

Undergraduate Studies

Creative Industries and Design

Broadcasting
Digital Animation
Game Design
Game Development
Graphic Design and Multimedia
Media and Creative Studies



UNIVERSITI TUNKU ABDUL RAHMAN 021014
Dimiliki sepenuhnya oleh Yayasan Pendidikan UTAR. No. 16 170214



Bachelor of Arts (Honours)

Graphic Design and Multimedia

(R2/213/6/0022)07/21(A7217)



OVERVIEW

Graphic designers are a vital component in the creative industries of advertising and design. Throughout this programme, the students will be taught the fundamental principles of art and design, as well as trained in the technical execution of design works, learning how to develop their design ideas and visuals from analog to the digital platform. The multimedia perspective of the course trains the students to apply their art and design projects to a wide range of applications, from print to digital and web, including time-based media such as video and audio productions. The versatility of this programme enables its graduates to diversify their talents and skill-sets to be equally relevant and marketable in a variety of fields including Visual Design, Advertising, Public Relations, Publishing, Journalism, Marketing and Events Management. Graduates of this course will be well-versed in both the theoretical understanding, as well as the technical expertise needed for conceptualising graphic design solutions, developing memorable corporate identities, the building and effective management of brands, including the development of sound advertising campaigns and marketing strategies.

Duration of Study: 3 years

Medium of Instruction: English

Campus: Sungai Long

CAREER PROSPECTS

- Art Director
- Graphic Designer
- Web Designer
- Multimedia Designer
- Desktop Publishing Specialist
- Packaging Design Specialist
- Design Executive
- Events Designer
- Production Manager
- Illustrator

Bachelor of Arts (Honours)

Digital Animation

(R/213/6/0035)10/21(MQA/FA0792)

OVERVIEW

The structure of this comprehensive programme is modelled after the practical processes of the animation production pipeline. Starting with a strong foundation in theoretical understanding and creative thinking projects, students are trained to apply research to concept, in order to create engaging storylines, powerful content and memorable character designs. These skills are then refined with intensive technical training in the necessary skills and techniques of 3D production, enhanced with expertise in creating time-based media, video and audio production, video compositing and film studies. Throughout the course, the students will be required to produce several animation projects which will train them to develop

effective research methods and applications, conceptualisation and problem-solving skills, as well as proficient presentation techniques. In addition to creative and technical knowledge, students of this programme will also be educated on the laws pertaining to content development, copyrights and intellectual property rights, professional ethics and best practices, to ensure that graduates are adequately equipped to excel in this exciting creative industry of Animation, Film and Post-production.

Duration of Study: 3 years

Medium of Instruction: English

Campus: Sungai Long

CAREER PROSPECTS

- 2D/3D/Stop Motion Animator
- Art Director
- Editor
- Scriptwriter
- Character Designer
- Concept Artist
- Layout/Storyboard Artist
- CG Compositor/Supervisor
- FX Supervisor
- Model Maker/Supervisor
- Digital Background/Set/Prop Designer

OVERVIEW

This programme aims to equip students with in-depth knowledge and insightful appreciation of the fundamental concepts, theories and creative applications in the field of mass communication, with a special focus on broadcasting. Course discussions and case studies include essential analyses of the role of broadcasting in Malaysia as well as in the international arena. The major focus of practical assignments for this course will involve the production of radio and television programmes, such as radio drama, short films, documentaries, television commercials and multi-camera live productions. This programme also emphasises the crucial role of multimedia platforms in mass communication today and provides graduates with the relevant training to face the industry's current and future demands. Graduates are also provided with a sound foundation in Advertising, a lucrative industry which they can also capitalise on with their skills. To ensure that UTAR graduates enter the workforce prepared and employment-ready, students will undergo a 3-4 months industrial training period. This real-world experience will prepare students for their final phase of study and enhance their future employability.

Duration of Study: 3 years

Medium of Instruction: English

Campus: Sungai Long

CAREER PROSPECTS

- Programme Director
- Producer
- Copywriter
- Scriptwriter
- Social Media Content Producer
- Video Editor
- Audio Engineer
- Studio Manager
- Broadcast Technician

Bachelor of Communication (Honours)

Broadcasting

(R2/321/6/0218)05/24(A9826)



Bachelor of

Media and Creative Studies (Honours)

(R2/321/6/0114)09/24(A10235)

CAREER PROSPECTS

- Social Media Content Producer
- Producer
- Scriptwriter
- Copywriter
- Advertising Executive
- Print Journalist
- Broadcast Journalist
- Web Journalist
- Media Planner

OVERVIEW

This unique programme integrates two important fields of study, namely Creative Studies and Media. Hence, students of this course will be trained to be versatile and diverse in their ability to apply their talents and technical expertise to the production and management of creative content on various media platforms. Throughout the programme, the students will be provided with an extremely broad and diverse foundation in media studies, reinforcing their critical understanding of various mass media platforms such as Advertising, Broadcasting, Design, Journalism, Mass Communications, as well as the relevant proficiencies to engage and create content for these various media. Graduates of this programme will be equipped with the necessary

expertise to develop strategic media plans, comply with current ethics and best practices in the field, and fundamental entrepreneurship skills to enhance their marketability and monetising abilities in the industry. This programme provides holistic learning progression with a strong theoretical grounding, sound technical training, and crucial real-world industrial placement opportunities, making Media and Creative Studies graduates truly industry versatile.

Duration of Study: 3 years

Medium of Instruction: English

Campus: Sungai Long

Bachelor of Arts (Honours)

Game Design

(R2/214/6/0134)06/25(A10915)



OVERVIEW

This programme equips the students with a multi-disciplinary approach towards the field of Game Art and Design. In addition to applying the fundamental principles in conceptualising game design projects, the students will also be provided with the practical experience and technical expertise to manage those projects through all the key stages, beginning with the idea to its actual finished production. To enhance their insights on the field of game design, the programme also includes a historical component which provides a more astute understanding of the development of this field, from its inception to the rapidly expanding global industry that it is today. Additionally, the students are also offered electives in Advertising and Marketing, which provide fundamental entrepreneurial perspectives to enhance their ability to market their own game designs in the future. Learning in an inclusive team-based environment also encourages the development of interpersonal skills, positive group dynamics and effective communication traits. These will greatly enhance the graduate's ability to meet the necessary industry demands on desirable work ethics, effective social skills and collaborative professionalism.

Duration of Study: 3 years

Medium of Instruction: English

Campus: Sungai Long

CAREER PROSPECTS

- Game Content Designer
- Game Producer
- Game 2D/3D Artist
- Game Animator
- Game Level Designer
- Game Programmer
- Game Music & Sound Director
- Game Content Director
- Game Art/Creative Director
- Game Cinematographer

Bachelor of Science (Honours)

Game Development

(R/213/6/0307)06/22(MQA/FA1484)

OVERVIEW

This versatile programme offers two distinct pathways towards specialisation in Game Development. Students who aspire to create digital games and unleash their creativity via the PC, mobile and game console platforms can choose to pursue either the Game Art & Design path, or the Game Programming & Technology path. The interdisciplinary structure of this programme trains the students in the technical expertise of digital media and game development, in addition to providing them with the fundamental understanding of art and design in the crafting of game designs, the refinement of mathematical proficiencies in programming language, including the development of skills in entrepreneurship

and management. This ensures that graduates will be adequately adept as professional game developers with an all-round understanding of both game design, as well as software development. Thus, in addition to fundamental game art and design expertise, graduates of this course will also be well-versed in programming concepts, data structures, online networking, game graphics programming, virtual and augmented reality. This comprehensively equips them to thrive in the challenging yet rewarding game industry as game creators, as game creators, programmers and technologists.

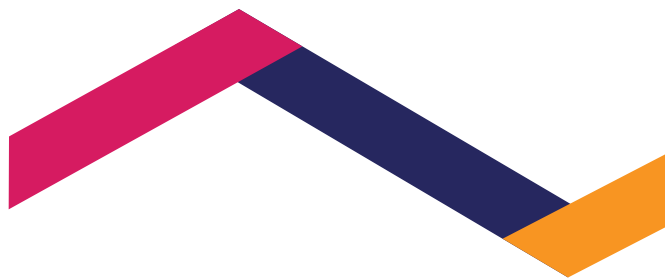
Duration of Study: 3 years

Medium of Instruction: English

Campus: Sungai Long

CAREER PROSPECTS

- Game Content Programmer
- Game Tools Programmer
- User Interface Programmer
- Artificial Intelligence Programmer
- Game Physics Programmer
- Game Mechanics Programmer
- Game Engine Programmer
- Game Technical Director
- Game Sound & Audio Programmer





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FACULTY OF CREATIVE INDUSTRIES



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