

A · P · U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

DESIGN & MEDIA

QAA
INSTITUTION ACCREDITED
ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION
Valid: 04/2024 - 04/2029

5 STAR EXCELLENT RATING
SETARA

MD
Premier Digital Tech Institution

QS WORLD UNIVERSITY RANKINGS 2027

QS 1st Malaysian University 5-Stars Plus

- Foundation Programme
- Diploma in **DESIGN AND MEDIA**
- Bachelor of Arts (Honours) in **INDUSTRIAL DESIGN**
- Bachelor of Arts (Honours) in **VISUAL EFFECTS**
- Bachelor of Arts (Honours) in **ANIMATION**
- Bachelor of Arts (Honours) in **DIGITAL ADVERTISING**

First and Only Malaysian University with QAA UK Accreditation 2024 - 2029





APU has achieved a significant milestone by securing accreditation from the Quality Assurance Agency for Higher Education (QAA) in the United Kingdom.

This accreditation underscores APU's commitment to excellence, rigorous quality assurance processes, and student-centered education.



Asia Pacific University of Technology & Innovation (APU), a leading Malaysian University has achieved a significant milestone by securing accreditation from the Quality Assurance Agency for Higher Education (QAA) in the United Kingdom. This accreditation underscores APU's commitment to excellence, rigorous quality assurance processes, and student-centered education.

The Quality Assurance Agency (QAA) carries out Quality Assurance for UK higher education institutions.

- APU underwent a thorough review process conducted by independent reviewers appointed by QAA. This involved almost a year of intense preparation and preparation of documentation.
- A comprehensive physical Audit was held at APU in March 2024. Based on the Audit, APU has been deemed to have achieved Accreditation by the QAA – the FIRST ever Malaysian University to have achieved this.
- The Audit Panel confirmed that APU meets all ten UK and European Quality Assurance standards covering areas such as teaching & learning, student support, research, facilities, resources and governance.
- APU Degrees will now be recognised an equal basis with Degrees from UK universities due to QAA Accreditation of APU as an QAA Accredited Institution.
- APU graduates will benefit from this prestigious recognition of their qualifications in Malaysia, the UK and beyond.

APU's commitment to continuous improvement and adherence to international best practices played a pivotal role in achieving this accreditation. QAA accreditation enhances APU's global reputation and validates its commitment to quality education. APU will continue to uphold the QAA standards and strive for further excellence with pride.

1st Malaysian University

1 of 24 in the world

QS 5-Stars Plus

QS WORLD UNIVERSITY RANKINGS 2027

QS WORLD UNIVERSITY RANKINGS 2027

TOP 2% in the World

#528 WORLDWIDE
Top 2% Globally

#20 INTERNATIONAL STUDENTS

#157 INTERNATIONAL FACULTY

TOP 500 EMPLOYER REPUTATION

#177 STUDENT EXPERIENCE

QS WORLD UNIVERSITY RANKINGS: ASIA 2026

#39 IN SOUTH EAST ASIA

#147 IN ASIA

AppliedHE™ Public & Private University Ranking ALL ASIA 2026

TOP 20 IN ASIA & TOP IN ASEAN

APU has achieved outstanding recognition in the AppliedHE All Asia 2026 Private University Ranking. This remarkable achievement reflects our unwavering commitment to academic excellence, innovation, and global impact. The AppliedHE Private University Ranking: All Asia was created with the goal of measuring the things about private universities that students deciding on their higher education journey find most important. The ranking measures what is important to students: the quality of teaching and learning, Employability, Research, Internationalisation, Community Engagement and Institution Reputation.



APU IS AWARDED BEST AI UNIVERSITY, BEST TECH UNIVERSITY & BEST FUTURE READY UNIVERSITY - PC.COM AWARDS 2025

The PC.com Awards are prestigious accolades that celebrate organisations demonstrating excellence and leadership in technology and innovation. At the 2025 Awards, Asia Pacific University of Technology & Innovation (APU) once again stood out, earning Best Tech University, Best Future Ready University, and the newly introduced Best AI University titles, as voted by PC.com readers. These achievements reaffirm APU's dedication to delivering world-class digital technology programmes and shaping future-ready graduates. APU continues its winning streak, having previously secured both Best Tech University and Best Future Ready University in 2024, and Best Tech University in 2023.

QS WORLD UNIVERSITY RANKINGS 2027

APU MAKES WAVES IN THE QS WORLD UNIVERSITY RANKING 2027 - TOP 2% GLOBALLY

The Asia Pacific University of Technology & Innovation (APU) has been officially recognised among the world's leading universities in the QS World University Rankings 2027, achieving a global ranking of #528 and placing APU within the Top 2% of universities worldwide. APU is also ranked #20 in the World for International Students, reflecting its highly diverse, multicultural and globally inclusive learning environment, with students representing more than 130 nationalities studying together on campus.

GE TALENTBANK GRADUATE EMPLOYABILITY INDEX

APU IS AWARDED 2026 EMPLOYERS' CHOICE OF UNIVERSITY - TALENTBANK

Renowned for its 100% employability rate among graduates, APU underlined its strengths by being selected as the 2026 Employers' Choice of University in Talentbank's annual survey of employers. Further reinforcing its strong employability outcomes, APU programmes received the prestigious Talentbank 6-Star Employer Choice rating in the following fields: Computing & IT, Actuarial Science, Analytics, Animation, Banking, Business Management, Event Management, Finance, Games Design & Development, Human Resource Management, and Mechatronic Engineering.

APU'S LIST OF FIRSTS:

- **1st** Malaysian University to achieve Five Stars Plus in the latest QS Stars Rating
- **1st** Local Institute awarded Multimedia Super Corridor Status
- **1st** Institute awarded the MSC Research & Development Grant
- **1st** Institute awarded MS ISO 9002 Quality Certification
- **1st** Institute appointed Novell Education Academic Partner
- **1st** Institute appointed Authorised Sun Education Centre
- **1st** Institute appointed Microsoft Training Partner
- **1st** Institute listed in Enterprise 50 Award Programme
- **1st** Institute appointed University Alliance Partner by SAP
- **1st** XR Studio - Mixed & Extended Reality Infrastructure in Asia
- **1st** Integrated Cybersecurity Talent Zone in Malaysia

QS defines rating as “The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution”.

"The QS Stars university rating system audits and rates over 600 universities globally in a broader range of criteria than any world ranking exercise. Comprehensive audits are also independently carried out as part of the rating exercise. QS Stars™ shines a light on both the excellence and the diversity of the rated institution. Congratulations to Asia Pacific University (APU) for being the first-ever QS 5-Stars Plus rated institution in Malaysia and being 1 amongst 20 in the world."

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit

OUTSTANDING

Rated for Excellence

Asia Pacific University of Technology & Innovation

The QS Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars™ methodology, rated Asia Pacific University of Technology & Innovation as a Five Stars Plus institution.

Teaching	Internationalisation	Facilities	Social Responsibility
Employability	Academic Development	Accounting & Finance	Inclusiveness
Online Learning			

QS STARS

The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars shines a light on both the excellence and the diversity of the rated institution.

Leigh Kamolins, Head of Evaluation

18 Oct 2021

APU - FIRST EVER MALAYSIAN UNIVERSITY WITH QAA UK ACCREDITATION



Unleash Your Creativity and Discover a Different Realm of Knowledge

APU AWARDED 5-STAR (EXCELLENT) RATING

5 STAR EXCELLENT RATING SETARA
APU amongst the Highest Rated Emerging Universities - 2019

APU has consistently received the highest ratings among emerging Universities through the SETARA Ratings exercise conducted by the Ministry of Higher Education, ever since the SETARA Ratings system was introduced, including having attained 5 STARS in the latest ratings announced in Dec 2020.

The SETARA ratings system employs a rigorous assessment methodology to rate an education institution's three core functions, namely teaching, research and services.

APU IS A PREMIER DIGITAL TECH INSTITUTION - MALAYSIA DIGITAL ECONOMY CORPORATION

MD™ Premier Digital Tech Institution

APU was among the first institute in Malaysia awarded Premier Digital Tech Institution status by the Malaysia Digital Economy Corporation (MDEC) and Ministry of Higher Education (MOHE). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.

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DESIGN & MEDIA

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INNOVATIVE THINKING CAN CHANGE YOUR WORLD

The Design, Advertising & Animation Degrees at APU cater for creative minds like you! As you enrol into our programmes, be prepared to embark on a journey that is highly industry-relevant that can enhance your practical knowledge in various areas of media & design. A great level of hands-on experience will be nurtured throughout your years of study, ensuring that you create your own story through an impressive creative portfolio that showcases various projects completed in your specialisms.

We established strong partnerships with key industry players, and exposed students with these live projects. Students get to experience working on commercial projects with the guidance from academic staff. Similarly, they are involved in active learning experiences through field trips to studios, galleries, exhibitions, and participation in events and activities. We aim for our graduates to be all-rounders; not just equipped with technical skills as designers but as great thinkers, inspiring leaders, convincing presenters, supportive team players and academic researchers.

