

A · P · U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION



DESIGN & MEDIA

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

apu.edu.my

- > Foundation Programme
- > Diploma in **DESIGN AND MEDIA**
- > Bachelor of Arts (Honours) in **INDUSTRIAL DESIGN**
- > Bachelor of Arts (Honours) in **VISUAL EFFECTS**
- > Bachelor of Arts (Honours) in **ANIMATION**
- > Bachelor of Arts (Honours) in **DIGITAL ADVERTISING**



1st

Malaysian University

1 of 20 in the world

ONLY Malaysian University

to achieve both QS 5-Stars Plus+ Rating & being Ranked in QS World Rankings 2024



APU EMERGES AS THE FIRST QS 5-STARS PLUS UNIVERSITY IN MALAYSIA

APU is the First Malaysian University to achieve an overall rating of Five Stars Plus in the latest QS Stars Rating awards that were presented at the QS Apple Conference on 1st Nov 2021. Five Stars Plus institution must achieve five stars across all categories in addition to achieving minimum highest benchmark score by QS STARS. APU is amongst 20 universities worldwide to achieve this honour.

RANKED NO.1 FOR INTERNATIONAL STUDENTS IN MALAYSIA AND NO.16 IN THE WORLD

APU is the ONLY Malaysian University to achieve the double distinction of achieving the QS 5-Stars Plus Rating as well as being Ranked in the QS World University Ranking 2024, where APU is ranked in the Top 2.2% in the World. APU is Ranked No.1 for International Students in Malaysia and No. 16 for International Students in the World.

APU IS AWARDED BEST TECH UNIVERSITY FOR 2023 - PC.COM AWARDS

PC.com Awards is the hallmark recognition presented to organisations that show exceptional delivery in the field of technology and innovation. For 2023, Asia Pacific University of Technology and Innovation (APU) was recognised by PC.com readers and bestowed the Best Tech University. The award was presented in recognition of APU's commitment in offering top-notch digital technology courses amongst selected leading institutions.

Facts regarding APU's achievements in the latest QS World University rankings:



- Ranked TOP 2.2% in the World
- Ranked #621-630 in the World
- Ranked No. 179 in Asia
- Ranked No.1 for International Students in Malaysia
- Ranked No.16 in the World for International Students
- Ranked Top 200 for International Faculty in the World
- Ranked among Top 13 Universities in Malaysia
- Ranked among Top 6 Private Universities in Malaysia

(QS World University Ranking 2024)

APU'S LIST OF FIRSTS:

- 1st Malaysian University to achieve Five Stars Plus in the latest QS Stars Rating
- 1st Local Institute awarded Multimedia Super Corridor Status
- 1st Institute awarded the MSC Research & Development Grant
- 1st Institute awarded MS ISO 9002 Quality Certification
- 1st Institute appointed Novell Education Academic Partner

- 1st Institute appointed Authorised Sun Education Centre
- 1st Institute appointed Microsoft Training Partner
- 1st Institute listed in Enterprise 50 Award Programme
- 1st Institute appointed University Alliance Partner by SAP
- 1st XR Studio - Mixed & Extended Reality Infrastructure in Asia
- 1st Integrated Cybersecurity Talent Zone in Malaysia



QS defines rating as “The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution”.

“The QS Stars university rating system audits and rates over 600 universities globally in a broader range of criteria than any world ranking exercise. Comprehensive audits are also independently carried out as part of the rating exercise. QS Stars™ shines a light on both the excellence and the diversity of the rated institution. Congratulations to Asia Pacific University (APU) for being the first-ever QS 5-Stars Plus rated institution in Malaysia and being 1 amongst 20 in the world.”

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit

OUTSTANDING

★ ★ ★ ★ ★ +

Rated for Excellence

Asia Pacific University of Technology & Innovation

The QS Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars™ methodology, rated Asia Pacific University of Technology & Innovation as a Five Stars Plus institution.

| | | | |
|------------------------------|-----------------------------------|-----------------------------------|------------------------------------|
| ★ ★ ★ ★ ★ Teaching | ★ ★ ★ ★ ★ Internationalisation | ★ ★ ★ ★ ★ Facilities | ★ ★ ★ ★ ★ Social Responsibility |
| ★ ★ ★ ★ ★ Employability | ★ ★ ★ ★ ★ Academic Development | ★ ★ ★ ★ ★ Accounting & Finance | ★ ★ ★ ★ ★ Inclusiveness |
| ★ ★ ★ ★ ★ Online Learning | | | |

QS STARS

The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars shines a light on both the excellence and the diversity of the rated institution.

Leigh Kamolins, Head of Evaluation

18 Oct 2021

OUTSTANDING FACULTY AWARD

1 of 22 Premier Digital Tech Institutions

School of Computing & Technology | School of Engineering | School of Media, Arts and Design

MDEC: Malaysia Digital Economy Corporation



APU IS A PREMIER DIGITAL TECH INSTITUTION - MALAYSIA DIGITAL ECONOMY CORPORATION

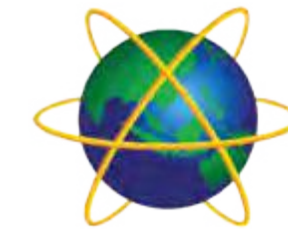


APU was among the first institute in Malaysia awarded Premier Digital Tech Institution status by the Malaysia Digital Economy Corporation (MDEC) and Ministry of Higher Education (MOHE). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.

DESIGN & MEDIA

The Design, Advertising & Animation Degrees at APU cater for creative minds like you! As you enrol into our programmes, be prepared to embark on a journey that is highly industry-relevant that can enhance your practical knowledge in various areas of media & design. A great level of hands-on experience will be nurtured throughout your years of study, ensuring that you create your own story through an impressive creative portfolio that showcases various projects completed in your specialisms.

We established strong partnerships with key industry players, and exposed students with these live projects. Students get to experience working on commercial projects with the guidance from academic staff. Similarly, they are involved in active learning experiences through field trips to studios, galleries, exhibitions, and participation in events and activities. We aim for our graduates to be all-rounders; not just equipped with technical skills as designers but as great thinkers, inspiring leaders, convincing presenters, supportive team players and academic researchers.



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Unleash Your Creativity and Discover a Different Realm of Knowledge

APIIT RATED 6-STARS (OUTSTANDING) RATING



APIIT was announced as one of the Top Private Colleges in Malaysia to attain 6-STAR (OUTSTANDING Rating) under the latest Ratings by the Ministry of Higher Education (MOHE) on 18th Dec 2020. MYQUEST is a quality evaluation system assessed by MOHE to evaluate the quality of programmes offered by Malaysian private colleges.

APU AWARDED 5-STAR (EXCELLENT) RATING



APU has consistently received the highest ratings among emerging Universities through the SETARA Ratings exercise conducted by the Ministry of Higher Education, ever since the SETARA Ratings system was introduced, including having attained 5 STARS in the latest ratings announced in Dec 2020.

The SETARA ratings system employs a rigorous assessment methodology to rate an education institution's three core functions, namely teaching, research and services.

APU IS AWARDED BEST TECH UNIVERSITY FOR 2023 - PC.COM AWARDS



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Our programmes in the areas of Design, Advertising & Animation are as follows:

Foundation Programme (**DESIGN ROUTE**)

Diploma in **DESIGN AND MEDIA**

Bachelor of Arts (Honours) in **INDUSTRIAL DESIGN**

Bachelor of Arts (Honours) in **VISUAL EFFECTS**

Bachelor of Arts (Honours) in **ANIMATION**

Bachelor of Arts (Honours) in **DIGITAL ADVERTISING**



A member of World Design Organisation



Bachelor of Arts (Honours) in Industrial Design

Experience APU's Iconic Campus

Malaysia's Award Winning University



- A Stylish Blend of Functionality & Accessibility
- A Unique Fusion of Technology, Innovation and Creativity
- Cutting-edge Technologies
- A Wide Variety of Spaces to Learn, Engage & Transform

APU's Campus of the Future

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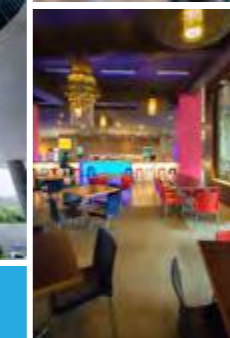
An Ultra-modern Campus Built Today for the Needs of Tomorrow

Asia Pacific University of Technology & Innovation (APU)'s Ultra-Modern University Campus in MRANTI - Technology Park Malaysia is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. MRANTI - Technology Park Malaysia is the ideal location for this new and contemporary campus due to its strong positioning as Malaysia's primary hub for leading-edge and high-tech developments in a wide variety of areas. It is also located in one of the most rapidly developing areas in Kuala Lumpur, and is well served and accessible through major highways, LRT and other forms of public transportation.

APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.



Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia's Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing professional graduates for significant roles in business and society globally.



APU's iconic campus is setting a new benchmark for design excellence among Malaysian Universities, combining an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning. It is a magnificent teaching & learning space for our students & staff designed by our award-winning architects & consultants.



100%

Employability*

Employability by Design

100% of our graduates are employed by graduation*; this is not just a number, but a significant symbol of our success and pride in nurturing professionals for global careers. *Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.



Industry Ready Graduates

The APU Career Centre connects and engages with over 12,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.



Outstanding Support

Regardless of the programme you choose, you will be supported by highly qualified and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.

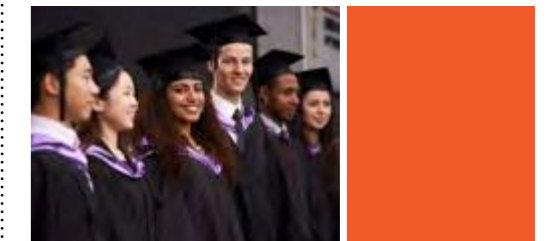
Nurturing Professionals for Global Careers



Work-ready, World-ready

Study with us and we'll equip you to become a world-ready professional, with the knowledge, attributes, skills and expertise that employers look for.

Employers are demanding that graduates not just have qualifications, but also have the experience and ability to contribute to the workplace. To meet these demands, APU develops programmes and partnerships with academic and industry partners, with a heavy focus on applied learning. This helps to ensure that the skills and knowledge taught at APU are up-to-date and in high demand.



RANKED

#1

for International Students in Malaysia

#16 in the World

QS World University Rankings 2024

Uniting the World @ APU

A Truly International Community

Just like the beautiful country in which we are located, APU is a rich blend of traditional and modern styles. We have developed a singular character to embrace those things that set us apart. We pride ourselves on the quality of both our teaching and research as well as having a unique living and learning environment.



A Vibrant Community of Students from the World

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.

Student Welcome Team

The Student Welcome Team was established by Asia Pacific University of Technology & Innovation (APU) to improve the arrival experience of international students in Malaysia. "Warm Welcome, Warm Hello, Warm What's up" is the theme of this ASK ME Team.



Student Life @ APU

Being a university student can be one of your most exciting expeditions. Higher education opens up a world of new ideas, intellectual growth, new adventures and the building of lifelong friendships. Here at APU, we support you to take the time to explore not only the educational experiences but also the wide range of social, sporting and cultural activities on campus.

World-class Facilities @ APU

World-class Facilities @ APU

Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of their study experience at APU.

Cutting-Edge Technologies

The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets.



APU, as Malaysia's leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.



APU provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates.

An Integrated Community

The campus aims to establish a community aspect for the university - where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industry Revolution 4.0.



Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialisation throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.



Our Partner in Quality

Our Partner in Quality

De Montfort University (DMU), UK

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Find your new home at DMU

At DMU, our supportive and nurturing community will empower you to realise your dreams. Our courses are carefully designed and taught by expert academics to help you gain the skills needed to enter today's competitive jobs market and succeed in your career.

The university is organised into four faculties; Arts, Design and Humanities, Business and Law, Health and Life Sciences and Computing, Engineering and Media.

Our award-winning careers and employability service, DMU Works provides guaranteed work experience opportunities, including placements, internships and career mentoring.



De Montfort University Leicester (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester which is a great place to be a student.



About DMU

- DMU has over 150 years of history in providing higher education to students from around the globe.
- Leicester offer everything students could need and it has been named the fourth most vibrant city in the UK (Top Cities Vibrancy Report, 2022), as well as the best city in the East Midlands region to live and work (Good Growth for Cities Index, 2022).
- De Montfort University is the only higher education institution in Britain to be a global hub for one of the Sustainable Development Goals – SDG 16 to promote peace, justice and strong institutions.
- Each year, international students from more than 130 countries choose to study at DMU.
- DMU is rated a 5-star 'excellent' institution by QS, a world leader in evaluation higher education performance.
- DMU facilities have been shortlisted among the UK's best in the 2023 Whatuni Student Choice Awards, as voted for by students.



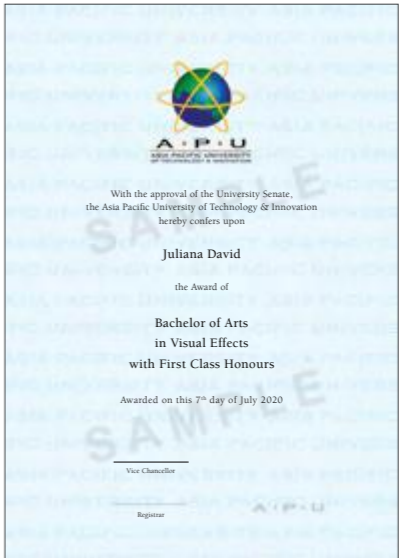
Double your Advantage

Double your Advantage

APU-DMU Dual Degree Programme

APU-DMU Dual Degree Programme

- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- Both degrees are recognised locally & internationally.
- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).



APU Foundation Programme

- Flexibility of Choice

Our 12-month Foundation Programme is designed to prepare students from SPM, IGCSE, O-Levels or similar qualifications with the knowledge and skills to progress into the first year of a degree of their choice.

On completion of the Foundation Programme, you will be able to make an informed decision about your interest and pursue your degree of choice.

During the Foundation Programme, you are able to choose different routes depending on your area of interest. This will allow you to progress onto a specific degree programme at APU, related to this area or other relevant areas based on your foundation experience.

(R2/010/6/0271)(11/24)(MQA/A10955)

APU Foundation Programme

: Design Route

Enriching Experiences - More Than Just a Foundation

The APU Foundation Programme lays the path towards professional tertiary education. It is a vital transformation point for students' soft skills, general knowledge, and preparatory subject fundamentals. These fundamentals acquired at the Foundation lead to academic excellence and career readiness as students move on to become global professionals.

This is achieved through 4 key areas:

- Leadership & Teamwork
- Social Skills & Responsibilities
- Problem-Solving Skills
- Practical Skills

The unique support system at APU Foundation Programme consists of helpful academic mentors who are committed in ensuring academic achievements, providing pastoral care, advising, mentoring, motivating students' potential and performance, to ensure that they undergo a smooth transition from secondary education to tertiary learning.

Modules You Study

The modules studied help develop your study skills, introduce you to what you can expect on your degree and also allow you to discover what you can study depending on whether you choose a degree in Accounting, Banking, Finance, Actuarial Studies, Psychology, Business & Management, Computing & Technology, Industrial Design, Animation and Visual Effects.

SEMESTER 1 Common Modules

- English for Academic Purposes
- Essentials of Web Applications
- Communication Skills
- Mathematics
- Personal Development & Study Methods

SEMESTER 2

- Fundamentals of Drawing
- Public Speaking in English
- Life Drawing
- Major Project 1
- Design Studies

SEMESTER 3

- Academic Research Skills
- Major Project 2
- History of Design and Media
- Co-Curricular Studies
- Introduction to Digital Photography

You may then proceed to Level 1 of a Degree of your choice in the following pathways:

- Industrial Design, Visual Effects, Animation & Digital Advertising

Students may alternatively choose the following:

- Computing & Technology
- Business, Management & Tourism
- Multimedia & Games Development
- Media, Communication & International Relations
- Accounting, Finance, Banking & Actuarial Studies
- Psychology

(Please refer to individual course brochure for Alternative Pathways details.)

Duration: 1 Year (3 Semesters)

Specialised Modules for Design Route

- **Fundamentals of Drawing**
Drawing is an essential skill in the field of art and design. You will learn variety of practical exercises made to help understand the thought processes involved in learning how to draw. The module will provide opportunities to practice the traditional approaches to pencil and paper drawing. The module will also introduce the foundational principles of drawing that are key for any designers. The module expects a development of a portfolio to showcase comprehension in design elements and principles such as shape, perspectives, shadow, shade & light as well as composition.

