FACULTY OF
ART & DESIGN
艺术与设计学院

SOUTHERN
UNIVERSITY COLLEGE
南方大学学院

SETARA
2019
COMPETITIVE
UNIVERSITY COLLEGE

Faculty of
Art & Design
艺术与设计学院

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.

艺术与设计学院提供三个文凭课程，即广告设计、工业设计和多媒体设计；以及两个学士学位课程，即电脑绘制设计和工业设计。所有课程均由多维度的课程组成，不仅提供设计理论的学习，也锻炼学生潜在创造力和创新思想表达的渠道。此外，学院亦不定期举办各类活动及参加校外比赛，让学生发挥所长，包括开放日学生作品展示会、五一艺术与设计节、艺术与设计毕业展等。学生能够走出课堂，进行跨年级、跨学科的学习。

Courses

Diploma in
Advertising Design
广告设计专业文凭

R3/214/4/0024(A7366)01/27
Course Duration: 2 Years 8 Months

Course Introduction 课程介绍

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.

Our 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 in order to contribute toward the creative advertising industry. Students also have the opportunity to keep abreast with the latest advertising trends and information in the market, including traditional television advertising and online advertising.

广告是一门多元的媒介。通过现代的沟通技术及最新的媒体，广告扮演提供社会资讯的管道来推销产品和服务。在南方大学学院，广告设计专业文凭结合了理论及实践提供学生宽广的广告设计知识。学生们将学习各种深奥的技巧来运用在数码软体应用程序上，于此同时培养学生的创意及创新思维，创建学生的视觉表达能力及艺术与设计沟通，让学生能为创意广告业做出贡献。学生也将有机会接触最新的广告趋势及市场资讯，包括电视广告和网上广告。

Course 课程

Common Core 共同主科
- Color Study 色彩学
- Computer Graphic Study 电脑绘图学
- Design Fundamental 设计基础
- Drawing Fundamental 绘画基础
- History of Art & Design 艺术与设计史
- Introduction of Photography 摄影入门
- Professional Practice 专业实践

Discipline Core 专业主科
- Studio Drawing 素描
- Products & Models Photography 产品及模特儿摄影
- Packaging Design 包装设计
- Typography I 字形学 一
- Digital Image Processing 数码影像处理
- Advertising Principle & Creativity 广告原理及创意
- Visual Production 视觉制作
- Web Design I 网页设计一
- Desktop Publishing I 排版 一
- Corporate Identity System 企业识别系统
- Digital Graphic Design 数码绘画设计

- Illustration 插画
- Typography II 字形学二
- Creative Thinking & Design Method 创意思维与设计方案
- Web Design II 网页设计二
- Final Project 毕业专案

Elctive Core 主要选修课
- Basic Chinese 基础中文
- Introduction to Chinese Culture 中华文化入门

Elective Open 公开选修课
- Introduction of Consumer Behaviour 消费者心理入门
- Digital Animation 数码动画
- Desktop Publishing II 排版 二
- Marketing Research 行销研究
- Introduction to Multimedia Design 多媒体设计入门
- 3D Modelling 3D建模
- General English 普通英文
- Creative Film Production 创意影像制作
- Fine Art Photography 纯美术摄影

University Compulsory 院内必修
- Communicative English 交际英文

Industrial Training 工业实习

MPU Subjects 通识教育

Entry Requirements 入学资格

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

Career Opportunities 就业机会

- Graphic Designer 平面设计师
- Brand Executive 品牌执行员
- Advertising Executive 广告执行员
- Communication Executive 沟通执行员
- Copywriter 文案管理员
- Packaging Designer 包装设计师
- Event Designer 活动设计师
- Photographer 摄影师
- Desktop Publisher 排版设计师
- Typographer 字形设计师

Diploma in
Industrial Design
工业设计专业文凭

R3/214/4/0014(A6743)03/26
Course Duration: 2 Years 8 Months

Course Introduction 课程介绍

Industrial Design involves professional skills of creating and developing concepts as well as specifications that optimize the function, value and appearance of products for the benefits of both users and manufacturers.

The programme curriculum is designed to combines knowledge and hands-on experimentation. Students have the opportunities to develop design thinking, design processes, relevant technical skills and presentation skills required for this profession. Our graduates will be able to combine research, design thinking, knowledge of materials and processes, human-machine interface and consumer behavior into executing design solutions for new products or new systems.