Our programmes in the areas of Design, Advertising & Animation are as follows:



Foundation Programme **(ARCHITECTURE & DESIGN ROUTE)**

Diploma in **DESIGN AND MEDIA**

Bachelor of Arts (Honours) in **INDUSTRIAL DESIGN**

Bachelor of Arts (Honours) in **VISUAL EFFECTS**

Bachelor of Arts (Honours) in **ANIMATION**

Bachelor of Arts (Honours) in **DIGITAL ADVERTISING**

A member of World Design Organisation

WDO WORLD DESIGN ORGANIZATION

Bachelor of Arts (Honours) in Industrial Design

Experience APU's Iconic Campus

Malaysia's Award Winning University

- A Stylish Blend of Functionality & Accessibility
- A Unique Fusion of Technology, Innovation and Creativity
- Cutting-edge Technologies
- A Wide Variety of Spaces to Learn, Engage & Transform

An Ultra-modern Campus Built Today for the Needs of Tomorrow

Asia Pacific University of Technology & Innovation (APU)'s Ultra-Modern University Campus in MRANTi - Technology Park Malaysia is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. MRANTi - Technology Park Malaysia is the ideal location for this new and contemporary campus due to its strong positioning as Malaysia's primary hub for leading-edge and high-tech developments in a wide variety of areas. It is also located in one of the most rapidly developing areas in Kuala Lumpur, and is well served and accessible through major highways, LRT and other forms of public transportation.

APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.





Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia's Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing professional graduates for significant roles in business and society globally.







APU's iconic campus is setting a new benchmark for design excellence among Malaysian Universities, combining an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning. It is a magnificent teaching & learning space for our students & staff designed by our award- winning architects & consultants.







100%

Employability*

Nurturing Professionals for Global Careers

100% of our graduates are employed by graduation*; this is not just a number, but a significant symbol of our success and pride in nurturing professionals for global careers. **Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.*





Industry Ready Graduates

The APU Career Centre connects and engages with over 12,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

Empowering High-Impact Careers

APU is widely recognised for producing career-ready graduates with exceptional employability and competitive starting salaries across Malaysia's key growth sectors. By integrating industry-relevant curricula, practical learning experiences, and strong corporate engagement, APU equips its graduates to succeed in dynamic and globally connected career pathways.



Work-ready, World-ready

Study with us and we'll equip you to become a world-ready professional, with the knowledge, attributes, skills and expertise that employers look for.

Employers are demanding that graduates not just have qualifications, but also have the experience and ability to contribute to the workplace. To meet these demands, APU develops programmes and partnerships with academic and industry partners, with a heavy focus on applied learning. This helps to ensure that the skills and knowledge taught at APU are up-to-date and in high demand.



RANKED

#20 in the World for International Students

QS World University Rankings 2027

A Truly International Community

Just like the beautiful country in which we are located, APU is a rich blend of traditional and modern styles. We have developed a singular character to embrace those things that set us apart. We pride ourselves on the quality of both our teaching and research as well as having a unique living and learning environment.

QS WORLD UNIVERSITY RANKINGS 2027

A Vibrant Community of Students from the World

With students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversifed and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.





With students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversifed and colourful cultural environment.

Student Welcome Team

The Student Welcome Team was established by Asia Pacific University of Technology & Innovation (APU) to improve the arrival experience of international students in Malaysia. "Warm Welcome, Warm Hello, Warm What's up" is the theme of this ASK ME Team.













Student Life @ APU

Being a university student can be one of your most exciting expeditions. Higher education opens up a world of new ideas, intellectual growth, new adventures and the building of lifelong friendships. Here at APU, we support you to take the time to explore not only the educational experiences but also the wide range of social, sporting and cultural activities on campus.

World-class Facilities @ APU

Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of their study experience at APU.

Cutting-Edge Technologies

The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets.



APU, as Malaysia's leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.



APU provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates.

An Integrated Community

The campus aims to establish a community aspect for the university – where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industry Revolution 4.0.







Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialisation throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.



Our Partner in Quality

De Montfort University (DMU), UK

DE MONTFORT UNIVERSITY LEICESTER

150 years of academic excellence

At DMU, our supportive and nurturing community will empower you to realise your dreams. Our courses are carefully designed and taught by expert academics to help you gain the skills needed to enter today's competitive job market and succeed in your career. The university is organised into four faculties; Arts, Design and Humanities, Business and Law, Health and Life Sciences and Computing, Engineering and Media. Our award-winning Careers Team provides guaranteed work experience opportunities including placements, internships and career mentoring to open doors that will help you achieve your ambitions.





De Montfort University (DMU) Leicester is a dynamic, 21st century UK university. With an original campus in Leicester, a new one in London and growing campuses around the world in Dubai, Kazakhstan and Cambodia, DMU has a truly global outlook and international reach.









About DMU

- Since its beginnings in Leicester 150 years ago, DMU has transformed into a global university. We deliver outstanding education around the world, both at our own campuses and with our partner universities.
- Each year, international students from more than 140 countries choose to study at DMU.
- DMU is rated a 5-star 'excellent' institution by QS Top Universities for our teaching, facilities, employability, global outlook and more.
- DMU's Careers Team won Employability Team of the Year at the TargetJobs National Graduate Recruitment Awards for helping students reach their ambitions.
- DMU is the only UK university to be appointed as Chair of the hub for the United Nations' sustainable development goal 11 - sustainable cities and communities.
- Leicester is known for being welcoming and student-friendly, with a rich history and a diverse culture. It's been named the best city in the East Midlands to live and work (Good Growth for Cities Index, 2024).



Double your Advantage

APU-DMU **Dual Degree Programme**

APU-DMU Dual Degree Programme

- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution – and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- Both degrees are recognised locally & internationally.
- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).



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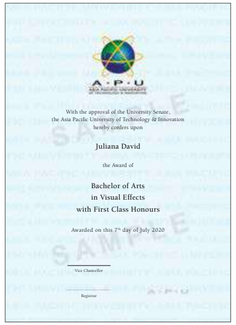
DE MONTFORT
UNIVERSITY
LEICESTER


With the approval of the University Senate,
the Asia Pacific University of Technology & Innovation
hereby confers upon

Juliana David

the Award of

Bachelor of Arts
in Visual Effects
with First Class Honours

Awarded on this 7th day of July 2020

Vice Chancellor

Registrar


Juliana David

Bachelor of Arts (Honours)
First Class

Visual Effects

The Vice-Chancellor of De Montfort University

Executive Director of Student and Academic Services









APU Foundation Programme

- Your Future. Your Choice.

Our 12-month Foundation Programme is designed to prepare students from SPM, IGCSE, O-Level or similar qualifications with the knowledge and skills to progress into the first year of a degree of their choice.

On completion of the Foundation Programme, you will be able to make an informed decision about your interest and pursue your degree of choice.

During the Foundation Programme, you are able to choose different routes depending on your area of interest. This will allow you to progress onto a specific degree programme at APU, related to this area or other relevant areas based on your foundation experience.

(R3/0011/3/0089/11/29) (A10955)

APU Foundation Programme - Your Future. Your Choice.

Duration: 1 Year (3 Semesters)

Architecture & Design Route

Enriching Experiences - More Than Just A Foundation

The APU Foundation Programme lays the path towards professional tertiary education. It is a vital transformation point for students' soft skills, general knowledge, and preparatory subject fundamentals. These fundamentals acquired at the Foundation lead to academic excellence and career readiness as students move on to become global professionals.

This is achieved through 4 key areas:

- **Leadership & Teamwork**
- **Problem-Solving Skills**
- **Social Skills & Responsibilities**
- **Practical Skills**

The unique support system at APU Foundation Programme consists of helpful academic mentors who are committed in ensuring academic achievements, providing pastoral care, advising, mentoring, motivating students' potential and performance, to ensure that they undergo a smooth transition from secondary education to tertiary learning.

Learn, Apply, Achieve - Practical Assessments for Meaningful Learning

At APU, learning is designed to be practical, engaging, and relevant. Many Foundation modules are assessed through projects, presentations, case studies, and coursework, allowing you to apply knowledge in real-world situations. This approach builds critical thinking, problem-solving, communication, and teamwork skills while preparing you for degree-level studies and future career success. Where appropriate, final examinations are included to ensure a well-rounded academic foundation.

Modules You Study

The modules studied help develop your study skills, introduce you to what you can expect on your degree and also allow you to discover what you can study depending on whether you choose a degree in Accounting, Banking, Finance, Actuarial Studies, Psychology, Business & Management, Computing & Technology, Industrial Design, Animation and Visual Effects.

