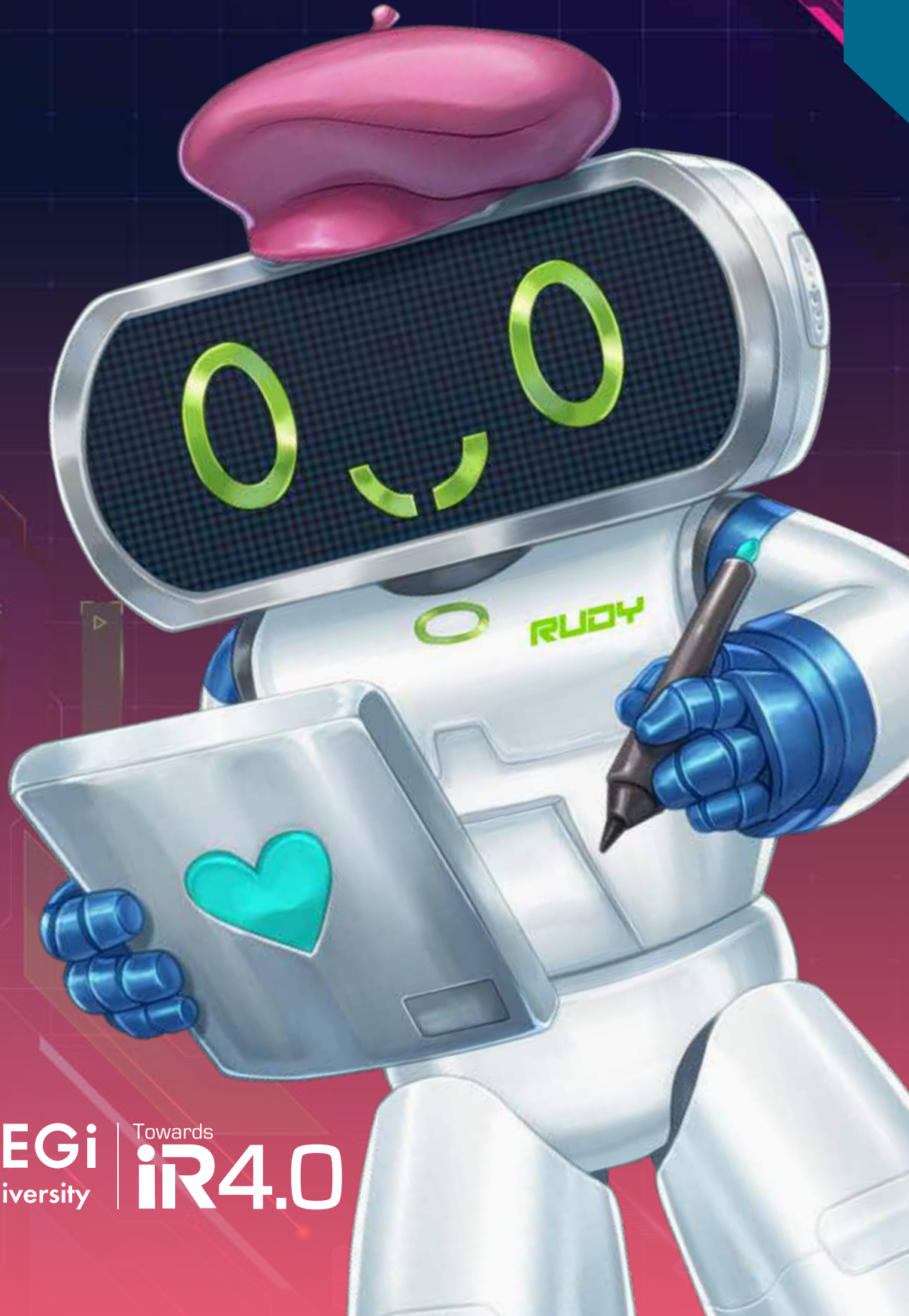


COMMUNICATION & CREATIVE DESIGN



SEGi
University

Towards
iR4.0

INTRODUCTION TO SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding over four decades ago, SEGi has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to doctorate level.

It is one of the most established private higher education institutions in Malaysia with its flagship campus located in Kota Damansara and four other campuses in Subang Jaya, Kuala Lumpur, Penang, and Kuching. Currently, SEGi has a population of 20,000 local and international students across its campuses.

