



Bachelor of Fine Arts (Hons)

New Media Design & Technology



NEW MEDIA DESIGN & TECHNOLOGY

INTRODUCTION TO SCHOOL OF THE ARTS

SCHOOL OF THE ARTS

Students can expect a learning environment that not only pursues the knowledge of the arts, but also seeks to reduce the gap between studies and the realities of the industry and the working world. We nurture talent, develop practical skills in the areas of the arts, design, media, music, performance and adopt a cross-disciplinary approach to our teaching methods as well. Students are encouraged to think critically and they are mentored by experienced lecturers who carry years of practical experience under their belt in their respective disciplines. The School of The Arts offers courses in Bachelor of Arts (Fine Arts), Bachelor of Fine Arts (Acting and Directing), Bachelor of Fine Arts (Graphic Communication), Bachelor of Fine Arts (New Media Design & Technology), Bachelor of Fine Arts (Product Design) and Bachelor of Music (Performance and Pedagogy). Apart from undergraduate programmes, we also offer postgraduate degree programmes.

In essence, the School of The Arts aspires for our students to become valuable contributors to the workforce and the creative industry in South East Asia and beyond. It is our aim to see our students become a moving force of change in this present time as they chart their path as graduates of School of The Arts, Universiti Sains Malaysia.



School of The Arts began as a constituent in University Sains Malaysia's Humanities School and grew to spread its wings in 1999 and became an independent school in the university. Since then, the school has grown to a family of dedicated academic, administrative and support staff who bring with them their extensive backgrounds that are both rich in academic and industrial experience.

PROGRAMME BACKGROUND

The New Media Design & Technology programme prepares students to pursue careers in the field of computer-generated imagery for the information, entertainment industries and academia. The programme offers innovative curriculum, professional-level computer facilities, and a supportive learning environment. With a strong industry focus, the undergraduate program allows students to focus their studies in specific areas such as two-dimensional or three-dimensional character animation, game development, experimental animation, motion graphics and interactive media. Each area of concentration builds upon a common set of digital design skills developed as an extension of the programme.

NAMES	QUALIFICATION
DR. JULINA BINTI ISMAIL @ KAMAL <i>(PROGRAMME CHAIRPERSON)</i>	B of AD (UITM), MA (UITM), PhD (USM)
ASSOC.PROF. HASNUL JAMAL BIN SAIDON	BFA (US), MFA(US)
DR. NORFARIZAH BINTI MOHD BAKHIR	BFA (NZ), MFA (US), PhD (USM)
TS. DR. JASNI BIN DOLAH	BFA (NZ), MA (UITM), Ph.D. (USM)
DR. MOHAMMAD KAMAL SABRAN	B of AD (UiTM), MA (UiTM), PhD. (UiTM)
DR. MOHD ASYIEK BIN MAT DESA	B of AD (UITM) MA (Swinburne) Ph.D. (Swinburne)
DR. NUR ZAIDI BIN AZRAAI	BFA (USM), MA (UITM), PhD (USM)

LECTURERS AND TEACHING SUBJECT

1. ASSOC.PROF. HASNUL JAMAL BIN SAIDON

_____ Experimental Video, Theory

2. DR. NORFARIZAH BINTI MOHD BAKHIR

_____ Experimental Video, Graphic Design

3. TS. DR. JASNI BIN DOLAH

_____ Interactive & Creative Coding

4. DR. JULINA BINTI ISMAIL @ KAMAL

_____ 2D Modelling & Animation, 3D Modelling

5. DR. MOHD ASYIEK BIN MAT DESA

_____ Video, Visual Effect

6. DR. MOHAMMAD KAMAL SABRAN

_____ Sound Art & Design

7. DR. NUR ZAIDI BIN AZRAAI

_____ 3D Animation, 3D Modelling, Cinematography

AREA SPECIALIZATION

1. DR. JULINA BINTI ISMAIL @ KAMAL

- 2D Animation, 3D Animation, Comic Design, Hermeneutic

2. DR. NORFARIZAH BINTI MOHD BAKHIR

- Cultural Heritage and New Media, Media and Technology, Graphic Design and Visual Communication