SEMESTER 1 Common Modules

- English for Academic Purposes
- Personal Development & Study Skills
- Digital Communication & Collaboration
- Mathematics

SEMESTER 2

- Public Speaking & Personal Branding
- Introduction to Digital Photography
- Fundamentals of Drawing
- Design Studies
- Design Project 1 / Architecture and Built Environment

SEMESTER 3

- Research & Data Literacy
- AI for Business & Design
- Life Drawing / Architectural Drawing and Communication
- Design Project 2 / Architectural Design Project
- Co-Curricular

*Choose **one** of the following modules:*

- History of Design and Media
- Exploring Games & Immersive Technologies
- Cyberpsychology and Digital Society

Further Studies

You may then proceed to Level 1 of a Degree of your choice in the following pathways:

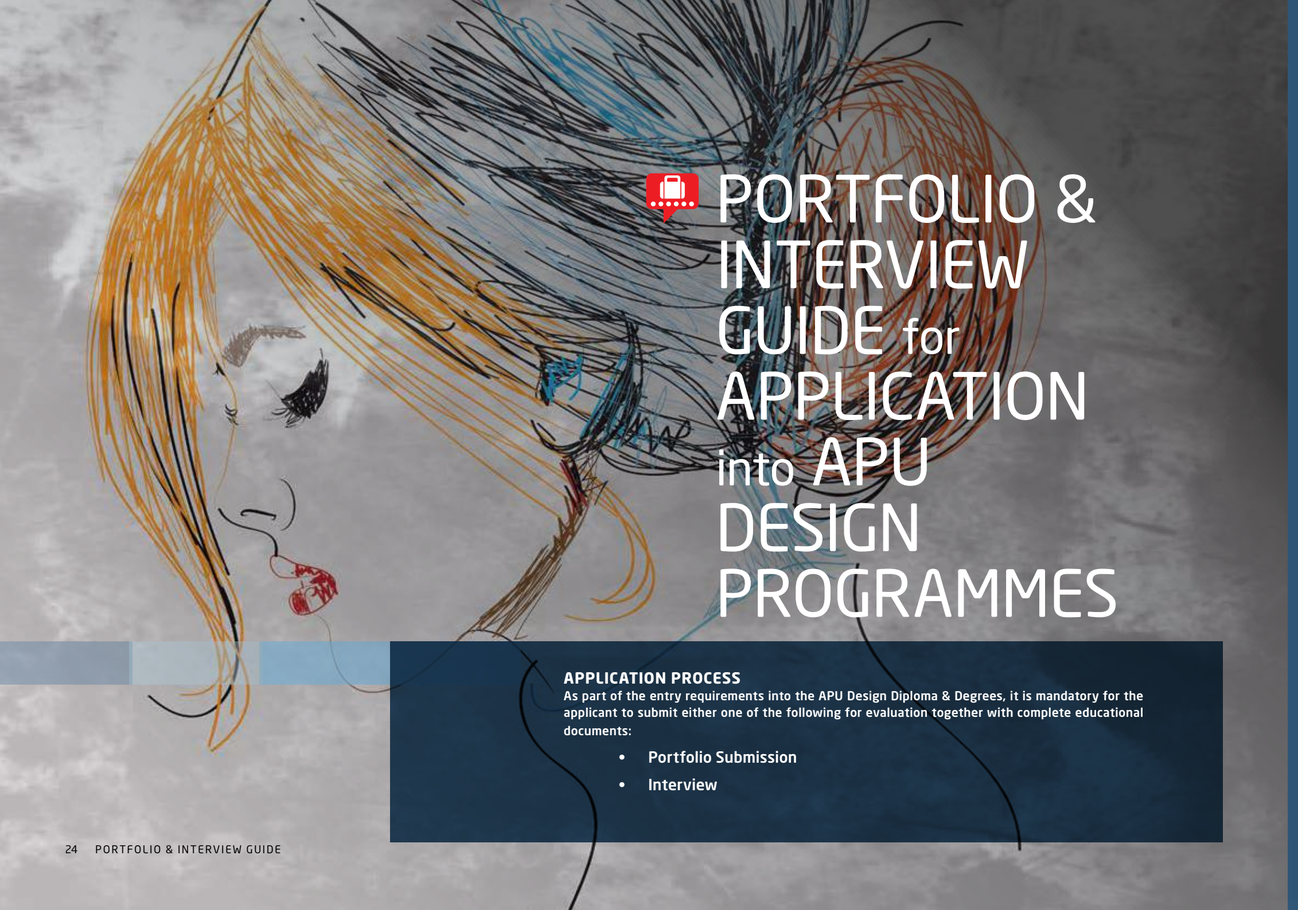
- **Bachelor of Arts (Honours) in Industrial Design**
- **Bachelor of Arts (Honours) in Visual Effects**
- **Bachelor of Arts (Honours) in Animation**
- **Bachelor of Arts (Honours) in Digital Advertising**
- **Bachelor of Science (Honours) in Architecture**

Students may alternatively choose the following areas:

- **Computing & Technology**
- **Immersive Technology & VR/AR**
- **Game Development**
- **Media and International Relations**
- **Business, Management & Digital Marketing**
- **Hospitality & Tourism**
- **Accounting, Banking, Finance & Actuarial**
- **Psychology**

(Please refer to individual course brochure for Alternative Pathways details.)





PORTFOLIO & INTERVIEW GUIDE for APPLICATION into APU DESIGN PROGRAMMES

APPLICATION PROCESS

As part of the entry requirements into the APU Design Diploma & Degrees, it is mandatory for the applicant to submit either one of the following for evaluation together with complete educational documents:

- Portfolio Submission
- Interview

PORTFOLIO SUBMISSION

Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more. A minimum of 5 pieces of artwork to be submitted with examples of your best work in related areas of your desired programme.

What do I need to submit for Portfolio Submission?

To include but not limited to any of the following combinations:

- Drawing, Paintings and/or Sketches - Character drawings, scenery, objects, life drawings.
- Photography images.
- Images of any model making/ sculpture/ 3D artwork.
- Links to any video works produced by you.

You may compile the images into a PowerPoint presentation format for submission. You are encouraged to include notes as a description to the given artworks. You may include manual or digital media.

If the portfolio submission is insufficient upon evaluation, further interview via video call may be required between the Programme Leader and the applicant. The purpose of the interview is to further explore the candidate's aspirations and alignment to the programme and to assess the candidate's command of English, and appropriateness to the programme.



INTERVIEW

Applicants may choose interview for their application and it is a chance to demonstrate your skills and passion for the course you are applying for. You may submit a pre-recorded video as your interview for the assessment panel to decide on your application.

What do I need to submit for Interview?

To submit a pre-recorded video of yourself answering/ addressing to the following questions:

- Introduce yourself, starting with your name.
- Where are you from (Country/ City)?
- What are your interest/ passion?
- Why did you choose this university?
- What do you do during your free time?
- What do you know about the course you are applying for - Industrial Design/ Visual Effects/ Animation/ Digital Advertising?
- Why do you want to study this programme?
- What are your career plans after completing the course?

If you have worked on some design/ artwork in school, do tell us about it. You may showcase your portfolio in the video.



Interview - Guide for Video

- Quiet Room - Find a quiet room that you can solely use for your interview recording where you will not be interrupted.
- Background - Ensure you have a clean wall/ background for the interview session.
- Good Lighting - Ensure you have good light source for the video recording. Your face should be clear in the recorded video.
- Dress for Success - Do ensure you are dress appropriately/ formal for the recorded interview.
- Relax - Be confident and try to relax during the video recording.
- Do test your video & sound quality.
- **Minimum size or setting is 640x360px 30fps (Mobile Phone Recording).**
- Preferably to record in **Landscape format.**



DIPLOMA IN DESIGN AND MEDIA

(R2/0211/4/0096)(12/29)(MQA/FA4392)

This APU Diploma in Design and Media is designed to provide:

- Provide a programme that covers the academic aspect as well as the vocational aspects of Design and Media.
- Prepare students for careers in the Design and Media environment.
- Provide students with academic and professional skills to develop solutions requiring a holistic outlook in Design Studies.
- Provide students with critical, independent and cooperative learning skills so as to facilitate their response to continuous future international change.
- Develop students' intellectual skills, communications ability and team working capability.
- Provide students with opportunities for progression into Degree Programmes of Design and Media standard in relevant areas.



ADMISSION REQUIREMENTS

- 3 Credits in at least 3 subjects at SPM level, with a minimum of a pass in Bahasa Malaysia and Sejarah (History);
- 3 Credits (Grade C & above) in at least 3 subjects at IGCSE/ O-Levels;
- 3 Credits (Grade B & above) in at least 3 subjects in UEC;
- Pass relevant Certificate Programme or its equivalent;
- Pass an interview (online/ virtual/ conventional) OR submission of student's portfolio, to be determined by the HEP as required.
- A qualification that APU accepts as equivalent to the above.

PORTFOLIO OR INTERVIEW REQUIRED

COMMON MODULES:

The initial first three semesters lay the cornerstone, imparting vital theories and technical aspects in design and media. These foundational stages prepare students with essential skills, paving their way to diverse creative pathway options.

SEMESTER 1

In the first semester, students gain vital skills for their academic journey. They will explore fundamental Design and Media concepts, covering drawing techniques, idea generation, trend analysis, visual thinking, graphic design history, and introductory use of software like Adobe Photoshop and Illustrator.

