

BACHELOR OF MULTIMEDIA (HONS.) MEDIA ARTS (R2/214/6/0098) 06/24 (A10481)

This three-year Media Arts programme emphasises the creation of new forms of communication art enabled by computing technologies. The programme offers an inter/multidisciplinary approach to media creation that fosters individual exploration, experimentation and creative technologies practice. The word 'media' relates to mediums of communication; while 'art' emphasises the use of these mediums to create, express and challenge.

The course is conducted in an exciting environment where theories and practices can be challenged and ideas flow. The programme foregrounds experimental media creation and the results emerge in interactive systems, websites, games, installations, galleries, performances and sometimes public spaces. We strive to create socially and culturally relevant objects, experiences and spaces. Our graduates make significant contributions to the creative, cultural and multimedia industries.

Career Prospects: *Creative Technologist, New Media Artist, Event/Gallery Curator, DJ/VJ, Multimedia Designer, New Media Innovators & Media Scientist, Visual Artist & Designer, Media Engineer.*

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
<ul style="list-style-type: none">Media Arts Design 1Media Arts Design 2Visual ProgrammingDigital Imaging Art3D Modelling and PrintingInternet and Mobile ApplicationVideo ProductionMobile App Design and DevelopmentMedia CultureMedia Aesthetics	<ul style="list-style-type: none">Media Arts Design 3Media Arts Design 4Interaction DesignNew Media TechnologyReal-time ExpressionGenerative Art and DesignMultimodal Interaction DesignSound Design 1Semiotic StudiesMedia AnthropologyInternship Training	<ul style="list-style-type: none">Media Arts Design Project 1Media Arts Design Project 2Media and NetworkingArt in Electronic MediaDesign ResearchMedia Law
ELECTIVE SUBJECTS		
<ul style="list-style-type: none">Corporate IdentityProject Management	<ul style="list-style-type: none">Diagram DesignMobion 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)	<ul style="list-style-type: none">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.