工业设计涉及创建和开发概念，和规范的专业技能，以优化产品的功能、价值和外观，以造福用户和制造商。

这项课程的设计结合了知识及手作实验。学生们有机会培养这个专业所需的设计思维，设计流程、及相关的技术与表现技法。毕业生能结合研究，设计思维，对材料和工艺的知识，人与机器的界面，消费者行为，创造出新的产品及系统的设计解决方案。

Course 课程

Common Core 共同主科
- Color Study 色彩学
- Computer Graphic Study 电脑绘图学
- Design Fundamental 设计基础
- Drawing Fundamental 绘画基础
- History of Art & Design 艺术与设计史
- Introduction of Photography 摄影入门
- Professional Practice 专业实践

Discipline Core 专业主科
- Technical Drawing 机械制图
- CAD Studies 电脑辅助设计
- Computer 3D Modeling 电脑3D建模
- Presentation Techniques 表现技法
- Rendering Techniques 效果图技法
- Materials & Processes 材料与过程
- Ergonomics 人体工程学
- Packaging Design 包装设计
- Workshop Practice I 模型制作一
- Workshop Practice II 模型制作二
- Industrial Design I 工业设计专案一
- Industrial Design II 工业设计专案二
- Industrial Design III 工业设计专案三
- Industrial Design IV 工业设计专案四
- Industrial Design V 工业设计专案五
- Introduction of Consumer Behaviour 消费者行为入门
- Products & Models Photography 产品与模特儿摄影

Elective Core 主要选修课
- Basic Chinese 基础中文
- Introduction to Chinese Culture 中华文化入门

Elective Open 公开选修课
- Digital Image Processing 数码影像处理
- Corporate Identity System 企业识别系统
- Web Design I 网页设计一
- Web Design II 网页设计二
- Digital Graphic Design 数码绘图设计
- Marketing Research 市场行销研究
- Introduction to Multimedia Design 多媒体设计入门
- Desktop Publishing I 排版一
- Fine Art Photography 纯美术摄影
- General English 普通英文

University Compulsory 院内必修
- Communicative English 交际英文

Industrial Training 工业实习

MPU Subjects 通识教育

Entry Requirements 入学资格

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

Career Opportunities 就业机会

- Industrial Designer 工业设计师
- Product Designer 产品设计师
- Furniture Designer 家具设计师
- Exhibition Designer 展览设计师
- 3D Modeler 3D建模师
- Packaging Designer 包装设计师
- Interior Designer 室内设计师
- CMF Designer 色彩质感设计师

Diploma in
Multimedia Design
多媒体设计专业文凭

R/213/4/0133(MQA/FA3151)08/23
Course Duration: 2 Years 8 Months

Course Introduction 课程介绍

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

Our Diploma in Multimedia Design programme is designed to provide students with broad-based knowledge in multimedia design. Students will learn advanced skills in using the up-to-date 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 that they are 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 graduating.

多媒体设计是通过传统技术和现代技术的结合来创造并表达艺术及想法。 我们的多媒体设计课程的设计是为了提供学生们广大的多媒体设计知识。学生将在课程中学到运用现代数码软件应用程序的高深技术。 这是为了培养学生的创意及创新想法，并开发学生对艺术与设计的视觉表达及传达， 从而对多媒体创意领域做出贡献。 课程也意在训练学生不断学习的精神以及培养学生的商业技术，让他们能在毕业后在创意领域开发成功的事业。

Course 课程

Common Core 共同主科
- Color Study 色彩学
- Computer Graphic Study 电脑绘图学
- Design Fundamental 设计基础
- Drawing Fundamental 绘画基础
- History of Art & Design 艺术与设计史
- Introduction of Photography 摄影入门
- Professional Practice 专业实践

Discipline Core 专业主科
- Studio Drawing 素描
- Typography I 字形学 一
- Visual Production 视觉制作
- Web Design I 网页设计一
- Digital Animation 数码动画
- Web Design II 网页设计二
- Illustration 插画
- Introduction to Multimedia Design 多媒体设计入门
- Creative Thinking & Design Method 创意思维与设计方案
- Creative Film Production 创意影片制作
- Digital Audio Design 数码音效设计

- 3D Modelling 3D建模
- Typography II 字形学二
- 3D Animation 3D动画
- Final Project 毕业方案
- Digital Game Design 数码游戏设计