SEGi is recognised as “The first Malaysian University that earned 5 Stars for Prioritising Society’s Needs in Malaysia” by QS Stars, an international evaluation system for universities based on auditing.



NURTURING & UNLEASHING POTENTIALS: PROPAGATING CREATIVE AND PROFESSIONAL MINDS

SEGi University & Colleges has earned a strong reputation for delivering high-quality programmes in the fields of creative design and arts. We tap into the creative potential by providing a rich core curriculum within a world-class environment, allowing students to explore their creativity and innovative ideas. Our industry-standard facilities and reputable faculty members will prepare students for successful careers in these areas. At SEGi, we are committed to develop professionals who will contribute and shape the future of creative industries in Malaysia.

And on an intergrated strength, our dedicated faculty members are also committed to helping students to understand communication in various contexts. The programmes developed are industry-relevant to enable the application of theoretical perspectives in their chosen fields upon graduation. Students are guaranteed an in-depth knowledge of communication techniques and how the technologies shape and govern the society. Come discover how you can be a competent and professional communicator with guidance and support from our academicians.

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AT A GLANCE

GLOBAL RECOGNITION

- Double Awards from Top 3.3% of Universities Worldwide (The Centre for World University Rankings 2017 (CWUR) University of Central Lancashire (UCLAN)
- MQA Fully-Accredited Programmes
- 2017 QS Overall 3-star rating with 5-star rating in teaching, facilities, social responsibility, and inclusiveness

SKILLS ENRICHMENT & SUPPORT

- More than 100 SEGi Enrichment Programmes in the areas of leadership, communication, and grooming skills (among others) to enhance students' learning experience
- Academic Skills Unit to assist students in academic writing and effective study, research techniques, time management, academic integrity, and exam preparation
- Mentor-Mentee system to provide guidance to students on academic matters and to foster a close and constructive professional relationship between students and lecturers

EXCELLENT TEACHING, LEARNING & RESEARCH

- QS 5 Stars Rated for Excellence in Teaching
- QS 5 Stars Rated for Facilities
- SETARA, 2017 scored above medium of 83 in the category of Teaching and Learning
- Independent students' 2017 evaluation rating: more than 95% of students rated our lecturers for excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

GLOBALLY RECOGNISED,
DISTINCTIVELY SEGi.

OUR **6** COMPETITIVE
ADVANTAGES

SCHOLARSHIPS

- 1st Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded in the past 40 over years
- QS 5 Stars rated for inclusiveness and social responsibility

STUDENT SATISFACTION

- 80% of students are willing to recommend their friends and family to study with us

INDUSTRY DRIVEN GRADUATES

- 2017 SETARA Graduate Employability 85%

Towards

iR4.0



IR4.0 IN A NUTSHELL

The IR4.0 has a big impact on the local economy and community as it changes the job market, which in turn, changes the human capital's qualification requirements. The new-age industries require human capital with relevant and adequate digital and data literacy.

Global data point towards major shifts in perceptions and hiring trends. A study by McKinsey Global Institute shows that one-fifth of the global workforce will be impacted by the adoption of AI and automation. Similarly, another study by Cisco and Oxford Economics found that emerging technologies have the capacity to change 28 million jobs in ASEAN alone.

SEGi's 4R APPROACH

SEGi has taken a calculated view of the new market and has set a strategic direction to achieve its goal of becoming a leading IR4.0 institution. Guided by the drive "Towards IR4.0", we have recognised four thrusts to drive the institution forward.

REIMAGINE possibilities

Increasing the employability and marketability of graduates through the creation of new jobs and roles to meet tomorrow's industry needs.

RECOGNISE your potential

Unleashing the true nature of graduates and their ability to touch lives and make a significant impact on the community

REDEFINE your future

Imbibing the idea of change as the only constant and creating a sustainable future through qualifications that matter

REVOLUTIONISE the market

Introducing innovative programmes that are in tandem with the market's growth and direction

WORLD RENOWNED UNIVERSITY PARTNER



**University of
Central Lancashire**
UCLan

SEGi partners with international universities of great repute to offer a globalised learning experience for our students. Programmes offered by our university partners are regulated by them on a regular basis, thus ensuring the exact same quality of education that students will obtain at their home base.