- **Life Drawing**
You will be introduced to life drawing or figurative drawing involves drawing the human form in any of its various shapes and postures using a variety of media. The module will cover a series of techniques that will provide more confidence in drawing in various to future skill settings such as character designs for animation, concept art and/or games.

- **Design Studies**
You will learn the different ways in which design has been characterised and practiced. It also covers the contexts and systems on how designs operate and the responsibilities that come with the power of designing. In this module, there will be a series of sessions to learn the elements and principles of design. With this knowledge, there will be expectations of application in order to produce a portfolio or body of work that can be applied across the art and design spectrum.

- **Introduction to Digital Photography**
This module introduces you to the world of photography. It will cover the history and the technological shift from analogue to digital cameras. The module will also review various case studies to explore the various famous photographers and their works. It will cover practical hands-on sessions and requirements to follow a set of instructions to produce own images. As every photo/image will have its own stories to tell, a portfolio will be produced to and showcase final works to reflect interpretation of outdoor photography and studio photography.



PORTFOLIO & INTERVIEW GUIDE for APPLICATION into APU DESIGN PROGRAMMES

APPLICATION PROCESS

As part of the entry requirements into the APU Design Diploma & Degrees, it is mandatory for the applicant to submit either one of the following for evaluation together with complete educational documents:

- Portfolio Submission
- Interview

Your Portfolio - The Starting Point of your Journey

PORTFOLIO SUBMISSION

Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more. A minimum of 5 pieces of artwork to be submitted with examples of your best work in related areas of your desired programme.

What do I need to submit for Portfolio Submission?

To include but not limited to any of the following combinations:

- Drawing, Paintings and/or Sketches - Character drawings, scenery, objects, life drawings.
- Photography images.
- Images of any model making/ sculpture/ 3D artwork.
- Links to any video works produced by you.

You may compile the images into a PowerPoint presentation format for submission. You are encouraged to include notes as a description to the given artworks. You may include manual or digital media.

If the portfolio submission is insufficient upon evaluation, further interview via video call may be required between the Programme Leader and the applicant. The purpose of the interview is to further explore the candidate's aspirations and alignment to the programme and to assess the candidate's command of English, and appropriateness to the programme.



INTERVIEW

Applicants may choose interview for their application and it is a chance to demonstrate your skills and passion for the course you are applying for. You may submit a pre-recorded video as your interview for the assessment panel to decide on your application.

What do I need to submit for Interview?

To submit a pre-recorded video of yourself answering/ addressing to the following questions:

- Introduce yourself, starting with your name.
- Where are you from (Country/ City)?
- What are your interest/ passion?
- Why did you choose this university?
- What do you do during your free time?
- What do you know about the course you are applying for - Industrial Design/ Visual Effects/ Animation/ Digital Advertising?
- Why do you want to study this programme?
- What are your career plans after completing the course?

If you have worked on some design/ artwork in school, do tell us about it. You may showcase your portfolio in the video.



Interview - Guide for Video

- Quiet Room - Find a quiet room that you can solely use for your interview recording where you will not be interrupted.
- Background - Ensure you have a clean wall/ background for the interview session.
- Good Lighting - Ensure you have good light source for the video recording. Your face should be clear in the recorded video.
- Dress for Success - Do ensure you are dress appropriately/ formal for the recorded interview.
- Relax - Be confident and try to relax during the video recording.
- Do test your video & sound quality.
- Minimum size or setting is 640x360px 30fps (Mobile Phone Recording).
- Preferably to record in Landscape format.



DIPLOMA IN DESIGN AND MEDIA

(R/0211/4/0096)(12/24)(MQA/FA4392)



This APU Diploma in Design and Media is designed to provide:

- Provide a programme that covers the academic aspect as well as the vocational aspects of Design and Media.
- Prepare students for careers in the Design and Media environment.
- Provide students with academic and professional skills to develop solutions requiring a holistic outlook in Design Studies.
- Provide students with critical, independent and cooperative learning skills so as to facilitate their response to continuous future international change.
- Develop students' intellectual skills, communications ability and team working capability.
- Provide students with opportunities for progression into Degree Programmes of Design and Media standard in relevant areas.



ADMISSION REQUIREMENTS

- 3 Credits in at least 3 subjects at SPM level, with a minimum of a pass in Bahasa Malaysia and Sejarah (History);
- 3 Credits (Grade C & above) in at least 3 subjects at IGCSE/O-Levels;
- 3 Credits (Grade B & above) in at least 3 subjects in UEC;
- Pass relevant Certificate Programme or its equivalent;
- Pass an interview (online/ virtual/ conventional) OR submission of student's portfolio, to be determined by the HEP as required.
- A qualification that APU accepts as equivalent to the above.



COMMON MODULES:

The initial first three semesters lay the cornerstone, imparting vital theories and technical aspects in design and media. These foundational stages prepare students with essential skills, paving their way to diverse creative pathway options.

SEMESTER 1

In the first semester, students gain vital skills for their academic journey. They will explore fundamental Design and Media concepts, covering drawing techniques, idea generation, trend analysis, visual thinking, graphic design history, and introductory use of software like Adobe Photoshop and Illustrator.

Modules

- Academic Research Skills
- Imaging/Production Skills for Design
- Trends and Visual Thinking
- Introduction Graphic Design

SEMESTER 2

Students will enhance communication prowess and grasp pivotal art theories and practices within the creative industry. They'll delve into advertising principles, honing effective communication techniques. Through marker renderings, they'll refine technical hand-drawing skills, while collaborative group work will foster innovative problem-solving aligned with provided project briefs

Modules

- Visual Art Theory and Practice
- Informing the Masses: Advertising and the Media in the 21st Century
- Professional Communication
- Drawing & Presentation Techniques
- Introduction to Creative Project

SEMESTER 3

Students will delve into project management theories and diverse data collection research methods, crafting effective design solutions in larger teams. They will learn advance drawing methods for character and environment conceptual art, while exploring complex software like Maya and Toon Boom for theoretical and practical insights into 2D animation and 3D imaging.

Modules

- Introduction to Project Management
- Illustration for Concept Art
- 3D Pipeline
- Animation Principles

**In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

COMMON MODULES:

SEMESTER 4

Students will delve into crafting animated graphics - merging visuals with motion for compelling narratives. They will employ tools to create imaginative visuals through digital illustration, while cinema film analysis will enrich their comprehension of visual language, narrative structures, and film's cultural context. The introduction to entrepreneurship equips students with crucial insights into the creative industry's business facets, nurturing innovation. Based on their chosen design pathway, they will propose ideations and concepts to be executed in their Final Project.

Modules

- Motion Graphics
- Digital Illustration Techniques
- Cinema Film Analysis
- Fundamentals of Entrepreneurship
- Major Project Preparation

SEMESTER 5

The final semester will focus on 3D animation techniques, teaching students how to bring objects to life through motion, as well as exposure to the evolving media landscape and communication theories, providing insights into modern message transmission. At the end of their semester, students will proudly showcase their chosen design pathway and demonstrate their mastery and creativity skills from their Major Project in a public exhibition. This will provide an opportunity for them to meet and present their portfolio to a panel of industry experts.

Modules

- Applied Movement
- New Media Studies
- Major Project

ELECTIVE MODULES:

In semester 4 and 5, students will get to select their elective modules based on their preferred pathway to further expand their foundations in technical specialisation and creative exploration within the field.

ROUTE A: LEADING TO DIGITAL ADVERTISING PATHWAY

Students will gain broad insights into the advertising realm, exploring client brief analysis, brand placement, and identity to craft design briefs informed by market research. They'll delve into foundational marketing principles and consumer behavior issues, expanding their understanding of the field.

Modules

- Design History and Context OR Introduction to Public Relations
- Client Brief Concept
- Marketing Fundamentals, Consumer Behaviour and Creative Practice

ROUTE B: LEADING TO ANIMATION PATHWAY

Students will delve deeper into advanced technical applications in 2D animation techniques and elevating 3D techniques. Students have the option to explore between art history aligned with industrial design or venture into the realm of public relations for a broader perspective.

Modules

- Design History and Context OR Introduction to Public Relations
- Digital 2D Animation
- Advance 3D Pipeline

ROUTE C: LEADING TO VISUAL EFFECTS PATHWAY

Students will delve deeper into gain insights into workflow of Visual Effects through compositing techniques and elevate their 3D techniques. Students have the option to explore between art history aligned with industrial design or venture into the realm of public relations for a broader perspective.