Elctive Core 主要选修课
- Basic Chinese 基础中文
- Introduction to Chinese Culture 中华文化入门

Elective Open 公开选修课
- Corporate Identity System 企业识别系统
- Digital Image Processing 数码影像处理
- Introduction of Consumer Behaviour 消费者行为入门
- Marketing Research 市场行销研究
- Products & Models Photography 产品与模特儿摄影
- Desktop Publishing I 排版一
- Fine Art Photography 纯美术摄影
- General English 普通英文

University Compulsory 院内必修
- Communicative English 交际英文

Industrial Training 工业实习

MPU Subjects 通识教育

Entry Requirements 入学资格

- **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

Career Opportunities 就业机会

- Multimedia Designer 多媒体设计师
- Game Designer 游戏设计师
- 3D Animator 3D 动画师
- 3D Modeler 3D建模师
- 2D Animator 平面动画师
- Web Designer 网页设计师
- Production Designer 制作设计师
- Sound Editor 声音剪辑师
- Video Editor 影片剪辑师

Bachelor of Design (Honours)
Computer Graphic Design
电脑绘制设计（荣誉）学士学位

R/213/6/0132(MQA/FA2857)08/23
Course Duration: 3 Years

Course Introduction 课程介绍

The Bachelor of Design (Honours) Computer Graphic Design programme seeks to equip students with fundamental knowledge, creativity and competencies needed in today's dynamic marketplace.

Students will enjoy varied learning opportunities in creative design thinking, design methods, and industry-relevant technical skills through a range of advertising design and multimedia applications. This programme incorporates with research, creative design thinking, inter-disciplinary areas of studies, entrepreneurship and professionalism so that they are well-prepared to embark on a successful career in the creative industry. Computer Graphic Design has a significant impact on many types of digital media industry. This ensures graduates can strive apply a broad range of knowledge to unique, creative and groundbreaking forms of design.

电脑绘制设计学士课程的目的是提供学生现今多元市场的基础知识，创意及其他所需的能力。通过广告设计和多媒体设计的运用，学生们将学到各种不同的创意设计思维教学，设计过程及市场所需的技术。这项课程包含了研究，创意思维，跨学科的知识，创业及专业知识，让学生为成功的创意事业做好准备。电脑绘制设计对数码媒体行业有着极大的影响。毕业生能运用深广的知识来创造出独特，创意及突破性的设计。

Course 课程

Common Core 共同主科
- Colour Study for Designer 设计师色彩研究
- Drawing for Designer 设计师绘画基础
- Design Principle 设计原则
- Digital Photography and Imaging 数码摄影及影像处理

Discipline Core 专业主科
- Computer Graphic Study 电脑绘图学
- Corporate Brand Design 企业品牌设计
- Creative Thinking and Design Method 创意思维与设计专案
- Digital Illustration 数码插画
- Degree Exhibition Show 毕业展览
- Computer Graphic Design 电脑绘制设计
- Digital Motion Graphic 数码动态设计
- Creative Media Production 创意影片制作
- Digital Publication Design 数码排版设计
- Professional Practice in Design 设计专业实际
- Digital Typography Design 数码字形设计
- Web Design 网页设计
- Principles of Marketing 市场行销原理
- Interactive Media Design 互动媒体设计
- Creative Packaging Design 创意包装设计

Major in Advertising Design 广告设计主修
- ADV Final Project 广告毕业专案

- Advertising Principle and Design 广告原理与设计
- Creative Strategy for Advertising Design 创意策略与广告设计

Major in Multimedia Design 多媒体设计主修
- 3D Animation and VFX 3D动画设计
- 3D Character Modelling 3D建模设计
- MM Final Project 多媒体毕业专案

Elective Core 主要选修课
- Basic Chinese 基础中文
- Introduction to Chinese Culture 中华文化入门

Elective Open 公开选修课
- Film Studies 影像学
- Communication and Campaign 传播与活动
- Photojournalism 新闻摄影
- Fundamental of Mass Communication 大众传播入门
- Art Law & Social Responsibility 艺术律法及社会责任
- English Proficiency 英语能力

University Compulsory 院内必修
- Academic English 学术英语

Industrial Training 工业实习

MPU Subjects 通识教育

Entry Requirements 入学资格

- **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

Career Opportunities 就业机会

- Multimedia Designer 多媒体设计师
- Graphic Designer 平面设计师
- Packaging Designer 包装设计师
- Web Designer 网页设计师
- Advertising and Multimedia Lecturer 广告设计与多媒体设计讲师
- 3D Animator 3D动画师
- Video Editor 影片剪辑师
- Desktop Publisher 排版设计师
- Creative Director 创意总监