Modules

- **Introduction to Graphic Design**
- **Academic Research Skills**
- **Drawing Fundamentals**
- **Introduction to Creative Project**

SEMESTER 2

Students will enhance their communication prowess and grasp pivotal art theories and practices within the creative industry. They'll delve into advertising principles, honing effective communication techniques. Through marker renderings, they'll refine technical hand-drawing skills, while collaborative group work will foster innovative problem-solving aligned with provided project briefs.

Modules

- **Professional Communications**
- **Digital Image Manipulation**
- **Visual Art Theory and Practice**
- **Drawing and Presentation Techniques**

SEMESTER 3

Students will delve into project management theories and diverse data collection research methods, crafting effective design solutions in larger teams. They will learn advance drawing methods for character and environment conceptual art, while exploring complex software like Maya and Toon Boom for theoretical and practical insights into 2D animation and 3D imaging.

Modules

- **Introduction to Advertising**
- **Illustration for Concept Art**
- **Animation Principles**

**In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

COMMON MODULES:

SEMESTER 4

Students will explore creating animated graphics that blend visuals and motion for engaging stories. They'll use digital illustration tools to craft imaginative visuals and analyze cinema to deepen their understanding of visual language, narrative structure, and cultural context.

Modules

- **Fundamentals of Entrepreneurship**
- **3D Pipeline**
- **Motion Graphics**

SEMESTER 5

The final semester emphasizes 3D animation techniques, teaching students to animate objects and explore the evolving media landscape and communication theories. Students will conclude by showcasing their chosen design pathway and demonstrating creativity and mastery through their Major Project.

Modules

- **Cinema Film Analysis**
- **Introduction to Project Management**
- **Major Project Preparation**

SEMESTER 6

Students will study project management and research methods to design effective solutions in larger teams. They'll master advanced drawing for character and environment concepts and gain practical and theoretical skills in 2D animation and 3D imaging using tools like Maya and Toon Boom.

Modules

- **New Media Studies**
- **Applied Movement**
- **Major Project**

ELECTIVE MODULES:

In semester 4 and 5, students will get to select their elective modules based on their preferred pathway to further expand their foundations in technical specialisation and creative exploration within the field.

ROUTE A: LEADING TO DIGITAL ADVERTISING PATHWAY

Students will gain broad insights into the advertising realm, exploring client brief analysis, brand placement, and identity to craft design briefs informed by market research. They'll delve into foundational marketing principles and consumer behavior issues, expanding their understanding of the field.

Modules

- **Digital Illustration Techniques**
- **Design History and Context OR Introduction to Public Relations**
- **Client Brief Concept**
- **Marketing Fundamentals, Consumer Behaviour and Creative Practice**

ROUTE B: LEADING TO ANIMATION PATHWAY

Students will delve deeper into advanced technical applications in 2D animation techniques and elevating 3D techniques. Students have the option to explore between art history aligned with industrial design or venture into the realm of public relations for a broader perspective.realm of public relations for a broader perspective.

Modules

- **Digital Illustration Techniques**
- **Design History and Context OR Introduction to Public Relations**
- **Digital 2D Animation**
- **Advance 3D Pipeline**

ROUTE C: LEADING TO VISUAL EFFECTS PATHWAY

Students will delve deeper into gain insights into workflow of Visual Effects through compositing techniques and elevate their 3D techniques. Students have the option to explore between art history aligned with industrial design or venture into the realm of public relations for a broader perspective.

Modules

- **Digital Illustration Techniques**
- **Design History and Context OR Introduction to Public Relations**
- **Digital Compositing for Film**
- **Advance 3D Pipeline**

ROUTE D: LEADING TO INDUSTRIAL DESIGN PATHWAY

Students will gain broad insights into the advertising realm, exploring client brief analysis, brand placement, and identity to craft design briefs informed by market research. They'll delve into foundational marketing principles and consumer behavior issues, expanding their understanding of the field.

Modules

- **Digital Illustration Techniques**
- **Design History and Context**
- **Design Style and Substance**
- **C.A.D. Project OR Surface Modeling**

ROUTE E: LEADING TO MEDIA AND COMMUNICATION PATHWAY

Students will delve deeper into advanced technical applications in 2D animation techniques and elevating 3D techniques. Students have the option to explore between art history aligned with industrial design or venture into the realm of public relations for a broader perspective.

Modules

- **Digital Illustration Techniques**
- **Introduction to Public Relations**
- **Communication Theories**
- **Marketing Fundamentals, Consumer Behaviour and Creative Practice**

ROUTE F: LEADING TO GAMES ART PATHWAY

Students will deepen their understanding of game development workflows, focusing on advanced game art techniques and interactive design. They'll refine their skills in the fundamentals of Game UI/ UX, as well as Games Technology and Development. This provides a pathway to the Bachelor of Science (Honours) in Computer Games Development with a Game Art Specialisation.

Modules

- **Fundamentals of Games Technology**
- **Design History and Context OR Introduction to Public Relations**
- **Fundamentals of Games Development**
- **Fundamentals of Game Design with UIUX**

Students who undertake this programme will be eligible to progress into Level 2 of:

- **Bachelor of Arts (Honours) in Industrial Design**
- **Bachelor of Arts (Honours) in Visual Effects**
- **Bachelor of Arts (Honours) in Animation**
- **Bachelor of Arts (Honours) in Digital Advertising**
- **Bachelor of Arts (Honours) in Media and Communication Studies**
- **Bachelor in Game Development (Honours)**

Note: Switching to a different specialisation / pathway to Degree from Diploma requires the review of the respective Program Leaders to assess eligibility.

**In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

INVICTUS

APU/APIIT Concept Car "Invictus" is the CHAMPION

of Proton DRB-HICOM Creative Car Challenge 2018!







Stylish, Dynamic Sedan - The INVICTUS

APU/APIIT's Concept Car "Invictus" is the Winner of the Proton DRB-HICOM Creative Car Challenge 2018. The Invictus was a working prototype designed and assembled by team Invictus to compete in the Proton DRB-Hicom Creative Car Challenge (PD3C) 2018. The car emerged as the CHAMPION of the challenge and the team walked away with a cash prize of RM7,000. In addition, Year 3 Student of the BA (Hons) Transport Design programme, who was part of the team also achieved a 3rd Prize at the "Design Battle".

COLLABORATIVE INDUSTRIAL PARTNERS

APU's Design & Media programmes are crafted to provide you with relevant exposure to the industry. Through the collaboration with our industrial partners, we enhance your learning experience by embedding industry-relevant curriculum, conducting frequent industry visits, arranging career exposure activities and guiding you on building your personal portfolio.

APU is recognised as the First Toon Boom Centre of Excellence (COE) in Malaysia! The Toon Boom Centre of Excellence program recognises key academic institutions that are contributing, at an exceptional level, to the teaching of the latest industry techniques and technology in storyboarding and animation. Under the COE Certification, our students are entitled to various privileges such as Free Desktop Subscription of the award-winning software and granted full assess to Toon Boom Learning Resources.

Based in Kuala Lumpur, Singapore, Hong Kong and Shanghai, OpenMinds serves hundreds of brands globally in the area of marketing technologies since 2012. They specialize in martech consultation, digital transformation and has subsidiaries in performance marketing and edutech. Their work has also been featured across various media globally and is recognised for their innovative solutions. With SOMAD, OpenMinds provides a platform to expose students to industry working environments alongside brands via a student agency.

Anima has been one of the leading 3D animation studios in the Nordic region for two decades. The studio consists of seamlessly connected sites at Helsinki and Kuala Lumpur.

Anima have produced 9000+ minutes of aired animation ranging from animated TV series and commercials to feature films. Passion for character animation and telling stories through animation together with artistic ambition are the driving forces behind the studio's success.

NetsEco is one of the award winning company focusing on offering sustainable solution such as eco printing, eco packaging and eco product development. The Eco Innovation and Design Centre has been working closely with APU in eco product design, research and development and Structured Internship Programme (SIP). NetsEco believes in grooming young minds is the way to shape a better future.

Founded in 2013, EFXCO (formerly known as HKVFX Visual Effects Training) by Hussin Khan. Hussin was the Head of Education at Rhythm & Hues Studios, an Academy Award winning studios based in Los Angeles. For the last 6 years, EFXCO has been providing professional level training and certification for the Creative Industry. EFXCO is and accredited training provider for ADOBE, UNITY, NUKE, HRDF, MBOT, MOF, INSKEN and Pearson.

Pixelpost is one of the leading media companies servicing a broad spectrum of Post Production requirements throughout the Asia Pacific region. From Animation, Post-production, Creative Content, Design and broadcast solution PixelPost has been making it mark in the creative industry. PixelPost has been associated with SOMAD not only as an active Industry Advisory Member but has been providing industrial experience opportunities for our media student.

APU's collaboration with Motorola Solutions is aimed at grooming high quality Industrial Designers to cater for the current and future markets. Motorola Solutions supports APU in various aspects such as field visits, talks, workshops and other academic initiatives. Projects with Motorola Solutions have given good insights and valuable experiences to APU students.

