

BACHELOR OF MULTIMEDIA (HONS) ADVERTISING DESIGN (AD)

JULY INTAKE

| SUBJECTS TYPE | (1ST) BETA YEAR | | | | | | (2ND) GAMMA YEAR | | | | | | (3RD) DELTA YEAR | | | | | |
|---------------------------|--|-----------|--|-----------|---------------------------|----------|---|----|---|-----------|-------------------------------|---|--|---|----|--|--|---|
| | BETA 1 | CH | BETA 2 | CH | BETA 3 | CH | GAMMA 1 | CH | GAMMA 2 | CH | GAMMA 3 | DELTA 1 | CH | DELTA 2 | CH | DELTA 3 | CH | |
| MAJOR SUBJECTS | MAD 1113 Advertising Design 1 | 4 | MAD 1123 Advertising Design 2 | 4 | | | MAD 2113 Advertising Design 3 | 6 | MAD 2123 Advertising Design 4 | 6 | | MAD 3003 Advertising Design Project 1 | 6 | MAD 3123 Advertising Design Project 2 | 6 | | | |
| | MAD 1043 Web Design | 3 | MAD 1023 Environmental Design | 3 | | | MAD 2023 Audio Visual for Advertising | 3 | MAD 2073 Video Production for Advertising | 3 | | MAD 3013 Interactive Technology for Advertising | 3 | | | | | |
| | | | | | | | MAD 2063 Integrated Marketing Communication | 3 | MAD 2043 E-Marketing | 3 | | MMW 3013 Design Research | 3 | | | | | |
| CORE & ELECTIVE SUBJECTS | MCC 1013 3D Modelling & Printing | 3 | MPD 1013 Video Production | 3 | | | MID 1043 Multimodal Interaction Design | 3 | MSD 2013 Sound Design 1 | 3 | MMW 3033 Internship Programme | MSD 3013 Sound Design 2 | 3 | MLL 2013 Media Law | 3 | | | |
| | MCI 1013 Internet & Mobile Application | 3 | MMD 1013 Mobile App Design and Development | 3 | | | MLS 2113 Semiotic Studies | 3 | MLA 2113 Media Anthropology | 3 | | | 1) MMC 3013 Motion Capture 2) MPD 3003 Digital Audio and Video 3) MPM 3003 Project Management | 3 | | | | |
| | MLC 1113 Media Culture | 3 | MLA 1113 Media Aesthetics | 3 | | | | | | | | | | | | | | |
| | 1) MCI 1003 Corporate Identity 2) MDD 1003 Diagram Design | 2 | | | | | | | | | | | | | | | | |
| MPU / UNIVERSITY SUBJECTS | | | | | MPU 3XXX Co-Curriculum | 2 | | | | | | MPU 3323 Introduction To Multicultural Studies In Malaysia | 3 | | | PWC 1010 Workplace Communication | 3 | |
| | | | | | *MPU 3113 *MPU 3173 | 3 | | | | | | | | | | | *MPU 3201 Bahasa Kebangsaan A (local : not credit BM at SPM Level) / MPU 3XXX Foreign Languages (Local /International) | 3 |
| | | | | | *MPU 3123 *MPU 3143 | 3 | | | | | | | | | | | | |
| 120 | | 18 | | 16 | | 8 | | | | 18 | | 18 | | 12 | | | 6 | |

*MPU 3113 Hubungan Etnik (Local Student)

*MPU 3123 Tamadun Islam dan Tamadun Asia (Local Student)

*MPU 3173 Pengajian Malaysia 3 (For International Student)

*MPU 3143 Bahasa Melayu Komunikasi 2 (For International Student)

** This programme structure is correct at the time of printing. The faculty reserves the right to improve the programme structure when necessary. Always refer to programme structure on the faculty's website.

** Students must check for pre-requisite subject (if any) prior to registering any subjects.