3. ASSOC. PROF. HASNUL JAMAL BIN SAIDON

- Cosmology, Quantum Visualization, Media Art Practice in Contemporary Art, Media Installation

4. TS. DR. JASNI BIN DOLAH

- Effects of Educational Multimedia in Design Education, Smell & Colours Technology

5. DR. MOHD ASYIEK BIN MAT DESA

- Health Campaign and Media Strategy & Cultural Heritage and New Media, Visual Effects.

6. DR. NUR ZAIDI BIN AZRAAI

- Local Knowledge, Motion Capture, New Media Design

7. DR. MOHAMMAD KAMAL SABRAN

- Sound Arts and Therapy, Short Film, Film Score, Performance Arts, Experimental Music

PROGRAMME SYNOPSIS - PEO & PLO PROGRAMME

GOALS AND OBJECTIVES OF THE PROGRAM

Programme Objectives (PEO) A Bachelor of Arts (Honors) (Fine Arts) are as follows:

PEO1 - Analyze and utilize wide knowledge & understanding, cognitive and practical abilities in the area of Creative Multimedia Technology in accordance with academic objectives and demand in creative industry.

PEO2 - Commit to undertake interpersonal responsibility in leading and delivering assigned tasks when communicating with peers and stakeholders while ensuring ethical & professional practices.

PEO3 - Demonstrate essential leadership, autonomy & responsibility abilities in managing issues using digital and apply numerical techniques in Creative Multimedia Technology.

PEO4 - Commit to personal ability and exhibit entrepreneurial skills for academic and career advancement in relevant industries.





PROGRAM LEARNING RESULTS (LEARNING OUTCOMES PROGRAMMING) - (PLOs)

PLO1: Apply broad knowledge in the field of design at a theoretical level, a basic concept, appreciation, and application.

PLO2: Demonstrates cognitive thinking based on design concepts and techniques in the production of works.

PLO3: Relate principles and design elements through practical works in Creative Multimedia Technology practice.

PLO4: Carry out various tasks in interpersonal groups to achieve specific goals.

PLO5: Show the ability to communicate effectively through work, writing and orally.

PLO6: Demonstrates digital skills to support assigned tasks.

PLO7: Apply numeracy skills to support assigned tasks.

PLO8: Showcase essential leadership, autonomy & responsibility abilities in managing issues in Creative Multimedia field.

PLO9: Ability to develop personal skill by continually updating strategies and approaches in addressing issues in new media design.

PLO10: Understand and hone management and entrepreneurial skills.

PLO11: Demonstrate professionalism and ethical skills at all levels of work.

UNIVERSITY COURSE REQUIREMENTS

Summary of University Course Requirements

Students are required to take 15-22 credits for the following University courses/options for University needs:

UNIVERSITY COURSE REQUIREMENTS		CREDIT TOTAL		
		Local Students	International Students	
General Studies (MPU)				
U1	Local Students - HFF225 (Philosophy and Current Issues) (2 credits) - HFE224 (Appreciation of Ethics and Civilisations) (2 credits) - LKM400 (Malay Language IV) (2 credits)	6		
	International Students of Science and Technology - HFF225 (Philosophy and Current Issues) (2 credits) - Malay Language course (2 credits)	6		
	International Students of Arts <i>(program with Malay Language as the medium of instruction)</i> - HFF225 (Philosophy and Current Issues) (2 credits) - LKM100 (Malay Language I) (Z) - LKM200 (Malay Language 2) (U) (2 credits)	International Students of Arts <i>(program with English Language as the medium of instruction)</i> - HFF225 (Philosophy and Current Issues) (2 credits) - LKM100 (Malay Language) (U) (2 credits)	4	
U2 (Local Students) AND U3 (International Students)	Local Students - WUS101 (Core Entrepreneurship) (2 credits) - English Language Courses (4 credits)	6		
	International Students - SEA205E (Malaysian Studies) (4 credits) - English Language Courses (4 credits)		8	
U4	Co-curricular courses*			
	Local Students WAR122 (Integrity and Anti-Corruption Course) / Co-Curricular Courses*	International Students Co-Curricular Courses*	2	2
Options	Students can/have to choose any of the following: - Co-curricular courses - Skill courses/Foreign Language Courses/ Other courses offered by other schools	1 - 8	1 - 8	
CREDIT TOTAL		15 - 22	15 - 22	

