CREATIVE ARTS & DESIGN (COMMUNICATION STUDIES)

The best in you, made possible
Programmes offered from the Faculty of Creative Arts & Design and Communication Studies provide a blend of theory with practice.

You will develop skills in communication, problem solving and ethical understanding, as well as studio-based skills in your chosen areas of study.

Our graduates have a well-developed artistic sense, strong visual problem solving skills and the technical skills needed to produce innovative and exciting work for a range of applications.

Our world-class faculty members teach programmes that blend theory with practice to increase productivity. Students evaluate communicative problems and produce solutions that adapt to changing situations and audiences.

As a result, the programmes prepare students for future participation in any number of diverse fields, such as advertising, marketing, management, public relations, graphic design, broadcasting, as well as law and professional schools. You will find that the professional opportunities in the creative field are in abundance and include a wide range of career choices.
Awards received by SEGi University & Colleges

- Reader’s Digest Trusted Brand 2014 (Services, Private University/College)
- Reader’s Digest Trusted Brand 2013 (Services, Private University/College)
- 10th Asia Pacific International Honesty Enterprise Keris Award 2011
- The BrandLaureate Best Brand Award 2010 - 2011 (Education Tertiary Private)
- Asia Pacific Entrepreneurship Awards 2012 (Most Promising Entrepreneur)
- 3rd Global Leadership Award 2013 (Leadership in Educational & Training Excellence)
- The Edge Billion Ringgit Club 2013 (Best Performing Stock Award - Trading & Services)
REASONS TO STUDY AT SEGi UNIVERSITY & COLLEGES

ALMOST 40 YEARS OF ESTABLISHMENT
WORLD RENOWNED UNIVERSITY PARTNERS
BROAD ENTRY LEVEL
CUTTING EDGE FACILITIES
HOLISTIC LEARNING
ACCESSIBILITY
ACCREDITATION BY MALAYSIAN QUALIFICATION AGENCY (MQA)
WIDE-RANGING QUALITY PROGRAMMES
ADVANCE CREDIT TRANSFER
INNOVATIVE FINANCING

SEGian DNA

1. Analytical/Creativity Critical Thinking
Innovative problem-solver who can generate creative solutions.

2. Entrepreneurship
Results-driven achiever with exemplary planning and organisational skills, along with a high degree of detail orientation.

3. Job Readiness
Highly analytical thinking with demonstrated talent for identifying, scrutinising, improving, and streamlining complex work processes.

4. Lifelong Learning
Flexible individual who is self-motivated and thrives to pursue knowledge autonomously for personal or professional reasons.

5. Managing EQ (Positive Thinking)
Goal-driven leader who maintains a productive climate and confidently motivates, mobilises, and coaches employees to meet high performance standards.

6. Communication Skills
Exceptional listener and communicator who effectively conveys information verbally and in writing.

7. Global Perspective/Citizenship
Personable professional whose strengths include cultural sensitivity and an ability to build rapport with a diverse workforce in multicultural settings.

8. Leadership & Management
Resourceful team player who excels at influencing as well as building trusting relationships with customers and colleagues.

SEG graduates are fully equipped with the skills and tools of the trade essential in facing the challenges of today. These skills carved into everyday practice, proves that SEGians are all-rounders, at the top of their game in all aspects.
We, at SEGi University & Colleges are always on our toes to reinvent strategies, finding innovative ways to build improvements in all capacities, ranging from the programmes we offer right down to the nitty-gritty details of the facilities we provide; all this for one main reason – to deliver a superior tertiary education to our students.

Thus far, our efforts are apparent with the establishment of Centre of Excellence (CoE) for SEGi College Subang Jaya, concentrating on the Faculty of Creative Arts & Design programmes. The CoE will pave the way for top of the mark graduates while also leading the development and improvement of programmes for the entire Group.

**Reputable Academicians**

SEGi’s lecturers are linked with the industry through past and current industry engagements. The organisers appoint these lecturers as juries for fine art and design competitions. In addition, there are also lecturers who have conducted art exhibitions locally as well as at an international level.

**Progressive Creative Arts Facilities**

We currently have a brand new Photography Studio complete with backdrops and lighting equipment for students to perform photo sessions. Especially for students majoring in Music, SCSJ is equipped with a Music Room for their practices. There is also a Green Room for broadcasting students to engage their video production purposes.
University of Sunderland, United Kingdom

A provider of higher education in the United Kingdom since 1901, University of Sunderland (UOS) proudly stands out to be an accessible and an inspirational university. Its innovative, forward-thinking with high standards of teaching, research and support of strong links from industry and business, has resulted them working closely with some of the world’s leading companies.

UOS is committed to ensuring that students have the best learning environments and support by listening to, understanding and acting on their needs. As of year-end 2012-2013, UOS raked in 15,152 students and its strength range from widening access and student experience to research, international and industry links.

York St John University, United Kingdom

York St John University is an outstanding university, known for its academic excellence and responsive nature, always putting the student at the heart of everything it does. We were rated in the top 20 of institutions with the highest student satisfaction scores for teaching quality in the 2013 Sunday Times University Guide.

We care about the quality of our teaching and we listen to our students. In response to student feedback and to ensure our learning and teaching facilities were up-to-date and appropriate to your needs, we invested heavily in our Fountains Learning Centre, and this is now a hub for student-centred learning.

Students learning experience are not only limited to classroom lectures, seminars, tutorials and workshops but you will also experience group work, learning via Moodle, our Virtual Learning Environment (VLE), work placements, client-projects, practical and studio work.
University of St Mark & St John (Marjon), United Kingdom

Academically, the University of St Mark & St John strives for excellence, placing it in the top 10 of Higher Education institutions in England.

As the most experienced teacher training provider in the South West, MARJON have been successfully training teachers since 1840, receiving praise in our Ofsted inspections, including an “outstanding” for our secondary Management and Quality Assurance.

Programmes of MARJON will ensure that you are well prepared for employment upon graduation, along with practical experience in relevant employment fields. Supplying an excellent careers service, the most recent government statistics show that over 90% of MARJON graduates are either in employment or continuing in higher education 6 months after graduation.

The University of Southern Queensland (USQ), Australia

The University of Southern Queensland (USQ) has forged a reputation as one of Australia’s leading providers of on-campus and online education programmes in Australia. In less than fifty years, USQ have become a prominent multi-campus teaching and research institution providing education worldwide. Woven into the fabric of USQ is the vision and determination of many University and community members who, over the years, have been instrumental in implementing expansion and growth, shaping what we see today.

Gained full university status in 1992, the University has changed dramatically in many ways since then, including the expansion of Postgraduate programmes and establishing significant branch campuses.
The variety of facilities available for students to utilise in order to enhance the learning experience.

**Production**
The “Green Room” is mostly used for broadcasting exercises.

**Nurturing Talents**
Students have the freedom to freely express their creativity through art.

**Photography Studio**
The newly built studio in SEGi College Subang Jaya is complete with lighting equipment for a complete set of photo shooting.

**Walk of Fame**
The work of students are displayed on the walls to inspire excellence in others.

**Music Room**
Students are able to practice their musical instruments privately and in groups.
STPM / A-Level / Pre-U or equivalent qualification

1 credit
Certificate
Certificate in Creative Design

SPM / O-Level / SM2 or equivalent qualification

3 credits
Diploma
Diploma in Mass Communication
Diploma in Creative Multimedia
Diploma in Multimedia Design
Diploma in Graphic Design
Diploma in Interior Architecture
Diploma in Music
Diploma in Music Performance
Diploma in Music Teaching
Diploma in Photography
Diploma in Broadcast Media
Executive Diploma in Mass Communication
Executive Diploma in Graphic Design

5 credits
Foundation
Foundation in Arts

Dual Degree
Bachelor of Mass Communication (Hons)