REACH 360 is a turnkey business-solutions-provider for our clients in Home Furniture. We have been working with factories in Malaysia and Indonesia for over 10 years and have done a transaction of over USD 50 Million with factories in both countries.

APU and Reach 360 have been collaborating in various students' projects, consultation and internship opportunities, especially with the Industrial Design Programme.

xR Stage Malaysia by 3Particle is Malaysia's first dedicated xR Studio space. They offer business and production companies new technology and opportunities within the realm of xR (Extended Reality). xR Stage has been an active industry partner and advisor for APU's Visual Effects and Animation programme. They have contributed to valuable inputs to enhance the curriculum as well as speaker and workshop sessions in efforts to groom our graduates to be industry-ready professionals.

As the leading digital 2D animation studio in Malaysia and Southeast Asia, Inspidea has an impressive portfolio of creating, producing, and distributing original animated shows for both television and mobile platforms worldwide. Their collaborations with industry giants such as Cartoon Network, Disney, KidsCo, Astro, BBC, Nickelodeon, and Animax highlight their significant contributions to the animation industry.

Real World Learning

Students get to experience a dynamic learning journey through exciting field trips. Industrial Design students engage with high-end clients and workshops, Animation and Visual Effects students explore international studios, and Advertising and Media students delve into practical branding. Students will also discover art's essence through museum visits and exclusive exhibitions. There will be opportunities for students to elevate their portfolio with real industry projects.



Visited the Lemon Sky Studios



Spray painting workshop by Anchor Academy



Visited the MRANTi Makerslab



Pitch a campaign for ChekHup



Furniture Design class visited a contract furniture maker in Sg Buluh







Visited TBWA, a top 10 Advertising Agency worldwide

NATIONAL WINNER of the JAMES DYSON AWARD 2025 (MALAYSIA) - INTERNATIONAL TOP 20 FINALIST



UNBLOK: A Circular Solution for Everyday Waste

National Winner of The James Dyson Award 2025: UNBLOK, a biodegradable filter made from palm oil waste. It captures fat, oil, and grease (FOG) at the sink, transforming an abundant by-product into a scalable and circular solution. By preventing clogged pipes, pollution, and urban flooding, UNBLOK redefines how waste can be turned into opportunity. The 2025 winning project was developed by Ong Jing Rou, Natalie Tham Li Thing, and Ng Wen Kai, Bachelor of Arts (Honours) in Industrial Design students. They are also the Top 20 finalists represent national winners and runners-up, chosen for their innovative, well-documented solutions to significant problems, with the final global winners selected by Sir James Dyson himself.



NATIONAL WINNER of the JAMES DYSON AWARD 2024 (MALAYSIA)

Brikoole: A Sustainable Building Cooling System

National Winner of The James Dyson Award 2024: Brikoole, a groundbreaking invention which aims to combat increasing energy consumption and demand for electricity. It is a passive cooling system designed to be integrated within a building's structure. With climate change being a key concern for the winning team – Wayne Chong Chee Kin (Bachelor of Mechatronic Engineering with Honours) and Nixon Ng Kah Zun (Bachelor of Arts (Honours) in Industrial Design) used controlled airflow and evaporative cooling methods to reduce indoor temperatures without external energy sources.



NATIONAL WINNER of the JAMES DYSON AWARD 2021 (MALAYSIA)

"WaterPod" - a sustainable seawater desalination pod for the sea nomads community that live along the coast, providing them with access to drinkable water.

Created by our team of students of the BA (Hons) Product Design programme - Bennie Beh Hue May, Loo Xin Yang and Yap Chun Yoon, "WaterPod" were officially crowned National Winner of the James Dyson Award 2021! The team received a cash prize award of RM10,000 and represented Malaysia at the international stage of the James Dyson Award.



CHAMPION of the ASIAN COMPACT SEDAN DESIGN CHALLENGE (ACSDC) 2023

A Collaborative Triumph Championing Excellence

In the realm of innovative design, Bryan Teh Yea Quan, a Bachelor of Arts (Honours) in Industrial Design student at the Asia Pacific University of Technology & Innovation (APU), has demonstrated exceptional prowess. Following his victory in the rim design challenge of 2022, Bryan added another feather to his cap by clinching the Champion title in the student category at the **Asian Compact Sedan Design Challenge (ACSDC) 2023.**





SILVER PRIZE AWARD of the TAIPEI DESIGN AWARD 2023

Serenix - A Compassionate and Sustainable Innovation in Handling the Deceased During Emergencies

Bennie Beh Hue May and Elson Loo Xin Yang, both BA (Hons) Product Design students from the Lestarial Research Team at the School of Media, Arts and Design (SoMAD) joined forces with Wayne Chong Chee Kin, a Bachelor of Mechatronic Engineering student from the same university. Together, they conceptualised and designed "SERENIX", a reimagined regenerative casket crafted from Loriam, a sustainable cardboard composite.



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THIS IS

Industrial Design







- FURNITURE DESIGN
- PRODUCT DESIGN
- TRANSPORT DESIGN
- SUSTAINABLE DESIGN

Bachelor of Arts (Honours) in **Industrial Design**

(R/0212/6/0005)(07/29)(MQA/FA11898)

DUAL DEGREE

Programme Description

Course Duration: 3 years

Industrial Design is the professional practice of designing products used by millions of people around the world every day. Industrial designers focus on the product's appearance and value on top of how it's manufactured and user experience. Every product you have and interact in your home is the result of a design process and thousands of decisions aimed at improving your life through design.

In professional practice, industrial designers are often part of multidisciplinary teams where everyone works together towards a common goal. This team is made up of strategists, engineers, user interface (UI) designers, project managers, branding experts, graphic designers,customers and manufacturer. The collaboration of so many different perspectives allows the design team to understand a problem to the fullest extent, then craft a solution that skillfully responds to the unique needs of a user.

Industrial designers develop the concepts for manufactured products, furniture, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers consider the function, aesthetics, production costs, and usability of products when developing new product concept

In the first and second year, student will be exposed to various skills from manual sketching, digital sketching to model making, realising their concept design into reality. Besides that, they will be exposed to various theories and knowledge that are essential in the world of Industrial Design. The student will be able to focus on an area of interest (Product Design/ Transport Design/ Furniture Design/ Sustainable Design) determined by their option.

If architects design the house, then industrial designers design everything inside.

PORTFOLIO OR INTERVIEW REQUIRED

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects and a Credit in Bahasa Melayu and a Pass in English at SPM level.
- 2 Passes (Grade A-D) in A-Level with a Pass in English at SPM/O-Level/IGCSE or its equivalent.
- 5 Grade B's in UEC.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.00.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval. Those with CGPA of 2.00 need at least two years working experience.
- Equivalent qualification and/ or experience which is recognised by the Senate/ institution.

** Pass an Interview OR submission of Design Portfolio as required, please refer to page 25 for guidance.*

A member of World Design Organisation

WDO WORLD DESIGN ORGANIZATION

English Requirements (only applicable to International Students)

- IELTS : 5.0
- TOEFL IBT : 40
- Pearson (PTE) : 47
- MUET : Band 3.5

Bachelor of Arts (Honours) In **Industrial Design**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

A holistic experience in the field of industrial design. Industrial designers focus on the product's appearance and value on top of how it functions, how it's manufactured and user experience.

Career Options:

- > Industrial Designer
- > Product Designer
- > Furniture Designer
- > Transport Designer
- > Toy Designer
- > Jewelry Designer
- > Sustainable Designer
- > System Designer
- > UX Designer
- > Packaging Designer
- > Shoe Designer
- > Props Designer
- > 3D Designer
- > Surface Designer
- > Model Maker
- > Graphic Designer
- > Interior Designer
- > Color Specialist
- > Project Manager
- > Event Designer/ Coordinator

Programmes and Module Details



Level 01

First-year students will be focusing on the fundamentals of industrial design which includes drawing, creative thinking, project management, design process and model making. Student will be exposed to various skills from manual & digital sketching, brain storming methods to model making realising their concept design into reality. Students will be working in team managing projects, handling restricted timeline, develop communication skills as well as entrepreneurial skills.

Core Modules
- Creative Project
- Presentation Techniques
- Introduction to Graphic Design
- Computer Aided Design (CAD)
- Digital Illustration
- Design History and Context
- Material and Form
- Fundamentals of Entrepreneurship

Elective Modules
- Project Management / 3D design

Level 02

Second-year students will be exposed to advanced 3D modelling skills, focusing on advance form and conceptual design. The students will be required to transfer and decipher the consumer needs, market needs and problems into designs that will lead to solving a problem for those needs. Holistic design consideration such as ergonomic design, manufacturing process, understanding different materials and market needs will be the pinnacle focus in the second year.

Core Modules
- Ergonomics
- Digital Design Project
- Sustainable Design
- Creativity and Innovation
- Manufacturing Process
- Innovation Process

Elective Modules
- Product Design / Transport Design / Furniture design
- Automotive Design Innovation / Universal Design
- Lighting Concept Design / Packaging Design / Advance 3D visualisation

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In the final year, students will make use of their knowledge from previous studies and industrial experience to produce a high quality final year project. Students are allowed to choose the topic or area of study based on the specialism topics of their choice. Students will then need to manage project, design process, timeline and budget. Conversely, students will be able to explore industry projects and competition brief. Lastly, students will get to display and present their work in the final year exhibition, professional industry guests are invited to view and assess the students work.