UNITED KINGDOM

University of Central Lancashire

The University of Central Lancashire is one of the largest universities in the UK which hosts about 25,000 students. This public university, located in Preston, Lancashire, England was founded as the Institution for the Diffusion of Knowledge in 1828 and became a university in 1992. Imbued with a celestial-sounding motto, 'Ex solo ad solem', which translates 'From the Earth to the Sun', the vastness of the university's portfolio includes over 400 undergraduate programmes and 200 postgraduate courses. Hailed for its high student satisfaction in the recent international Student Barometer survey, its impressive reputation as a regional economy powerhouse testifies to over 1,000 students and graduates who have started a business or embarked on self-employment.





TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

INTERNATIONAL COLLABORATIONS

We work with some of the world's most prestigious universities from the United Kingdom and Australia to develop a knowledge-rich and industry-relevant curriculum.

DOUBLE DEGREE PROGRAMMES

SEGi University's Mass Communication and Creative Design programmes reflect international recognition. Students enrolled in the Double Degree award programme will graduate with 2 parchments – one from SEGi University and another from University of Central Lancashire, UK.

NURTURING INDUSTRY-READY GRADUATES

In the past 40 years, SEGi University has produced capable graduates who are highly sought-after by employers for their key management skills.

PARTNERSHIPS WITH INDUSTRY

SEGi University establishes strong links with key industry players from a wide range of fields to provide access to internships and job opportunities for our students.