Modules

- Design History and Context OR Introduction to Public Relations
- Digital Compositing for Film
- Advance 3D Pipeline

ROUTE D: LEADING TO INDUSTRIAL DESIGN PATHWAY

Students will gain expertise through hands-on practical sessions, in utilising various workshop tools and working with raw materials like foam and wood. They'll also explore 3D software applications like Solidworks or Rhino to transform their 2D concepts into 3D models, primed for 3D printing applications.

Modules

- Design History and Context
- Design Style and Substance
- C.A.D. Project or Surface Modeling

ROUTE E: LEADING TO MEDIA AND COMMUNICATION PATHWAY

Students will immerse in the realm of media and communication, exploring concepts of public relations and communication theories. They'll delve into fundamental marketing principles and consumer behavior issues, expanding their comprehensive understanding of the field.

Modules

- Introduction to Public Relations
- Communication Theories
- Marketing Fundamentals, Consumer Behaviour and Creative Practice

Students who undertake this programme will be eligible to progress into Year 2 of:

- Bachelor of Arts (Honours) in Industrial Design
- Bachelor of Arts (Honours) in Visual Effects
- Bachelor of Arts (Honours) in Animation
- Bachelor of Arts (Honours) in Digital Advertising
- Bachelor of Arts (Honours) in Media and Communication Studies

**In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

INVICTUS

APU/APIIT
Concept Car "Invictus"
is the CHAMPION
of Proton DRB-HICOM Creative Car Challenge 2018!



Stylish, Dynamic Sedan - The INVICTUS

APU/APIIT's Concept Car "Invictus" is the Winner of the Proton DRB-HICOM Creative Car Challenge 2018. The Invictus was a working prototype designed and assembled by team Invictus to compete in the Proton DRB-Hicom Creative Car Challenge (PD3C) 2018. The car emerged as the CHAMPION of the challenge and the team walked away with a cash prize of RM7,000. In addition, Year 3 Student of the BA (Hons) Transport Design programme, who was part of the team also achieved a 3rd Prize at the "Design Battle".

COLLABORATIVE INDUSTRIAL PARTNERS

APU's Design & Media programmes are crafted to provide you with relevant exposure to the industry. Through the collaboration with our industrial partners, we enhance your learning experience by embedding industry-relevant curriculum, conducting frequent industry visits, arranging career exposure activities and guiding you on building your personal portfolio.



APU is recognised as the First Toon Boom Centre of Excellence (COE) in Malaysia! The Toon Boom Centre of Excellence program recognises key academic institutions that are contributing, at an exceptional level, to the teaching of the latest industry techniques and technology in storyboarding and animation. Under the COE Certification, our students are entitled to various privileges such as Free Desktop Subscription of the award-winning software and granted full access to Toon Boom Learning Resources.



Based in Kuala Lumpur, Singapore, Hong Kong and Shanghai, OpenMinds serves hundreds of brands globally in the area of marketing technologies since 2012. They specialize in martech consultation, digital transformation and has subsidiaries in performance marketing and edutech. Their work has also been featured across various media globally and is recognised for their innovative solutions. With SOMAD, OpenMinds provides a platform to expose students to industry working environments alongside brands via a student agency.



Anima has been one of the leading 3D animation studios in the Nordic region for two decades. The studio consists of seamlessly connected sites at Helsinki and Kuala Lumpur.

Anima have produced 9000+ minutes of aired animation ranging from animated TV series and commercials to feature films. Passion for character animation and telling stories through animation together with artistic ambition are the driving forces behind the studio's success.



NetsEco is one of the award winning company focusing on offering sustainable solution such as eco printing, eco packaging and eco product development. The Eco Innovation and Design Centre has been working closely with APU in eco product design, research and development and Structured Internship Programme (SIP). NetsEco believes in grooming young minds is the way to shape a better future.



Founded in 2013, EFXCO (formerly known as HKVFX Visual Effects Training) by Hussin Khan. Hussin was the Head of Education at Rhythm & Hues Studios, an Academy Award winning studios based in Los Angeles. For the last 6 years, EFXCO has been providing professional level training and certification for the Creative Industry. EFXCO is an accredited training provider for ADOBE, UNITY, NUKE, HRDF, MBOT, MOF, INSKEN and Pearson.



PixelPost is one of the leading media companies servicing a broad spectrum of Post Production requirements throughout the Asia Pacific region. From Animation, Post-production, Creative Content, Design and broadcast solution PixelPost has been making its mark in the creative industry. PixelPost has been associated with SOMAD not only as an active Industry Advisory Member but has been providing industrial experience opportunities for our media student.



APU's collaboration with Motorola Solutions is aimed at grooming high quality Industrial Designers to cater for the current and future markets. Motorola Solutions supports APU in various aspects such as field visits, talks, workshops and other academic initiatives. Projects with Motorola Solutions have given good insights and valuable experiences to APU students.



REACH 360 is a turnkey business-solutions-provider for our clients in Home Furniture. We have been working with factories in Malaysia and Indonesia for over 10 years and have done a transaction of over USD 50 Million with factories in both countries.

APU and Reach 360 have been collaborating in various students' projects, consultation and internship opportunities, especially with the Industrial Design Programme.



xR Stage Malaysia by 3Particle is Malaysia's first dedicated xR Studio space. They offer business and production companies new technology and opportunities within the realm of xR (Extended Reality). xR Stage has been an active industry partner and advisor for APU's Visual Effects and Animation programme. They have contributed to valuable inputs to enhance the curriculum as well as speaker and workshop sessions in efforts to groom our graduates to be industry-ready professionals.



Lemon Sky has grown to the forefront of the video game industry with 300 creative talents tailoring custom visual art solutions for our partners. Over the years we have provided a premier art outsourcing service for the biggest brands in the international market such as Blizzard Entertainment, Naughty Dog, 2K Games, Bandai Namco, Capcom, Microsoft Studios, EA Sports & Games, and Sega.

LemonSky has been associated with SOMAD by providing industrial experience opportunities for our school student in the area of VFX and Animation.

• Real World Learning

Students get to experience a dynamic learning journey through exciting field trips. Industrial Design students engage with high-end clients and workshops, Animation and Visual Effects students explore international studios, and Advertising and Media students delve into practical branding. Students will also discover art's essence through museum visits and exclusive exhibitions. There will be opportunities for students to elevate their portfolio with real industry projects.



Visited the Lemon Sky Studios



Spray painting workshop by Anchor Academy



Visited the MRANTI Makerslab



Pitch a campaign for ChekHup



Furniture Design class visited a contract furniture maker in Sg Buluh



Visited TBWA, a top 10 Advertising Agency worldwide



CHAMPION of the Asian Compact Sedan Design Challenge (ACSDC) 2023



A Collaborative Triumph Championing Excellence

In the realm of innovative design, Bryan Teh Yea Quan, a Bachelor of Arts (Honours) in Industrial Design student at the Asia Pacific University of Technology & Innovation (APU), has demonstrated exceptional prowess. Following his victory in the rim design challenge of 2022, Bryan added another feather to his cap by clinching the Champion title in the student category at the **Asian Compact Sedan Design Challenge (ACSDC) 2023**.



NATIONAL WINNER of the JAMES DYSON AWARD 2021 (MALAYSIA)



"WaterPod" - a sustainable seawater desalination pod for the sea nomads community that live along the coast, providing them with access to drinkable water.

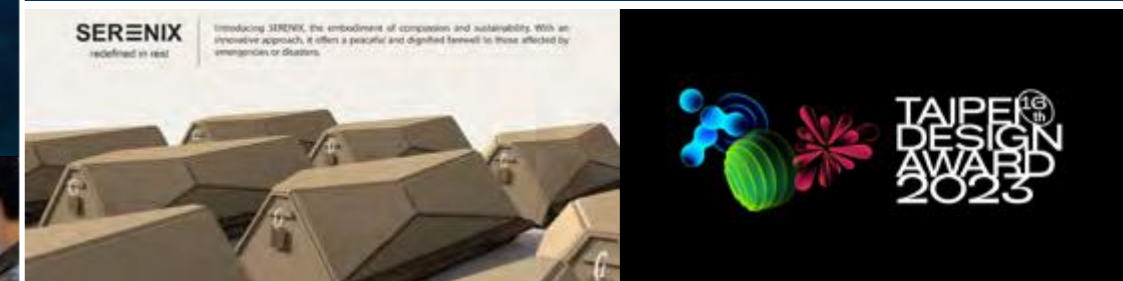
Created by our team of students of the BA (Hons) Product Design programme - Bennie Beh Hue May, Loo Xin Yang and Yap Chun Yoon, "WaterPod" were officially crowned National Winner of the James Dyson Award 2021! The team received a cash prize award of RM10,000 and represented Malaysia at the international stage of the James Dyson Award.



