

COMMUNICATION & CREATIVE DESIGN



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



SEGi
University



INTRODUCTION TO SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding over four decades ago, SEGi has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to doctorate level.

It is one of the most established private higher education institutions in Malaysia with its flagship campus located in Kota Damansara and four other campuses in Subang Jaya, Kuala Lumpur, Penang, and Kuching. Currently, SEGi has a population of 20,000 local and international students across its campuses.

SEGi is recognised as "The first Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia" by QS Stars, an international evaluation system for universities based on auditing.



NURTURING & UNLEASHING POTENTIALS: PROPAGATING CREATIVE AND PROFESSIONAL MINDS

SEGi University & Colleges has earned a strong reputation for delivering high-quality programmes in the fields of creative design and arts. We tap into the creative potential by providing a rich core curriculum within a world-class environment, allowing students to explore their creativity and innovative ideas. Our industry-standard facilities and reputable faculty members will prepare students for successful careers in these areas. At SEGi, we are committed to develop professionals who will contribute and shape the future of creative industries in Malaysia.

And on an intergrated strength, our dedicated faculty members are also committed to helping students to understand communication in various contexts. The programmes developed are industry-relevant to enable the application of theoretical perspectives in their chosen fields upon graduation. Students are guaranteed an in-depth knowledge of communication techniques and how the technologies shape and govern the society. Come discover how you can be a competent and professional communicator with guidance and support from our academicians.

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AT A GLANCE



GLOBAL RECOGNITION

- Double Awards from Top 3.3% of Universities Worldwide (The Centre for World University Rankings 2017 (CWUR) University of Central Lancashire (UCLAN)
- MQA Fully-Accredited Programmes
- 2017 QS Overall 3-star rating with 5-star rating in teaching, facilities, social responsibility, and inclusiveness



SCHOLARSHIPS

- 1st Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded in the past 40 over years
- QS 5 Stars rated for inclusiveness and social responsibility



EXCELLENT TEACHING, LEARNING & RESEARCH

- QS 5 Stars Rated for Excellence in Teaching
- QS 5 Stars Rated for Facilities
- SETARA, 2017 scored above medium of 83 in the category of Teaching and Learning
- Independent students' 2017 evaluation rating: more than 95% of students rated our lecturers for excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

GLOBALLY RECOGNISED, DISTINCTIVELY SEGi. OUR **6** COMPETITIVE ADVANTAGES



SKILLS ENRICHMENT & SUPPORT

- More than 100 SEGi Enrichment Programmes in the areas of leadership, communication, and grooming skills (among others) to enhance students' learning experience
- Academic Skills Unit to assist students in academic writing and effective study, research techniques, time management, academic integrity, and exam preparation
- Mentor-Mentee system to provide guidance to students on academic matters and to foster a close and constructive professional relationship between students and lecturers
- Technology-supported learning using the Blackboard learning management system



STUDENT SATISFACTION

- 80% of students are willing to recommend their friends and family to study with us



INDUSTRY DRIVEN GRADUATES

- 2017 SETARA Graduate Employability 85%



WORLD RENOWNED UNIVERSITY PARTNER

SEGi partners with international universities of great repute to offer a globalised learning experience for our students. Programmes offered by our university partners are regulated by them on a regular basis, thus ensuring the exact same quality of education that students will obtain at their home base.



University of Central Lancashire

The University of Central Lancashire is one of the largest universities in the UK which hosts about 25,000 students. This public university, located in Preston, Lancashire, England was founded as the Institution for the Diffusion of Knowledge in 1828 and became a university in 1992. Imbued with a celestial-sounding motto, 'Ex solo ad solem', which translates 'From the Earth to the Sun', the vastness of the university's portfolio includes over 400 undergraduate programmes and 200 postgraduate courses. Hailed for its high student satisfaction in the recent international Student Barometer survey, its impressive reputation as a regional economy powerhouse testifies to over 1,000 students and graduates who have started a business or embarked on self-employment.

WE PRIORITISE YOUR NEEDS

SEGi CONNECT!

