

**BACHELOR OF MULTIMEDIA (HONS) ADVERTISING DESIGN (AD)**

**NOVEMBER INTAKE**

| TYPE OF SUBJECTS          | BETA YEAR                                        |           |                           |          |                                                                    |    | GAMMA YEAR                                        |    |                                                                                                                                         |    |                                                 |    | DELTA YEAR                                  |    |                             |          |                                             |                                                                                                              |                                                       |   |  |  |  |  |
|---------------------------|--------------------------------------------------|-----------|---------------------------|----------|--------------------------------------------------------------------|----|---------------------------------------------------|----|-----------------------------------------------------------------------------------------------------------------------------------------|----|-------------------------------------------------|----|---------------------------------------------|----|-----------------------------|----------|---------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|---|--|--|--|--|
|                           | BETA 1                                           | CH        | BETA 2                    | CH       | BETA 3                                                             | CH | GAMMA 1                                           | CH | GAMMA 2                                                                                                                                 | CH | GAMMA 3                                         | CH | DELTA 1                                     | CH | DELTA 2                     | DELTA 3  | CH                                          |                                                                                                              |                                                       |   |  |  |  |  |
| MAJOR SUBJECTS            | MAD 1113<br>Advertising Design 1                 | 4         |                           |          | MAD 1123<br>Advertising Design 2                                   | 4  | MAD 2113<br>Advertising Design 3                  | 6  |                                                                                                                                         |    | MAD 2123<br>Advertising Design 4                | 6  | MAD 3003<br>Advertising Design<br>Project 1 | 6  | MMW 3033<br>Design Research | 3        | MAD 3123<br>Advertising Design<br>Project 2 | 6                                                                                                            |                                                       |   |  |  |  |  |
|                           | MAD 1023<br>Environmental Design                 | 3         |                           |          | MAD 1043<br>Web Design                                             | 3  | MAD 2023<br>Audio Visual for<br>Advertising       | 3  |                                                                                                                                         |    | MAD 2073<br>Video Production for<br>Advertising | 3  |                                             |    |                             |          |                                             |                                                                                                              | MAD 3013<br>Interactive Technology<br>for Advertising | 3 |  |  |  |  |
|                           |                                                  |           |                           |          |                                                                    |    | MAD 2063<br>Integrated Marketing<br>Communication | 3  |                                                                                                                                         |    | MAD 2043<br>E-Marketing                         | 3  |                                             |    |                             |          |                                             |                                                                                                              |                                                       |   |  |  |  |  |
| CORE & ELECTIVE SUBJECTS  | MPD 1013<br>Video Production                     | 3         |                           |          | MCI 1013<br>Internet & Mobile<br>Application                       | 3  | MSD 2013<br>Sound Design 1                        | 3  |                                                                                                                                         |    | MID 1043<br>Multimodal Interaction<br>Design    | 3  | MMW 3033 Internship Programme               | 3  |                             |          |                                             | MSD 3013<br>Sound Design 2                                                                                   | 3                                                     |   |  |  |  |  |
|                           | MMD 1013<br>Mobile App Design and<br>Development | 3         |                           |          | MCC 1013<br>3D Modelling & Printing                                | 3  | MLA 2113<br>Media Anthropology                    | 3  |                                                                                                                                         |    | MLS 2113<br>Semiotic Studies                    | 3  |                                             |    |                             |          |                                             | 1) MMC 3013 Motion<br>Capture<br>2) MPD 3003<br>Digital Audio and Video<br>3) MPM 3003<br>Project Management |                                                       |   |  |  |  |  |
|                           | MLA 1113<br>Media Aesthetics                     | 3         |                           |          | MLC 1113<br>Media Culture                                          | 3  |                                                   |    |                                                                                                                                         |    |                                                 |    |                                             |    |                             |          |                                             |                                                                                                              |                                                       |   |  |  |  |  |
|                           |                                                  |           |                           |          | 1) MCI 1003 Corporate<br>Identity<br>2) MDD 1003<br>Diagram Design | 2  |                                                   |    |                                                                                                                                         |    |                                                 |    |                                             |    |                             |          |                                             |                                                                                                              |                                                       |   |  |  |  |  |
| MPU / UNIVERSITY SUBJECTS |                                                  |           | MPU 3XXX<br>Co-Curriculum | 2        |                                                                    |    |                                                   |    | PWC 1010<br>Workplace<br>Communication                                                                                                  | 3  |                                                 |    |                                             |    |                             |          |                                             |                                                                                                              |                                                       |   |  |  |  |  |
|                           |                                                  |           | *MPU 3113<br>*MPU 3173    | 3        |                                                                    |    |                                                   |    | MPU 3201<br>Bahasa Kebangsaan A<br>(local : not credit BM at<br>SPM Level) /<br>MPU 3XXX<br>Foreign Languages<br>(Local /International) | 3  |                                                 |    |                                             |    |                             |          |                                             | MPU 3323<br>Introduction To<br>Multicultural Studies In<br>Malaysia                                          | 3                                                     |   |  |  |  |  |
|                           |                                                  |           | *MPU 3123<br>*MPU 3143    | 3        |                                                                    |    |                                                   |    |                                                                                                                                         |    |                                                 |    |                                             |    |                             |          |                                             |                                                                                                              |                                                       |   |  |  |  |  |
| <b>120</b>                |                                                  | <b>16</b> |                           | <b>8</b> |                                                                    |    | <b>18</b>                                         |    | <b>18</b>                                                                                                                               |    | <b>6</b>                                        |    | <b>18</b>                                   |    | <b>15</b>                   | <b>6</b> |                                             | <b>15</b>                                                                                                    |                                                       |   |  |  |  |  |

\*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.