Core Modules
- Professional Project 1
- Professional Project 2
- Industry Project
- Research Project Report
- Design Analysis
- Venture Building

- Production Visualisation
- Exhibition Design
- Intellectual Property Basics

MQA Compulsory Subjects*
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



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Visual Effects

THIS IS

Visual Effects



Bachelor of Arts (Honours) in **Visual Effects**

(R/0211/6/0032)(06/29)(MQA/FA11896)

DUAL DEGREE

Programme Description

Course Duration: 3 years

Visual effects (VFX) involve the integration of live-action footage with computer-generated imagery (CGI) to create scenes that are otherwise too dangerous, costly, or impossible to capture on camera. From imaginary environments to dramatic action sequences, VFX plays a central role in contemporary storytelling across film, television, games, and digital media.

The Bachelor of Arts (Honours) in Visual Effects is a three-year degree focused on CGI production within the wider VFX landscape. This programme equips students with both creative and technical skills essential for producing high-quality digital assets. Students will explore the full production pipeline, including concept design, 3D modelling, texturing, lighting, rendering, green screen integration, and compositing. The curriculum emphasises visual storytelling, encouraging students to create content that enhances narrative and emotional impact.

The programme combines traditional art foundations such as life drawing and sketching with digital workflows using industry-standard software. Through project-based learning, students develop characters, props, and environments while building a professional portfolio aligned with industry practices. Guided by lecturers with professional experience, students gain insight into real-world expectations and production standards.

Graduates will be prepared for careers as CG artists, environment modellers, compositors, or VFX generalists, with opportunities across film, games, advertising, and virtual production. With the increasing demand for CGI in creative industries, this programme offers a solid foundation for students to succeed in the evolving world of digital content creation.

"Visual effects involve the integration of live-action footage and generated imagery to create environments which look realistic, but would be dangerous, costly, or simply impossible to capture on film".

PORTFOLIO OR INTERVIEW REQUIRED

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Equivalent qualification and/ or experience which is recognised by the Senate/ institution.

** Pass an Interview OR submission of Design Portfolio as required, please refer to page 25 for guidance.*

Scan to view more students' work on our website:

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 4

Bachelor of Arts (Honours) In **Visual Effects**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

This programme is designed to equip students with the knowledge and skills to develop conceptual artwork, digital assets, and visual effects for the film and games industries. It emphasises VFX as a creative and dynamic practice, focusing on both artistic and technical aspects of CGI production. Students will also build essential organisational and communication skills for effective collaboration and idea exchange. The programme places strong emphasis on understanding industry-standard production pipelines, preparing graduates to work confidently in professional VFX environments.

Career Options:

- > 3D Generalist
- > 3D Modeller
- > 3D Texturing Artist
- > Lighting Artist
- > Digital Compositor
- > Video Editor
- > Matchmove Artist
- > Matte Painter
- > Effects Artist
- > Motion Graphic Artist
- > Technical Director
- > Concept Artist
- > Roto Artist
- > VFX Coordinator
- > Creative Director
- > Producer

Programmes and Module Details



Level 01

Level 1 of VFX will focus on getting the basics right. The students will be exposed to drawing and concept sketching techniques, creative thinking for visual design, understanding the importance of research and analysis in conceiving a concept. Technically they will be introduced to the VFX workflow via Digital Art and Illustration, 3D Modelling and Compositing Techniques. Team Work, Project Management and Presentation is an integral part of the learning process.

Core Modules
- Cinema Film Analysis
- Illustration for Concept Art
- 3D Pipeline
- Creative Project
- Fundamentals of Entrepreneurship
- Advance 3D Pipeline
- Digital Compositing
- Digital Illustration
- Motion Graphics

Level 02

In Level 2, the modules strengthen the core skills of the students. Moving on from Year 1 the students are trained to emphasis on critical thinking and problem solving skills. They are exposed to advanced 3D Modelling and Compositing skills on software's that are currently used by the VFX Industry. The students have the choice of selecting their elective module to strengthen their skills in their field of choice.

Core Modules
- Character Creation
- Animation Techniques for Games
- Advanced Digital Compositing
- Digital Film Production
- Set Design
- Effects and Simulation
- Innovation Process

Elective Modules
- CGI Production / Digital Sculpting
- Visual Culture / Production Planning and Management

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In Level 3 the students will be implementing their prior knowledge and skills to create professional portfolio projects as part of the final year projects. From Proposal Pitch, Pre-Production, Production and Post-Production the students go through the entire process to create their FYP with constant guidance from experts and industry professionals. The students are given the opportunity to exhibit their showreel in an year end show that will involve industry partners and potential employers which provides them the avenue for immediate employment .

Core Modules
- Team VFX Project: Proposal
- Team VFX Project: Production
- VFX Project: Proposal
- VFX Project: Production
- Research Project Report
- Venture Building
- Exhibition Design
- Intellectual Property Basics

Elective Modules
- Sound Design / Virtual Production

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



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Animation



Bachelor of Arts (Honours) in **Animation**

(R/0211/6/0034)(07/29)(MQA/FA11863)

DUAL DEGREE

Programme Description

Course Duration: 3 years

Animation continues to be one of the most dynamic and rapidly evolving creative industries worldwide. From its traditional roots in hand-drawn techniques, the field has expanded significantly with advancements in digital tools and production workflows. Today, animation extends far beyond film and television, with wide applications across advertising, games, social media, virtual production, and interactive media.

The Bachelor of Arts (Honours) in Animation is a three-year programme that prepares students for the demands of contemporary animation production. It covers a broad spectrum of methods including digital 2D hand-drawn animation, 2D cut-out techniques, motion graphics, and 3D animation. Students will explore core areas such as storytelling, character development, performance, timing, and visual language, while learning to create engaging animated content across various platforms.

Throughout the programme, students develop both creative and technical skills through hands-on projects using industry-standard software and workflows. Emphasis is placed on critical thinking, problem-solving, and design for motion. Students will also gain industry exposure through practical assignments and internship opportunities, reinforcing professional practice and enhancing employability. Graduates will be equipped to pursue careers in animation studios, advertising, games, broadcast media, and digital content creation.

"Animation can explain whatever the mind of man can conceive."
- Walt Disney

PORTFOLIO OR INTERVIEW REQUIRED

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Equivalent qualification and/ or experience which is recognised by the Senate/ institution.

** Pass an Interview OR submission of Design Portfolio as required, please refer to page 25 for guidance.*

Scan to view more students' work on our website:

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 4

Bachelor of Arts (Honours) In **Animation**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

This programme aims to produce graduates with strong foundations in animation and design, supported by solid technical skills, critical and analytical thinking, and effective communication abilities. Students will be equipped to create compelling animated content and contribute meaningfully to collaborative production environments.

Career Options:

- **> 2D Animator**
- **> 3D Animator**
- **> Concept Artist**
- **> Storyboard Artist**
- **> 3D Modeller**
- **> Production Designer**
- **> Look Development Artist**
- **> Set Designer**
- **> 2D Rigging Artist**
- **> 3D Technical Artist**
- **> Visual Effect Artist**
- **> Motion Graphic Designer**
- **> Compositor**
- **> Video Editor**
- **> Production Coordinator**
- **> Animation Director**
- **> Producer**

Programmes and Module Details



Level 01

Year 1 focuses on many aspects of the fundamentals in animation and design skillsets in the creative industry, especially in the animation field. You will explore thoroughly on different animation techniques ranging from 2D traditional to CG animation.

Core Modules
- Animation Principles
- Illustration for Concept Art
- 3D Pipeline
- Creative Project
- Fundamentals of Entrepreneurship
- Digital 2D Animation
- Digital 3D Animation
- Digital Illustration
- Motion Graphics

Level 02

Year 2 involves the development of animated content in greater depth, that emphasise on critical and analytical thinking skills and problem-solving skills. This includes character creation, character performance, motion design, rigging, effects and simulation. You will also gain production experience through industrial training towards the end of the second year.

Core Modules
- Film Shorts & Stings: Proposal
- Film Shorts & Stings: Production
- Character Creation
- Character Animation
- Rigging for Animation
- Set Design
- Effects and Simulation
- Innovation Process

Elective Modules
- Visual Culture / Production Planning and Management

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In Year 3, you will be specialized in your area of interest to produce a series of animation project which showcases your significant talent and ability to work in a team. Emphasis is placed on professional practice in preparation for graduation and greater employment prospect through animation.