Bachelor in
Industrial Design (Honours)
工业设计（荣誉）学士学位

N/214/6/0212(MQA/PA11146)01/24
Course Duration: 3 Years

Course Introduction 课程介绍

Industrial Design programme aims to inculcate professional knowledge of designing and developing product concept used by people around the world. Students not only focus on appearance of a product, but they also learn to optimize the functions, user experiences, values and the overall systems of the products for the mutual benefit of both user and manufacturer.

Students are taught the abilities to transfer consumer needs, market needs and problems into designs will be the pinnacle focus of this programme. They can then visualize their ideas and create a prototype. Throughout the course, student make use of their contemporary knowledge to practice and undertake practical design. Students also learn and develop their communication skills as well as entrepreneurial skills in in order to effectively convert their concept design into reality, and communicate their design to others.

工业设计课程在于培养设计的专业知识及提供学生们开发世界各地人们使用的产品概念。学生不仅关注产品的外观，还学习优化产品的功能、用户体验、价值和整体系统，以实现用户和制造商的共同利益。

学生将学习将消费者需求、市场需求和问题转化为设计的能力，这将是该课程的重点。让学生们有能力发明，想象及制作产品原型。 在整个课程中，学生利用他们的当代知识来实践和进行实际设计。学生还学习和发展他们的沟通技巧和创业技能，以便有效地将他们的概念设计转化为现实，并将他们的设计传达给他人。

Course 课程

Common Core 共同主科
- Colour Study for Designer 设计师色彩研究
- Drawing for Designer 设计师绘画基础
- Design Principle 设计原则
- Digital Photography and Imaging 数码摄影及影像处理

Discipline Core 专业主科
- Computer Graphic Study 电脑绘图学
- Design Presentation Techniques 设计表现技法
- Design Rendering Techniques 设计效果图绘制
- Technical Drawing for Designer 设计师机械制图
- Computer Aided Design 电脑辅助设计
- 3D Modeling and 3D Printing 3D建模与3D打印
- 3D Rendering and Animation 3D效果图绘制与动画
- Material and Manufacturing Processes 材料与制造工艺
- Applied Ergonomics 应用人体工程学
- Creative Thinking and Design Method 创意思维与设计方案
- Design Research Methodology 设计研究方法论
- Design Management 设计管理学
- Design for Sustainability 可持续性设计
- Model Workshop I 模型工作坊一
- Model Workshop II 模型工作坊二
- Industrial Design Project I 工业设计专案一
- Industrial Design Project II 工业设计专案二
- Industrial Design Project III 工业设计专案三
- Degree Final Project 学位毕业专案
- Degree Final Project Exhibition 学位毕业专案展览
- Professional Practice in Design 设计专业实践

Elective Core 主要选修课
- Basic Chinese 基础中文
- Introduction to Chinese Culture 中华文化入门

Elective Open 公开选修课
- Principles of Marketing 市场行销原理
- Consumer Behavior 消费者行为
- Corporate Brand Design 企业品牌设计
- Computer Graphic Design 电脑绘制设计
- Iconic and Signage Design 标志性与招牌设计
- Creative Media Production 创意影片制作
- Digital Publication Design 数码排版设计
- Creative Packaging Design 创意包装设计
- Studio Photography 室内摄影
- Urban Furniture Design 都市家具设计
- English Proficiency 英语能力

University Compulsory 院内必修
- Academic English 学术英语

Industrial Training 工业实习

MPU Subjects 通识教育

Entry Requirements 入学资格
- **STPM / A-Level:** 2 principal passes **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

