

FACULTY OF ART & DESIGN

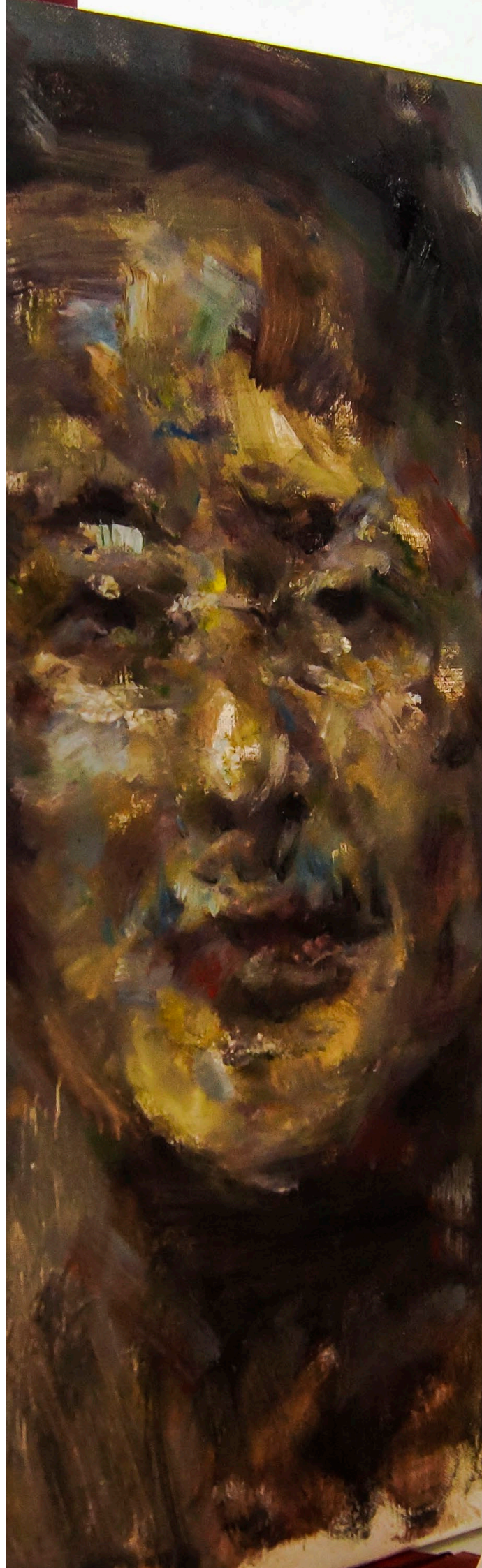


SOUTHERN
UNIVERSITY COLLEGE
南方大學學院



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 **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 Advertising Design

R2/214/4/0024(A7366)01/22

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

R2/214/4/0014(A6743)03/21

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 1 **and** including interview & portfolio;

UEC: Grade B in 5 subjects **and** MUET Band 1 **and** including interview & portfolio;

Foundation: Pass with minimum CGPA of 2.0 **and** MUET Band 1 **and** including interview & portfolio;

Diploma: Pass with minimum CGPA of 2.0 **and** MUET Band 1 **and** including interview & portfolio;
Other recognised equivalent qualifications

Bachelor in Industrial Design (Honours)

N/214/6/0212(MQA/FA11146)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
Corporate Brand Design

Optional / Elective / Minor

Consumer Behavior
Principles of Marketing
Studio Photography
Computer Graphic Design
Creative Packaging Design
Digital Publication 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

STPM with a minimum of Grade C (GP 2.00) in any two (2) subjects, or its equivalent; OR

STAM with a minimum grade of Jayyid, or its equivalent; OR

Certificate in Matriculation or **Foundation** with a minimum CGPA of 2.00, or its equivalent; OR

Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent; OR

Diploma Kemahiran Malaysia (DKM)/ Diploma Lanjutan Kemahiran Malaysia(DLKM) / Diploma Vokasional Malaysia (DVM) in suitable fields with a minimum CGPA of 2.50 subjected to Senate / Academic Board's approval OR

DKM / DLKM / DVM with a minimum CGPA of 2.00 and at least have two (2) years working experience in a related discipline; OR
Other relevant equivalent qualifications recognised by the Malaysian Government.

