design (Honours) **Computer Graphic Design**

Bachelor of Design (Honours) **Industrial Design**

Career Prospects

In line with the aspirations of the country to be a fully developed and knowledge-rich nation by the year 2020, and align with the development of Creative Iskandar Malaysia plan in Johor, the graduate students provide the design service on industry with well trained workforce and skilled designer, increase competitive advantage of the nation and improve the quality of life for the people.

After graduation, students are able to handle design project independently and as well as contribute as a good team player to execute a design project depended on the area of specialize field. Students are able to use information from a variety of sources, articulate and document work flow, produce creative and innovative artworks, recognize design for efficiency, sustainability and cost effective approach into a design solution. They have the ability to organise, good team work with good interpersonal skills. The learning outcomes of the programme fully prepare students with these required skills.

Diploma in Advertising Design, students are able to take up a position as freelance designer, graphic designer, brand executive, advertising executive, communication executive, web designer, copywriter, art director, packaging designer, event designer, design management, exhibition designer, photographer, desktop publishers, typographer and marketer in the field of computer graphic.

Diploma in Industrial Design, students are able to take up a position as industrial designer, product designer, furniture designer, exhibition designer, 3D

modeller, set designer, packaging designer, model builder, interior designer, CMF designer and technical designer.

Diploma in Multimedia Design, students are able to take up a position as freelance designer, multimedia designer or artist, game designer, 3D animator, 3D character modelling, 2D animator, web designer, production designer, production artist, sound editor and video editor.

Bachelor of Design (Honours) Computer Graphic Design, students are able to take up a position as art director, graphic designer, packaging designer, web designer, event designer, multimedia designer or artist, multimedia director, advertising director, creative director, 3D animator, 3D character modelling, 2D animator, illustrator, design management, video editor, production designer, production artist, exhibition designer, photographer, storyboard artist, desktop publishers, typographer, gallery curator and marketer in the field of computer graphic.

Bachelor of Design (Honours) Industrial Design, students are able to take up a position as R&D director, project manager, product planner, industrial designer, product designer, furniture designer, interior designer, exhibition designer, packaging designer, event designer, CAID designer, interface designer and product researcher.



Diploma in Visual Art

R/211/4/0040 (A10426) 04/23

Course Duration: 2 Years 8 Months (Included Industrial Training)

Total Credits: 92 Credits

Course Introduction

Visual Art is designed with the combination of theory and practice, aim to nourish all-around artist with the capability to creating art, learning to criticise, and appreciate art. The programme encourages mixed-media work and equally embraces 3D object installation art and traditional approaches to the print medium. Students are trained on the creation of visual centred artwork, such as painting, drawing, ne art photography, printmaking, and 3D sculpture and installation art. Students are exposed to methods, concepts and a range of techniques.

Moreover, students learn how develop their decision-making processes in relation to issues of form,content, materials, and presentation skill. Students can work collaboratively and explore number of paths of the painting medium that can lead to becoming an artist.

Course

Common Core

- Design Fundamental
- Drawing Fundamental
- Colour Study
- Computer Graphic Study
- History of Art & Design
- Introduction of Photography
- Professional Practice

Programme Core

- Studio Drawing: Colours
- History of Art Appreciation
- Aesthetics Appreciation
- Oil Painting
- Water Colour Painting
- Chinese Ink Painting
- Printmaking: Media
- Sculpture: 3D
- Installation Art
- Studio Drawing: Techniques
- Fine Art Photography
- Aesthetics Criticism
- Mix Media Painting
- Printmaking: Techniques
- Sculpture: Metal
- Diploma Project

Optional / Elective / Minor

- Foundation English
- Illustration
- Digital Image Processing
- Desktop Publishing I
- Film Appreciation
- Digital Graphic Design
- Corporate Identity System
- Visual Production
- Chinese Calligraphy
- Workshop Practice I

Industrial Training

- Industrial Training

Entry Requirement

- **SPM / O-Level:** 3 credits **and** including interview & portfolio;
- **UEC:** Grade B in 3 subjects **and** including interview & portfolio;
- Other recognised equivalent qualifications

Diploma in Advertising Design

R3/214/4/0024 (A7366) 01/27

Course Duration: 2 Years 8 Months

Total Credits: 92 Credits

Course Introduction

Advertising itself is a diversified medium. Through the use of modern communication technology and the latest media, it continues to render itself as an information channel to society through the promotion of products and services.

