

NAME OF PROGRAM

BACHELOR OF MULTIMEDIA TECHNOLOGY (HONS) IN INTERACTIVE MULTIMEDIA DESIGN (BIMD)

DESCRIPTION

This program incorporates studies in creative multimedia including visual effects, sound and video production, 2D and 3D animation, web development, game design and interactive media design. Students develop design and multimedia skills through a combination of individual and practical group project work and lecture materials. This program has a strong practical emphasis and exposure to industry based projects. This offers students valuable hands-on experience. Graduates may opt to work in variety of fields associated with design, media, the creative arts and information and communication technologies.

CAREER OPPORTUNITIES FOR STUDENTS

Employment options in the area of creative multimedia includes:-

- Instructional Designer,
- Interactive Multimedia Designer
- Developer
- Graphic Designer
- DTP Artist
- Art Director
- Visual Director
- Creative Designer Illustrator
- Fine Art Artist
- AV Editor/Director
- 2D/3D Designer/ Animator
- Web Designer/ Developer
- Photographer
- Photo Editor
- Game Designer/ Developer and Storyboard Artist/Designer

OBJECTIVES

This programme is designed to produce:

- Graduates who are knowledgeable, competent and innovative which will contribute towards the requirement of the human capital in creative industries.
- Graduates who have effective leadership and team work skills as well as verbal, non-verbal and interpersonal communication skills to support their roles in multimedia industries.
- Graduates who are committed to the importance of lifelong learning and continuous improvement.
- Graduates who practice professionalism with ethics and social responsibility.
- Graduates who are capable to participate in business and technopreneurial activities of the industries.

MODULES

SEMESTER	SUBJECTS
<p>Semester 1 Throughout this semester students will be exposed to various terminologies and basic concepts related to Information Technology, multimedia, technopreneurship and communication skills. These skills are vital for a smooth transition to the following semester.</p>	<ul style="list-style-type: none"> • Introduction to Multimedia • Technopreneurship • Professional English 1 • Tamadun Islam & Tamadun Asia (TITAS) • Bahasa Melayu Komunikasi 2 • Fundamental English
<p>Semester 2 In this semester, students will acquire skills and knowledge related to graphic design which have a fundamental function in the field of creative multimedia. These skills will help students for more advanced studies in subsequent semesters.</p>	<ul style="list-style-type: none"> • Introduction to Drawing • Typography Design • Digital Photography • Digital Graphic Design
<p>Semester 3 This semester moves students to subjects related to design skills for publication and 2D animation.</p>	<ul style="list-style-type: none"> • Visual Communication • 2D Computer Animation • Multimedia Instructional Design • Creative Advertising • Storyboard Design
<p>Semester 4 In this semester, students are exposed to more advanced concepts, skills, and issues in the areas of creative multimedia. The subjects in this semester focus on polishing the skills in 3D animation, authoring and also audio and video editing. The students were also exposed to additional skills on database concept and web development.</p>	<ul style="list-style-type: none"> • Database Management Systems • Web Based Authoring • Digital Audio and Video Production • 3D Computer Animation • Multimedia Authoring 1
<p>Semester 5 In this semester, the students will be equipped with skills and knowledge to produce an integrated multimedia application. The subjects in this semester develop skills and capabilities in creative multimedia areas which support the project development in the final year.</p>	<ul style="list-style-type: none"> • Internet Programming • Research Methodology • Mixed Reality Application • Game Design • Elective 1
<p>Semester 6 In this semester, students are provided with more advanced skills specifically in managing projects in specialized areas. The semester culminates in the Multimedia Development Project which integrates skills, knowledge and understanding from the full program.</p>	<ul style="list-style-type: none"> • IT Project Management • Multimedia Authoring 2 • Elective 2 • Final Year Project 1
<p>Semester 7 In the final year, the students will finally</p>	<ul style="list-style-type: none"> • New Media • Elective 3

<p>complete their Final Year Project whereby they produce a Multimedia application according to industry standard which can later be commercialized.</p>	<ul style="list-style-type: none"> • Final Year Project 2
<p>Semester 8 A well-structured internship or industrial training programme in collaboration with industry is incorporated in the final semester. The main objective of the internship programme is to further enhance graduates employability. In many cases the same company at which they had internship/industrial training with will offer them employment as soon as they graduate. In all cases they will gain an invaluable insight into the creative multimedia industry and be better equipped to position themselves for the career they seek.</p>	<ul style="list-style-type: none"> • Industrial Training

List of professional certification/industry certification/award to UniKL/award won by students from each programme

Professional Certificates

We provide opportunities for the students to take Adobe Certified Associate (ACA) certification, an industry recognized credential that can be used to effectively validate one's skills in Adobe digital media software. The ACA certifications are in the following software:

- Adobe Photoshop CC or later
- Adobe Dreamweaver CC or later
- Adobe Flash CC or later
- Adobe Premiere Pro CC or later
- Adobe Illustrator CC or later

Industry collaboration

TV Al Hijrah

Award Won

Research Invention Innovation and Design (RIID) 2012 organized by UiTM

Sang WiraLekir Mobile Apps

DayangkuNurHaslinaAwangkuHidup

ArinaSyafika Ahmad Shafiee