

BACHELOR OF CREATIVE MULTIMEDIA (HONOURS)

PROGRAMME BACKGROUND
Bachelor of Creative Multimedia (Honours) is a 3.5 years study programme, designed specifically to equip students with knowledge, skills and experience via integrated education in creative multimedia, with added values in management, entrepreneurship and self-development. Each course available in the programme is in accordance with the standards set by the Malaysian Qualifications Agency (MQA). In this programme, students are exposed to problem solving and decision-making to deal with the industrial revolution 4.0 and meet the needs of the creative multimedia industry.
MQA ACCREDITATION REF. NUMBER
(MQA/FA6474)
JPT REF. NUMBER
JPT/BPP(U)1000-801/117JLD.4(2)(N/213/6/0187)
LEVEL OF STUDY
Bachelor of Creative Multimedia (Honours)
MODE OF STUDY
Conventional/Online/Distance Learning
TEACHING MODE
<ul style="list-style-type: none">• Lecture• Coursework• Practical• Project• Studio• Industrial Training
STUDY SCHEME
Full-time
STUDY DURATION
Full-time = 3 years 6 month
TOTAL CREDIT HOURS TO GRADUATE

121 Credit Hours

MEDIUM OF INSTRUCTION

Malay/English

ENTRY REQUIREMENTS

- i. Pass in STPM with at least Grade C (GP 2.00) in any TWO (2) subjects;
OR
- ii. Pass in STAM with at least grade *Jayyid*; OR
- iii. Pass in Matriculation or Foundation with at least CGPA of 2.00; OR
- iv. Recognised Diploma (Level 4, MQF) with at least CGPA of 2.00; OR
- v. Pass an Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; OR
- vi. Pass DKM/DLKM/DVM with a minimum CGPA of 2.00

NOTE

An applicant is required to go through an assessment that may include an interview and/or portfolio submission which is conducted by USAS.

CAREER PROSPECTS

Upon completing the Bachelor of Creative Multimedia (Honours) programme, graduates have several options:

- Join the workforce either in the private or government sector and they are qualified to be professionals such as multimedia designer, graphic designer, photographer, 3d artist, illustrator, creative content creator, producer, storyboard artist, production specialist, author & multimedia editor; or
- Proceed with professional certificates such as Adobe Professional and others.

CONTACT

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Program coordinator Bachelor of Creative Multimedia (Honours)

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STRUCTURE FOR BACHELOR OF CREATIVE MULTIMEDIA STUDIES

YEAR 1				
FIRST SEMESTER				
COMPONENT	CODE	COURSE	CREDIT	PRE REQUISITE
COMPULSORY	MPU 3142	MALAY LANGUAGE FOR COMMUNICATION II	2*	
	MPU 3122	ISLAMIC AND ASIAN CIVILIZATION		
	BBA1052	ENGLISH PROFICIENCY I	2**	
	BBA1062	ENGLISH PROFICIENCY II		
	BBA1072	ENGLISH PROFICIENCY III		
	BBA1142	ADVANCED ENGLISH I		
	MPU 3312	TASAWWUR ISLAM	2	
	WKU 3222	PEMIKIRAN KRITIS DAN KREATIF	2***	
	MPU 3212	BAHASA KEBANGSAAN A		
	WKU 6011	TILAWAH DAN HAFAZAN AL-QURAN	1	
CORE	DKF 6083	DRAWING	3	
	DKF 6123	MEDIA CULTURE	3	
SPECIALISATION	DKF 6053	GRAPHIC DESIGN	3	
TOTAL			18	

YEAR 1				
SECOND SEMESTER				
COMPONENT	CODE	COURSE	CREDIT	PRE REQUISITE
COMPULSORY	MPU 3172	MALAYSIAN STUDIES 3	2****	
	MPU 3112	ETHNIC RELATIONS		
	BBA 1062	ENGLISH PROFICIENCY II	2***	
	BBA1072	ENGLISH PROFICIENCY III		
	BBA1142	ADVANCED ENGLISH I		
	BBA1152	ADVANCED ENGLISH II		
CORE	DKF 6103	MULTIMEDIA TECHNOLOGY	3	
	DKF 6013	DESIGN THEORY	3	
	DKF 6093	CREATIVE STUDIES	3	
	DKF 6072	ART HISTORY	2	
SPECIALISATION	DAV 6083	CINEMATOGRAPHY & STORYBOARDING	3	
TOTAL			18	