Diploma in Advertising Design programme combines theories and practical work to provide students with a broad-based knowledge of Advertising Design. Students will learn advanced skills in using the related digital software applications, cultivate creativity and innovative thinking, develop visual expression and communication in art and design to contribute toward the creative advertising industry. Students also have the opportunity to be in touch with the latest advertising trends and information in the market, including traditional television advertising and online advertising.

Course

Common Core

- Design Fundamental
- Drawing Fundamental
- Colour Study
- Computer Graphic Study
- History of Art & Design
- Introduction of Photography
- Professional Practice

Programme Core

- Studio Drawing I
- Illustration
- Typography I
- Typography II
- Digital Graphic Design
- Digital Image Processing
- Creative Thinking & Design Method
- Digital Animation
- Web Design I
- Desktop Publishing I
- Advertising Principle & Creativity
- Visual Production
- Packaging Design
- Corporate Identity System
- Products & Models Photography

Elective Subjects

- Foundation English
- Desktop Publishing II
- Creative Film Production
- 3D Modelling
- Introduction of Multimedia Design
- Introduction to Consumer Behaviour
- Web Design II
- Fine Art Photography
- Marketing Research
- Physical Education I

Industrial Training

- Industrial Training

Career Opportunities

- Graphic Designer
- Brand Executive
- Communication Executive
- Copywriter
- Packaging Designer
- Event Designer
- Photographer
- Desktop Publishers
- Typographer

Entry Requirement

- **SPM / O-Level:** 3 credits **and** including interview & portfolio;
- **UEC:** Grade B in 3 subjects **and** including interview & portfolio;
- Other recognised equivalent qualifications

Diploma in Industrial Design

R3/214/4/0014(A6743)03/26

Course Duration: 2 Years 8 Months

Total Credits: 95 Credits

Course Introduction

Industrial Design is the professional service of creating and developing concepts and specifications that optimise the function, value and appearance of products and systems for the mutual benefit of both user and manufacturer.

The Diploma in Industrial Design curriculum is designed to provide students with relevant broad base knowledge and fundamental practical skills in Industrial Design. Students are trained in design thinking, design processes, relevant technical skills and presentation skills required for this profession. Students will be able to combine research, design thinking, knowledge of materials and processes, human-machine interface and consumer behaviour to execute design solutions for new products or new systems.

Course

Compulsory Subjects

- Design Fundamental
- Drawing Fundamental
- Colour Study
- Computer Graphic Study
- History of Art & Design
- Introduction of Photography
- Professional Practice

Core Subjects

- Technical Drawing
- Presentation Technique
- Materials & Processes
- Products & Models Photography
- CAD Studies
- Computer 3D Modelling
- Ergonomics
- Packaging Design
- Introduction of Consumer Behaviour
- Rendering Technique
- Workshop Practice I
- Workshop Practice II
- Industrial Design I
- Industrial Design II
- Industrial Design III
- Industrial Design IV
- Industrial Design V

Elective Subjects

- Foundation English*
- Desktop Publishing I
- Introduction of Multimedia Design
- Web Design I
- Fine Art Photography
- Marketing Research
- Corporate Identity System
- Digital Image Processing
- Digital Graphic Design

Industrial Training

- Industrial Training

Career Opportunities

- Industrial Designer
- Product Designer
- Furniture Designer
- Exhibition Designer
- 3D Modeller
- Packaging Designer
- Model Builder
- Interior Designer
- CMF Designer
- Technical Designer

Entry Requirement

- **SPM / O-Level:** 3 credits **and** including interview & portfolio;
- **UEC:** Grade B in 3 subjects **and** including interview & portfolio;
- Other recognised equivalent qualifications

Diploma in Multimedia Design

R/213/4/0133(MQA/FA3151)08/23

Course Duration: 2 Years 6 Months

Total Credits: 92 Credits

Course Introduction

Multimedia design is the creation and communication of art and ideas through a blending of classic techniques and new technologies.