* Students from the School of Educational Studies are required to choose one (1) Co-Curricular Packaged Course (Uniformed Course).

* Students from the School of Dental Sciences are required to register for three (3) credits of courses in the U4 group. Further information can be obtained from the Academic Office, School of Dental Sciences.

PROGRAMME SPECIALIZATION

NEW MEDIA DESIGN & TECHNOLOGY

CORE COURSES / CORE [T]

VRA 101/4
VRA 102E/2
VRA 104E/3
VRA 103/2
VRA 105/2

Element and Design Principles
Theory and Practice of Communication
Introduction to Computer Graphic
Practise Studio Visual 1
Art History & Design

Level 100: Core Courses

VRA 106/3
VRA 107E/3
VRA 108/2
VRA 109/3
VMT 101E/3

Basic Narrative and Image Generated
Heritage Design
Practise Studio Visual 2
Media Interactive 1
Programming for Interactive Application

Level 100: Core Courses (Choose 2)

VMT 105/3
VMT 108/3
VMT 109/3
VMT 110E/3

Video Digital Production
Animation Drawing
Animation Technique
Cinematography and Editing

Level 200: Core Courses

VMT 213/3
VMT 214/3
VMT 220/10

New Media Theory & Practice
Media Interactive 2
Industrial Training

Level 200: Core Courses (Choose 2)

VMT 205/3
VMT 215/3
VMT 216/3
VMT 217/3

3D Modelling
Digital 2D Animation
Video Composition
Visual Effect Technique

Level 300: Core Courses

VRT 301/4
VGT 301/2
VMT 304/3

Design Research Methodology
Professional Design Practice
Image & Sound

Level 300: Core Courses (Choose 1)

VMT 302/3
VMT 303/3

3D Animation
Experimental Video

Level 400: Core Courses

VMT 411/4
VMT 412/4

Design Project 1
Design Project 2

Elective Courses

VGT 103/3
VME 201/3
VGT 201/3
VRE 301E/4

Typography
Media Installation
Packaging Design
Creative Entrepreneurship

MINOR REQUIREMENT : 20 UNITS

PROGRAMME STRUCTURE BY SEMESTER

SEMESTER 1

Course Code	Course Offered	Unit
VRA 101	Elements and Design Principles	4
VRA 102E	Theory and Practice of Visual Communication	2
VRA 103	Visual Studio Practice 1	2
VRA 104E	Introductions to Computer Graphic	3
VRA 105	History of Art and Design	2
	<i>University Courses</i>	
LKM 100	Bahasa Malaysia 1 (Z)	2
SEA 205E	Malaysian Studies	4
	Total Unit	19

SEMESTER 2

Course Code	Course Offered	Unit
VRA 106	Basic Narrative and image Generation	3
VRA 107E	Heritage Design	3
VRA 108	Visual Studio Practice 2	2
VRA 109	Interactive Media	3
	<i>University Courses</i>	
LKM200	Bahasa Malaysia 2 (U)	2
	University Requirements (Option/Foreign Language /Curricular)	4
	Total Unit	17