AND Pass an interview OR submission of portfolio

English Competency Requirement (International Students):

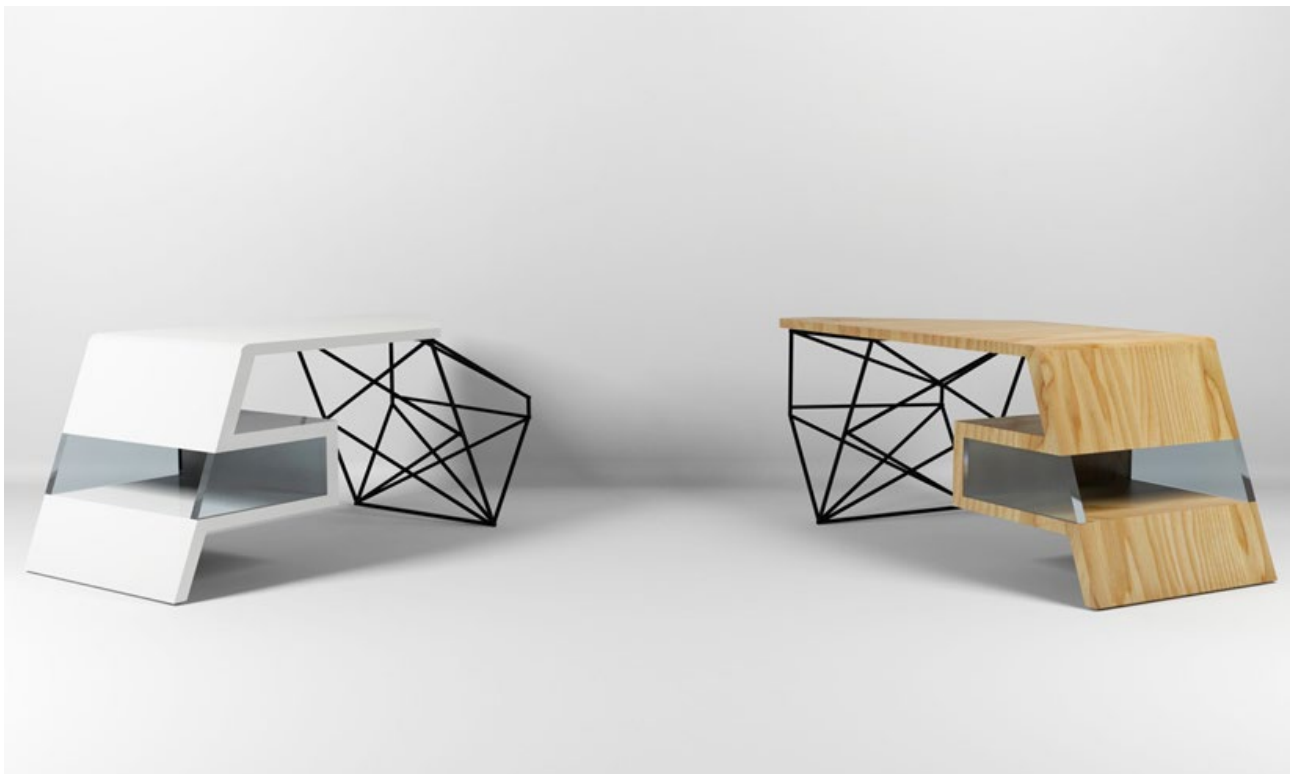
Achieve a minimum score Band 3 in MUET or equivalent.

Students Showcase

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



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





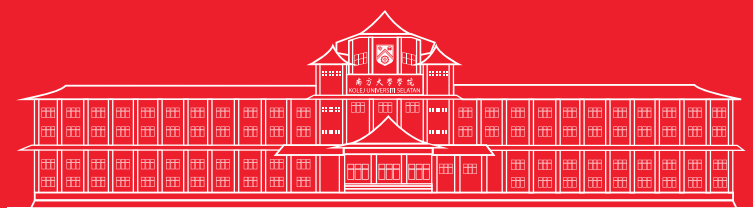
Designed by:
Lok Si Xian
(Bachelor of
Design (Honours)
Computer Graphic
Design)



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



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



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