Common Modules
- Team Animation Project: Proposal
- Team Animation Project: Production
- Animation Project: Proposal
- Animation Project: Production
- Research Project Report
- Venture Building
- Sound Design
- Exhibition Design
- Intellectual Property Basics

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum


BEST ANIMATION SELECTION
Peegoo Pigeon
Director: Adrian Au Tak Fung
Official Selection
9th Annual Flamingo Film Festival
OFFICIAL SELECTION
WTF ANNECY
2021
OFFICIAL SELECTION
42nd edition of the Villeurbanne Short Film Festival
2021
OFFICIAL SELECTION
International Short Film Day, Lithuania
2021
OFFICIAL SELECTION
HVAF
Happy Valley Animation Festival
2021
LIFT-OFF GLOBAL NETWORK
SESSIONS 2021
OFFICIAL SELECTION
OFFICIAL SELECTION
First-Time Filmmaker Online Sessions
2021


2023
OFFICIAL SELECTION
kloff


Reply
2023
QUARTER-FINALIST


2023
OFFICIAL SELECTION
CHANIARTOON
OFFICIAL SELECTION
2022


MECHA KING GHIDORAH
メカキングギドラ
kreaArt!
FINALIST - BEST ANIMATES VFX
SOUTHEAST ASIA KREATIF AWARDS 2022
2023
OFFICIAL SELECTION

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Digital Marketing Institute™
Accredited

THIS IS

Digital Advertising








Bachelor of Arts (Honours) in **Digital Advertising**

(R/0211/6/0021)(07/29)(MQA/FA11897)

DUAL DEGREE

Programme Description

Course Duration: 3 years

The Bachelor of Arts (Honours) in Digital Advertising programme is based on a 360° approach to creative and strategic advertising for the digital ecosystem. The Bachelor of Arts (Honours) in Digital Advertising programme is designed to broaden the understanding and knowledge of digital advertising technology, concept creation, and creative thinking to enhance the ability to apply this within industry or commerce. In addition to gaining an in-depth knowledge of digital advertising technologies, students develop further competence and ability to apply them as an integral part of the programme.

Integral to this is design research, theoretical understanding and studio projects which are all designed to establish a cohesive strategy of contextual and experiential learning in a creative environment. An equitable set of assessment procedures will be employed to gauge students learning and progression, at benchmarks stages throughout the semester.

You'll be taught by an experienced programme team, and work with associate tutors who are current creative directors and agency practitioners. Industry placements and agency visits will add to your development. You'll learn how to create advertising campaigns by studying key areas of creative thinking, strategy and planning as well as idea generation, integrated communications, art direction and copywriting.

Whether you want to work in a creative team, be a copywriter, account planner or brand manager, you will gain vital hands-on experience that is highly attractive to future employers.

DMI (Digital Marketing Institute) Digital Marketing Institute™ Accredited

APU is an approved partner of the Digital Marketing Institute (DMI). Highly acclaimed and globally recognised across the digital marketing sector, the Digital Marketing Institute (DMI) is the gold standard in digital marketing certification and works to support today's marketers in achieving their full professional potential. The DMI partners with representatives from leading brands such as Google, Facebook, Microsoft, and LinkedIn to build a framework that bridges the digital skills gap, ensuring your curriculum is up-to-date and meets the real employability needs of the digital marketing industry.

Entry Requirements:

PORTFOLIO OR INTERVIEW REQUIRED

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes (Grade A-D) in A-Level.
- 5 Grade B's in UEC.
- 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.
- A pass in DKM/ DLKM/ DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval. Those with CGPA of 2.00 need at least two years working experience.
- Equivalent qualification and/ or experience which is recognised by the Senate/ institution.

** Pass an Interview OR submission of Design Portfolio as required, please refer to page 25 for guidance.*

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 4

Bachelor of Arts (Honours) In **Digital Advertising**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

Digital advertising knowledge and production discipline, through advertising principles, account planning and creative applications for production.

Current theory and principles to apply skills in the effective development of advertising campaigns together with its required collaterals and measurement of effectiveness.

Logical and analytical skills to identify major issues affecting the global advertising industry in terms of media planning, content distribution and strategies in the consideration of the outcome of a final major digital advertising project.

Career Options:

- **Digital Advertising Executive**
- **Digital Content Creator**
- **Brand Communicator**
- **Marketing Executive**
- **Media Planner**
- **Account Manager**
- **Social Media Executive**
- **Visual Designer**
- **Copywriter**
- **Art Director**

Programmes and Module Details



Level 01

Students will learn fundamental skills in relation to Digital Advertising practices. The modules offered will introduce students to areas pertaining to creative skills required in Digital Advertising. To develop students understanding of Digital Advertising practices, modules focusing on Marketing Fundamentals and Project Management will develop essential critical thinking skills.

Core Modules
- Introduction To Graphic Design
- Principles of Advertising
- Client Brief Concept
- Marketing Fundamentals, Consumer Behaviour and Creative Practice
- Creative Project
- Project Management
- Digital Illustration
- Fundamentals of Entrepreneurship

Elective Modules
- Motion Graphics / Public Relations

Level 02

A broader range of skills will be learnt, in which students will gain a better understanding of traditional areas of Advertising practices, culture and agency management. Students will also delve into content creation practices to further develop skills in creative production for Digital Advertising through copywriting, film and media planning.

Core Modules
- Social Media
- Professional Practice: Client & Agency Management
- Brand Strategy & Application
- Innovation Processes
- Advertising: Media Planning and Purchasing
- Creativity and Innovation
- Visual Culture

Elective Modules
- Web Development / Digital Film Production
- Digital & Experiential Advertising / Packaging Design

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

Students will make use of their previous studies and industrial experience to learn about the strategic and global perspectives of Digital Advertising, with aims to groom them as leaders in the field. More focus will be given to relevant future skill sets in the areas of Digital Advertising Analytics as well as Integrated Marketing Communications to enable students to fully encompass the requirements of the global Digital Advertising industry.

Core Modules
- Integrated Marketing Communications
- Digital Advertising: Individual Professional Project
- Research Project Report
- Venture Building
- Persuasive Copywriting
- Digital Advertising Analytics
- Digital Advertising: Team Professional Project
- Intellectual Property Basics
- Exhibition Design

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



What Do Our Alumni Say...

AKIF RASHDAN BIN ROSLAN (Malaysia)
BA (Hons) Animation, Class of 2020
Animator - Animonsta Studios

"As part of the School of Media, Arts and Design of APIIT, I have leraned and experienced a great deal of passion, commitment, and growth. The amount of things you can gain here is immeasureable. Academic knowledge is not the only thing SoMAD focuses on, they mould you to become a better individual personally, as well as future employees. Although the school is quite new and still young, the skills that are acquired here are essential and accurate to what is needed to enter the creative industry. The lecturers are experienced, former members of the creative industry and are very committed to giving their all to the students. To learn from the best, to be the best; Golden opportunities like these do not come often. SoMAD is an examplary place to start your creative journey."

CLARA ANGGELINA (Indonesia)
BA (Hons) Advertising and Brand Management, Class of 2020
Social Media Specialist - Marketz.id, Jakarta

"It is a good opportunity to study in School of Media, Arts and Design, APIIT. I learned a lot about advertising and graphic design. Our lecturers are really nice and supportive. They kept support us in both of academic and non-academic aspects. SOMAD's lecturers know on how to prepare their student to build their career in future.

Besides of that, APIIT is well-known as a multicultural university which allows me to meet different kind of people from other country and learn their culture. It was an amazing experience to have friends from other country. I am really happy and enjoy my time in SOMAD. SOMAD, APIIT is the best place for students to study and grow up for their future career!"

TANELI RIIKONEN (Finland)
BA (Hons) Product Design, Class of 2019
R&D Engineer - SeaKing Oy

"During my three years studying in APIIT I learned pushing myself to be better. The experience gave me strong background to solve issues. Our lectures were extremely supportive and we students were able to focus in areas we personally were most interested of. Thanks to this experience I was able to get my current job that keeps me travelling over 200 days a year and I can focus in 3D & Prototype building area that I have truly enjoyed."

MITSUKI ITANI (Japan)
BA (Hons) Visual Effects and Concept Design, Class of 2016
Junior Character Artist - Streamline Studio

"The lecturers helped the students to gain skills in pre-productions and post productions. The lecturers pushed the student's motivation which made the students to develop as an arist. Deadlines were stictly followed to train the students to have a professional attitude towards their work. An internship period was given to actually experience professional work for 3 months."

What Do Our Alumni Say...

MISHAN JAYASHANGKAR (Malaysia)
BA (Hons) Visual Effects and Concept Design, Class of 2019
Film Director/ Cinematographer - Gideons Galaxy Studios

"When I reflect on my four years in APIIT and School of Media Arts and Design (1 Year Foundation In Design + 3 years BA(Hons) Visual Effects And Concept Design). I conclude that the experience not only made me a better person, but also prepared me well for my career. With incredibly supportive classmates, and professors who were nothing short of champions, I was challenged to discover a voice I didn't know I had. That voice has played a central role in my work. Exposure gained through leading the Media Team, in SOMAD's biggest events was vital. Through this opportunity I was able to develop skills such as leadership skills, desicion making skills and communication skills.