NATIONAL WINNER of the JAMES DYSON AWARD 2020 (MALAYSIA)

Sustainable Innovation: KUNO Zero-Energy Cooler Fridge

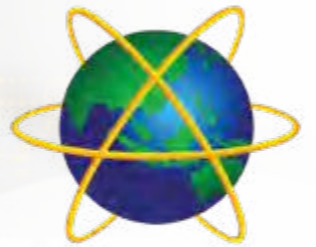
Created by our team of students of the BA (Hons) Product Design programme - Kuan Weiking & Theodore Garvindeo Seah, the KUNO project is the National Winner for Malaysia at the renowned James Dyson Award 2020. The team received £2000 and gained international exposure at this prestigious competition of the global Product Design industry.



SILVER PRIZE AWARD of the TAIPEI DESIGN AWARD 2023

Serenix - A Compassionate and Sustainable Innovation in Handling the Deceased During Emergencies

Bennie Beh Hue May and Elson Loo Xin Yang, both BA (Hons) Product Design students from the Lestarial Research Team at the School of Media, Arts and Design (SoMAD) joined forces with Wayne Chong Chee Kin, a Bachelor of Mechatronic Engineering student from the same university. Together, they conceptualised and designed "SERENIX", a reimagined regenerative casket crafted from Loriam, a sustainable cardboard composite.



A.P.U.
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

Industrial Design

THIS IS

Industrial Design

- FURNITURE DESIGN
- PRODUCT DESIGN
- TRANSPORT DESIGN
- SUSTAINABLE DESIGN



• Bachelor of Arts (Honours) in Industrial Design

(N/0212/6/0005)(06/24)(MQA/FA11898)



Programme Description

Course Duration: 3 years

Industrial Design is the professional practice of designing products used by millions of people around the world every day. Industrial designers focus on the product's appearance and value on top of how it's manufactured and user experience. Every product you have and interact in your home is the result of a design process and thousands of decisions aimed at improving your life through design.

In professional practice, industrial designers are often part of multidisciplinary teams where everyone works together towards a common goal. This team is made up of strategists, engineers, user interface (UI) designers, project managers, branding experts, graphic designers, customers and manufacturer. The collaboration of so many different perspectives

allows the design team to understand a problem to the fullest extent, then craft a solution that skillfully responds to the unique needs of a user.

Industrial designers develop the concepts for manufactured products, furniture, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers consider the function, aesthetics, production costs, and usability of products when developing new product concept

In the first and second year, student will be exposed to various skills from manual sketching, digital sketching to model making, realising their concept design into reality. Besides that, they will be exposed

If architects design the house, then industrial designers design everything inside.

to various theories and knowledge that are essential in the world of Industrial Design. The student will be able to focus on an area of interest (Product Design/ Transport Design/ Furniture Design/ Sustainable Design) determined by their option.

Entry Requirements:



- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
 - A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects and a Credit in Bahasa Melayu and a Pass in English at SPM level.
 - 2 Passes (Grade A-D) in A-Level with a Pass in English at SPM/O-Level/IGCSE or its equivalent.
 - 5 Grade B's in UEC.
 - A Diploma in Design & Media or equivalent with a minimum CGPA of 2.00.
 - A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval. Those with CGPA of 2.00 need at least two years working experience.
 - Equivalent qualification and/ or experience which is recognised by the Senate/ institution.
- * Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.*

English Requirements (only applicable to International Students)

- IELTS : 5.0
- TOEFL IBT : 40
- Pearson (PTE) : 47
- MUET : Band 3.5

A member of World Design Organisation



Bachelor of Arts (Honours) In Industrial Design

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

A holistic experience in the field of industrial design. Industrial designers focus on the product's appearance and value on top of how it functions, how it's manufactured and user experience.

Career Options:

- > Industrial Designer
- > Product Designer
- > Furniture Designer
- > Transport Designer
- > Toy Designer
- > Jewelry Designer
- > Sustainable Designer
- > System Designer
- > UX Designer
- > Packaging Designer
- > Shoe Designer
- > Props Designer
- > 3D Designer
- > Surface Designer
- > Model Maker
- > Graphic Designer
- > Interior Designer
- > Color Specialist
- > Project Manager
- > Event Designer/Coordinator

Programmes and Module Details



Level 01

First-year students will be focusing on the fundamentals of industrial design which includes drawing, creative thinking, project management, design process and model making. Student will be exposed to various skills from manual & digital sketching, brain storming methods to model making realising their concept design into reality. Students will be working in team managing projects, handling restricted timeline, develop communication skills as well as entrepreneurial skills.

Core Modules

- Creative Project
- Presentation Techniques
- Introduction to Graphic Design
- Computer Aided Design (CAD)
- Digital Illustration
- Design History and Context
- Material and Form
- Fundamentals of Entrepreneurship

Elective Modules

- Project Management
- 3D Design

Level 02

Second-year students will be exposed to advanced 3D modelling skills, focusing on advance form and conceptual design. The students will be required to transfer and decipher the consumer needs, market needs and problems into designs that will lead to solving a problem for those needs. Holistic design consideration such as ergonomic design, manufacturing process, understanding different materials and market needs will be the pinnacle focus in the second year.

Core Modules

- Ergonomics
- Digital Design Project
- Sustainable Design
- Creativity and Innovation
- Manufacturing Process
- Innovation Process

Elective Modules

- Product Design
- Transport Design
- Furniture Design
- Automotive Design Innovation
- Universal Design
- Lighting Concept Design
- Packaging Design
- Advance 3D visualisation

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In the final year, students will make use of their knowledge from previous studies and industrial experience to produce a high quality final year project. Students are allowed to choose the topic or area of study based on the specialism topics of their choice. Students will then need to manage project, design process, timeline and budget. Conversely, students will be able to explore industry projects and competition brief. Lastly, students will get to display and present their work in the final year exhibition, professional industry guests are invited to view and assess the students work.

Core Modules

- Professional Project 1
- Professional Project 2
- Industry Project
- Research Project Report
- Design Analysis
- Venture Building

- Production Visualisation
- Exhibition Design
- Intellectual Property Basics

MQA Compulsory Subjects*

All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)

- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



Visual Effects

THIS IS **Visual Effects**



• Bachelor of Arts (Honours) in Visual Effects

(N/021/6/0052)(06/24)(MQA/FA11896)



Programme Description

Course Duration: 3 years

Visual effects (commonly shortened to Visual FX or VFX) can be added to live-action, captured through techniques such as matte painting; rear- and front-screen projection; miniature or forced perspective sets; computer graphic objects, characters, and environments; and compositing of images recorded in any number of ways. A high demand of CGI has made visual effects more accessible and hence its presence is felt all around us.

The VFX award is for applicants looking for a career in the film, post-production or games industries - although some graduates may move onto positions within architectural visualisation, re-touching/advertising agencies or postgraduate study. VFX is

predominantly about ideas and concept generation for film or games, covering characters, vehicles, products, clothing, sets and environments - ultimately taking those ideas through to finished concept artwork or 3D models.

More than ever, the film and games industries need tangible, exciting plots/scenarios with characters, environments and props to match them. Students develop ideas sometimes as 2D artwork concepts, complemented by accurate 3D digital modelling, coupled with green screen/compositing techniques. Design methodology, concept origination, speculative design, visualisation skills, life drawing, physical sketch and facsimile modelling provide traditional design skills.

“Visual effects involve the integration of live-action footage and generated imagery to create environments which look realistic, but would be dangerous, costly, or simply impossible to capture on film”.

Entry Requirements:



- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Equivalent qualification and/or experience which is recognised by the Senate/ institution.

** Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.*

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 4

Scan to view more students' work:



Bachelor of Arts (Honours) In Visual Effects

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

The programme aims to produce students with the knowledge and skills to support the study and development of conceptual artwork, digital assets for both film or games industries and visual effects (VFX) work as a creative and dynamic activity. To develop the organisational qualities, communication skills necessary for the effective exchange of ideas, information and teamwork; with particular emphasis on understanding production 'pipelines' associated with VFX industries.