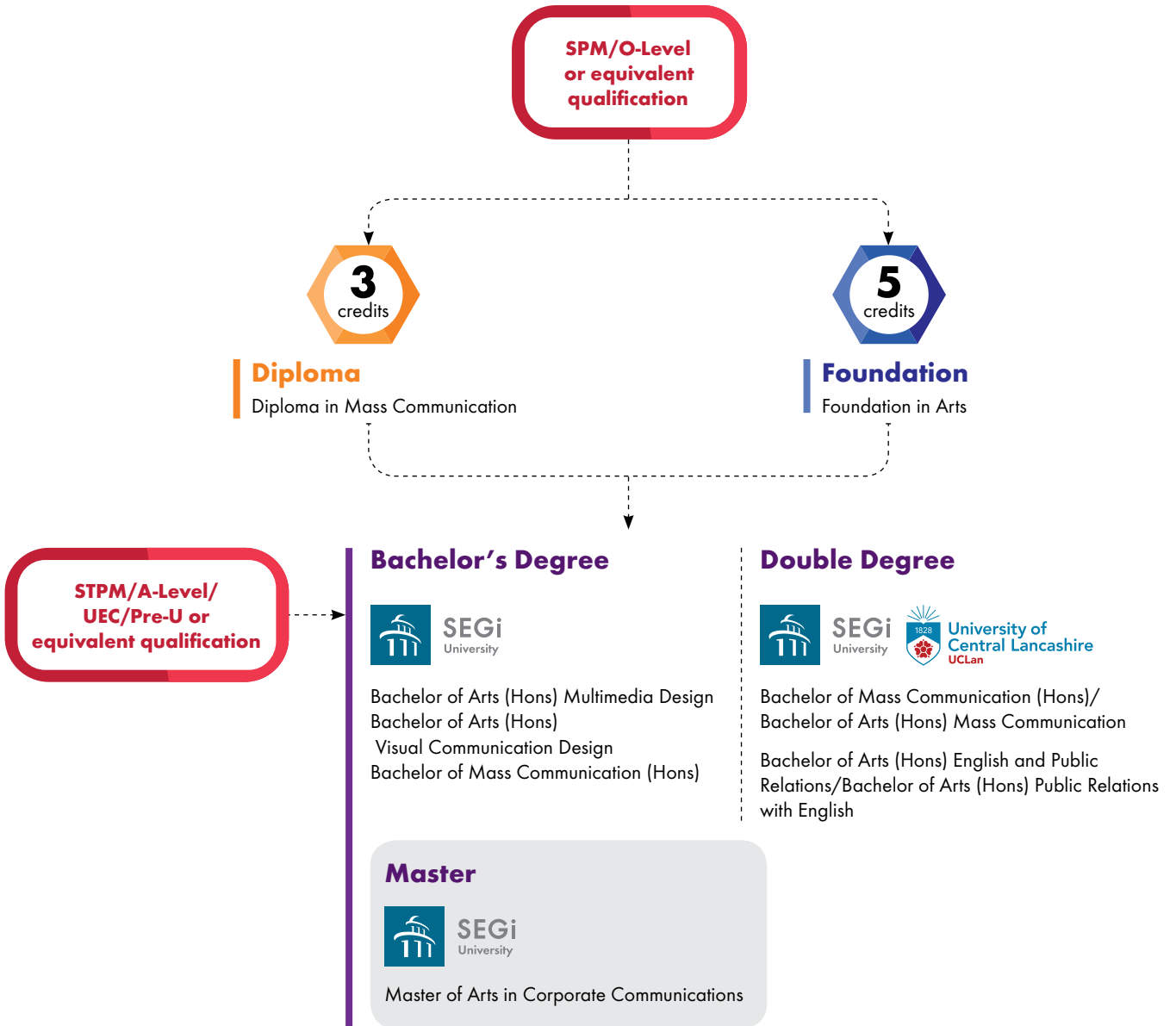
MORE THAN 95% EMPLOYABILITY

More than 95% of our Mass Communication and Creative Design Graduates are employed within 3 months upon graduation.

ESTEEMED INDUSTRY ADVISORS

In line with our brand promise to provide a complete learning experience, we work closely with reputable industry advisors to facilitate the transfer of knowledge and experience.

STUDY ROUTE



Programme	Awarding Institution	Entry Requirements
Master of Arts in Corporate Communications	SEGi University	<ul style="list-style-type: none"> • Bachelor's Degree - min. CGPA of 2.50 • Bachelor's Degree - min. of 5 years working experience in a relevant field) • TOEFL - score of 600 OR its equivalent (International students) • IELTS - score of 6.0 OR its equivalent (International students)
Bachelor of Arts (Hons) Multimedia Design	SEGi University	<ul style="list-style-type: none"> • Matriculation/Foundation - with CGPA 2.0; OR STPM with 2 full passes with min. CGPA of 2.0 • Unified Examination Certificate (UEC) with at least 5Bs • Recognised Creative Multimedia Diploma or equivalent with a min. CGPA of 2.5 • SPM - Pass in Mathematics or equivalent for programmes in Animation and Visual Effects, Games Development, Media Innovation, Sound Design, Video and Film and Virtual Reality. <p><i>The Faculty may consider students through an internal assessment process such as an interview, an assessment of a portfolio or other tests to ensure effective learning and teaching.</i></p>

PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements
Bachelor of Arts (Hons) Visual Communication Design	SEGi University	<ul style="list-style-type: none"> • STPM - min. of Grade C (GP 2.00) in any two (2) subjects • Unified Examination Certificate (UEC) with at least 5Bs • Matriculation/Foundation or equivalent • Diploma - (Level 4, MQF) min. CGPA of 2.00 • Diploma Kemahiran Malaysia (DKM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) / Diploma Vokasional Malaysia (DVM) in suitable fields with a minimum CGPA of 2.50 subjected to Senate / Academic Board's approval (Note: The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme) • DKM / DLKM / DVM - min. CGPA of 2.00 and two (2) years working experience in a related discipline • Other equivalent qualifications recognised by the Malaysia Government. • Pass an interview OR submission of portfolio determined by the HEP • MUET Band 3
Bachelor of Mass Communication (Hons)/ Bachelor of Arts (Hons) Mass Communications	SEGi University and University of Central Lancashire, UK	<ul style="list-style-type: none"> • STPM - with a min. of Grade C (GPA 2.00) in any 2 subjects and a credit in English at SPM level • Unified Examination Certificate (UEC) with at least 5Bs • Diploma - with a min. CGPA of 2.00 and a credit in English at SPM level • Diploma - in Media and Communication or its equivalent • Matriculation/Foundation - with a min. CGPA of 2.00 and credit in English at SPM level • TOEFL score of 500 OR IELTS score of 5.0 (International students)
Bachelor of Arts (Hons) English and Public Relations/Bachelor of Arts (Hons) Public Relations with English	Double Degree  	<ul style="list-style-type: none"> • A pass in STPM or its equivalent, with a minimum of Grade C (GPA 2.00) in any two subjects and a credit in English at SPM or its equivalent; OR • Unified Examination Certificate (UEC) with at least 5Bs • A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR • A Diploma in Media and Communication or its equivalent; OR • Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent. • For International students, Test of English as a Foreign Language (TOEFL) score of 500 OR International English Language Testing System (IELTS) score of 6.0 OR its equivalent is needed.
Diploma in Mass Communication	SEGi College Kota Damansara	<ul style="list-style-type: none"> • SPM - or its equivalent (min. of 3 credits, including English) • STPM - or its equivalent (min. of Grade C (GP 2.00) in any subject and a credit in English • Unified Examination Certificate (UEC) with at least 3Bs • SKM level 3 and pass SPM with a credit in English • Certificate or its equivalent and a credit in English at SPM or its equivalent • Certificate in Media and Communication or its equivalent. • TOEFL score of 500 OR IELTS score of 5.0 (international students)
Foundation in Arts	SEGi University	SPM/O-Level or equivalent (min. 5 credits)