Having been shaped in creative, yet flexible, environment at APIIT, I found myself able to lead, decide and communicate effectively with my peers, colleague and clients. In my current role as CTO & Filmmaker at Mr Graphics Studio (Own Production Company), I work with a team of four talented members. The values I gained and the skillsets i developed helps me to perform and contribute the best I can for the team and the company. But I will be moving abroad later this year to gain more exposure in my career in the film industry. No matter where I go, the values I learnt as a student in university will always remain. It was a wonderful time in my life at SOMAD and APIIT, it was the best educational experience I've ever had."

LEE KIAN CHONG (Malaysia)
BA (Hons) Product Design, Class of 2019
Industrial Designer - Kinetics Play Sdn Bhd

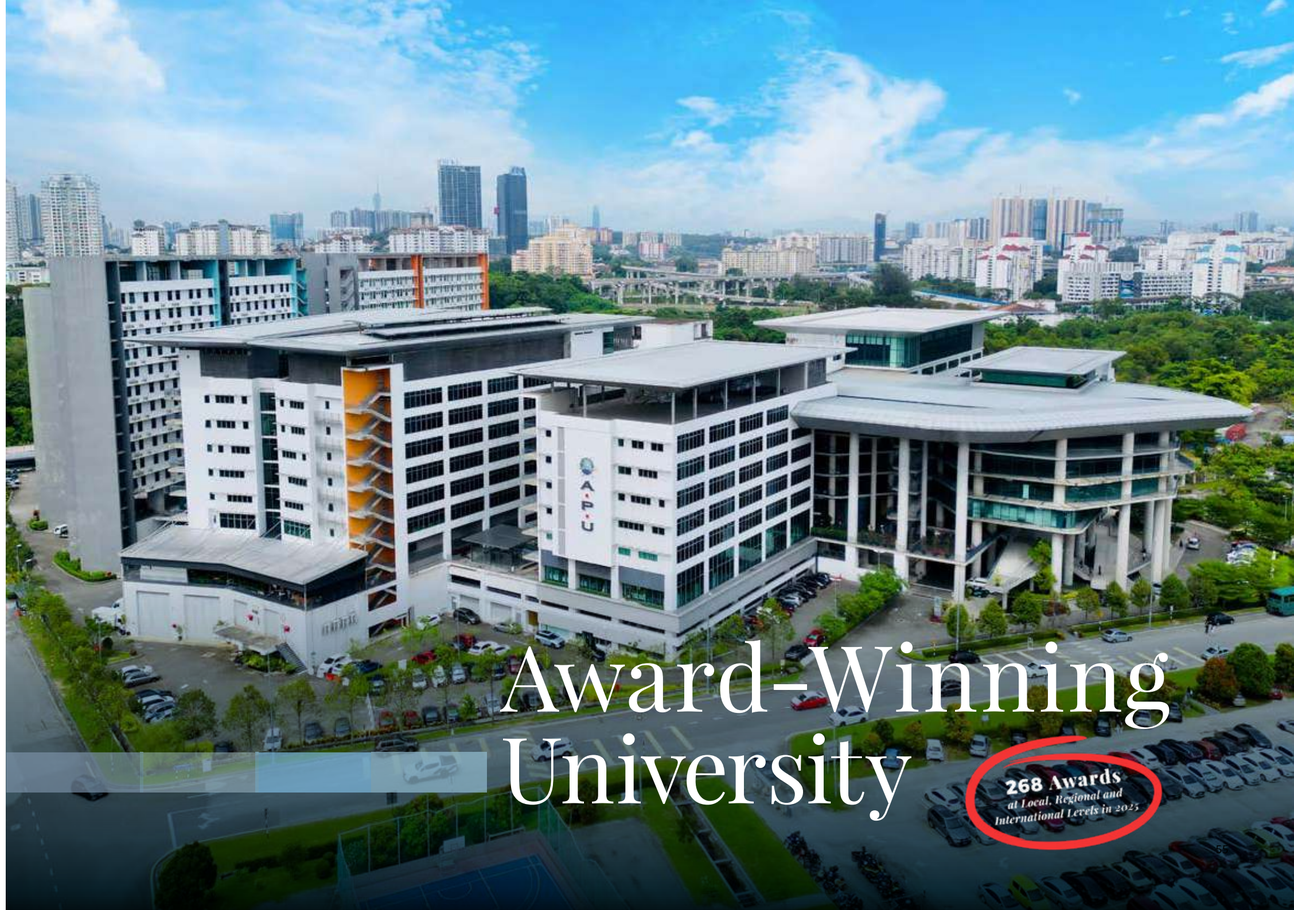
"5 years down the road it has been truly an eye-opening journey ! I was a kid who know nothing about design. Then, as I stumble upon the journey I grow into a person who see the world differently. I started to admire good things; begin to develop my way of seeing the world; I begin to understand the soul and meaning behind of every design.

The best part about this journey is answering all the "Why's". In order to answer this you must go into the root of the question and eventually you will come out with a solution. Without the guidance of all of my beloved lecturers, and friends I wouldn't come to this far. I've truly enjoyed my 4 years spending in APIIT.

Honestly, without my lecturer's constant support I wouldn't complete my degree and even get a job. They have always been a family and a friend to me.
Last but not least, many thanks to all of my lecturers and so many chances given by APIIT. I really enjoyed every competitions that we made it through together ! They are the one who taught me to be a team player ! Thanks to my family support, I am able to pursue my dream in this school and I've never regretted for picking here!"

SHARON NG YEN PENG (Malaysia)
BA (Hons) Animation, Class of 2016
Character Effect Artist - Silver Ant Sdn Bhd

"It was truly a wonderful experience being able to pursue a degree in Asia Pacific University, a University that was filled with talented students from different countries and warm-hearted staffs. The lecturers are willing to share their knowledges and always inspire us to become a professional artist. Many opportunities were given to us to explore and learn. The knowledge and skills taught in the class have prepared me to have the eye for details towards movement in my job."



Making History - Awards and Achievements

Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.







James Dyson Award Malaysia
– National Champion

MYStartup Hackathon X DNB
– Winner

GOOGLE 30-Hour No-Code Hackathon
– Champion

Intel & Crest Industry-University Challenge
– Grand Prize

APU-AWS DeepRacer Competition
– Champions

Microsoft's Code; Without Barriers Hackathon
– Champions

Shell Selamat Sampai Varsity Challenge
– Champion

AWARDS AND ACHIEVEMENT

Making History - Awards and Achievements

Intel AI Global Impact Festival
– Champion

ImpactHack by Standard Chartered
– Champion

Asia Pacific, Japan, and China (APJC) Cisco Netriders Competition
– Champion

Asia Pacific ICT Alliance (APICTA) Awards
– National Champion

MDEC PDTI Awards Winners
– Outstanding Faculty Award (University Category)
– Outstanding Faculty Member Awards (3rd Place)
– Outstanding Student Awards (1st Place, 2nd Place, & Consolation Prize)

PayNet Digital Campus 2.0 Campaign
– Champion

HILTI Global IT Challenge
– Champion

PETRONAS Inter-University Capture The Flag Challenge
– Champion

Cybersecurity Excellence Awards
– Gold Winner

Institute of Engineers Malaysia (IEM) Award
– Gold Award

Society Of Petroleum Engineers (SPE) International Award
– Outstanding Student Chapter & Excellence Award

Malaysia Techlympics: Data Science Challenge
– Champion

Ethereum Blockchain Hackathon at ETH Seoul
– Winner

Young CEO X-Factor Challenge (ESTECH)
– Champion

KC7 Blue Team Cyber Security Challenge
– Champion

World of Robotics Championship
– Champion

Making History - Awards and Achievements

Malaysia Techlympics: Data Science Challenge
- Champion

Ethereum Blockchain Hackathon at ETH Seoul
- Winner

Young CEO X-Factor Challenge (ESTECH)
- Champion

KC7 Blue Team Cyber Security Challenge
- Champion

World of Robotics Championship
- Champion

ZTE NextGen 5G Hackathon
- First Runner-Up

SME Bank Sandbox Swiss Innovation Challenge
- Champion

World Genius Convention (WGC)Japan
- Gold Medal Award

Asia Fintech Awards
- Rising Star of the Year award

KL Selangor Furniture Association (KSFA) Golden Axe Award
- Platinum Award

Taipei Design Award
- Silver Winner

The Art of Wheels: Rim Design Challenge
- Champion

Asian Compact Sedan Design Challenge (ACSDC)
- Champion

Malaysia Cyber Security Awards
- Cyber Security Innovation (Education) of the Year







Making History - Awards and Achievements








Employers' Choice of University by Talentbank
- Champions of Employers' Top Choice in the fields of Computing & IT, Game Design and Development, Animation, and Finance & Islamic Finance.
- 6-Star Ratings in Actuarial Science, Mechatronic Engineering, Multimedia and Communication & Broadcasting

Malaysia Education & TVET Award
- Malaysia's Best Language Centre (English programme) by APLC

Global Robot Challenge in Beijing
- Champion

NAPEI Private Education Excellence Awards
- The Outstanding Institutional Award for Computing and Technology Programmes
- The Best University for Graduate Employability

For more awards listing, please visit APU website.