Diploma in Multimedia Design programme is designed to provide students with a relevant broad-based knowledge in multimedia design. Students will learn advanced skills in using the related digital software applications. This is intended to cultivate their creativity and innovative thinking and to develop their visual expression and communication in art and design so as to be able to contribute toward the creative multimedia industry. It also aims to train students towards life-long learning and develop their entrepreneurial skills to enable them to embark on a successful career in the creative industry after graduation.

Course

Compulsory Subjects

- Design Fundamental
- Drawing Fundamental
- Colour Study
- Computer Graphic Study
- History of Art & Design
- Introduction of Photography
- Professional Practice

Core Subjects

- Studio Drawing I
- Illustration
- Typography I
- Typography II
- Introduction to Multimedia Design
- Creative Thinking & Design Method
- Digital Animation
- Web Design I
- Web Design II
- Visual Production
- 3D Modelling
- 3D Animation
- Digital Audio Design
- Digital Game Design
- Creative Film Production
- Final Project

Minor Subjects

- Foundation English
- Creative Film Production
- Digital Image Processing
- Desktop Publishing I
- Introduction to Consumer Behaviour
- Product & Models Photography
- Fine Art Photography
- Multimedia Production
- Marketing Research
- Physical Education I

Industrial Training

- Industrial Training

Career Opportunities

- Multimedia Designer
- Game Designer
- 3D Animator
- 3D Character Modelling
- 2D Animator
- Web Designer
- Production Designer
- Production Artist
- Sound Editor
- Video Editor

Entry Requirement

- **SPM / O-Level:** 3 credits **and** pass in mathematics **and** including interview & portfolio;
- **UEC:** Grade B in 3 subjects **and** pass in mathematics **and** including interview & portfolio;
- Other recognised equivalent qualifications

Bachelor of Design (Honours) Computer Graphic Design

R/213/6/0132(MQA/FA2857)08/23

Course Duration: 3 Years

Total Credits: 120 Credits

Course Introduction

The Bachelor of Design (Honours) Computer Graphic Design programme is designed to provide students with in-depth relevant theoretical and practical knowledge in Advertising Design and Multimedia Design.

Students will be trained in creative design thinking, design methods, and industry-relevant technical skills through a range of advertising design and multimedia applications. Students will learn to combine research, creative design thinking, inter-disciplinary areas of studies, entrepreneurship and professionalism-all of which are aimed at enabling them to embark on a successful career in the creative industry. Computer Graphic Design has a significant impact on many types of digital media industry. Graduates will be able to apply the broad range of knowledge learnt from the programme in many aspects of Advertising and Multimedia Design.

Course

Common Core

- Drawing for Designer
- Colour Study For Designer
- Design Photography and Imaging
- Computer Graphic Study
- Design Principle

Core Subjects

- Creative Thinking and Design Method
- Computer Graphic Design
- Digital Typography Design
- Digital Illustration
- Digital Publication Design
- Corporate Brand Design
- Digital Motion Graphic
- Creative Media Production
- Web Design
- Principles of Marketing
- Art Law & Social Responsibility
- Professional Practice in Design
- Degree Exhibition Show

Major in Advertising

- Advertising Principle and Design
- Creative Strategy for Advertising Design

- Creative Packaging Design
- ADV Final Project

Major in Multimedia Design

- 3D Character Modelling
- 3D Animation and VFX
- Interactive Media Design
- MM Final Project

