

BACHELOR OF MULTIMEDIA (HONS.) ADVERTISING DESIGN (R2/214/6/0097) 06/24 (A10483)

Advertising Design is a three-year degree programme focused on producing creative advertising content. Students are trained to master persuasive communication through design and multimedia applications. This programme emphasises on the understanding of branding, positioning, advertising strategy, media applications and product solutions. The creative process and final artwork are given great emphasis in order for our students to develop and enhance their skills and abilities to excel in this field.

We aim to develop graduates with intellectual capabilities in developing creative ideas in advertising communications, and who are technically capable in developing those ideas into working output.

Career Prospects: *Art Director/Designer/Manager in publications/corporate and communication departments/advertising agencies/design houses/production houses/retail; or Manager, Designer, Art Director for film/animation/music production houses and broadcast agencies; or Manager of art/design/branding for retail/entrepreneurs/product designs; or Manager, Designer for advertising related activities for small businesses; online/print/exhibition/outdoor/web advertising.*

PROGRAMME STRUCTURE

| Year 1 | Year 2 | Year 3 |
|---|---|---|
| CORE | | |
| <ul style="list-style-type: none">Advertising Design 1Advertising Design 2Web DesignEnvironmental Design3D Modelling and PrintingInternet and Mobile ApplicationVideo ProductionMobile App Design & DevelopmentMedia CultureMedia Aesthetics | <ul style="list-style-type: none">Advertising Design 3Advertising Design 4Audio Visual for AdvertisingIntegrated Marketing CommunicationVideo Production for AdvertisingE-MarketingMultimodal Interaction DesignSound Design 1Semiotic StudiesMedia AnthropologyInternship Training | <ul style="list-style-type: none">Advertising Design Project 1Advertising Design Project 2Interactive Technology for AdvertisingDesign ResearchSound Design 2Media Law |
| ELECTIVE SUBJECTS | | |
| <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) | <ul style="list-style-type: none">Introduction to Multicultural Studies in MalaysiaCo-CurriculumForeign 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.*