Bachelor Degree
BA (Hons) Mass Communications
Bachelor of Communication
BA (Hons) Music Studies 3+0
Bachelor of Communication & New Media (Hons)
Bachelor of Corporate Communication (Hons)
BA (Hons) Multimedia Design
BA (Hons) Visual Communication Design
BA (Hons) Interior Architecture
<table>
<thead>
<tr>
<th>Programme Matrix</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Programme</strong></td>
</tr>
<tr>
<td>Bachelor of Mass Communication (Hons) (Dual Degree)</td>
</tr>
<tr>
<td>Bachelor of Communication (3+0)</td>
</tr>
<tr>
<td>BA (Hons) Mass Communication (3+0)</td>
</tr>
<tr>
<td>Programme</td>
</tr>
<tr>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>Bachelor of Communication &amp; New Media (Hons)</td>
</tr>
<tr>
<td>Bachelor of Corporate Communication (Hons)</td>
</tr>
<tr>
<td>BA (Hons) Music Studies 3+0</td>
</tr>
<tr>
<td>Programme</td>
</tr>
<tr>
<td>------------------------------------------------</td>
</tr>
</tbody>
</table>
| BA (Hons) Visual Communication Design         | SEGi University      | • STPM / A-Level (2 principals passes)  
• A-Level / pass in relevant Foundation or Pre-U programme or equivalent qualification                                                                                                                      | 3 years  | Kota Damansara  |
| BA (Hons) Multimedia Design                   | SEGi University      | • STPM / A-Level (2 principals passes)  
• A-Level / pass in relevant Foundation or Pre-U programme or equivalent qualification                                                                                                                      | 3 years  | Kota Damansara  |
| BA (Hons) Interior Architecture               | SEGi University      | • STPM (2 principal passes including Mathematic subject); OR  
• A-Level with at least 2 principal passes including Mathematic subject; OR  
• Pass Unified Examinations Certificate (UEC) with at least 5Bs including Mathematic; OR  
• Pass relevant Foundation Programme from an institution of higher learning recognised by the Malaysian government with CGPA 2.0 and above; OR  
• Pass Diploma in relevant discipline from an institution of higher learning recognised by the Malaysian government with CGPA 2.0 and above; OR  
• Other equivalent qualifications recognised by the Malaysian government; AND  
• Pass interview / art portfolio assessment by the faculty for candidates who did not take or failed in art subject / technical drawing subject in SPM or equivalent | 3½ years | Kota Damansara  |
<p>| Executive Diploma in Mass Communication       | SEGi College         | • This programme is available for working adults at a minimum age of 21.                                                                                                                                              | 1½ years | Kuala Lumpur Sarawak |</p>
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Diploma in Graphic Design</td>
<td>SEGi College</td>
<td>• This programme is eligible for working adults at the minimum age of 21.</td>
<td>1½ years</td>
<td>Sarawak</td>
</tr>
<tr>
<td>Diploma in Mass Communication</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM / O-Level / SM2; OR • Malaysian Independent Chinese Secondary School UEC Certificate; OR • Malaysian Certificate of Education (MCE); OR • Any qualification equivalent (3 credits)</td>
<td>3 years</td>
<td>Kota Damansara Subang Jaya Kuala Lumpur Sarawak</td>
</tr>
<tr>
<td>Diploma in Broadcast Media</td>
<td>SEGi College</td>
<td>3 Credits in : • SPM / O-Level / SM2; OR • Malaysian Independent Chinese Secondary School UEC Certificate; OR • Malaysian Certificate of Education (MCE); OR • Other equivalent qualifications recognised by the Malaysian government</td>
<td>3 years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Diploma in Multimedia Design</td>
<td>SEGi College</td>
<td>• SPM (3 credits) with a pass in Arts subject • Malaysian Independent Chinese Secondary School UEC Certificate (at least Grade B) or other equivalent qualification</td>
<td>3 years</td>
<td>Kuala Lumpur</td>
</tr>
<tr>
<td>Diploma in Creative Multimedia</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM / O-Level / SM2; OR • Any equivalent qualification (3 credits)</td>
<td>2½ years</td>
<td>Kota Damansara Subang Jaya Sarawak</td>
</tr>
<tr>
<td>Diploma in Graphic Design</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM / O-Level / SM2; OR • Any equivalent qualification (3 credits)</td>
<td>3 years</td>
<td>Kota Damansara Subang Jaya Kuala Lumpur Sarawak</td>
</tr>
<tr>
<td>Diploma in Music</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2; OR • Any equivalent qualification (3 credits)</td>
<td>2 – 2½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Programme</td>
<td>Awarding Institution</td>
<td>Entry Requirements</td>
<td>Duration</td>
<td>Campus</td>
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</tr>
<tr>
<td>Diploma in Photography</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2; Or equivalent qualification (3 credits)</td>
<td>2 – 2½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Diploma in Music Teaching</td>
<td>SEGi College</td>
<td>• Pass in SPM / SPMV / GCE O-Level / MCE with 3 credits; Or • Pass in UEC with 3 subjects in Gred B (min); Or • Gred 5 practical for music Equipment or Theory (ABRSM / Trinity College / AMEB); Or • Pass in Certificate [level 3 KKM] in related field</td>
<td>2½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Diploma in Music Performance</td>
<td>SEGi College</td>
<td>• Pass in SPM / SPMV / GCE O-Level / MCE with 3 credits; Or • Pass in UEC with 3 subjects Grade B; Or • Gred B practical for music Equipment or Theory (ABRSM / Trinity College / AMEB); Or • Pass in Certificate [level 3 KKM] in related field</td>
<td>2 – 2½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Diploma in Interior Architecture</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2; Or equivalent qualification (3 credits)</td>
<td>2 – 2½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Certificate in Creative Design</td>
<td>SEGi College</td>
<td>• SPM / O-Level with at least pass 1 subject or equivalent; • Other equivalent qualifications recognised by the Malaysian government; • Pass in interview / aptitude test or portfolio assessment for those without Visual Arts in SPM</td>
<td>1½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Foundation in Arts</td>
<td>SEGi University &amp; SEGi College</td>
<td>SPM / O-Level or equivalent (minimum 5 credits)</td>
<td>1 year</td>
<td>Kota Damansara Subang Jaya</td>
</tr>
</tbody>
</table>

All diploma and degree programmes require students to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia.

The following is an indication of current programme content. However, the rapidly changing nature of the subject area means that the programme offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combinations of options may not be available.
BACHELOR OF MASS COMMUNICATION (HONS)

Mass Communication is the discipline that focuses on the various means used to relay information through mass media to large segments of the population at one time. The most common media to relay such information would be newspaper, magazine, radio, television and film, as these are used to disseminate news and advertising to a large audience.

This programme prepares you with the skills, techniques as well as theoretical knowledge to strategically craft solutions for business challenges. You will be exposed to hands-on training with state-of-the-art industry relevant equipment and software to train in both the creative and managerial aspects of the advertising industry.

Programme Modules

Year 1
- Introduction to Public Relations
- Introduction to Broadcasting
- Introduction to Communication Theory
- Introduction to Journalism
- Introduction to Mass Communication
- Introduction to Advertising
- Information and Communication Technologies and Systems
- Media, Culture and Society
- Communication English
- Principles of Communication
- Business Management
- Human Communication
- Bahasa Kebangsaan
- Islamic Studies or Moral Studies
- Malaysian Studies

Year 2
- Desktop Publishing
- History of Mass Media
- Introduction to Political Science
- Introduction to Psychology
- Introduction to Sociology
- Integrated Marketing Communications
- Law and Ethics In Mass Communication
- Corporate Communication
- Work Psychology in Communication, Writing and Reporting
- Work Psychology in Communication, Writing and Reporting
- Quantitative and Statistical Methods
- Innovative, Creative and Critical Thinking Skills
- Elective 1

Year 3
- Research Methods
- Business Ethics
- Entrepreneurship
- Elective 2
- Elective 3
- Editorial Leadership, Public Opinion and Globalisation
- Media Management
- Environmental Mgt and Technology
- Elective 4
- Elective 5
- Communication and Campaign Management
- Research Project

Career Opportunities
- Broadcast Journalist
- Journalist
- Corporate communication Executive
- Public Relations Executive
- Advertising Executive
- Programme Producer
- Content Creator
- Editors
- Copywriter
- Creative Director
- Media Planner
- Television Presenter
- Radio Presenter

"SEGi helped me to be more confident in pursuing my passion; which is to dance. With such encouraging lecturers, I am able to completely express myself through dance movements and unleash my true potentials!"

SHERRY TAY
BACHELOR OF COMMUNICATION (3+0)
UNIVERSITY OF SOUTHERN QUEENSLAND, AUSTRALIA

This Bachelor will explore the way we communicate and the effect of media has on our world. It combines the study of communication theory with the development of communications skills. You will analyse the areas of language, film, television and culture, while learning about interpersonal, group and mass communication and communication in multicultural societies.