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

The above 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.

SEGi UNIVERSITY

In a market survived by a highly informed and ethic-literate society, any crowd-pleasing rhetorical stunts by profit or non-profit, private or public organisations are no longer welcomed. In order to remain relevant, all eyes are on the professionals who understand the ways to lead corporate communication efforts effectively.

There is also a constant battle among the organisations to win professionals with a unique set of corporate communication skills. If you aspire to spread your wings and advance your career in the field of corporate communications, then this programme is for you.

Tailored for professionals and working adults, the Master of Arts in Corporate Communication is a 42-credit programme that can be completed in one and a half (full-time) to three (part-time) years. This programme welcomes graduates with backgrounds from any disciplines such as Education, Human Science, Business Management, as well as Communication, Journalism, Advertising, and Marketing. It will help prepare both aspiring and practising corporate communication and other professionals to plan, implement, and assess corporate communication goals and strategies.

Programme Modules

- Research Methods (Quantitative)
- Corporate Communication
- Research Methods (Qualitative)
- Crisis Communication
- Digital Strategy for Corporate Communication
- Communication Theory
- Corporate Media Relations
- Corporate Affairs and Government Relations
- Issues in Public Communication Campaign
- Research Project

Electives (choose 3 only)

- Corporate Branding
- Leadership Communication
- Reputation Management
- Organisational Communication



INTERESTING FACT
MORE THAN 90% OF OUR GRADUATES were employed in the industry within the first 6 months upon graduation.

Career Opportunities

Upon completion of this programme, students can achieve managerial positions in

- Branding
- Marketing Communication
- Public Relations
- Reputation Management
- Internal and External Communication
- Media Management

BACHELOR OF MASS COMMUNICATION (HONS)/ BACHELOR OF ARTS (HONS) MASS COMMUNICATIONS

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

Mass Communication is a discipline that focuses on various means used to relay information through the mass media to large segments of the population simultaneously. The most common media to relay such information would be newspaper, magazine, radio, television, and film.

This programme prepares students with the skills, techniques, and theoretical knowledge to strategically craft solutions for business challenges. Students in this programme will be exposed to hands-on training with state-of-the-art equipment and industry-relevant software to fully immerse in both the creative and managerial aspects of the mass communications industry.

Double Degree



Programme Modules

Year 1

- Communication English
- Media Technology & Practices
- Understanding Advertising
- Understanding Journalism
- Understanding Public Relations
- Understanding Broadcasting
- Corporate Communication
- Creative & Innovative Publishing
- Integrated Marketing Communication
- Psychology in Communication
- Mass Communication & Stories of Mass Media

Year 2

- Media Law, Power & Public Opinion
- Entrepreneurship
- Theory and Principles of Communication
- Business Ethics
- Managing Media and Business
- Sociology of Media & Culture
- Research Methods
- Social Media and Public Relation Practices
- Public Opinion and Propaganda
- Creative Writing

Year 3

- Communication & Campaign Management
- Environmental Management & Tech
- Elective 1
- Elective 2
- Elective 3
- Research Project
- Industrial Training

Advertising Elective

- Advertising Copywriting & Digital Publishing
- Advertising Strategies & Planning
- Internet Advertising & Management

Public Relations Elective

- Media Relations and Publicity
- Media Relations and Media Writing
- Strategies and Practices in Public Relations

Broadcasting Elective

- Documentary Feature Production
- Managing Television Program and Production
- TV and Online Broadcast Journalism

MPU

- Effective Listening/Bahasa Kebangsaan A
- Hubungan Etnik/Malaysian Studies 3
- Pengurusan Ko-kurikulum
- TITAS/BMK 2
- Personal Health Management

Note:

ADV: Advertising

PR: Public Relations

JR: Journalism

COMM: Communication

As part of the curriculum, students will be required to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia

Career Opportunities

Journalist, Corporate Communication Executive, Public Relations Executive, Advertising Executive, Content Creator, Copywriter, Media Planner, Television Presenter or Radio Presenter.