Career Options:

- > 2D Artist
- > Previs Artist
- > 3D Generalist
- > Modeller
- > Lighting Artist
- > Matchmove Artist
- > Matte Painter
- > Story Board Artist
- > Rigger
- > Animator
- > Motion Graphics Artist
- > Digital Composer
- > Producer
- > Technical Director
- > Concept Artist
- > Roto Artist
- > Texture Artist
- > VFX Coordinator
- > Creative Director

Programmes and Module Details



Level 01

Level 1 of VFX will focus on getting the basics right. The students will be exposed to drawing and concept sketching techniques, creative thinking for visual design, understanding the importance of research and analysis in conceiving a concept. Technically they will be introduced to the VFX workflow via Digital Art and Illustration, 3D Modelling and Compositing Techniques. Team Work, Project Management and Presentation is an integral part of the learning process.

Core Modules

- Cinema Film Analysis
- Illustration for Concept Art
- 3D Pipeline
- Creative Project
- Fundamentals of Entrepreneurship

- Advance 3D Pipeline
- Digital Compositing
- Digital Illustration
- Motion Graphics

Level 02

In Level 2, the modules strengthen the core skills of the students. Moving on from Year 1 the students are trained to emphasis on critical thinking and problem solving skills. They are exposed to advanced 3D Modelling and Compositing skills on software's that are currently used by the VFX Industry. The students have the choice of selecting their elective module to strengthen their skills in their field of choice.

Core Modules

- Character Creation
- Animation Techniques for Games
- Advanced Digital Compositing
- Digital Film Production
- Set Design
- Effects and Simulation

Elective Modules

- CGI Production
- Digital Sculpting
- Visual Culture
- Production Planning and Management

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In Level 3 the students will be implementing their prior knowledge and skills to create professional portfolio projects as part of the final year projects. From Proposal Pitch, Pre-Production, Production and Post-Production the students go through the entire process to create their FYP with constant guidance from experts and industry professionals. The students are given the opportunity to exhibit their showreel in an year end show that will involve industry partners and potential employers which provides them the avenue for immediate employment .

Core Modules

- Team VFX Project: Proposal
- Team VFX Project: Production
- VFX Project: Proposal
- VFX Project: Production
- Research Project Report
- Venture Building
- Exhibition Design
- Intellectual Property Basics

Elective Modules

- Sound Design
- Virtual Production

MQA Compulsory Subjects

All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)

- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



Animation

THIS IS **Animation**



: Bachelor of Arts (Honours) in Animation

(N/021/6/0022)(07/2024)(MQA/FA11863)



Programme Description

Course Duration: 3 years

Animation is one of the fastest-growing industries worldwide. It has been a huge technological development in the last decade, from traditional 2D hand-drawn to digital 3D animation. In today's digital world, the application of animation isn't simply restricted to films. It facilitates exciting career opportunities in various sectors like Advertising, Print media, TV production and Gaming.

This programme aims to develop you as a creative animator. The animation route offers the opportunity to specialise in modeling, animating and compositing based applications in the creation of character film-making.

The programme focuses on the many aspects of the fundamental animation processes and design skillsets in the creative industry, while exploring on different animation techniques ranging from 2D traditional to CG animation.

You'll be involved in the development of animated content, with emphasis on critical, analytical and problem-solving skills. You will also gain production experience through industrial training as emphasis is placed on professional practice for greater employment prospects through animation.

"Animation can explain whatever the mind of man can conceive."
- Walt Disney



Entry Requirements:



- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Equivalent qualification and/ or experience which is recognised by the Senate/ institution.

** Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.*

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 4

Scan to view more students' work:



Bachelor of Arts (Honours) In **Animation**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

This programme aims to produce qualified graduates who are equipped with solid animation and design fundamentals, strong technical skills, critical, analytical thinking skills and good communication skills.

Career Options:

- > 2D Animator
- > 3D Animator
- > Concept Artist
- > Storyboard Artist
- > 3D Modeller
- > Production Designer
- > Look Development Artist
- > Set Designer
- > 2D Rigging Artist
- > 3D Technical Artist
- > Visual Effect Artist
- > Motion Graphic Designer
- > Composer
- > Video Editor
- > Script Writer
- > Production Coordinator
- > Animation Director
- > Producer

Programmes and Module Details



Level 01

Year 1 focuses on many aspects of the fundamentals in animation and design skillsets in the creative industry, especially in the animation field. You will explore thoroughly on different animation techniques ranging from 2D traditional to CG animation.

Core Modules

- Animation Principles
- Illustration for Concept Art
- 3D Pipeline
- Creative Project
- Fundamentals of Entrepreneurship
- Digital 2D Animation
- Digital 3D Animation
- Digital Illustration
- Motion Graphics

Level 02

Year 2 involves the development of animated content in greater depth, that emphasise on critical and analytical thinking skills and problem-solving skills. This includes character creation, character performance, motion design, rigging, effects and simulation. You will also gain production experience through industrial training towards the end of the second year.

Core Modules

- Film Shorts & Stings: Proposal
- Film Shorts & Stings: Production
- Character Creation
- Character Animation
- Rigging for Animation
- Set Design
- Effects and Simulation
- Visual Culture
- Production Planning and Management

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In Year 3, you will be specialized in your area of interest to produce a series of animation project which showcases your significant talent and ability to work in a team. Emphasis is placed on professional practice in preparation for graduation and greater employment prospect through animation.

Common Modules

- Team Animation Project: Proposal
- Team Animation Project: Production
- Animation Project: Proposal
- Animation Project: Production
- Research Project Report
- Venture Building
- Sound Design
- Exhibition Design
- Intellectual Property Basics

MQA Compulsory Subjects

All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



BEST ANIMATION SELECTION

Peegoo Pigeon

Director: Adrian Au Tak Fung



: Best Animation Selection





A.P.U.
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION



Digital Advertising

THIS IS

Digital Advertising



DMI (Digital Marketing Institute)



APU is an approved partner of the Digital Marketing Institute (DMI). Highly acclaimed and globally recognised across the digital marketing sector, the Digital Marketing Institute (DMI) is the gold standard in digital marketing certification and works to support today's marketers in achieving their full professional potential. The DMI partners with representatives from leading brands such as Google, Facebook, Microsoft, and LinkedIn to build a framework that bridges the digital skills gap, ensuring your curriculum is up-to-date and meets the real employability needs of the digital marketing industry.

: Bachelor of Arts (Honours) in Digital Advertising

(N/0211/6/0021)(07/2024)(MQA/FA11897)



Programme Description

Course Duration: 3 years

The Bachelor of Arts (Honours) in Digital Advertising programme is based on a 360° approach to creative and strategic advertising for the digital ecosystem. The Bachelor of Arts (Honours) in Digital Advertising programme is designed to broaden the understanding and knowledge of digital advertising technology, concept creation, and creative thinking to enhance the ability to apply this within industry or commerce. In addition to gaining an in-depth knowledge of digital advertising technologies, students develop further competence and ability to apply them as an integral part of the programme.

Integral to this is design research, theoretical understanding and studio projects which are all designed to establish a cohesive strategy of contextual and experiential learning in a creative environment. An equitable set of assessment procedures will be employed to gauge students learning and progression, at benchmarks stages throughout the semester.

You'll be taught by an experienced programme team, and work with associate tutors who are current creative directors and agency practitioners. Industry placements and agency visits will add to your development. You'll learn how to create advertising campaigns by studying key areas of creative thinking, strategy and planning as well as idea generation, integrated communications, art direction and copywriting.

Whether you want to work in a creative team, be a copywriter, account planner or brand manager, you will gain vital hands-on experience that is highly attractive to future employers.

Entry Requirements:



- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR a Diploma in Media and Communication or its equivalent.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval. Those with CGPA of 2.00 need at least two years working experience.
- Equivalent qualification and/ or experience which is recognised by the Senate/ institution.

** Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.*

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 4

Bachelor of Arts (Honours) In Digital Advertising

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

Digital advertising knowledge and production discipline, through advertising principles, account planning and creative applications for production.

Current theory and principles to apply skills in the effective development of advertising campaigns together with its required collaterals and measurement of effectiveness.

Logical and analytical skills to identify major issues affecting the global advertising industry in terms of media planning, content distribution and strategies in the consideration of the outcome of a final major digital advertising project.

