

BACHELOR OF MULTIMEDIA (HONS.) INTERFACE DESIGN (R2/214/6/0122) 07/27 (A11438)

This three-year programme emphasises the effective interaction between user and product to ensure the consumers and product features are integrated with the technology used. The elements of user interaction such as usability, user experience, screen design, ergonomic and user-centered design will be emphasised in product development studies where the digital approach is implemented across all levels. This includes the use of 3D printing for rapid prototyping and model making, digital sketching for an idea development, 3D modelling for final design analysis, and virtual reality for product presentation (for function, usage and technical specification).

We also analyse user feedback for the final prototype to assess the effectiveness of the new design to the target user. Each final design will be patented to protect the students' rights for the purposes of commercialisation. Through this multifaceted approach, we believe the students will be well prepared to enter the real working environment.

Career Prospects: Designer for product design, furniture design, transport design, 3D Object-based Designer, Interface Designer, UI/UX Designer, Academician

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
<ul style="list-style-type: none">Interface Design 1Interface Design 2Idea VisualizationRapid ModelingCreative Presentation TechniquesCAD Drawing3D Modelling and PrintingInteraction StudiesMedia CultureMedia Aesthetics	<ul style="list-style-type: none">Interface Design 3Interface Design 4Structure DesignInterface ModellingMaterial & Manufacturing ProcessesHuman Factors & Universal UsabilityMultimodal Interaction DesignSound Design 1Semiotic StudiesMedia AnthropologyInternship Training	<ul style="list-style-type: none">Interface Design Project 1Interface Design Project 2Interface Programming & LayoutMarket & Design StudiesDesign ResearchMedia Law
ELECTIVE MODULES		
<ul style="list-style-type: none">Corporate IdentityProject Management	<ul style="list-style-type: none">Diagram DesignMotion Capture	
UNIVERSITY SUBJECTS		
<ul style="list-style-type: none">Workplace CommunicationHubungan Etnik (Local Student)Tamadun Islam dan Tamadun Asia (Local Student)Pengajian Malaysia 3 (International Student)Bahasa Melayu Komunikasi 2 (International Student)Introduction to Multicultural Studies in MalaysiaCo-CurriculumsForeign LanguagesBahasa Kebangsaan A (Local without credit in SPM Bahasa Melayu)		

Note: The above programme structure serves as a guide. Course may differ according to intakes.