BACHELOR OF ARTS (HONS) ENGLISH AND PUBLIC RELATIONS/ BACHELOR OF ARTS (HONS) PUBLIC RELATIONS WITH ENGLISH

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The programme is a double major degree with a dual award from SEGi and the University of Central Lancashire that aims to produce quality public relations practitioners with a sound command of the English language for government, corporate, and non-profit organisations. In the English major, students analyse the use of the English language in literary texts and the inter-relationships of language and society. The Public Relations major arms students with knowledge of strategies and practices of successful public relations campaigns, and provides them with opportunities to use their knowledge of the literary and linguistics features of the English language to craft a range of public relations speeches and writings.

Double Degree



Programme Modules

Year 1

- Introduction to Communication Theory
- English for Business Correspondence
- English Grammar
- Academic English
- Public Speaking
- Introduction to Mass Communication
- Introduction to Linguistics
- Introduction to Literature
- General Psychology

Year 2

- Principles of Public Relations
- English Phonetics and Phonology
- Sociolinguistics
- Strategies and Practices in Public Relations
- Event Management
- Introduction to Drama
- Business Ethics
- Law and Ethics in Mass Communication
- Creative Writing
- Crisis Management
- Quantitative and Statistical Methods
- Entrepreneurship
- Environmental Management and Technology

Year 3

- Desktop Publishing
- Research Methods
- Public Relations and Media Writing
- Media Relations and Publicity
- Public Opinion and Propaganda
- American and European Literature
- Research Project
- Internship

MPU

- Hubungan Etnik/BM Komunikasi
- Tamadun Islam & Asia/Malaysian Studies
- Effective Listening/Bahasa Kebangsaan A
- Personal Health Management
- Kokurikulum

Career Opportunities

Press Agents, Publicity and Media Relations Managers, Crisis Managers, Customer Relations Manager, Public Affairs Manager, Events Manager and many more in the government, media and corporate sectors, banks, investment houses, finance institutions, insurance companies, travel agencies, hotels, legal firms, and consultancies.

BA (HONS) VISUAL COMMUNICATION DESIGN

SEGi UNIVERSITY

The 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 visualisation.

Programme Modules

Year 1

- Software Application for Design
- Design Principles
- History of Art and Design
- Still Life Painting
- Illustration
- Typography Design
- Introduction to Photography
- Basic Graphic Design
- Digital Layout
- Packaging Design
- Creative Thinking
- Basic Animation
- Colour Photography

Year 2

- Print and Editorial Design
- Web Publishing
- Advertising Media Strategy
- Marketing and Purchasing Consumer Behaviour
- Environmental Design
- Branding and Corporate Identity
- Moving Image
- Discourse
- Advanced Packaging Design
- Advertising & Promotional Photography
- Book Project

Year 3

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

MPU

- Effective Listening/Bahasa Kebangsaan A
- Hubungan Etnik/Malaysian Studies 3
- Pengurusan Ko-kurikulum
- TITAS/BMK 2
- Personal Health Management

Career Opportunities

Graphic Designer, Art Director, Web Designer, Interactive Media Designer, Photographer, Typographic Designer, Copywriter, Account Planner, and Strategic Planner.

SEGi UNIVERSITY

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

Through this programme, the students 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.

Programme Modules

Year 1

- Digital Skills for Designer
- Design Fundamentals
- Basic Drawing
- Introduction to Typography
- Photography Fundamentals
- History of Art & Design
- Introduction to Graphic Design
- Computer Ethics
- Audio and Video Technology
- Computer-aided Design and Visualisation
- Digital Editorial Design and Publishing
- Web Management

Year 2

- Creative Digital Imaging
- Green Design & Technology
- Creative Web Design
- Multimedia Production and Marketing
- Digital Film and Video Production
- Advanced Animation
- Web Scripting and Authoring
- Idea Generation
- Multimedia Portfolio Production
- Advanced Photography

Year 3

- Entrepreneurship
- Research Methodology
- Industrial Training
- Final Multimedia Project
- Game Design

Elective Course (2 Options)

- Computer Applications for Effective Communication;
- Branding & Corporate Identity;
- Packaging Design;
- Copywriting or;
- Advertising Media Strategy

MPU

- Effective Listening/Bahasa Kebangsaan A
- Hubungan Etnik/Malaysian Studies 3
- Pengurusan Ko-kurikulum
- TITAS/BMK 2
- Personal Health Management



? HAVE YOU HEARD?
60% OF OUR CREATIVE DESIGN STUDENTS were offered to do their internship in reputable 4As advertising agencies.

Career Opportunities

Multimedia Specialist, Web Designer, Interactive Multimedia Author, Junior Games Developer, Digital Animator/ Animation Producer, Video Editor/ Desktop Video Producer, Digital Artist, Visual Development, Application Developer/Designer

DIPLOMA IN MASS COMMUNICATION

SEGi UNIVERSITY

This programme is 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, enabling 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

- General Language Training
- Introduction to Mass Communication
- Principles of Marketing
- News Reporting
- Business Communication
- Videography
- Academic English
- Advertising Principles
- Documentary & Photojournalism
- Fundamental Photography
- Media Studies

Year 2

- Public Relations
- Visual Analysis
- Communication & Scholarship
- Media Law & Ethics
- Copywriting
- Electronic Publishing
- Decision Making Skills
- Film Appreciation
- Journalism
- Communication Research
- Final Year Project

Year 3

- Industrial Training

MPU

- Moral Studies/Islamic Studies
- Presentation Skills/
Bahasa Kebangsaan
(for those with no credit in BM SPM)
- Malaysian Studies (Local)/
Bahasa Komunikasi (International)
- Pengurusan Ko-Kurikulum

Career Opportunities

Students who successfully complete the programme can then move on to pursue the bachelor degree programme, allowing them to pursue careers as Public Relations Practitioner/Executive, Corporate Communication Executive, Account Management, Copywriter, Media Analyst, Journalist

The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for smooth progress to a communication degree of their choice.

Programme Modules

Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Statistics
- Malaysian Studies

Semester 2

- Academic English
- Moral Studies/Islamic Studies
- Principle of Economics
- Elective 1*
- Elective 2*

Semester 3

- Public Speaking
- Critical Thinking Skills
- Elective 3*
- Elective 4*

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

Mass Communication

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

Creative Design

- E1 History of Art
- E2 Colour & Form
- E3 Drawing Fundamentals
- E4 Fundamentals Photography

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

Why study this programme?

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's degree at the University. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies. Students may be eligible to apply for advanced standing.

STUDENT TESTIMONIALS



"Building relationships and maintaining a good reputation by communicating appropriately with others is the main key of success. My journey as a student in SEGi has shaped me to be a better person with sufficient knowledge in order to be competent in meeting new and challenging benchmarks."

Ereena Rosli
Bachelor of Mass Communication (Hons)



"I have always had the passion for the media industry, and SEGi offers the perfect programme which suits my interest. I got to build a solid theoretical foundation along with the working knowledge of the communications industry from well-established and experienced lecturers."

Noon Mohammed Imad
Bachelor of Mass Communication (Hons)



"There's always a balance of what you learn in each semester in English and Public Relations course as the subjects tend to complement each other. Regardless of whether you lean toward English or Public Relations, each subject will offer useful knowledge. The people I have met are vibrant and fun to be around with. I've also been involved with many events and it helps to prepare me for the real world."

Jazlin Zakri
Bachelor of Arts (Hons) English and Public Relations



"My three years in the Multimedia Design programme at SEGi were among the best years of my life. I would describe SEGi University as exciting and dynamic. The best thing about being a student here is the lectures and tutorials that are interesting and academically stimulating. The diversity of students on the course has also been a major plus both in terms of making new friends from different countries and cultures to actually understanding the modules."