Learn from lecturers with decades of experience in mass communication fields and network of contacts in the media and public relations.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Communication and Scholarship</td>
<td>Feature Writing</td>
<td>Public Relations Campaign Development</td>
</tr>
<tr>
<td>Principles and Practice of Public Relations</td>
<td>Community Consultation and Development</td>
<td>Public Relations Research Methods</td>
</tr>
<tr>
<td>Journalism Practice</td>
<td>Writing for Public Relations</td>
<td>Radio Journalism</td>
</tr>
<tr>
<td>Elements of Multimedia</td>
<td>Creative Editing</td>
<td>Audio Production</td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td>Reputation Management</td>
<td>Issues and Crisis Management</td>
<td></td>
</tr>
<tr>
<td>News Literacy</td>
<td>Issues in Organisational Communication</td>
<td></td>
</tr>
<tr>
<td>Introduction to Media Studies</td>
<td>Publication Layout and Design</td>
<td></td>
</tr>
<tr>
<td>News Reporting</td>
<td>Public Sector Communication</td>
<td>Public Relations Project</td>
</tr>
</tbody>
</table>

SEGi has succeeded in unlocking my potentials. Now, my natural talent truly shines and the possibilities of a successful career ahead are shining even brighter. I would definitely recommend SEGi to all my friends and siblings!

MOHD ALYSHAH B MOHD NATARSHAH

Career Opportunities
The BA (Hons) Mass Communications programme is in collaboration with the University of Sunderland, offering you an equal combination of practical skills, covering journalism and Public Relations, with academic study of the media, film and culture.

On the practical side, modules include: News Journalism, Scriptwriting, New Media.

Theoretical modules include: Media Studies, Cultural Theory, Popular Culture, Film Studies.

Programme Modules

**Year 1**

**Semester 1**
- Introduction to Media & Cultural Studies
- Introduction to Academic
- Research Skills
- Introduction to New Media
- Theory and Practice
- Introduction to News, Magazines & Sports Journalism 1
- Academic English

**Semester 2**
- Writing for Journalists & PR
- Introduction to Film Studies
- Introduction to News, Magazines & Sports Journalism 2
- Bahasa Kabangsaan

**Year 2**

**Semester 1**
- Media Studies 1
- Cultural Theory & Popular Culture 1
- Academic Research Skills
- Magazine Writing 1
- Pengaian Malaysia

**Semester 2**
- Cybercultures
- News Journalism 1
- News & Online Writing
- Moral Studies / Islamic Studies

**Year 3**

**Semester 1**
- Media Studies 2
- News Journalism 2
- Cultural Theory & Popular Culture 2
- Media Studies Special Topic: New Media, The Web, Society

**Semester 2**
- Race Identity & Culture
- Dissertation

"My time at SEGi has prepared me well for the working world. I am able to apply much of my studies at work as I have undergone a complete learning experience. SEGi takes the extra step by providing a variety of facilities such as the music room, photography and production studio in order to enhance students’ learning experience."

**Career Opportunities**

This Bachelor prepares you for a wide range of careers in newspapers, magazines, radio, TV, Public Relations and new media industries. It is also highly relevant to many positions in industry, commerce and the Civil Service, as well as to jobs in the arts and voluntary sectors. As graduates, you can also choose to continue your studies with a Masters degree.
# BACHELOR OF COMMUNICATION & NEW MEDIA (HONS)

The Bachelor of Communication and New Media (Hons) programme offers a thorough learning experience, where you get the opportunity to learn to integrate both theoretical and practical knowledge in communication and new media aligned with current practices of the industry. The curriculum focuses on the technological aspects of the new media while grooming your ability to strategise and create contents that reach out to new media users of various demographic backgrounds.

## Programme Modules

<table>
<thead>
<tr>
<th>Compulsory subjects</th>
<th>Core subjects</th>
<th>2 Elective subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Ethics</td>
<td>Visual Communication</td>
<td>Media, Culture &amp; Society</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Desktop Publishing</td>
<td>Digital Reporting &amp; Publishing</td>
</tr>
<tr>
<td>Environmental Management and Technology</td>
<td>Communication English</td>
<td>Translation Studies</td>
</tr>
<tr>
<td>5 MPU courses</td>
<td>Presentation Skills</td>
<td>Contemporary Business Report Writing</td>
</tr>
</tbody>
</table>

### I enjoy being a student in SEGi and the experience has taught me to utilise my creativity. I am also forever thankful the dedicated lecturers for having the patience in guiding students to bring out the best in them.

**MALINI N. RENGANATHAN**

**Career Opportunities**

**BACHELOR OF CORPORATE COMMUNICATION (HONS)**

SEGI UNIVERSITY

The programme provides students with a framework for understanding communication theories and processes in an organisational context. Key research, communication and media-handling skills are taught to enable students to handle challenging real-world projects from communication to delivery and subsequent evaluation.

In addition, students will be introduced to the concepts and principles of human behaviour, marketing, advertising, public relations, journalism, the media, management, design and information technology. As the course progresses, concepts are studied for their application and influence in relation to the communication objectives of business, industry, government groups and non-profit making organisations. The lifelong learning skills provided will enable students to critically, objectively and analytically address complex problems or issues so as to work independently and manage time effectively.

**Programme Modules**

<table>
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</thead>
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</tr>
<tr>
<td>Environmental Management and Technology</td>
<td>Media, Culture &amp; Society</td>
<td>Communication Mandarin</td>
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<td>5 MPU courses</td>
<td>Presentation Skills</td>
<td>Techno-culture</td>
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<td></td>
<td>Communication Theory</td>
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<td>Intercultural Communication</td>
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<td></td>
<td>Integrated Marketing Communications</td>
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<td></td>
<td>Law &amp; Ethics in Mass Communication</td>
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<td></td>
<td>Issues &amp; Challenges in Public Relations</td>
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<td></td>
<td>Media Technology and Practices</td>
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<td></td>
<td>Introduction to Corporate Communication</td>
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<td></td>
<td>Organisational Communication</td>
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<td></td>
<td>Communication Research Methods</td>
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<td></td>
<td>Crisis Management</td>
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<td></td>
<td>Corporate Communication Campaigns</td>
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<td>Corporate Web-Page Design</td>
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<td>Corporate Image and Identity</td>
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<td>Corporate Social Responsibility</td>
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<td></td>
<td>Issues and Challenges in Corporate Communication</td>
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<td></td>
<td>Social Media &amp; PR Practices</td>
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<td>Dissertation</td>
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<td></td>
<td>Internship</td>
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</tbody>
</table>

"I learnt so much from the lecturers and it has boosted my confidence and enriched my talent and knowledge to pursue my career in design. There’s no where else better to study than at SEGi!"

KANAGESWARI REGINA

**Career Opportunities**

The media and communication industry is wide and varied, allowing you to pursue any of the following careers: Advertising, Broadcasting, Journalism, Public Relations, Communication and Market Research, Media-Buying, Business Development, Publishing, Editorial, New Media.
Programme Modules

**BA (HONS) MUSIC STUDIES 3+0**
**YORK ST JOHN UNIVERSITY**

Our Bachelor programme offers you the chance to immerse yourself in the subject you love while studying. You can develop your existing musical interests and experiment with new ones through an extensive range of performance opportunities and course modules in cultural studies, composition, performance and applied music studies.

The BA (Hons) Music Studies programme offered at SEGi in collaboration with York St John University embraces a wide variety of musical genres. This programme allows you to experience a broad spectrum of musical activity, in which you study and perform music of all types to achieve a diverse set of skills.