Elective Subjects

- Developmental Psychology
- Multicultural Counselling in Society
- Adolescent Psychology
- Entrepreneurship
- Leadership in Education
- Health Psychology

Industrial Training

- Industrial Training

Career Opportunities

- Multimedia Designer
- Graphic Designer
- Packaging Designer
- Web Designer
- Advertising and Multimedia Lecturer

Entry Requirement

- **STPM / A-Level:** 2 principal passes with minimum CGPA of 2.0 **and** MUET Band 3 **and** including interview & portfolio;
- **UEC:** Grade B in 5 subjects **and** MUET Band 3 **and** including interview & portfolio;
- **Foundation:** Pass with minimum CGPA of 2.0 **and** MUET Band 3 **and** including interview & portfolio;
- **Diploma:** Pass with minimum CGPA of 2.0 **and** MUET Band 3 **and** including interview & portfolio;
- Other recognised equivalent qualifications

Bachelor of Design (Honours) Industrial Design

N/214/6/0212(MQA/PA11146)01/24

Course Duration: 3 Years

Total Credits: 120 Credits

Course Introduction

Industrial Design is a professional practice of designing and developing product concept using by people around the world. The product concept not only focuses on appearance of a product, but also optimises the functions, user experiences, values and the overall systems for the mutual benefit of both user and manufacturer.

The Bachelor of Design (Honours) Industrial Design is where an aspiring designer able to develop the idea to invent, visualize and prototyping design solutions to solve product complex problems. Throughout programme study, student will explore the contemporary Industrial Design practice and undertake practical learning in industrial design and communication design thinking process, ergonomic, understanding consumer behaviour and also the material and technology in the development of new product.

Course

Common Core

- Drawing for Designer
- Colour Study for Designer
- Digital Photography and Imaging Computer Graphic Study
- Design Principle

Programme Core

- Creative Thinking and Design Method
- Design Presentation Techniques
- Design Rendering Techniques
- Technical Drawing for Designer
- Computer Aided Design I
- Computer Aided Design II
- Computer Aided Design III
- Model Workshop I
- Model Workshop II
- Industrial Design Project I
- Industrial Design Project II
- Industrial Design Project III
- Design for Sustainability
- Design Research Methodology

- Applied Ergonomics
- Design Management
- Degree Final Project
- Degree Final Project Exhibition
- Professional Practice in Design
- Materials and Manufacturing Processes

Optional / Elective / Minor

- Consumer Behavior
- Principles of Marketing
- Studio Photography
- Computer Graphic Design
- Creative Packaging Design
- Digital Publication Design
- Corporate Brand Design
- Creative Media Production
- Urban Furniture Design
- Iconic and Signage Design

Industrial Training

- Industrial Training

Career Opportunities

- Product Planner
- Industrial Designer
- Product Designer
- Furniture Designer
- Interior Designer
- Exhibition Designer
- Packaging Designer
- Event Designer
- CAID Designer