Career Options:

- > Digital Advertising Executive
- > Digital Content Creator
- > Brand Communicator
- > Marketing Executive
- > Media Planner
- > Account Manager
- > Social Media Executive
- > Visual Designer
- > Copywriter
- > Art Director

Programmes and Module Details

Level 01

Students will learn fundamental skills in relation to Digital Advertising practices. The modules offered will introduce students to areas pertaining to creative skills required in Digital Advertising. To develop students understanding of Digital Advertising practices, modules focusing on Marketing Fundamentals and Project Management will develop essential critical thinking skills.



Core Modules

- Introduction To Graphic Design
- Principles of Advertising
- Client Brief Concept
- Marketing Fundamentals, Consumer Behaviour and Creative Practice
- Creative Project
- Project Management
- Digital Illustration
- Fundamentals of Entrepreneurship

Elective Modules

- Motion Graphics
- Public Relations

Level 02

A broader range of skills will be learnt, in which students will gain a better understanding of traditional areas of Advertising practices, culture and agency management. Students will also delve into content creation practices to further develop skills in creative production for Digital Advertising through copywriting, film and media planning.

Core Modules

- Social Media
- Professional Practice: Client & Agency Management
- Brand Strategy & Application
- Innovation Processes
- Advertising: Media Planning and Purchasing
- Creativity and Innovation
- Visual Culture

Elective Modules

- Web Design & Development
- Digital Film Production
- Digital & Experiential Advertising
- Packaging Design

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

Students will make use of their previous studies and industrial experience to learn about the strategic and global perspectives of Digital Advertising, with aims to groom them as leaders in the field. More focus will be given to relevant future skill sets in the areas of Digital Advertising Analytics as well as Integrated Marketing Communications to enable students to fully encompass the requirements of the global Digital Advertising industry.

Core Modules

- Integrated Marketing Communications
- Digital Advertising: Individual Professional Project
- Research Project Report
- Venture Building
- Persuasive Copywriting
- Digital Advertising Analytics
- Digital Advertising: Team Professional Project
- Intellectual Property Basics
- Exhibition Design

MQA Compulsory Subjects

All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



TESTIMONIALS

What Do Our Alumni Say...

AKIF RASHDAN BIN ROSLAN (Malaysia)
BA (Hons) Animation, Class of 2020
Animator - Animonsta Studios

"As part of the School of Media, Arts and Design of APIIT, I have learned and experienced a great deal of passion, commitment, and growth. The amount of things you can gain here is immeasurable. Academic knowledge is not the only thing SoMAD focuses on, they mould you to become a better individual personally, as well as future employees. Although the school is quite new and still young, the skills that are acquired here are essential and accurate to what is needed to enter the creative industry. The lecturers are experienced, former members of the creative industry and are very committed to giving their all to the students. To learn from the best, to be the best, Golden opportunities like these do not come often. SoMAD is an exemplary place to start your creative journey."

CLARA ANGGELINA (Indonesia)
BA (Hons) Advertising and Brand Management, Class of 2020
Social Media Specialist - Marketz.id, Jakarta

"It is a good opportunity to study in School of Media, Arts and Design, APIIT. I learned a lot about advertising and graphic design. Our lecturers are really nice and supportive. They kept support us in both of academic and non-academic aspects. SOMAD's lecturers know on how to prepare their student to build their career in future.

Besides of that, APIIT is well-known as a multicultural university which allows me to meet different kind of people from other country and learn their culture. It was an amazing experience to have friends from other country. I am really happy and enjoy my time in SOMAD. SOMAD, APIIT is the best place for students to study and grow up for their future career!"

TANELI RIIKONEN (Finland)
BA (Hons) Product Design, Class of 2019
R&D Engineer - SeaKing Oy

"During my three years studying in APIIT I learned pushing myself to be better. The experience gave me strong background to solve issues. Our lectures were extremely supportive and we students were able to focus in areas we personally were most interested of. Thanks to this experience I was able to get my current job that keeps me travelling over 200 days a year and I can focus in 3D & Prototype building area that I have truly enjoyed."

MITSUKI ITANI (Japan)
BA (Hons) Visual Effects and Concept Design, Class of 2016
Junior Character Artist - Streamline Studio

"The lecturers helped the students to gain skills in pre-productions and post productions. The lecturers pushed the student's motivation which made the students to develop as an artist. Deadlines were strictly followed to train the students to have a professional attitude towards their work. An internship period was given to actually experience professional work for 3 months."

What Do Our Alumni Say...

MISHAN JAYASHANGKAR (Malaysia)

BA (Hons) Visual Effects and Concept Design, Class of 2019
Film Director/ Cinematographer - Gideons Galaxy Studios

"When I reflect on my four years in APIIT and School of Media Arts and Design (1 Year Foundation In Design + 3 years BA(Hons) Visual Effects And Concept Design). I conclude that the experience not only made me a better person, but also prepared me well for my career. With incredibly supportive classmates, and professors who were nothing short of champions, I was challenged to discover a voice I didn't know I had. That voice has played a central role in my work. Exposure gained through leading the Media Team, in SOMAD's biggest events was vital. Through this opportunity I was able to develop skills such as leadership skills, decision making skills and communication skills.

Having been shaped in creative, yet flexible, environment at APIIT, I found myself able to lead, decide and communicate effectively with my peers, colleague and clients. In my current role as CTO & Filmmaker at Mr Graphics Studio (Own Production Company), I work with a team of four talented members. The values I gained and the skillsets I developed helps me to perform and contribute the best I can for the team and the company. But I will be moving abroad later this year to gain more exposure in my career in the film industry. No matter where I go, the values I learnt as a student in university will always remain. It was a wonderful time in my life at SOMAD and APIIT, it was the best educational experience I've ever had."

LEE KIAN CHONG (Malaysia)

BA (Hons) Product Design, Class of 2019
Industrial Designer - Kinetics Play Sdn Bhd

"5 years down the road it has been truly an eye-opening journey! I was a kid who know nothing about design. Then, as I stumble upon the journey I grow into a person who see the world differently. I started to admire good things; begin to develop my way of seeing the world; I begin to understand the soul and meaning behind every design.

The best part about this journey is answering all the "Why's". In order to answer this you must go into the root of the question and eventually you will come out with a solution. Without the guidance of all of my beloved lecturers, and friends I wouldn't come to this far. I've truly enjoyed my 4 years spending in APIIT.

Honestly, without my lecturer's constant support I wouldn't complete my degree and even get a job. They have always been a family and a friend to me. Last but not least, many thanks to all of my lecturers and so many chances given by APIIT. I really enjoyed every competitions that we made it through together! They are the one who taught me to be a team player! Thanks to my family support, I am able to pursue my dream in this school and I've never regretted for picking here!"

SHARON NG YEN PENG (Malaysia)

BA (Hons) Animation, Class of 2016
Character Effect Artist - Silver Ant Sdn Bhd

"It was truly a wonderful experience being able to pursue a degree in Asia Pacific University, a University that was filled with talented students from different countries and warm-hearted staffs. The lecturers are willing to share their knowledges and always inspire us to become a professional artist. Many opportunities were given to us to explore and learn. The knowledge and skills taught in the class have prepared me to have the eye for details towards movement in my job."

Awards & Accolades



Making History - Awards and Achievements



APIIT Education Group is the proud recipient of **PRIME MINISTER'S AWARD** and Export Excellence Award (Services) for Industry Excellence Awards - March 2011



Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

ASIAN COMPACT SEDAN DESIGN CHALLENGE 2023 (ACSDC)

2023 - Champion

THE ART OF WHEELS: RIM DESIGN CHALLENGE

2022 - Champion
2022 - 1st Runner-up
2022 - Consolation

JAMES DYSON AWARD MALAYSIA

2022 - National Runner Up
2021 - National Champion
2020 - National Champion

TAIPEI DESIGN AWARD

2023 - Silver Prize Winner (Industrial Design Category)

CYBERSECURITY EXCELLENCE AWARDS - BEST CYBERSECURITY EDUCATION PROVIDER IN ASIA

2023 - Gold Winner
2022 - Gold Winner
2021 - Gold Winner
2020 - Gold Winner
2019 - Gold Winner

SHELL SELAMAT SAMPAL VARSITY CHALLENGE

2023 - Champion

WORLD OF ROBOTICS CHAMPIONSHIP (WRC)