Pouria Jafarpisheh
Bachelor of Arts (Hons) Multimedia Design



"I consider my art as a personal hobby, which later became my part-time freelance work after being recognised by various design blogs and online art communities. In 2016, I left my opportunity to pursue optometry to pursue my passion in designing: creating more art for personal projects and for clients while collaborating with other artists around the world. To those who wish to study in SEGi, I would say it's a good choice and you'll be accompanied by friendly lecturers. The environment itself is very encouraging."

Darshwini Ravindran
Bachelor of Arts (Hons) Multimedia Design



"I would like to say that SEGi University is one of the platforms that can boost my skills, creativity and knowledge. Interaction between students and lecturers arouses my passion in the design field. I have the opportunity to express my creativity in my artworks with great brainstorming sessions."

Lau Yong Nan

Bachelor of of Arts (Hons) Visual Communication Design



MURAL PAINTING

Venue: Pra Sekolah Kebangsaan Seksyen 11, Kota Damansara.

Date: 13, 20 & 24 April 2018.

Students from Design Fundamentals/Design Principles course and student volunteers from FoCCD (Creative Design Studies) worked together from ideation to execution as part of their class activity and project for the Pra Sekolah Kebangsaan Seksyen 11, Kota Damansara.



EUNOIA GRADUATE SHOWCASE

Venue: USJ Summit, Subang Jaya

Date: 12-13 May 2018

The BIGGEST graduate showcase from FoCCD (Creative Design Studies) SEGi University, exhibiting works of 50 over students from BA (Honours) Multimedia Design, BA (Honours) Visual Communication Design and BA (Honours) Interior Architecture.



GIANT EMOJI PAINTING

Venue: Anggun City, Rawang

Date: 6 October 2017

Students and lecturers from FoCCD including those from BA (Honours) Multimedia Design and BA (Honours) Visual Communication Design joined together to create more than 40 giant emojis in conjunction with the Rays of Hope event (14 -15 Oct 2017) in a collaboration (MOA) with BUGZ Studio.

INDUSTRY PARTNERS

**These are the active industry partners who have been working with us.
We want to thank all our industry partners for their generous partnership with SEGi.**

- | | | | |
|----|---|----|---|
| 1 | 99 Speed Mart Sdn Bhd | 26 | Media Prima Berhad |
| 2 | Armani Media Sdn Bhd | 27 | Media Prima Berhad (Media Prima) |
| 3 | Astro | 28 | MSK Film Production |
| 4 | Bernamea TV | 29 | Naga DDB Sdn. Bhd |
| 5 | Bhp Resources Sdn. Bhd | 30 | Naga DDB Sdn. Bhd |
| 6 | Bloomingdale | 31 | One World Hotel |
| 7 | Borders (M) Sdn Bhd | 32 | OSK Holdings Berhad |
| 8 | Brandt International Sdn Bhd | 33 | Partners Advantage Media Sdn Bhd |
| 9 | Capital TV | 34 | PETRONAS |
| 10 | China Press | 35 | Pico International (M) Sdn. Bhd. |
| 11 | Edelmen | 36 | RTM (Radio Televisyen Malaysia) |
| 12 | Essence Communications Sdn Bhd | 37 | Sime Darby Plantation Sdn Bhd |
| 13 | Exertainment Malaysia Sdn Bhd (Celebrity Fitness) | 38 | Society for the Prevention of Cruelty to Animals
(SPCA Selangor) |
| 14 | F J Benjamin (M) Sdn Bhd | 39 | Star Event International Sdn Bhd. |
| 15 | Flexiroam Sdn Bhd | 40 | Star Reacher Advertising Sdn Bhd |
| 16 | Hartamas Real Estate (Malaysia) Sdn Bhd | 41 | Telekom Malaysia Berhad |
| 17 | HCK Capital Group | 42 | The Tun Hussein Onn National Eye Hospital |
| 18 | Holiday Villa & Suites Subang | 43 | ThirtyOne Asia |
| 19 | Hyatt Regency Kuantan Resort | 44 | Times Media Sdn. Bhd. |
| 20 | Iflix Sdn. Bhd. | 45 | Universal McCann |
| 21 | Impact Communication | 46 | Universal Music Malaysia |
| 22 | Ipmuda Berhad | 47 | Yeo Hiap Seng (Malaysia) Berhad |
| 23 | Kumpulan Media Karang kraf | | |
| 24 | Kumpulan Wang Amanah Pencen (KWAP). | | |
| 25 | Macy Home Furnishings Sdn. Bhd. | | |

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