SEMESTER 3

Course Code	Course Offered	Unit
VMT 213	New Media Theory and Practice	3
VMT 101E	Programming For Interactive Application	3
	<i>Core Courses (Choose 2)</i>	
VMT 108	Animation Drawing	3
VMT 109	Animation Technique	3
VMT 105	Produksi Video Digital	3
VMT 110	Cinematography and Editing	3
	<i>University Courses</i>	
HFF 225	Philosophy and Current Issues	2
	<i>Minor Courses</i>	4
	Total Unit	18

SEMESTER 4

Course Code	Course Offered	Unit
VMT 304	Image and Sound	3
VMT 214	Media Interactive 2	3
	<i>Core Courses (Choose 2)</i>	
VMT 215	Digital 2D Animation	3
VMT 205	3D Modelling	3
VMT 216	Video Composition	3
VMT 217	Visual Effect Technique	3
	<i>University Courses</i>	
LSP 300	English Language	2
	<i>Minor Courses</i>	4
	Total Unit	18

PROGRAMME STRUCTURE BY SEMESTER

SEMESTER 5

Course Code	Course Offered	Unit
VGT 301	Professional Design Practice	2
VRT 301	Design Research Methodology	4
	<i>Core Courses (Choose 2)</i>	
VMT 302	Animation 3D	3
VMT 303	Experimental Video	3
	<i>Elective Courses</i>	
VME 201	Media Installation	3
	<i>University Courses</i>	
LSP 401	English Language	2
	<i>Minor Courses</i>	4
	Total Unit	18

SEMESTER 6

Course Code	Course Offered	Unit
VMT 411	Design Project 1	4
	<i>Elective Courses</i>	
VGT 103	Typography	3
VGT 201	Packaging Design	3
	<i>University Requirements (Option/Foreign Language /Curricular)</i>	2
	<i>Minor Courses</i>	4
	Total Unit	16

SEMESTER 7

Course Code	Course Offered	Unit
VMT 412	Design Project 2	4
	<i>Elective Courses</i>	
VRE 301E	Creative Entrepreneurship	4
	<i>University Requirements (Option/Foreign Language /Curricular)</i>	2
	<i>Minor Courses</i>	4
	Total Unit	14

SEMESTER 8

Course Code	Course Offered	Unit
VMT 220	Industrial Training	10
	Total Unit	10

TOTAL

128

MINOR PROGRAM OFFERED

The New Media Design & Technology minor program is intended to provide students with an opportunity to learn theoretical, skilled, hands-on and practical lessons in New Media Design & Technology. The minor program aims to:

1. Expand educational opportunities across the program and create access for graduates from other disciplines to learn about New Media Design & Technology.
2. Create a pool of graduates with a basic understanding of New Media Design & Technology who are able to use this knowledge in their respective fields.

PROGRAMS OFFERED

MINOR PACKAGE - Student are required to complete 20 units:

a) Course Requirements: (18 units)

Course Code	Course Offered	Semester
VMT105 / 3	Digital Video Production	1
VMT110E / 3	Cinematography & Editing	1
VMT205 / 3	3D Modeling Computer Graphic	2
VMT215 / 3	2D Digital Animation	1
VMT304 / 3	Image And Audio	2
VRA109 / 3	Interactive Media 1	1
VRA 104E/3	Introduction of Computer Graphic	1

2.0 ACADEMIC SYSTEM AND GENERAL INFORMATION

2.1 Course Registration Activity

Registration of courses is an important activity during the period of study at the university. It is the first step for the students to sit for the examination at the end of each semester. Signing up for the right courses each semester will help to facilitate the graduation process based on the stipulated duration of study.

2.1.1 Course Registration Secretariat for the Bachelor's Degree and Diploma Programmes

Student Data and Records Unit
Academic Management Division
Registry
Level 1, Chancellory Building

Tel. No. : 04-653 2925/2924/2923

Fax No. : 04-657 4641

E-Mail : sdrp@usm.my

Website : <http://bpa.usm.my/index.php/ms/>

2.1.2 Course Registration Platform

1. E-Registration

E-Registration is a platform for online course registration. The registration is done directly through the Campus Online portal. Course registration exercise for both semesters begins after the release of Official examination results of every semester

The online registration for Long Vacation Semester (KSCP) begins officially after the release of the 2nd semester examination result.