Entry Requirement

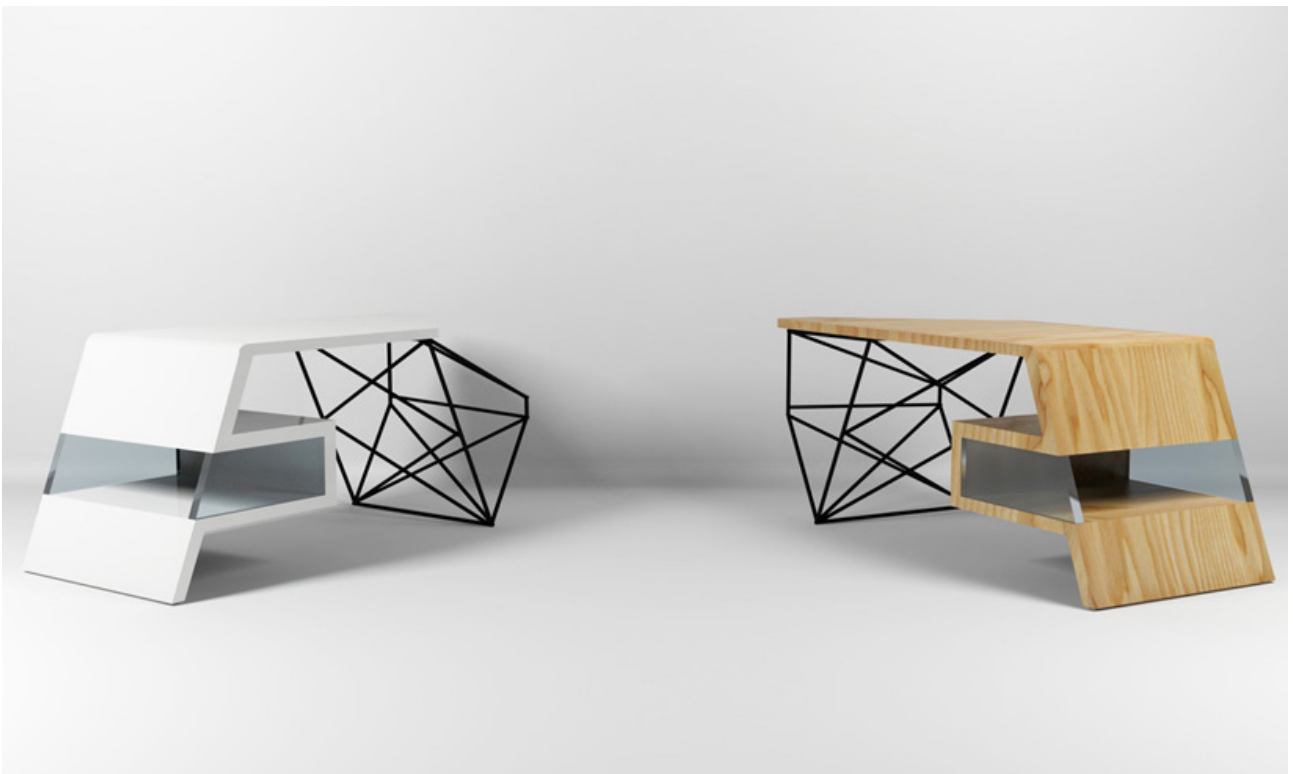
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- **UEC:** Grade B in 5 subjects **and** MUET Band 3 **and** including interview & portfolio;
- **Foundation:** Pass with minimum CGPA of 2.0 **and** MUET Band 3 **and** including interview & portfolio;
- **Diploma:** Pass with minimum CGPA of 2.0 **and** MUET Band 3 **and** including interview & portfolio;
- Other recognised equivalent qualifications

Students Showcase

Designed by: Hoong Yun Xiang (Diploma in Industrial Design)



Designed by: Chin Chun Hao (Diploma in Industrial Design)





Designed by:
Lok Si Xian
(Bachelor of
Design (Honours)
Computer Graphic
Design)



Designed by:
Chin Pei Jun
(Diploma in
Advertising Design)



Designed by:
Chau Wei Ni
(Diploma in
Advertising Design)



Painting Process:

Oil Painting
(Diploma in Visual Art)



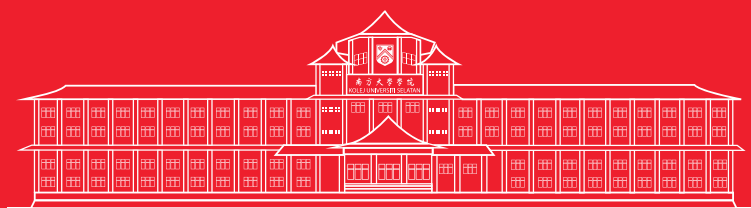
Drawn by:

Ng Jia Xiang
(Diploma in Visual Art)



Print Making by:

Sum Pui Leng
(Diploma in Visual Art)



SOUTHERN
UNIVERSITY COLLEGE
南方大學學院

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