



MAHSA
UNIVERSITY



Bachelor of Arts (Hons)
Creative Multimedia Design

KPT/JPS (N/213/6/0358)(MQA/PA14340) 09/26

Overview

Due to the increasing complexity of the technology trend in the creative industry, multimedia is one of the most in-demand professions, and students need to be more competent and prepared to adapt to creative and emerging technologies.

The Bachelor of Creative Multimedia Design incorporates studies in creative multimedia including sound and video production, visual effects, 2D and 3D animation, web development, digital photography and interactive media design.

Students develop design and multimedia skills through a combination of individual and practical group project work and lecture materials. This programme has a strong practical emphasis and exposure to industry based projects. This offers students valuable hands-on experience. Graduates may opt to work in a variety of fields associated with design, media, the creative arts and information and communication technologies

Career Opportunities

Jobs directly related to your Degree include:

- Digital Content Creator
- Digital Illustrator
- Image Consultant
- Multimedia Designer
- Multimedia Photographer
- Videographer
- Visual Effects Artist
- Web Designer
- Animator
- Copywriter
- Creative Director
- Digital Artist
- User Interface / User Experience Designer
- Digital Designer
- Entrepreneurs
- Photo Editor
- 3D Modeller
- Composer
- Composer Concept Artist
- Foley Artist
- Interactive Designer
- Motion Graphic Designer
- Storyboard Artist
- Video Editor
- Visual Effects Designer

Facilities

MAHSA University are fully equipped with drawing room, Multimedia Computer Lab, I-Mac Lab and Multimedia Studio Lab.

PEO

PEO1- Equipped with broad-based knowledge and understanding of advanced Creative Multimedia Design skills in-line with multimedia industry requirements.

PEO2- Effective in communication and Cognitive Skills, and demonstrate Leadership, Autonomy and Responsibility quality in an organisation.

PEO3- Able to identify Interpersonal Skills in Multimedia Design issues creatively, innovatively, Ethically and Professionally through sustainable approach.

PEO4- Able to demonstrate Practical, Digital and Numeracy skills in carrying out the need of Personal and Entrepreneurial Skills for a successful career advancement in the multimedia industry.



PROGRAMME STRUCTURE

Semester	Course Name
1	<ul style="list-style-type: none">• Drawing• Design History• Theory of Graphic Design• English for Academic Writing• Conceptual Studies• Tamadun Islam & Tamadun Asia/ Malaysian Studies
2	<ul style="list-style-type: none">• Professional Practice• Colour Concepts• Typography Design• Narrative and Storyboard• Visual Communication Design• Community Work
3	<ul style="list-style-type: none">• Multimedia Applications• Hubungan Etnik/ BM Komunikasi 2• Youth Development

Progression Pathway

Bachelor Of Arts (Hons)

Creative Multimedia Design or related fields, leading to Master in Creative Multimedia Design

Entry Requirements

LOCAL STUDENTS:

- I. Recognised Matriculation or Foundation with CGPA 2.00; or
- II. Pass Sijil Tinggi Persekolahan Malaysia (STPM) with two full passes or equivalent with minimum CGPA of 2.00; or
- III. Recognised Creative Multimedia Diploma [Level 4, Malaysian Qualifications Framework (MQF)] or
- IV. Equivalent with a minimum CGPA of 2.50. (Candidates with CGPA between 2.00 and 2.50 may be admitted, subject to an internal assessment process); or
- V. Any other qualifications recognized as equivalent by Government Malaysia

INTERNATIONAL STUDENTS:

- I. Test of English as a Foreign Language (TOEFL) score 500 or
- II. International English Language Testing System (IELTS) score 5.0 or
- III. Malaysian University English Test (MUET) Band 3 or
- IV. Any related English Certificate that equivalent.

Advantages of studying Creative Multimedia Design:

- We are new therefore - new facilities, new equipment, gadget and latest technology offered to the student.
- Internship will be provided for smooth transition to the industry.
- Most of the modules are project based which lead to the higher cognitive level of thinking and heavy on the practical to prepare students for the real world.



MAHSA 360

At MAHSA University, we provide our students with the opportunity to develop quality skills and understanding that go beyond their field of study which will prepare them for their next leap upon graduation.

MAHSA 360 is our specially designed ecosystem that works to ensure every student is nurtured and supported throughout their student journey.



MAHSA's Passport to Success

Professional Industry-Driven Education (P.R.I.D.E) is MAHSA University's specially designed education pathway that give students the best of both academic and professional certifications. Students have the opportunity to gain professional skills through various programmes from MAHSA's collaborations with internationally recognised professional bodies. P.R.I.D.E increases the employability rate of our fresh graduates and puts them on par with the rest in the professional world.

MASTERCLASS

Students of this programme are eligible to gain add-on certification in Masterclasses. There are more than fifty Masterclasses to choose from, and all are designed to further enhance the student's employability, in line with the Industrial Revolution 4.0.

PROFESSIONAL COURSES

Through MAHSA's collaboration with internationally recognised professional bodies, students will earn certifications that will enhance their professional skills and increase their employability rate.

MOBILITY PROGRAMME

This is a unique opportunity for students to study abroad for up to one year. This programme lets students experience different cultures and practices from around the world. Ask us about our university partners in over fifty different countries.



MAHSA University



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