### Programme Modules

#### Year 1

**Semester 1**
- Academic English
- Music in Context – Part A
- Music in Context – Part B
- Vox – Part A
- Vox – Part B
- Music Techniques 1 – Part 1 A
- Music Techniques 1 – Part 1 B

**Semester 2**
- Bahasa Kebangsaan A
- Critiquing Music – Part A
- Critiquing Music – Part B
- Music Techniques 1 – Part 2 A
- Music Techniques 1 – Part 2 B
- Drumming – Part A
- Drumming – Part B

#### Year 2

**Semester 1**
- Pengajian Malaysia
- Musics and Societies – Part A
- Musics and Societies – Part B
- Solo Performance – Part 1
- Music Ensembles 1
- Elective:
  - Music in Education 1 – Part A; and Music in Education 1 – Part B
  - Improvisation – Part A; and Improvisation – Part B

**Semester 2**
- Pengajian Islam OR Pendidikan
- Moral
- Solo Performance – Part 2
- Music Ensembles 2
- Music Techniques 2 – Part A
- Music Techniques 2 – Part B
- Elective:
  - Music in the Community – Part A; and Music in the Community – Part B
  - The 21st Century Audience A; and The 21st Century Audience B

#### Year 3

**Semester 1**
- Dissertation (Music) – Part 1
- Contemporary Music – Part A
- Contemporary Music – Part B
- Contemporary Solo Performance
- Music Ensembles 3
- Music Techniques 3 – Part 1

**Semester 2**
- Dissertation (Music) – Part 2
- Music Ensembles 4 – Part A
- Music Ensembles 4 – Part B
- Music Techniques 3 – Part 2
- Elective:
  - Advanced Solo Performance A; and Advanced Solo Performance B

**OR**
- Music in Education 2 – Part A; and Music in Education 2 – Part B

#### Career Opportunities

The breadth of communication, musical, analytical, written and research skills that students acquire are desirable in a wide range of professions. Some graduates may pursue careers as professional performing musicians while others may gain employment in areas of performance, teaching, composing, arranging, arts management, journalism and community music.

“SEGi has taught me a lot on how to build good relationships with fellow classmates and lecturers. It has been a great experience for me since I am new here but is so exciting. This is the place where I know that I will soar to a higher ground and make all my dreams come true.”

MICHELE CHRISTINE
SIRI WARDENE
BA (HONS) VISUAL COMMUNICATION DESIGN
SEGi UNIVERSITY

Our SEGi University Bachelor of Arts (Hons) Visual Communication Design programme equips you with the knowledge, critical thinking, creative approaches and technical skills to pursue a promising career in the creative design industry.

This programme focuses on the development of thinking process and the ability to solve design problems creatively; the understanding of key principles and practical applications; and up-to-date industry technologies and methodologies used in solving complex design problems; as well as career-relevant concentration in the areas of graphic design, illustration, packaging, digital imaging and visualization.

Programme Modules

Year 1
- Exploring Adobe Software
- Design Fundamentals
- History of Art and Design
- Painting
- Illustration
- Typography
- Photography
- Graphic Design
- Layout Design
- Packaging Design
- Creative Thinking
- Basic Animation

Year 2
- Print and Editorial Design
- Web Publishing
- Advertising Media Strategy
- Marketing and Consumer Behaviour
- Environmental Design
- Branding and Corporate Identity
- Moving Images
- Discourse

Year 3
- Digital Imaging
- Art Direction
- Copywriting
- Entrepreneurship
- Internship Practice
- Portfolio Preparation and Final Project
- Dissertation

The lecturers in the Faculty of Creative Arts & Design are some of the most talented people that I have ever met. I am happy and proud to be a SEGian as I believe that my mind has expanded with an enormous amount of knowledge and it has molded my thinking process to a whole new level.

AZREENA AZMAN

Career Opportunities
Graphic Designer, Art Director, Web Designer, Interactive Media Designer, Exhibition and Environmental Designer, Visualiser and Photographer, Typographic Designer, Corporate Communications Designer, Environmental and Retail Designer, Communication Director, Copywriter, Account Planner, Creative Director, Brand Strategist and Strategic Planner.
**BA (HONS) MULTIMEDIA DESIGN**

SEGI UNIVERSITY

The need for multimedia exists from small companies to large corporations. Therefore, this growing industry constantly needs highly-skilled and creative designers. You will learn to conceptualise, code and publish content onto the Web, interactive kiosks, smart phones and tablets. In addition, you will learn how to integrate and produce visual elements for digital content.

You will develop both the technical and creative skills required to pursue a successful career in this fast-paced industry. Graduates are able to fit in different areas of specialisation; be it Web design, 3D animation, or even the broadcast industry. The programme is focused yet diverse enough to allow flexibility, thus resulting in better career opportunities.

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### Programme Modules

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<tr>
<th>Year 1</th>
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<tbody>
<tr>
<td>Exploring Adobe Software</td>
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<tr>
<td>Design Fundamentals</td>
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<tr>
<td>Basic Drawing</td>
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<tr>
<td>Typography Design</td>
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<tr>
<td>Photography</td>
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<tr>
<td>General Computer Knowledge</td>
</tr>
<tr>
<td>Graphic Design</td>
</tr>
<tr>
<td>Basic Animation</td>
</tr>
<tr>
<td>Information System [IT]</td>
</tr>
<tr>
<td>Audio and Video Technology</td>
</tr>
<tr>
<td>Computer-aided Design and Visualisation</td>
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<tr>
<td>Digital Editorial Design and Publishing</td>
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<tr>
<td>E-Commerce</td>
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<tr>
<th>Year 2</th>
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<tbody>
<tr>
<td>Digital Imaging</td>
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<tr>
<td>Virtual Reality</td>
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<tr>
<td>Green Design</td>
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<tr>
<td>Creative Web Design</td>
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<tr>
<td>Multimedia Production and Marketing</td>
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<tr>
<td>Digital Film and Video Production</td>
</tr>
<tr>
<td>Digital Animation</td>
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<tr>
<td>Web Scripting and Programming</td>
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<tr>
<td>Idea Generation</td>
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<tr>
<th>Year 3</th>
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<tbody>
<tr>
<td>Game Design</td>
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<tr>
<td>Multimedia Portfolio Production</td>
</tr>
<tr>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Research Methodology</td>
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<tr>
<td>Industrial Training</td>
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<tr>
<td>Final Project and Exhibition</td>
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<tr>
<td>Thesis</td>
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</tbody>
</table>

“Thank you SEGi for giving me the opportunity to be the best of what I can be. Memories of my campus life will always be cherished and I’ve definitely made some good friends that has gone through the challenges of being a student!”

FUA HAN SENG

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**Career Opportunities**

Multimedia Specialist / Designer / Developer, Web Designer / Developer, Interactive Multimedia Author, Multimedia Project Manager, Junior Games Developer, Digital Animator / Animation Producer / Animation Director / Motion Graphics Specialist, Video Editor / Desktop Video Producer, TV & Film Commercial Coordinator, Digital Artist, Art Director, Background & Layout Artist, Storyboard Artist, Visual Development or Inspirational Artist, Concept Artist, Digital Ink and Paint Artist

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IPA/BPP/123/1/001110(17) KO CAMPUS
BA (HONS) INTERIOR ARCHITECTURE
SEGi UNIVERSITY

Interest in interior architecture has grown rapidly in recent years. New materials, technologies and techniques are giving interior architects exciting new ways to enclose and use space using, for example, architectural glass for floors and ceilings and new environmentally friendly technologies for heating and lighting.

Interior architecture combines the study and practice of interior design with architecture. It explores how the interiors of buildings such as office blocks, houses, hospitals and galleries are inhabited, used and experienced. Furthermore, it also explores how interiors of buildings can be changed to meet different needs and to express different functions, for example from a station multi-storey car park to a modern office block. All of this work contributes to the development of your subject knowledge and understanding.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
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</thead>
<tbody>
<tr>
<td>Semester 1</td>
<td>Semester 1</td>
<td>Semester 1</td>
<td>Semester 1</td>
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<tr>
<td>Architectural Principle and Communication</td>
<td>Commercial Design</td>
<td>Advance Interior Design 2</td>
<td>Design Project</td>
</tr>
<tr>
<td>Building Construction 1</td>
<td>Architecture History 2</td>
<td>Project and Construction Management</td>
<td>Thesis</td>
</tr>
<tr>
<td>Building Services 1</td>
<td>Advance Computer 3D Modeling</td>
<td>Professional Practice for Interior Designer</td>
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<tr>
<td>Software Application for Design</td>
<td>Environmental Psychology</td>
<td>Research Methods</td>
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<td></td>
<td>AutoCAD in Interior Design</td>
<td>Entrepreneurship</td>
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<tr>
<td>Semester 2</td>
<td>Semester 2</td>
<td>Semester 2</td>
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<tr>
<td>Architecture History 1</td>
<td>Environmental Management &amp; Technology</td>
<td>Internship/Industrial Training (6 months)</td>
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<tr>
<td>Building Services 2</td>
<td>Business Ethics</td>
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<tr>
<td>Semester 3</td>
<td>Semester 3</td>
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<tr>
<td>Residential Design</td>
<td>Advance Interior Design 1</td>
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<tr>
<td>Architectural Graphic</td>
<td>Lighting Design</td>
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<tr>
<td>Furniture Design Workshop</td>
<td>Construction Contract Law</td>
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<tr>
<td>Interior Material and Furnishing</td>
<td>Specification &amp; Documentation</td>
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</tr>
<tr>
<td>Building Construction 2</td>
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</tbody>
</table>

“I love the atmosphere on campus. The friendly staff and students has made me feel very comfortable and confident to communicate with others. My experience here will always be cherished!”