The date of the E-Registration will be announced to the students via email during the revision week of every semester and details of the activity will be displayed in the USM's official website.

All courses are allowed to be registered through E-Registration, except for co-curriculum courses. The registration of co-curriculum courses is managed by the Director of the Centre for Co-Curriculum Programme at the Main Campus or the Coordinator of the Co-Curriculum Programme at the Engineering Campus and the Coordinator of the Co-Curriculum Programme at the Health Campus.

Students are required to preregister their co-curriculum courses before the actual E-Registration activity. They are allowed to follow the respective course once the preregistration is approved. The list of the co-curriculum courses taken will be included in their course registration data.

Access to *E-Daftar* System

- a. *E-Daftar* System can be accessed through the Campus Online portal (<https://campusonline.usm.my>).
- b. Students need to use their USM E-mail ID and password to access their profile page, which includes the *E-Daftar* menu.
- c. Students need to print the course registration confirmation slip upon completion of the registration process or after updating the course registration list (add/ drop within the *E-Daftar* period).

2. Course Registration Activity at the School

Registration activities conducted at the Schools/Centres are applicable to students who are academically active and under Probation (P1/P2) status. Students who encounter difficulties in registering their courses during the E-Registration period are allowed to register the courses at their respective school/centre during the official period of course registration.

The official period for registration begins on the first day of the new semester until 3rd week. Registration during 4th - 6th week of the official academic calendar is considered as late registration. Hence, a penalty of RM50.00 per registration will be imposed unless justifications for the late registration are provided by the students. The Examination and Graduation Unit, Academic Management Section (Registrar Department) will manage

2.1.3 Course Registration General Information

1. Several information that can be referred by the students pertaining to the registration activity:
 - a. The website of the respective School, for the updated information of the courses offered or course registration procedure.
 - b. List the courses to be registered and number of units (unit value) for each course (refer to Students Handbook for Study Programme).

Academic Status	PNG	Minimum Units	Maximum Units
Active	2.00 & Above	9	25
P1	1.99 & Below	9	12
P2		9	10

- c. Students with arrears are not allowed to register any courses. You may only register courses after paying off your arrears.
2. Type of course codes during registration:

T = Core courses
E = Elective courses
M = Minor courses
U = University courses

} Grade and number of units obtained from these courses are considered for graduation

Two (2) other course codes are:

Y = audit courses
Z = prerequisite courses

} Grade and number of units obtained are not considered for graduation

3. Academic Advisor's advice and approval are necessary.
4. Students are not allowed to register or resit any course with grade 'C' and above.
5. Medical, Dentistry and Pharmacy students are not allowed to register or resit any course with grade 'B-' and above.

2.1.4 Information/Document Given to All Students through Campus Online Portal (<https://campusonline.usm.my>)

1. The information of the Academic Advisor.
2. Academic information such as academic status, GPA value, CGPA value and year of study.
3. Cangred and Course Registration Form.
4. List of courses offered by all Schools/Centres.
5. Teaching and Learning Timetable for all Schools/Centres/ Units from the three campuses.
6. List of pre-registered courses which have been added into the students' course registration record (if any).
7. Reminders about the University course registration policies/ general requisites.

2.1.5 Registration of Language and Co-Curricular Courses

1. Registration of Language courses through *E-Daftar* is allowed.
 - a. However, if any problem arises, registration for language courses can still be carried out/updated during the official period of OCR at the office of the School of Languages, Literacies and Translation.
 - b. All approval/registration/dropping/adding of language courses is under the responsibility and administration of the School of Languages, Literacies and Translation.
 - c. Any problems related to the registration of language courses can be referred to the School of Languages, Literacies and Translation. The contact details are as follows: