

# CREATIVE ARTS & DESIGN



**1<sup>st</sup>**  
Malaysian University  
that earned 5★ for Prioritizing  
Society's Needs in Malaysia  
- by QS Stars



**SEGi**  
University &  
Colleges

# UNLEASHING YOUR CREATIVE POTENTIAL

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.

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**WIDEST RANGE OF QUALITY COURSES**

**Tailored to your Passion**  
Programmes offered at SEGi University and Colleges are meticulously planned and are equivalent to those of prestigious international universities, with their well-rounded curriculum in multi disciplines from foundation to doctorate level.

**TRUSTED & RECOGNIZED**

**Malaysia's longest established higher education provider**  
Established in 1977 as Systematic College in the heart of Kuala Lumpur, after four decades, SEGi has undergone significant growth, making it one of the most trusted and recognized higher education institutions in Malaysia.

**REAL-WORLD EXPERIENCE**

**Education today, Workforce tomorrow**  
Get a head start while pursuing your studies at SEGi. Before you graduate, SEGi encourages you to apply your knowledge and develop skills through work placements and internships. Work experiences help you better understand the world and fit into the workplace upon graduation.

GLOBALLY RECOGNIZED,  
DISTINCTIVELY SEGi.

OUR **6** COMPETITIVE ADVANTAGES



**SKILL ENHANCEMENT & SUPPORT**

**Shine & stand out from the crowd**  
The SEGi Enrichment Programme provides opportunities to enhance students' learning experience. Explore from more than 100 workshops and seminars to prepare you beyond the classroom including communication and grooming skills, among others.

**WORLD-CLASS ACADEMIC LEADERS**

**Dedicated academicians, Great mentors**  
Our world-class faculty members are connected to industry, imparting knowledge and sharing experiences to ensure students reap full benefits at SEGi. They will guide and help you excel. They will unlock your potential and talent by pushing you out of your comfort zone.

**CAREER READY FIRST CLASS GRADUATES**

**Top of the class**  
SEGi produces more than 300 first class graduates every year. They excel not only academically but are also socially competent, skilled and ready for the workforce.

# OUR HISTORY – SEGI UNIVERSITY & COLLEGES

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding 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 are in Subang Jaya, Kuala Lumpur, Penang and Kuching. Currently, SEGi has a population of 25,000 local and international students across its campuses.

SEGi is recognized as “The first Malaysian University that earned 5 Stars for prioritizing society’s needs in Malaysia” by QS Stars, an international evaluation system for universities based on auditing.



SEGi College Subang Jaya



SEGi College Sarawak



SEGi College Penang



SEGi College Kuala Lumpur



# OUR ACCOMPLISHMENTS AND ACCOLADES

SEGi University & Colleges is at the forefront of educational excellence to help our students realize their career aspirations. We are honoured to have received a string of prestigious awards. These recognitions reflect SEGi's continued commitment to highest-caliber educational experience for our students.



## QS 5 STARS

in teaching, facilities, inclusiveness and social responsibility. Achieved a stunning 3 Stars overall.

The First Malaysian University that earned 5 Stars for Prioritizing Society's Needs in Malaysia.



PUTRA  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
**SILVER**  
2013 - 2015

(Education & Learning)



PUTRA  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
**BRONZE**  
2012, 2016 & 2017

(Education & Learning)

## PUTRA BRAND AWARDS

Putra Brand Awards is a brand valuation award measured by consumer preferences. There are various categories ranging from automotive to property development and education and learning, among others.



EDUCATION - MALAYSIA  
2014 - 2015

**Education - Malaysia  
World Branding Award**



**Outstanding  
Innovation Award 2014**



**Reader's Digest  
Trusted Brand 2013 - 2015**  
(Services, Private University/College)

■ **Students Choice Awards 2015**  
(Top 10 Universities)

■ **The Edge Billion Ringgit Club 2013**  
(Best Performing Stock Award - Trading & Services)

■ **3rd Global Leadership Award 2013**  
(Leadership in Educational & Training Excellence)

■ **Asia Pacific Entrepreneurship Awards 2012**  
(Most Promising Entrepreneur)

■ **10th Asia Pacific International Honesty  
Enterprise Keris Award 2011**

■ **The BrandLaureate Best Brand Award 2010 - 2011**  
(Education Tertiary Private)

## LEARNING & TEACHING

### REPUTABLE ACADEMICIANS

Our academic team members have close links with industry through various engagements. Our lecturers have served as juror for fine art and design competitions.

### PROGRESSIVE CREATIVE ARTS FACILITIES

SEGi provides various professional-level facilities and equipment such as photography studio, music room, green room for production purposes, voice over studio, broadcast studios and editing room for real and hands-on experience along with the routine coursework.

### LEARNING BEYOND THE CLASSROOM

At SEGi, it is more than just classroom and exams. We believe that learning takes place both within and outside the classroom. Hence, students are encouraged to participate in social activities and community engagements.

### WALK OF FAME

We are proud of our students. SEGi displays their work on the Walk of Fame to inspire excellence in others.

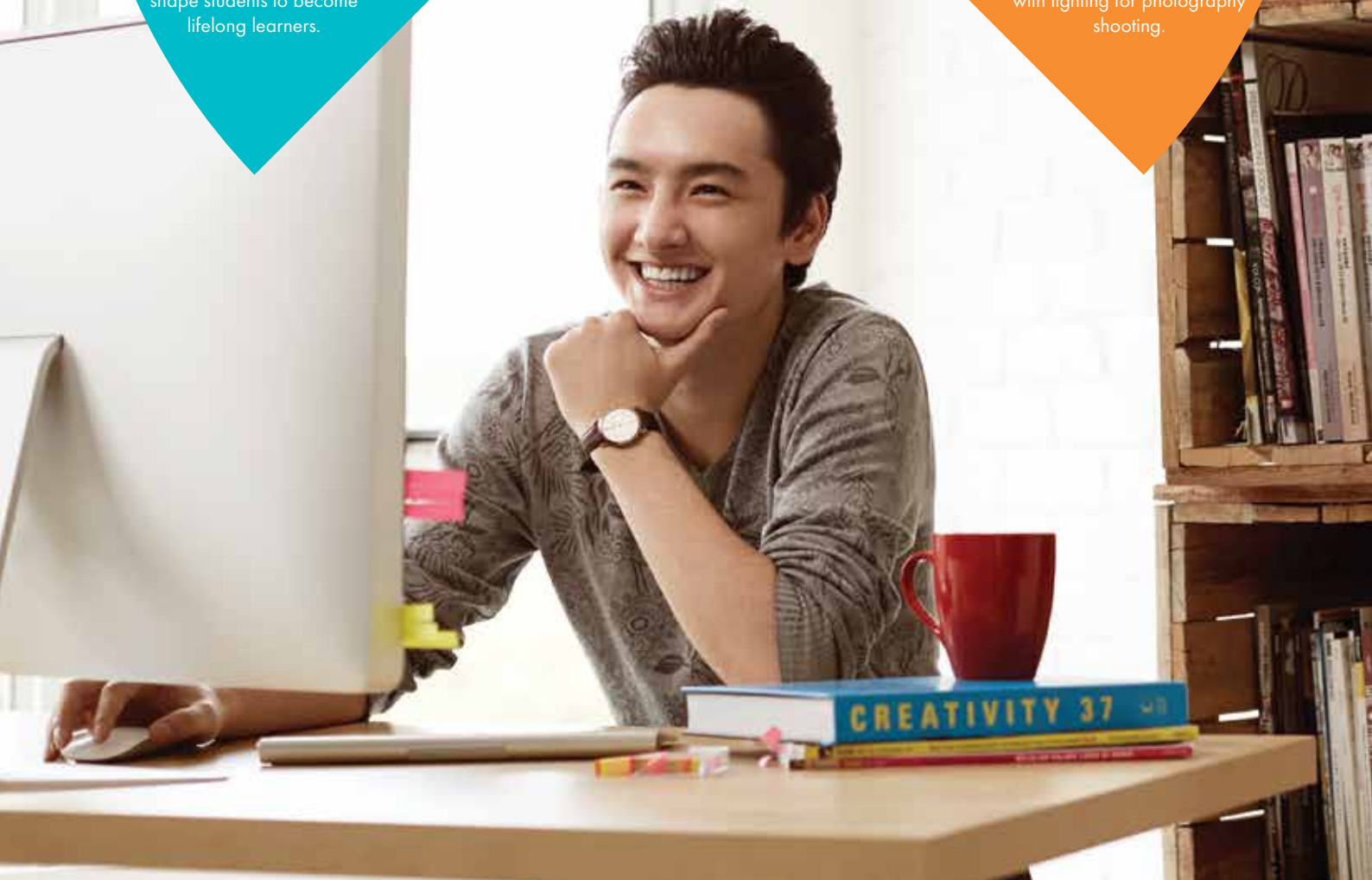
# TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

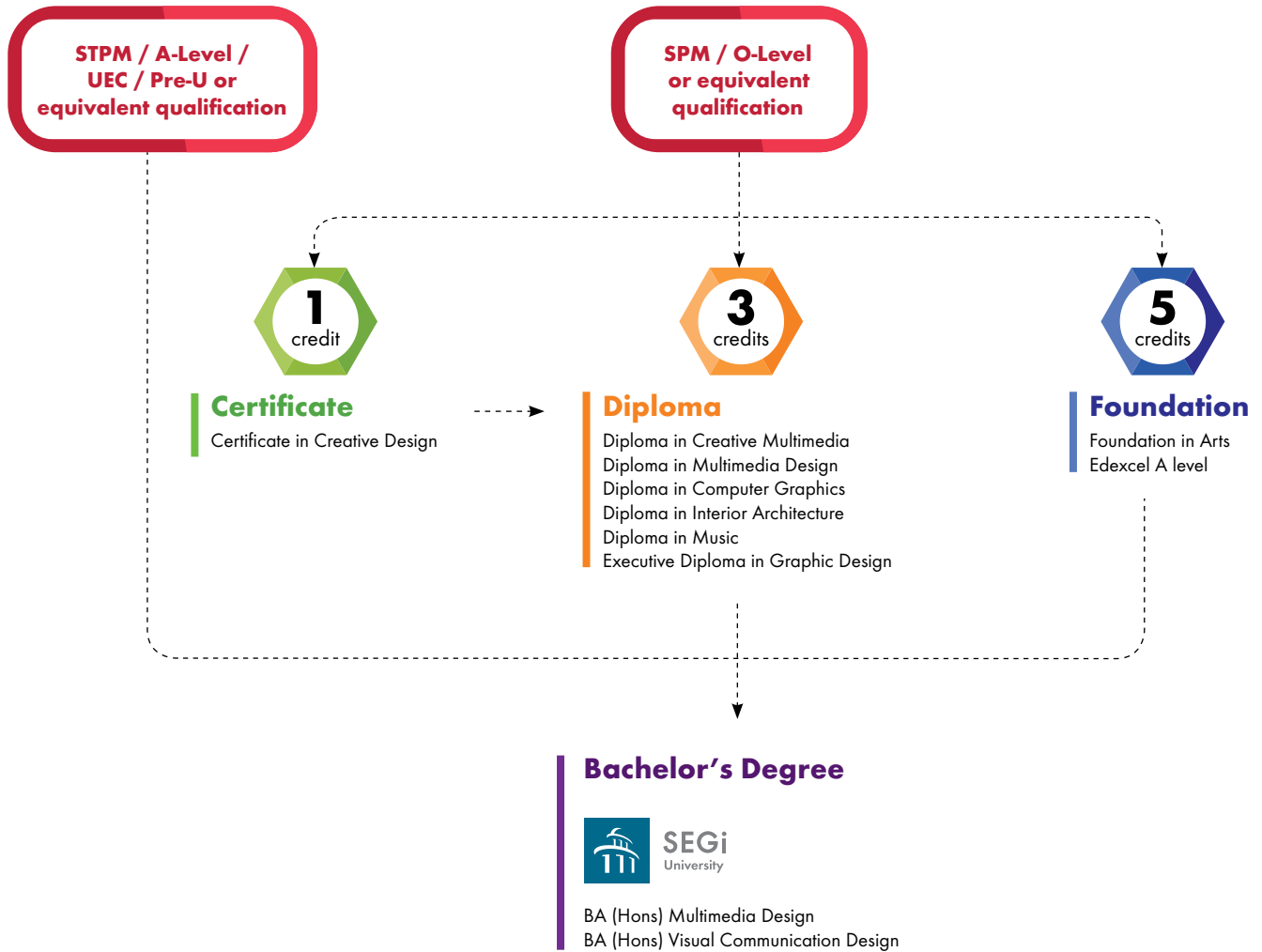
### STUDENT-CENTERED LEARNING APPROACH

We place a strong emphasis on students' interest to foster the development of skills for problem solving, critical thinking and communication as we try to shape students to become lifelong learners.

### PHOTOGRAPHY STUDIO

Students can express their creativity through photography as our campuses in Subang Jaya and Kota Damansara are equipped with a modern studio complete with lighting for photography shooting.





### INTERESTING FACT

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



# PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements	 Campus
BA (Hons) Multimedia Design <hr/> BA (Hons) Visual Communication Design	SEGi University	<ul style="list-style-type: none"> <li>• STPM/A-Level (2 principal passes with minimum CGPA 2.0); OR</li> <li>• Pass in any Foundation or Pre-U programme with minimum CGPA 2.0 or equivalent qualification; OR</li> <li>• Pass in any Diploma programme with minimum CGPA 2.0; OR</li> <li>• Any equivalent qualifications that are approved by the MQA; AND</li> <li>• Pass in an art assessment and interview for entry qualification with no background.</li> </ul>	Kota Damansara
Executive Diploma in Graphic Design	SEGi College	<ul style="list-style-type: none"> <li>• This programme is eligible for working adults at the minimum age of 21.</li> </ul>	Sarawak
Diploma in Multimedia Design	SEGi College	<ul style="list-style-type: none"> <li>• SPM (3 credits) with a pass in Arts subject</li> <li>• Malaysian Independent Chinese Secondary School UEC Certificate (at least Grade B) or other equivalent qualification</li> </ul>	Kuala Lumpur
Diploma in Computer Graphics	SEGi College	<ul style="list-style-type: none"> <li>• SPM / O-Level / SM2; OR</li> <li>• Any equivalent qualification (3 credits)</li> <li>• Pass in interview and drawing test</li> </ul>	Subang Jaya Kuala Lumpur Sarawak
Diploma in Creative Multimedia <hr/> Diploma in Interior Architecture	SEGi College	<ul style="list-style-type: none"> <li>• SPM / O-Level / SM2; OR</li> <li>• Any equivalent qualification (3 credits)</li> </ul>	Subang Jaya
Diploma in Music	SEGi College	<ul style="list-style-type: none"> <li>• SPM / O-Level / SM2; OR</li> <li>• Any equivalent qualification (3 credits)</li> <li>• Grade 3 practical for music equipment or Theory (ABRSM / Trinity College / AMEB)</li> </ul>	Subang Jaya
Certificate in Creative Design	SEGi College	<ul style="list-style-type: none"> <li>• SPM / O-Level with at least pass 1 subject or equivalent;</li> <li>• Other equivalent qualifications recognised by the Malaysian government;</li> <li>• Pass in interview / aptitude test or portfolio assessment for those without Visual Arts in SPM</li> </ul>	Subang Jaya
Foundation in Arts	SEGi University & SEGi College	SPM / O-Level or equivalent (minimum 5 credits)	Kota Damansara Subang Jaya

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.



# 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. 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

- Exploring Adobe Software
- Design Fundamentals
- Basic Drawing
- Typography Design
- Photography
- General Computer Knowledge
- Graphic Design
- Basic Animation
- Information System (IT)
- Audio and Video Technology
- Computer-aided Design and Visualisation
- Digital Editorial Design and Publishing
- E-Commerce

### Year 2

- Digital Imaging
- Virtual Reality
- Green Design
- Creative Web Design
- Multimedia Production and Marketing
- Digital Film and Video Production
- Digital Animation
- Web Scripting and Programming
- Idea Generation

### Year 3

- Game Design
- Multimedia Portfolio Production
- Entrepreneurship
- Research Methodology
- Industrial Training
- Final Project and Exhibition
- Thesis



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**

## Career Opportunities

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

# 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 visualisation.

## 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



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 Fatimah Binti Harun**

### Career Opportunities

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

# DIPLOMA IN MULTIMEDIA DESIGN

SEGi COLLEGE

The Diploma in Multimedia Design programme is designed to guide students to use their talent in developing multimedia contents and maintain a creative mindset when managing and producing multimedia-related products. Students will learn the practical, creative and communication skills necessary to plan, design and construct fully interactive multimedia applications. Students are given the opportunity to bring theory to life through case studies and practical exercises using 2D and 3D animation, digital, audio and interface design, as well as managing and developing multimedia teams.

## Programme Modules

### Semester 1

- Fundamental Photography
- Drawing 1
- History of Art
- Bahasa Melayu Komunikasi 1  
(International student)
- Pengajian Malaysia 2 (Local student)
- Moral Studies
- Malaysia Studies
- Islamic Studies (Malay student)

### Semester 5

- Multimedia Design 1
- Multimedia Content Development

### Semester 2

- Entrepreneurship
- Colour Studies

### Semester 6

- Interactive Programming
- Animation 1
- Design Methods
- Multimedia Design 2

### Semester 3

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

### Semester 7

- Internship / Industrial Training

### Semester 4

- Principles of Marketing
- Academic English
- Electronic Publishing
- Digital Audio & Video Editing

### Semester 8

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

### Career Opportunities

Multimedia designer, producer, multimedia programmer, web developer, audio & video editor animator.

# DIPLOMA IN CREATIVE MULTIMEDIA

Creative Multimedia is a unique programme to cater the workforce in the fast growing digital media industry. Creative digital media industries use multimedia for a variety of purposes translated into entertainment, commercial art, advertising, online media, film, special effects and software services provided to a range of industries.

Here at SEGi, Creative Multimedia programme was designed based on broad-knowledge for the application of digital technology to meet the current digital media trend especially in valuable content research, communication, information and entertainment to general public. It also covers a wide spectrum of digital media modules in Film Production, Games Development, and Media Content Development. 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

- Fundamental Photography
- Drawing 1
- History of Art
- Colour Studies
- 2 & 3 Dimensional Design

#### Semester 2

- General Language Training
- Fundamental of Graphic Design

#### Semester 3

- Introduction to Multimedia & Animation
- Social Media Marketing
- Academic English
- Electronic Publishing
- Typography Design

### Year 2

#### Semester 1

- VFX for Media Production
- Film and Media Production
- Trend and Visual Thinking
- Interactive Programming
- Animation I

#### Semester 2

- Design Method
- Bahasa Kebangsaan A/Decision Making Skills
- Pengajian Islam/Pendidikan Moral

#### Semester 3

- Technopreneurship
- Pengajian Malaysia 2/  
Bahasa Melayu Komunikasi 1
- Interactive Mobile Apps Development
- E-Commerce Application
- Animation II

### Year 3

#### Semester 1

- Industrial Training

#### Semester 2

- Independent Design
- Curriculum Management

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.

## DID YOU KNOW?

Our students achieved **100%**  
**PASSING RATE** IN 2015.



### Career Opportunities

Multimedia Designer, Webmaster,  
Interface Designer, Multimedia Producer,  
Games Designer, Props Designer,  
Animator.

# DIPLOMA IN COMPUTER GRAPHICS

SEGi COLLEGE

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

- 2 & 3 Dimensional Design
- Colour Studies
- Drawing 1
- Fundamental Photography
- History of Art merged with Pres Skills
- General Language Training
- Malaysian Studies 2
- Fundamental Graphic Design
- Typography Design
- Academic English
- Bahasa Kebangsaan A/Decision Making Skills
- Digital Graphics
- History of Graphic Design

### Year 2

- Pengajian Islam/Pendidikan Moral
- Introduction to e-Marketing
- Online Media Design
- Art Direction
- Packaging Design
- Visual Communication
- Advertising Creativity
- Design Methods
- Corporate Design
- Motion Typography
- Digital Illustration
- Publication Design

### Year 3

- Practical Training
- Co-curriculum Management
- Independent Design Practice

\*Correct at the time of publication. We reserve the right to change the course titles without prior notice.



SEGi has taught me how to build good relationships with fellow classmates and lecturers. This is the place where I know that I will soar to greater heights and make all my dreams come true.

**Michele Christine Siri Wardene**

## Career Opportunities

Graphic Designer, DTP Artist, Visualiser, In-house Designer, Illustrator, Digital Image Artist, Design Consultant, Display Artist, Web Designer, Broadcast Media Designer.

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
- Solfeiges and Dictation 1
- Performance Lab 1: Choir 1

#### Semester 2

- Bahasa Kebangsaan A / Decision Making Skills
- Harmony 1
- Instrumentation
- History of Music & Appreciation 2 (Classical)
- Solfeiges and Dictation 2
- Performance Lab 1: Choir 2
- Major Study 1
- Minor Study 1

#### Semester 3

- Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1
- Harmony 2
- Performance Lab 1: Choir 3
- Major Study 2
- Minor Study 2

#### Plus 1 of the following elective subjects:

- Performance Lab 2: Instrument Ensemble I
- Performance Lab 2: Instrument Ensemble II
- Piano Literature
- Piano Accompaniment
- Principles Of Music Teaching
- Foreign Language for Music: Italian

### Year 2

#### Semester 1

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

#### Semester 2

- Counterpoint
- Harmony 4
- History of Music & Appreciation 4 (20th Century)
- Solfeiges and Dictation 4
- Major Study 3
- Minor Study 3

#### Semester 3

- History of Music & Appreciation 5 (Pre-Baroque)
- Performance Lab 1: Choir 5
- Form & Analysis 2

#### Plus 1 of the following elective subjects:

- Performance Lab 2: Instrument Ensemble I
- Performance Lab 2: Instrument Ensemble II
- Piano Literature
- Piano Accompaniment
- Principles Of Music Teaching
- Foreign Language for Music: Italian

### Year 3

#### Semester 1

- Conducting
- Art of Stage Performance
- Computer Notation Techniques
- Co-curriculum Management
- Applied Music Theory



I learnt to form my own team of music ensemble, and learnt various music composition techniques here in SEGi. Besides that, I was given an opportunity to perform on stage in different settings to show my talent. The techniques of song writing is very useful for my future career as a musician and a teacher.

**Chan Shally**

### Career Opportunities

Music Instrumentalist, Music Producer, Musicologist, Music Supervisor, Vocalist, Programme Director, Music Arranger, Music Researcher, Orchestra Performer, Conductor & Music Educator

# 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

### Year 1

#### Semester 1

- 2 & 3 Dimensional Design
- Colour Studies
- Drawing 1
- Fundamental Photography
- Architectural Drafting 1

#### Semester 2

- Bahasa Kebangsaan A / Decision Making Skills
- Interior Architecture I
- Materials & Finishes
- Academic English
- General Language Training
- Workshop Practice
- AutoCAD Studies

#### Semester 3

- Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1
- Electronic Publishing

### Year 2

#### Semester 1

- Pengajian Islam / Pendidikan Moral
- Interior Architecture 2
- Architectural Drafting 2
- Introduction to e-Marketing
- Computer 3D Modeling

#### Semester 2

- Interior Architecture 3
- Building Construction
- Design Methods
- History of Art
- Lighting Design

#### Semester 3

- Furniture Design
- Co-curriculum Management
- Portfolio Preparation

### Year 3

#### Semester 1

- Industrial Training

#### Semester 2

- Interior Architecture 4

## Career Opportunities

Interior Designer, Interior Design Consultant, Space Consultant, Lighting Designer, Model Maker, Exhibition & Events Designer, Interior Coordinator & Function Coordinator, Architectural Assistant.

## EXECUTIVE DIPLOMA IN GRAPHIC DESIGN

SEGi COLLEGE

A strong foundation in building a career in graphic design starts 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.

Students use 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
- Photography
- Typography Design
- Visual Communication
- Corporate Design
- Digital Audio and Video
- Animation
- Interactive Web Design
- Independent Design Practice

### Career Opportunities

Junior graphic designers, Desktop Publisher, Assistant Web Designer, Graphic Operator.

JPT/BPP(K)1000-600/Q1326/Jld.3(69)(4/21) SWK CAMPUS

## CERTIFICATE IN CREATIVE DESIGN

SEGi COLLEGE

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

#### Semester 1

- Colour Studies
- Drawing 1
- General Language Training
- History of Art
- 2 & 3 Dimensional Design

#### Semester 2

- Drawing 2
- Electronic Publishing
- Fundamental Photography
- Bahasa Kebangsaan A / Effective Listening
- Typography Design

#### Semester 3

- Digital Arts
- Pengajian Malaysia 1 / Bahasa Melayu Komunikasi 1
- Academic English

#### Semester 4

- Elective subject \*
- Final Project
- Presentation Skills
- Family Issues

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

- Introduction to Multimedia
- Introduction to Mass Communication
- Fundamental Graphic Design
- Architecture Drafting

### Career Opportunities

Graphic Designer, Typographers, Packaging Designer, Publication Designer, Production, Supervisor, DTP Artist, Art Teacher.

R/211/3/0017(8/21) SJ CAMPUS



# FOUNDATION IN ARTS

SEGi UNIVERSITY & SEGi COLLEGE

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 3

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

### Semester 2

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

\* 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 Introduction to Marketing
- E2 Introduction to Financial Accounting
- E3 Fundamental of Management
- E4 Mathematics

### Creative Design

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

### 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

### Built Environment

- E1 Introduction to Building Technology
- E2 Introduction to Estimating
- E3 Introduction to Construction Materials
- E4 Mathematics

### Tourism & Hospitality

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

\* Electives may be subjected to change.

## 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 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.



**SEGi University Kota Damansara** (DU031-B)

☎ 603 6145 1777    📞 011 1210 6389    📞 1800 88 7344

**SEGi College Kuala Lumpur** (W4P0115)

☎ 603 2070 2078    📞 018 211 8653    📞 1800 88 8028

**SEGi College Subang Jaya** (DK250-04(B))

☎ 603 8600 1777    📞 016 212 9154    📞 1800 88 8622

**SEGi College Penang** (187620-W)

☎ 604 263 3888    📞 013 629 4880

**SEGi College Sarawak** (DK250-02(Q))

☎ 6082 252 566    📞 017 859 2566    📞 1300 88 7344

The best in you, made

**POSSIBLE**

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[segi.edu.my](http://segi.edu.my)

**SCANME**



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