ANIS ASFAVIRA

Career Opportunities

EXECUTIVE DIPLOMA IN MASS COMMUNICATION
SEGi COLLEGE

The world has witnessed a phenomenal and unprecedented explosion in communication technology and media. All boundaries have been transcended, and the entire global community seems to have been brought together into one unified whole. And it is here that mass communication, as a stream of study, and as a career, becomes so important and enviable.

Mass Communication is not limited to journalism alone. To a great extent mass media is a modern reality that covers all aspects of human life. Moreover, a great change can be observed in the concept of people working in mass media. Careers in Mass Communication are not only high paying but also bring in a great deal of job satisfaction and expression of creativity.

Programme Modules

- Introduction to Mass Communication
- Principles of Marketing
- Academic English
- Speech Communication and Presentation Skills
- Electronic Publishing
- Intercultural Communication
- Reporting
- Visual Communication
- Copywriting for the Media
- Communication and Society
- Media and Communication Law
- Public Relations
- Communication Research

Career Opportunities

Mass communication opens doors for a career in films & TV, publishing, public relations, journalism, editing, direction, filmmaking, scriptwriting, production, etc. Depending upon personal interest, you may choose a job as a Journalist, Actor, Director, Editor, Screenwriter, Radio DJ or Producer.

EXECUTIVE DIPLOMA IN GRAPHIC DESIGN
SEGi COLLEGE

Establish a strong foundation to build your career with the fundamentals of graphic and multimedia design. Learn typography designing, professional photography techniques, digital audio and video editing, working with sound and visual movement to create movies and montage incorporating animation to visuals as well as creating interactive web designs.

Using the latest in graphic and multimedia software: Adobe Creative Suites consisting of Indesign - designing brochures, magazines and any print media; Adobe Photoshop which is the premier in photo editing; Adobe Illustrator in drawing; Flash software to create animation characters with movement and sounds; 3D Studio Max software to create 3D drawings and Macromedia Director for impressive presentations using a combination of photos, text, montage and audio.

Programme Modules

- Drawing
- History of Art
- Academic English
- Fundamentals of Graphic Design
- Electronic Publishing
- Typography Design
- Visual Communication
- Corporate Design
- Digital Audio and Video
- Animation
- Interactive Web Design
- Independent Design Practice

Career Opportunities

This programme leads to a wide range of employment opportunities in the creative industries. Graduates will have many career opportunities and options from which to choose, depending on the particular mix of subjects they elect to study. Art and design graduates find employment in independent or corporate design studios, film, television and publishing companies, museums and galleries. Others opt to work as freelance artists or designers.
This programme has been designed to cater to the high demand for skilled professionals in the fields of advertising, multimedia, public relations and broadcasting.

Moreover, this diploma programme also aims to instill students with technological know-how and many invaluable skills to produce industry-centric graduates who are computer and IT-savvy, to enable them to excel in the global communications industry.

Upon completion of this programme, students will be fully equipped with exceptional design skills, presentation skills, communication skills, writing skills and management skills to apply in the challenging and competitive public relations, advertising and broadcasting industry.

### Programme Modules

#### Year 1

**Semester 1**
- Bahasa Kebangsaan A
- English
- Fundamental Photography 1
- Introduction to Mass Communication
- Marketing Principles & Strategies

**Semester 2**
- Fundamental Photography 2
- Visual Communication
- Media Law and Ethics
- Media, Culture and Society
- Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)
- Presentation Skills

**Semester 3**
- Pengajian Malaysia
- Electronic Pre-press

#### Year 2

**Semester 1**
- Videography
- Communication and Scholarship
- Journalism 1
- News Reporting 1

**Semester 2**
- Public Relations 1
- Film Appreciation
- News Reporting 2
- Journalism 2

**Year 3**

**Semester 1**
- Professional Practice & Issues
- Final Year Project

**Year 2**

**Semester 1**
- Communication Research
- Public Relations 2

**Year 3**

**Career Opportunities**

Graduates can look forward to enter a wide variety of fields, including Public Relations, Journalism, Corporate Communications, Event Management.
DIPLOMA IN
BROADCAST MEDIA

SEGi COLLEGE

Broadcast Media is a unique programme to cater to the fast growing digital media industry and meet the current commercial trend in valuable content research, communication, information and entertainment to the public.

It also covers a wide spectrum of modules in Television, Radio, Video, Audio, Multimedia and Internet-based contents.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Semester 1</th>
<th>Semester 2</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Introduction to Broadcasting</td>
<td>Fundamental of Photography</td>
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<tr>
<td></td>
<td>Principle of Mass Comm</td>
<td>Videography</td>
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<tr>
<td></td>
<td>General Language Skills</td>
<td>News Reporting</td>
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<tr>
<td></td>
<td>Bahasa Kebangsaan (to be replaced with MPU subjects)</td>
<td>Academic English</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Year 1</th>
<th>Semester 1</th>
<th>Semester 2</th>
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<tbody>
<tr>
<td></td>
<td>Islamic/ Moral Studies (to be replaced with MPU subjects)</td>
<td>Editing</td>
</tr>
<tr>
<td></td>
<td>TV News Production</td>
<td>Film Appreciation</td>
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<tr>
<td></td>
<td>Video Production</td>
<td>Media Research</td>
</tr>
<tr>
<td></td>
<td>Malaysian Studies (to be replaced with MPU subjects)</td>
<td>Documentary &amp; Photojournalism</td>
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<td></td>
<td>Documentary Production</td>
<td>Screenwriting</td>
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<td>Media Law and Ethics</td>
<td>TV Studio Production</td>
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<td>Radio Broadcasting</td>
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<tr>
<th>Year 2</th>
<th>Semester 1</th>
<th>Semester 2</th>
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<tbody>
<tr>
<td></td>
<td>Practical Training</td>
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<th>Year 3</th>
<th>Semester 1</th>
<th>Semester 2</th>
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<tbody>
<tr>
<td></td>
<td>Final Project</td>
<td>Issue &amp; Broadcast</td>
</tr>
</tbody>
</table>

“ My decision to be a SEGian has given me much advantage academically and beyond. I am able to extend my circle of friends, comprising from various countries and cultural background. ”

MOHD IRFAN

Career Opportunities

Graduates of the Diploma in Broadcast Media programmes can pursue careers as:
- Producer
- Scriptwriter
- Fashion Stylist
- Creative Content Developer
- Pattern Maker
- Webcaster
- On-linear Editor
- Marketing Stage / TV Program Director
- Studio Manager
- Costume Designer
- Headgear Designer
- Broadcast Journalist
- AV Producer
- Talk Show Host / Anchor

MOHD IRFAN
# Programme Modules

## Programme Modules

### Semester 1
- Fundamental Photography
- Drawing 1
- History of Art
- Bahasa Melayu Komunikasi 1 (Int’l Students)
- Pengajian Malaysia 2 (Local Students)

### Semester 2
- Enterprisehip
- Colour Studies

### Semester 3
- Decision Making
- 2 & 3 Dimensional Design
- General Language Training
- Fundamental of Graphic Design
- Typography Design
- Multimedia Fundamental

### Semester 4
- Principles of Marketing
- Academic English
- Electronic Publishing Typhography Design
- Digital Audio & Video Editing

### Semester 5
- Multimedia Design 1
- Multimedia Content Development

### Semester 6
- Interactive Programming
- Animation 1
- Design Methods
- Multimedia Design 2

### Semester 7
- Internship / Industrial Training

### Semester 8
- Print Production
- Pengurusan Kokurikulum
- Interactive Web Design
- Animation 2
- Independent Design Practice

## Career Opportunities

A graduate easily find employment as a multimedia designer, producer, multimedia programmer, web developer, audio & video editor and an animator.
Creative industries use multimedia for a variety of purposes—translated into fine arts, entertainment, commercial art, journalism, media, and software services provided to a range of industries.