2023 - Champion

HACKTITUDE MALAYSIA

2023 - Champion

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA

2023 - Winner of Industrial (Manufacturing) and Students (Tertiary) category
2022 - Winner of 'Student-Tertiary Technology'
2020 - Winner of 'Best of Tertiary Student Project'
2019 - Winner of 'Best of Tertiary Student Project'
2016 - Top Award for 'Best of Tertiary Student Project'
2013 - Top Award for 'Best of Tertiary Student Project'
2012 - Top Award for 'Best of Tertiary Student Project'
2011 - Winner of 'Special Jury Award' by the Prime Minister
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Merit Award for 'Best of Tertiary Student Project'
2011 - Merit Award for 'Best of Tertiary Student Project'
2010 - Top Award for 'Best of Tertiary Student Project'
2008 - Top Award for 'Best of e-Inclusion & e-Community'
2005 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Top Award for 'Best of Education & Training'
2004 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Merit Award for 'Best of Research & Development'
2003 - Merit Award for 'Best of Research & Development'
2002 - Merit Award for 'Best of Smart Learning Applications'
2001 - Merit Award for 'Best of Smart Learning Applications'
2000 - Merit Award for 'Best of Smart Learning Applications'
2000 - Top Award for 'Best of Student Projects'
1999 - Merit Award for 'Best of Student Projects'

HILTI IT COMPETITION

2023 - Champion
2022 - 2nd Runner Up
2021 - Champion
2020 - Champion
2020 - 1st Runner Up

PRIVATE EDUCATION EXCELLENCE AWARDS

2023 - Best in Student Achievements (Institution Category)
2023 - Best in Diversity & Inclusion (Institution Category)
2023 - National Outstanding Innovator Award (University category)
2023 - National Outstanding Young Educator Merit Award

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) COMPETITION

2023 - 3 Gold Awards
2022 - 2 Silver Awards and 1 Bronze Award
2021 - Gold
2021 - 2 Silver Awards
2019 - 2 Gold Awards
2019 - Silver
2018 - 2 Gold Awards
2018 - Silver

NATIONAL SYMPOSIUM ON HUMAN COMPUTER INTERACTION - FUSION

2023 - 1 Gold award, 2nd Placing Awards, and 2 Silver Awards
2022 - 1 Gold award, 3 Silver awards, 5 Bronze awards, 3 Special Jury Awards for best poster and best video, and 2 Lucky Winners.

5TH CARNIVAL OF RESEARCH AND INNOVATION (CRI)

2023 - 2 Gold, 2 Silver and 2 Bronze Medals

PROJECT MANAGEMENT INSTITUTE, MALAYSIA CHAPTER (PMIMY) HACKATHON

2023 - Overall Winner and 1st Runner Up

Making History - Awards and Achievements

IMPACTHACK BY STANDARD CHARTERED

2023 - Champion

INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)

University and Educational Institution category

2023 - 1 Gold Award
2023 - 6 Silver Awards

Invention, Innovation and Technology category

2022 - 1 Gold Award
2019 - 1 Gold Award
2018 - 1 Bronze Award
2018 - 1 Silver Award
2018 - 1 Silver Award
2017 - 1 Silver Award
2016 - 1 Gold Award
2016 - 1 Silver Award
2015 - 1 Gold Award
2015 - 1 Bronze Award
2014 - 1 Gold Award
2014 - 1 Bronze Award
2013 - 2 Silver Medals
2016 - Best Green Invention Award
2013 - 2 Gold medals for the innovator category

UNIVERSITI MALAYA (UM) HACKATHON

2023 - 2 Champions

MYSTARTUP HACKATHON X DIGITAL NASIONAL BERHAD (DNB)

2023 - Problem Statement 3 Winner

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD

2023 - Gold Award
2022 - Gold Award
2020 - Gold Award
2019 - Gold Award
2018 - Gold Award
2017 - Gold Award
2016 - Gold Award
2015 - Gold Award
2014 - Gold Award

WATER VANGUARDS CHALLENGE 2023

2023 - Champion

WICKED 6 CYBER GAMES, 2023 WOMEN'S GLOBAL CYBER

2023 - 1st Place in Women's Society of CyberJutsu (WSC) CTF
2023 - 2nd Place in the Haiku CTF and Security Innovation CTF
2023 - 7th Place in the SANS Bootup CTF
2023 - Champion

5TH CARNIVAL OF RESEARCH AND INNOVATION (CRI)

2023 - 2 Gold, 2 Silver and 2 Bronze Medals

ETHEREUM BLOCKCHAIN HACKATHON AT ETH SEOUL 2023

2023 - Best Governance App Winner

ADOBE CERTIFIED PROFESSIONAL (ACP) CHAMPIONSHIP MALAYSIA

2023 - National Champion
2022 - Top 5

WATER VANGUARDS CHALLENGE

2023 - Champion

INTERVARSITY CORPORATE STRATEGY CHALLENGE (ICSC)

2023 - 1st Runner-Up

INTEL® AI GLOBAL IMPACT FESTIVAL

2023 - 1st Runner-up

ETHEREUM BLOCKCHAIN HACKATHON AT ETH SEOUL 2023

2023 - Best Governance App Winner

ITANK COMPETITION

2023 - Best Solution in the Environment category case study

GAME OF HACKERS

2023 - 1st Runner-Up and 3rd Runner Up

ASEAN-CHINA-INDIA YOUTH LEADERSHIP SUMMIT (ACIYLS)

2023 - 2nd Place Winner

IEM STUDENT RESEARCH E-POSTER COMPETITION

2023 - Second Prize Winner (Individual Category)

INTERNATIONAL OCEAN HACKATHON

2023 - 3rd Place (Ocean Hackathon International Grand Finale 2023, Brest, France)
2023 - Champion (Ocean Hackathon Kuala Lumpur)
2023 - Top 10 (Ocean Hackathon Maldives)

MDEC PREMIER DIGITAL TECH INSTITUTION AWARDS

2022 - PDTI Outstanding Faculty 2022
2022 - Best Faculty Member

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) COMPETITION

2022 - 2 Silver Awards 1 Bronze Award
2021 - Gold
2021 - 2 Silver Awards
2019 - 2 Gold Awards
2019 - Silver
2018 - 2 Gold Awards
2018 - Silver

MALAYSIA TECHLYMPICS: DATA SCIENCE CHALLENGE

2022 - Champion

THE IMECHE PLC DESIGN COMPETITION

2022 - 1st Runner Up
2021 - Champion (Degree Level)
2021 - 1st Runner Up (Degree Level)
2021 - 1st Runner Up (Diploma Level)

ODYSSEY HACKFEST: ONLINE CATEGORY

2022 - Champion

IEM-INTEGRATED DESIGN PROJECT SHORT VIDEO COMPETITION

2022 - 1st Place Winner

INNOVATIVE RESEARCH, INVENTION AND APPLICATION EXHIBITION (I-RIA)

2022 - Silver Awards

SEAR PLC DESIGN COMPETITION

2022 - 1st Runner Up

BATTLE OF HACKERS (BOH)

2022 - 1st Runner Up
2022 - 3rd Runner Up
2021 - Champion
2021 - Top 6
2021 - Top 7
2021 - Top 8

INTERNATIONAL INNOVATION ARSVOT MALAYSIA (IAM)

2022 - Gold Award
2022 - Bronze Award
2021 - Silver
2021 - Silver

4TH NATIONAL SYMPOSIUM ON HUMAN COMPUTER INTERACTION - FUSION 2022: STUDENT DESIGN COMPETITION

2022 - 1 Gold award, 3 Silver awards, 5 Bronze awards, 3 Special Jury Awards for best poster and best video, and 2 Lucky Winners

INTEL & CREST INDUSTRY-UNIVERSITY CHALLENGE

2022 - Grand Prize

FINAL YEAR PROJECT & POSTGRADUATE: RESEARCH & INNOVATION POSTER COMPETITION (RIPC)

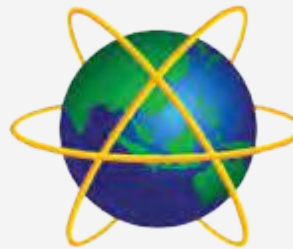
2022 - Gold Winner in the Category: Master Science, Technology, Engineering, and Mathematics
2021 - Gold Award in the Category C1: Degree Final Year Project Science, Technology, Engineering and Mathematics

RHB GET YOUR HACK ON: DATA EDITION

2022 - Winner of AWS Special Award

For more awards listing, please visit [APU website](https://www.apu.edu.my).

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OF TECHNOLOGY & INNOVATION



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APIIT EDUCATION GROUP

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