Career Opportunities 就业机会
- Product Planner 产品规划员
- Industrial Designer 工业设计师
- Product Designer 产品设计师
- Furniture Designer 家具设计师
- Interior Designer 室内设计师
- Exhibition Designer 展览设计师
- Packaging Designer 包装设计师
- Event Designer 活动设计师
- CAID Designer 电脑辅助工业设计师
- CMF Designer 色彩质感设计师
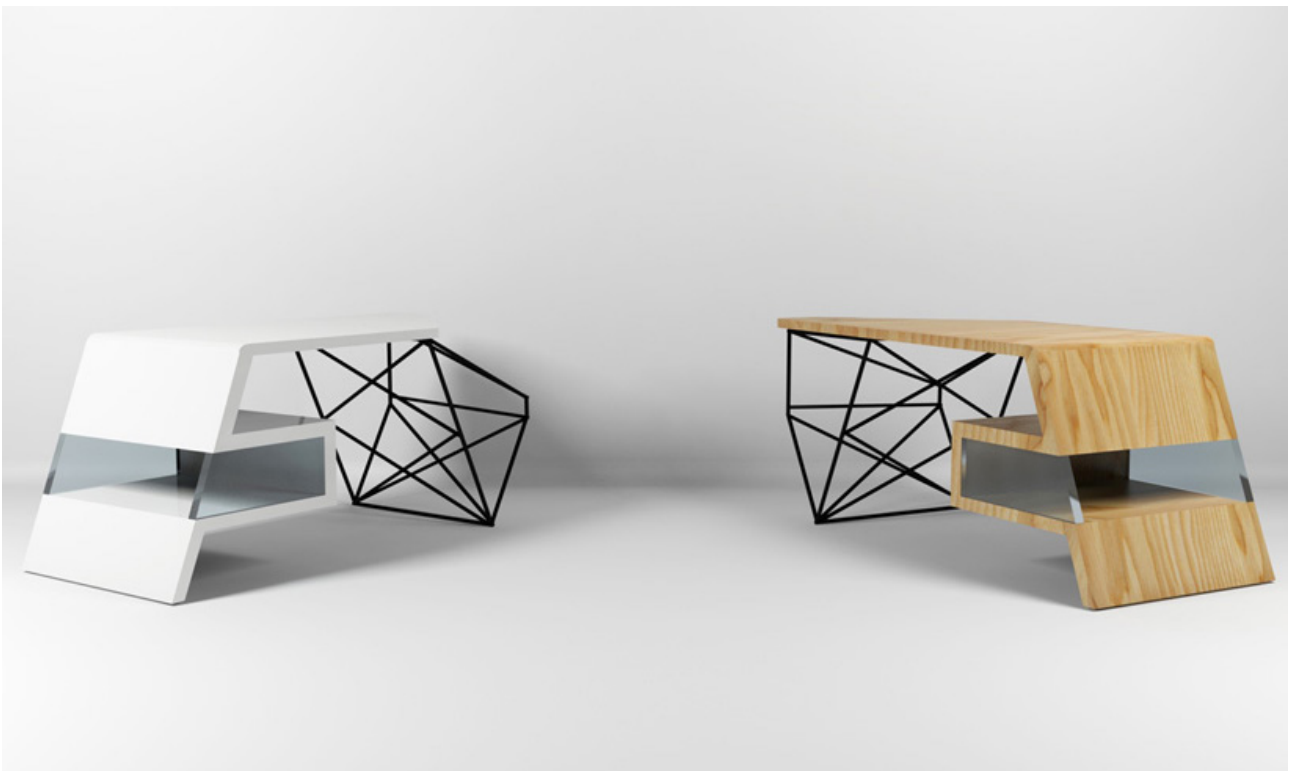
Facilities of Faculty
学院设施

Students **Showcase**
学生**作品**

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

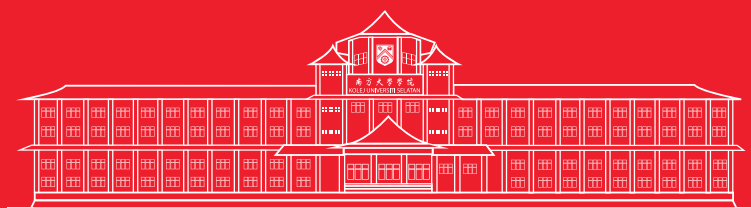**Designed by:** Chin Chun Hao (Diploma in Industrial Design)

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)

SOUTHERN
UNIVERSITY COLLEGE
南方大学学院

No Perakuan Pendaftaran: DKU 019(J)

Southern University College (198704v)
Jalan Selatan Utama, Off Jalan Skudai,
81300 Skudai, Johor, Malaysia.
Tel: 07-558 6605

Contact info

- 07-554 3466
- 07-556 3306
- 011-2666 5541
- marketing@sc.edu.my
- www.southern.edu.my
- Southern University College
- Southern_UC