A multimedia designer may cover the spectrum throughout their career and require skills that range from technical, analytical to creative.

Here at SEGi, Multimedia Design is the broad-based knowledge for the application of digital technology in many individual mediums that make up ‘multimedia’. We’re committed to deliver programmes in which digital technology is utilised as a means to realise ideas and not as an end product. Hence, there is a balance between formal and technical skills and knowledge, and the production of innovative and creative content.

### Programme Modules

#### Year 1

**Semester 1**
- Colour and Form
- Drawing Fundamental 1
- Electronic Pre-press
- Fundamental Photography 1
- Introduction to Computers
- English
- Pengajian Malaysia

**Semester 2**
- Bahasa Kebangsaan A
- Drawing Fundamental 2
- Multimedia Content Development
- Fundamental Photography 2
- Introduction to Animation
- Introduction to Multimedia

#### Year 2

**Semester 1**
- Animation 1
- Pengajian Islam [Islamic Studies] or Pendidikan Moral (Moral Education)
- Interactive Web Design
- Multimedia Design 1
- Visual Communication

Plus 1 of the following elective subjects:
- Consumer Behaviour 1
- Drawing Concept
- Black & White Photography
- Text & Image
- Media Studies

**Semester 2**
- Animation 2
- Creative Expression in Multimedia
- Interactive Programming
- Multimedia Design 2
- Digital Audio & Video

Plus 1 of the following elective subjects:
- Consumer Behaviour 1
- Drawing Concept
- Black & White Photography
- Text & Image
- Media Studies

#### Year 3

**Semester 1**
- Industrial Training
- Research Project

**Semester 2**
- Independent Project
- Multimedia Project Management
- Marketing Principles & Strategies

### Career Opportunities

As graduates of the Diploma in Creative Multimedia programmes, you will possess skills in designing, programming, implementing, documenting, evaluating, maintaining and managing multimedia systems. This combination of skills and experience will assist graduates in taking advantage of the rapidly advancing information technology industry in fields such as Internet usage, electronic marketing and publishing, and futuristic sound and video production. Your choice of employment will include: Multimedia Designer, Webmaster, Interface Designer, Multimedia Producer, Games Designer, Props Designer, Animator.
GRAPHIC DESIGN

Graphic Design embraces a number of artistic and professional disciplines in the field of visual communication and presentation, including the use of typography and photographic imagery.

It transcends language barriers by means of symbols. Various methods are used to create and combine symbols, images and/or words to create a visual representation of ideas and messages. Common uses of graphic design include magazines, advertisements, product packaging and web design.

At SEGi, we grow and teach you the success rules in expressing ideas, allowing your work to tell your stories. Our mission is to enable excellence in art and design education, adapting and keeping up with international developments.

Programme Modules

**Year 1**

**Semester 1**
- Bahasa Kebangsaan A
- 2 & 3 Dimensional Design
- Colour and Form
- Drawing Fundamentals
- History of Art
- English

**Semester 2**
- Pengajian Malaysia
- Fundamental Graphic Design
- Drawing Concept 1
- Typography Design 1
- Black & White Photography
- Introduction to DTP

**Year 2**

**Semester 1**
- Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)
- Drawing Concept 2
- Typography Design 2
- History of Graphic Design
- Photography – Studio & Lighting 1
- Advertising Principles

**Semester 2**
- Packaging Design
- Visual Communication
- Art Direction
- Computer Print Production
- Research Methodology

**Year 3**

**Semester 1**
- Presentation Skills
- Advertising Creativity
- Practical Training

**Semester 2**
- Independent Design Practice
- Text & Image

Plus 1 of the following elective subjects:
- Fundamental Photography
- Multimedia Development
- Copywriting
- Marketing Principles & Strategies
- Consumer Behavior
- Digital Imaging 1

**What I love about SEGi is the environment. I have gathered so much inspiration and learnt to grow both artistically and academically through the encouragement of peers and lecturers who constantly support me to be the best that I can be!**

SITI AIDA NADIA BT NORAISAN
Programme Modules

**DIPLOMA IN MUSIC**

**SEGi COLLEGE**

Music as an art form and universal language has tremendous impact on human society, and music as a professional realm is a challenging field.

At SEGi, you get to explore different genres, areas of contemporary music theory, composition and performance – all aimed at taking you to a new level of inspired expression. The teaching team comprises full-time lecturers with professional experience, supplemented by part-time music specialists.

Look forward to regular contacts through visits, seminars and master classes with professional musicians from abroad.

### Programme Modules

#### Year 1

**Semester 1**
- English
- History of Music & Appreciation 1 (Baroque)
- Principles & Theory of Music
- Solfeges and Dictation 1
- Performance Lab 1: Choir 1
- Major Study 1
- Minor Study 1

**Semester 2**
- Bahasa Kebangsaan A
- Harmony 1
- Instrumentation
- History of Music & Appreciation 2 (Classical)
- Solfeges and Dictation 2
- Performance Lab 1: Choir 2

**Semester 3**
- Pengajian Malaysia
- Harmony 2
- Performance Lab 1: Choir 3
- Major Study 2
- Minor Study 2

#### Year 2

**Semester 1**
- Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)
- Harmony 3
- History of Music & Appreciation 3 (Romantic)
- Solfeges and Dictation 3
- Traditional Music Malaysia & Ethnic Music Appreciation
- Performance Lab 1: Choir 4

**Semester 2**
- Conducting
- Counterpoint
- Harmony 4
- History of Music & Appreciation 4 (20th Century)
- Solfeges and Dictation 4
- Major Study 3
- Minor Study 3

**Semester 3**
- Form & Analysis 1
- History of Music & Appreciation 5 (Pre-Baroque)
- Performance Lab 1: Choir 5

#### Year 3

**Semester 1**
- Art Of Stage Performance
- Computer Notation Techniques
- Form & Analysis 2

**Career Opportunities**

As graduates of the SEGi Diploma in Music, you can pursue careers including: Music Instrumentalist, Teachers, Music Producer, Musicologist, Music Supervisor, Vocalist, Music Biographer, Programme Director, Music Critic, Music Arranger, Music Journalist, Music Researcher, Orchestra Performer, Conductor & Music Educator.
## Programme Modules

### Diploma in Photography

Students acquire a wide range of photographic skills and practices from fine art to commercial. Photo-techniques from analogue to the latest digital imaging are covered. Diversity underpins the graphic design specialisation with a cross-section of specific subjects covering all aspects of design, advertising and new media, including web and video applications. The animation and visual effects specialisation covers a range of areas, including traditional and 3D animation and visual effects, with particular emphasis towards the digital realm.

### Programme Modules

#### Year 1

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<th>Semester 3</th>
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<td>2 &amp; 3 Dimensional Design</td>
<td>Bahasa Kebangsaan A</td>
<td>Pengajian Malaysia</td>
</tr>
<tr>
<td>Colour &amp; Form</td>
<td>Photography - Studio &amp; Lighting 1</td>
<td>Advertising Principles</td>
</tr>
<tr>
<td>Drawing Fundamentals</td>
<td>Black &amp; White Photography</td>
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<tr>
<td>Fundamentals of Photography</td>
<td>History of Photography</td>
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<tr>
<td>History of Art</td>
<td>English</td>
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#### Year 2

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<th>Semester 1</th>
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<tbody>
<tr>
<td>Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)</td>
<td>Advertising Photography</td>
<td>Documentary &amp; Photojournalism</td>
</tr>
<tr>
<td>Photography - Studio &amp; Lighting 2</td>
<td>Digital Imaging 1</td>
<td>Presentation Skills</td>
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<tr>
<td>Large Format Photography</td>
<td>Video Production 1</td>
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<td>Digital Imaging 1</td>
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<tr>
<td>Videography</td>
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#### Year 3

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical Training</td>
<td>Independent Project</td>
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<tr>
<td></td>
<td>Experimental Photography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text &amp; Image</td>
<td></td>
</tr>
</tbody>
</table>

### Career Opportunities

The knowledge and experience gives you the opportunity to pursue careers including: Director of Photography, Photo Journalist, Portrait & Fashion Photographer, News Pixman, Bridal & Wedding Photographer, Commercial & Advertising Photographer, Fine Arts Photographer, Digital Imaging Manipulator, Professional Lab Instructor, Photographic Sales Executive, Business & Corporate Photographer.
### Programme Modules

**DIPLOMA IN MUSIC TEACHING**

**SEGi COLLEGE**

Objectives of the Diploma in Music Teaching is a specialised programme expressly created for the aspiring would be music teachers.