YEAR 2				
FIRST SEMESTER				
COMPONENT	CODE	COURSE	CREDIT	PRE REQUISITE
COMPULSORY	MPU 3402	JABATAN PERTAHANAN AWAM MALAYSIA	2	
	MPU 3412	KEMBARA REKREASI (KAYAK)		
	MPU 3422	PENGENALAN SAINS SUKAN DAN KEJURULATIHAN		
	MPU 3432	PENGACARAAN DAN ASAS PENGURUSAN MAJLIS		
	BBA 1072	ENGLISH PROFICIENCY III	2***	
	BBA1142	ADVANCED ENGLISH I		
	BBA1152	ADVANCED ENGLISH II		
	BBA1162	ADVANCED ENGLISH III		
SPECIALISATION	DAV 6153	DIRECTING AND ACTING	3	
	DAV 6123	VIDEO TECHNOLOGY AND AUDIO EDITING	3	
	DKF 6044	DIGITAL PHOTOGRAPHY	4	
	DAV 6013	STORY & SCRIPTWRITING	3	
	DKF 6133	VISUAL STUDIES	3	DKF 6053 GRAPHIC DESIGN
TOTAL			20	

YEAR 2				
SECOND SEMESTER				
COMPONENT	CODE	COURSE	CREDIT	PRE REQUISITE
COMPULSORY	PPU 6022	ENGLISH ACADEMIC WRITING	2	
CORE	DAV 6114	PRODUCTION	4	DAV 6123 VIDEO TECHNOLOGY AND AUDIO EDITING
	DKF 6033	PROJECT MANAGEMENT	3	
SPECIALISATION	DAV 6064	3D MODELING	4	
	DAV 6104	FILM STUDIES	4	
	IST 6123	MOBILE APPS DEVELOPMENT	3	
KOM 6103	INTRODUCTION TO COMPUTER SYSTEM			
IST 6093	INTERNET MARKETING			
IST 6043	E-COMMERCE			
ELECTIVE				
TOTAL			20	

YEAR 3				
FIRST SEMESTER				
COMPONENT	CODE	COURSE	CREDIT	PRE REQUISITE
CORE	KOM 6363	RESEARCH METHODOLOGY	3	DAV 6114 PRODUCTION
SPECIALISATION	DAV 6034	MOTION GRAPHIC	4	
	DAV 6174	VIDEO POST-PRODUCTION	4	DAV 6123 VIDEO TECHNOLOGY AND AUDIO EDITING
	DAV 6054	3D ANIMATION	4	DAV 6064 3D MODELING
	DAV 6183	SOUND DESIGN	3	
TOTAL			18	

YEAR 3				
SECOND SEMESTER				
COMPONENT	CODE	COURSE	CREDIT	PRE REQUISITE
CORE	DKF 6063	INTELLECTUAL PROPERTY	3	
	IST 6143	CYBER LAW	3	
SPECIALISATION	DAV 6163	DOCUMENTATION AND DISTRIBUTION	3	
	KOM 6374	FINAL YEAR PROJECT DEVELOPMENT	4	KOM 6363 RESEARCH METHODOLOG Y
	DAV 6133	BROADCASTING STUDIES	3	
ELECTIVE	ENT 6013	ENTREPRENEURSHIP	3	
	USN 6043	PEMIKIRAN ISLAM DAN IDEOLOGI SEMASA		
	ACC 6013	PRINCIPLES OF ACCOUNTING		
	USN 6133	FIQH DAKWAH		
TOTAL			19	

YEAR 4				
FIRST SEMESTER				
COMPONENT	CODE	COURSE	CREDIT	PRE REQUISITE
INDUSTRIAL TRAINING	KOM 6388	INDUSTRIAL TRAINING	8	
TOTAL			8	

YEAR	SEMESTER	CREDIT HOURS
YEAR 1	1 ST SEMESTER	18
	2 ND SEMESTER	18
YEAR 2	1 ST SEMESTER	20
	2 ND SEMESTER	20
YEAR 3	1 ST SEMESTER	18
	2 ND SEMESTER	19
YEAR 4	1 ST SEMESTER	8
TOTAL CREDITS HOURS		121