The programme provides vocationally relevant modules (that reacts flexibly to changing professional expectations and demands,) where principles and practices of music education for both studio and classroom teachers are explored, along a broad based music training to build a sound foundation in both musicianship and music teaching skills that provide a flexibly changing professional expectations and demands.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>English</td>
<td>Pengajian Malaysia</td>
<td>Counterpoint</td>
</tr>
<tr>
<td>Principles &amp; Theory of Music</td>
<td>Harmony 2</td>
<td>Traditional Music Malaysia &amp; Ethnic Music Appreciation</td>
</tr>
<tr>
<td>Solfeges and Dictation 1</td>
<td>Solfeges and Dictation 3</td>
<td>Performance Lab 1: Choir 5</td>
</tr>
<tr>
<td>History of Music &amp; Appreciation 1</td>
<td>History of Music &amp; Appreciation 4</td>
<td>Performance Lab 2: Ensemble 5</td>
</tr>
<tr>
<td>(Baroque)</td>
<td>(20th Century)</td>
<td>Major Study 5</td>
</tr>
<tr>
<td>Performance Lab 1: Choir 1</td>
<td>Performance Lab 1: Choir 3</td>
<td>Minor Study 5</td>
</tr>
<tr>
<td>Performance Lab 2: Ensemble 1</td>
<td>Performance Lab 2: Ensemble 3</td>
<td>Minor Study 5</td>
</tr>
<tr>
<td>Major Study 1</td>
<td>Major Study 3</td>
<td>Form &amp; Analysis 2</td>
</tr>
<tr>
<td>Minor Study 1</td>
<td>Minor Study 3</td>
<td></td>
</tr>
<tr>
<td>Score Reading &amp; Writing About Music</td>
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<tr>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
</tr>
<tr>
<td>English</td>
<td>Principles of Music Teaching 2: Elementary Harmony</td>
<td>Music Teaching Practicum</td>
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<tr>
<td>Academic English</td>
<td>Harmony 3</td>
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<td>Harmony 1</td>
<td>Solfeges and Dictation 4</td>
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<td>Solfeges and Dictation 2</td>
<td>History of Music &amp; Appreciation 5</td>
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<td>History of Music &amp; Appreciation 2</td>
<td>(Pre-Baroque)</td>
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<td>(Classical)</td>
<td>Performance Lab 1: Choir 4</td>
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</tr>
<tr>
<td>Performance Lab 1: Choir 2</td>
<td>Performance Lab 2: Ensemble 4</td>
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<tr>
<td>Performance Lab 2: Ensemble 2</td>
<td>Major Study 4</td>
<td></td>
</tr>
<tr>
<td>Major Study 2</td>
<td>Minor Study 4</td>
<td></td>
</tr>
<tr>
<td>Minor Study 2</td>
<td>Computer Notation Technique</td>
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<td>Elective*</td>
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<td><strong>Semester 3</strong></td>
<td><strong>Semester 3</strong></td>
<td><strong>Semester 3</strong></td>
</tr>
<tr>
<td>Bahasa Kebangsaan A</td>
<td>Pengajian Islam (MPW 1143)</td>
<td>Foreign Language for Music: Italian</td>
</tr>
<tr>
<td>History of Music &amp; Appreciation 3</td>
<td>Pendidikan Moral (MPW 1153)</td>
<td>Conducting</td>
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<tr>
<td>(Romantic)</td>
<td>Harmony 4</td>
<td>Performance Study 1: Stylistic Consideration &amp; Classical Repertoire</td>
</tr>
<tr>
<td>Instrumentation</td>
<td>Form &amp; Analysis 1</td>
<td>Performance Study 2: Romantic &amp; Baroque Repertoire</td>
</tr>
</tbody>
</table>

*Elective Subject (E1, E2, E3, E4)

**Accountancy & Business**

|  |
|---|---|
| Foreign Language for Music: Italian | Conducting |
| Conducting | Performance Study 1: Stylistic Consideration & Classical Repertoire |
| Performance Study 1: Stylistic Consideration & Classical Repertoire | Performance Study 2: Romantic & Baroque Repertoire |
| Performance Study 2: Romantic & Baroque Repertoire | Introduction to Music Industry Frame Work |
| Introduction to Music Industry Frame Work | Concert and Tour Management |

**Career Opportunities**

The programme thus provide a pathway to a range of employment options within a musical career, including instrumental and vocal teaching at both music studios and music schools, as well as a career in performance and composition, music education in early childhood, music administrator, researcher, entrepreneur, or pathway for further study.
Diploma in Music Performance is designed to produce all-rounded musicians equipped with knowledge of different aspects in musicality that will gear them towards a career in music. It also provide focus on the study and development of performance skills through individual and group music making, enabling students to develop and extend proficiency in performance skills, rhythmic accuracy and pitch identification. In addition, students will also acquire a full dynamic range and develop individual musical style and vitality through a variety of rehearsal techniques employed by each ensemble director.

### Programme Modules

#### Year 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Academic English</td>
<td>Bahasa Kebangsaan A (MPU Subject)</td>
</tr>
<tr>
<td>Principles &amp; Theory of Music</td>
<td>Harmony 1</td>
<td>History of Music &amp; Appreciation 3 (Romantic)</td>
</tr>
<tr>
<td>Solfeges and Dictation 1</td>
<td>Harmony 2</td>
<td>Instrumentation</td>
</tr>
<tr>
<td>History of Music &amp; Appreciation 1 (Baroque)</td>
<td>Harmony 3</td>
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</tr>
<tr>
<td>Performance Lab 1: Choir 1</td>
<td>Performance Lab 1: Choir 2</td>
<td>Pengajian Islam</td>
</tr>
<tr>
<td>Performance Lab 2: Ensemble 1</td>
<td>Performance Lab 2: Ensemble 2</td>
<td>Pendidikan Moral (MPU subject)</td>
</tr>
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<td>Major Study 1</td>
<td>Major Study 2</td>
<td>Harmony 4</td>
</tr>
<tr>
<td>Minor Study 1</td>
<td>Minor Study 2</td>
<td>Form &amp; Analysis 1</td>
</tr>
<tr>
<td>Score Reading &amp; Writing About Music</td>
<td>Performance Study 1: Stylistic Consideration &amp; Classical Repertoire</td>
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#### Year 2

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pengajian Malaysia (MPU Subject)</td>
<td>Harmony 3</td>
<td>Pengajian Islam</td>
</tr>
<tr>
<td>Harmony 2</td>
<td>Solfeges and Dictation 4</td>
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<tr>
<td>Solfeges and Dictation 3</td>
<td>History of Music &amp; Appreciation 5 (Pre-Baroque)</td>
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<tr>
<td>History of Music &amp; Appreciation 4 (20th Century)</td>
<td>Performance Lab 1: Choir 4</td>
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<tr>
<td>Performance Lab 1: Choir 3</td>
<td>Performance Lab 2: Ensemble 4</td>
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<td>Performance Lab 2: Ensemble 3</td>
<td>Major Study 4</td>
<td></td>
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<tr>
<td>Major Study 3</td>
<td>Minor Study 4</td>
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<tr>
<td>Minor Study 3</td>
<td>Performance Study 2: Romantic &amp; Baroque Repertoire</td>
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<td>Elective*</td>
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</table>

#### Year 3

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
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</thead>
<tbody>
<tr>
<td>Counterpoint</td>
<td>Harmony 3</td>
<td>Pengajian Islam</td>
</tr>
<tr>
<td>Traditional Music Malaysia &amp; Ethnic Music Appreciation</td>
<td>Solfeges and Dictation 4</td>
<td>Pendidikan Moral (MPU subject)</td>
</tr>
<tr>
<td>Performance Lab 1: Choir 5</td>
<td>History of Music &amp; Appreciation 5 (Pre-Baroque)</td>
<td>Harmony 4</td>
</tr>
<tr>
<td>Performance Lab 2: Ensemble 5</td>
<td>Performance Lab 1: Choir 4</td>
<td>Form &amp; Analysis 1</td>
</tr>
<tr>
<td>Major Study 5</td>
<td>Performance Lab 2: Ensemble 4</td>
<td></td>
</tr>
<tr>
<td>Minor Study 5</td>
<td>Major Study 4</td>
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<tr>
<td>Form &amp; Analysis 2</td>
<td>Minor Study 4</td>
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</tr>
<tr>
<td>Performance Practical</td>
<td>Performance Study 2: Romantic &amp; Baroque Repertoire</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Elective*</td>
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</tbody>
</table>

*Elective Subject (E1, E2, E3, E4)

### Accountancy & Business

- Foreign Language for Music: Italian
- Conducting
- Principles of Music Teaching 1: Introduction to Music Teaching
- Principles of Music Teaching 2: Elementary
- Introduction to Music Industry Framework
- Concert and Tour Management

### Career Opportunities

The Diploma in Music Performance provides vocational training in performance skills at a high level, thus providing a pathway to a range of employment options within a musical career, including solo live performers, accompanist, chamber musicians, orchestral musician, concert manager, music administrator, session musician for recording sessions, touring soloist or ensemble member, instrumental music teacher, or pathways for further study.
DIPLOMA IN INTERIOR ARCHITECTURE
SEGI COLLEGE

Interior Architecture explores the link between the interior and architecture where interior spaces are inhabited and experienced as works of art. The programme embarks on the enrichment journey through the development of design, conceptual creativity, theory and philosophy of spaces to create exciting and practical environments in which people live, work and play.

This diploma programme emphasises on delivering professional standard knowledge impartment, the understanding and skills in resolving and communicating design, technical and constructional drawing, practical and technological skills in its application to Interior Architecture projects.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>2D &amp; 3 Dimensional Design</td>
<td>Pengajian Islam / Pendidikan Moral (to be replaced with MPU subjects)</td>
<td>Industrial Training</td>
</tr>
<tr>
<td>Colour Studies</td>
<td>Interior Architecture 2</td>
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</tr>
<tr>
<td>Drawing 1</td>
<td>Architectural Drafting 2</td>
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</tr>
<tr>
<td>Fundamental Photography</td>
<td>Workshop Practice</td>
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<tr>
<td>History of Art</td>
<td>Principles of Marketing</td>
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<tr>
<td>General Language Training</td>
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<tr>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
</tr>
<tr>
<td>Bahasa Kebangsaan (to be replaced with MPU subjects)</td>
<td>Interior Architecture 3</td>
<td>Portfolio Preparation</td>
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<tr>
<td>Architectural Drafting 1</td>
<td>AutoCAD Studies</td>
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<tr>
<td>Interior Architecture 1</td>
<td>Building Construction</td>
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</tr>
<tr>
<td>Materials &amp; Construction</td>
<td>Design Methods</td>
<td></td>
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<tr>
<td>Lighting Design</td>
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<tr>
<td>Academic English</td>
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<tr>
<td><strong>Semester 3</strong></td>
<td><strong>Semester 3</strong></td>
<td><strong>Semester 3</strong></td>
</tr>
<tr>
<td>Pengajian Malaysia (to be replaced with MPU subjects)</td>
<td>Computer 3D Modeling</td>
<td></td>
</tr>
<tr>
<td>Electronic Publishing</td>
<td>Furniture Design</td>
<td></td>
</tr>
</tbody>
</table>

Career Opportunities

The working conditions, job roles and places of employment can vary largely within the career of interior design, from being self-employed to working with large corporations, within various job roles including: Interior Designer, Interior Design Consultant, Furniture Designer, Space Consultant, Window Dresser, Lighting Designer, AutoCAD Draughtsman, Illustrator, Model Maker, Exhibition & Events Designer, Museum Exhibitions Designer, Interior Coordinator & Function Coordinator.
The objective of the programme is to prepare students wishing to pursue professional careers in the creative design industry. Its aim is to train creative talents who are capable of meeting the client’s demands by providing the appropriate design solutions in their work place.

All students will learn manual skills and exploration of conventional and contemporary media in communication design. The programme incorporates areas such as advertising, corporate identity, typography, illustration, computer graphics and photography into communication design. The students will be coached to learn the skills of basic computer software applications and equipped with IT-based knowledge. But above all, the emphasis is placed on the quality of inventiveness and critical thinking.

Programme Modules

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typography Design</td>
<td>Electronic Publishing</td>
<td>Electronic Publishing</td>
<td>Elective subject *</td>
</tr>
<tr>
<td>Colour Studies</td>
<td>Fundamental Photography</td>
<td>Pengajian Malaysia</td>
<td>Final Project</td>
</tr>
<tr>
<td>Drawing 1</td>
<td>Bahasa Kebangsaan</td>
<td>Academic English</td>
<td>Presentation Skills</td>
</tr>
<tr>
<td>General Language Training</td>
<td>2 &amp; 3 Dimensional Design</td>
<td>Pengajian Islam</td>
<td>Pengajian Islam</td>
</tr>
<tr>
<td>History of Art</td>
<td></td>
<td>Pendidikan Moral</td>
<td></td>
</tr>
</tbody>
</table>

Elective Subjects* to choose one (1) only from the following subjects:

- Videography
- Introduction to Multimedia and Animation
- Introduction to Mass Communication
- Fundamental Graphic Design
- Advertising Principle
- Architecture Drafting
- Photography – Studio & Lighting

“I have the opportunity to meet students from all walks of life, as the population in SEGi consists of a multi-cultural community. I am able to establish international networks without even leaving the classroom! Thank you, SEGi!”

NURUL FATIH AH BINTI HARUN

Career Opportunities

You may pursue careers such as: Graphic Designer, Typographers, Packaging Designer, Publication Designer, Production Supervisor, DTP Artist, Art Teacher.
The Foundation in Arts is designed to equip post-secondary school students with the knowledge and skills needed to qualify for university entrance. The programme utilises comprehensive syllabus with the aim of providing you with a smooth transition from secondary studies to tertiary studies.

We aspire to develop well-rounded independent thinkers. Core papers such as Public Speaking and Computer Application are incorporated into the programme to ensure you’re given a holistic approach to learning. You’ll be given a wide range of electives to choose from to ensure a solid foundation before embarking on your undergraduate studies.

This one-year arts foundation will guarantee graduates’ entry into quality degrees with SEGi as well as UK, USA and Australian universities in partnership with SEGi.

**Programme Modules**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Language Training</td>
<td>Academic English</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>Computer Application</td>
<td>Principle of Economics</td>
<td>Critical Thinking Skills</td>
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<tr>
<td>Introduction to Business</td>
<td>Elective 1 *</td>
<td>Elective 3 *</td>
</tr>
<tr>
<td>Statistics</td>
<td>Elective 2 *</td>
<td>Elective 4 *</td>
</tr>
</tbody>
</table>

* Students will have to choose the electives according to the discipline of undergraduate studies they intend to pursue.

* Elective Subjects (E1, E2, E3, E4)

**Accountancy & Business**
- E1 Intro to Marketing
- E2 Intro to Financial Accounting
- E3 Fundamental of Management
- E4 Mathematics

**Creative Design**
- E1 History of Art
- E2 Color & Form
- E3 drawing Fundamentals
- E4 Fundamentals Photography

**Built Environment**
- E1 Intro to Building Technology
- E2 Intro to Estimating
- E3 Intro to Construction Materials
- E4 Mathematics

**Mass Communication**
- E1 Interpersonal Communication
- E2 Intercultural Communication
- E3 Communication & Scholarship
- E4 Fundamentals Photography

**Computing**
- E1 Programming Methodology
- E2 Information Technology
- E3 Fundamental of Management
- E4 Mathematics

**Tourism & Hospitality**
- E1 Interpersonal Communication
- E2 Intercultural Communication
- E3 Fundamental of Management
- E4 Sociology of Tourism

* Electives may be subject to change.