(Located at 1st and 2nd Floor)

We ensure your first experience of stepping into the next chapter of your life is as smooth and memorable as possible! From the moment you come into SEGi for your registration, we will be there to guide you through the whole process. We are with you even before you enter your first class, and we will be in contact continually throughout your studies until we know you are fine on your own.

ACADEMIC LEARNING SUPPORT

(Located At 2nd Floor)

Our Academic Skills Unit (ASU) was established to provide learning support and academic enhancement services for students. Our services include:

- assignment-writing
- thesis-construction
- language proficiency
- research brain-storming studying skills

EMPLOYMENT READINESS PROGRAMME

(By Student Affairs Department)

We provide pre-Internship and pre-employment workshops to instil employment values as you venture from academic to work life.

Our in-house “soft skills” training will prepare you for internship placement and employment upon graduation.

During Your Studies

Before You Graduate

GLOBAL INDUSTRY EXPOSURE

(Your Faculty)

- We enrich your learning experience by exposing you to local and global industry practices.
- We strategically network with industry leaders to foster long-term, multi-dimensional relationships.
- We apply academic expertise to generate socially relevant and high impact research activities with industry and community stakeholders.

STRONG GLOBAL INDUSTRY LINKAGES

(Career Office at 2nd Floor)

- We offer you the opportunity to join more than 1000 companies worldwide.
- There are Career Fair within campus just for you.

MENTOR MENTEE SYSTEM

(Your Lecturers)

The learning culture in higher education is very different from high school. Mentor-Mentee programme at SEGi University is aimed at guiding you to be independent learners and help you fit into this new culture. It is also a system that helps those who may need more guidance academically.

SEGi ENRICHMENT PROGRAMME

(Every Wednesday Afternoon)

SEGi ENRICHMENT PROGRAMME aims to reduce unemployment issues and ensures our students are industry-ready by providing opportunities to hone their soft skills through more than 100 structured and specially designed seminars, workshops, conferences, symposiums and training sessions, developed based on industry and professional bodies' feedback.

LEARNING & TEACHING



The infographic features a central circular arrangement of six colored segments, each representing a different resource. The segments are: a dark blue segment for 'Reputable Academicians', a maroon segment for 'Progressive Creative Arts Facilities', a red segment for '90% Graduates Employability', an orange segment for 'World-Class and Award Winning', a teal segment for 'Student-Centered Learning Approach', and a light blue segment for 'Learning Beyond the Classroom'. The background of the entire page is a photograph of a young man with dark hair, smiling and resting his chin on his hand while sitting at a desk with a computer monitor, books, and a red mug. A bookshelf filled with books is visible on the right side of the image.

TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

**REPUTABLE
ACADEMICIANS**

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

**LEARNING
BEYOND THE
CLASSROOM**

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

**STUDENT-CENTERED
LEARNING APPROACH**

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

**PROGRESSIVE
CREATIVE ARTS FACILITIES**

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

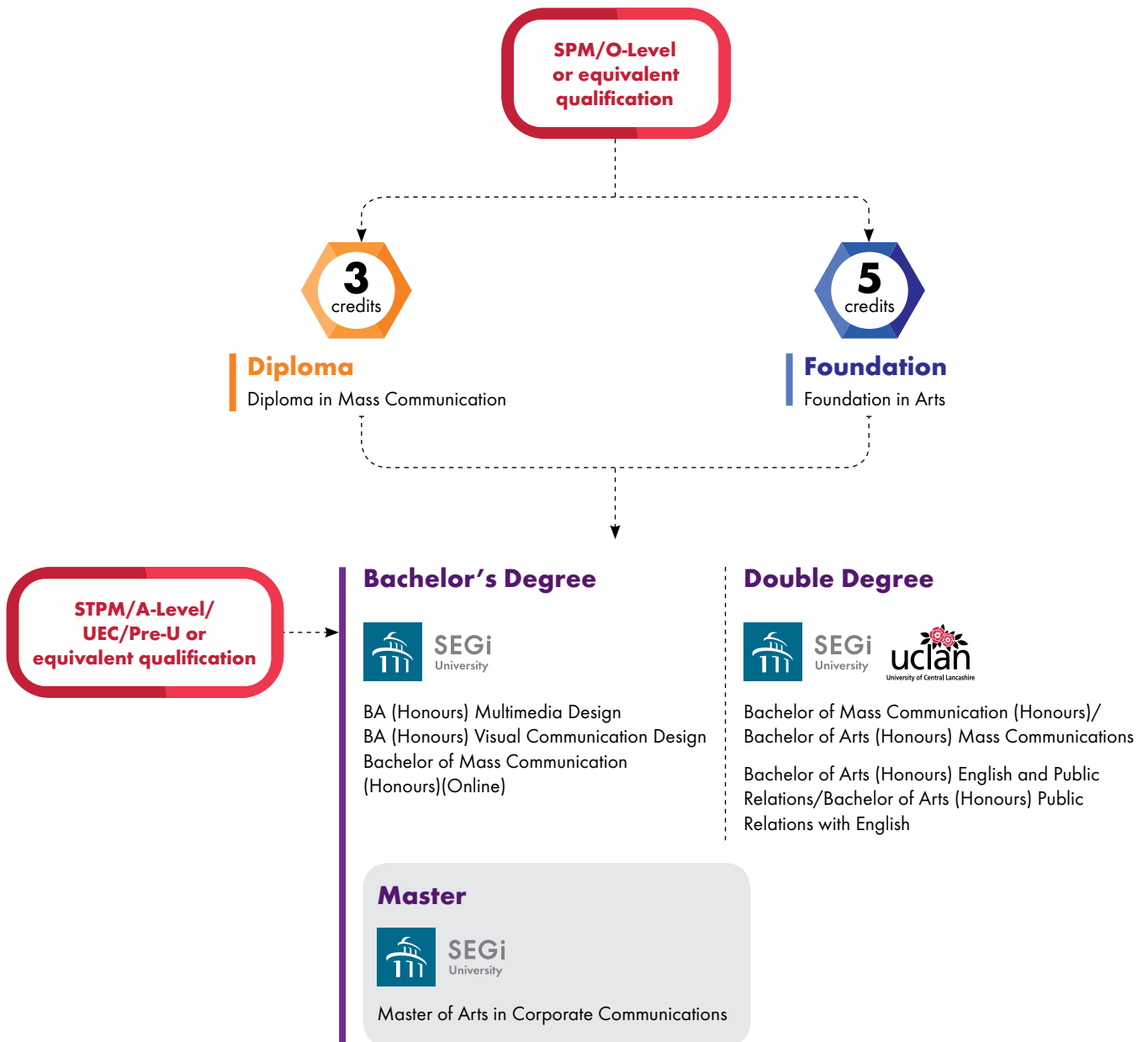
**90%
GRADUATES
EMPLOYABILITY**

60% of our Creative Design students were offered to do their internship in reputable 4As advertising agencies. More than 90% of our graduates were employed in the industry within the first 6 months upon graduation.

**WORLD-CLASS AND
AWARD WINNING**

Our list of academicians consists of World Class & Award WINNING talents.

STUDY ROUTE



DID YOU KNOW?

Our list of academicians consists of **WORLD-CLASS AND AWARD WINNING** talents, such as Mr Yii Kah Hoe, one of Malaysia's leading composers. In 2014, he won the Best Music and Sound Design at the 11th BOH Cameronian Arts Awards.



PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements
Master of Arts in Corporate Communications	SEGi University	<ul style="list-style-type: none"> • A Bachelor's Degree with a minimum CGPA of 2.50; OR • Other qualifications equivalent to a Bachelor's Degree with a minimum CGPA of 2.50; OR • A Bachelor's Degree or its equivalent, not meeting CGPA of 2.50, should have 5 years of working experience or more. <p>English Language Requirement</p> <ul style="list-style-type: none"> • Test of English as a Foreign Language (TOEFL) score of 600; OR • International English Language Testing System (IELTS) score of 6.0 or its equivalent.
Bachelor of Arts (Honours) English and Public Relations/Bachelor of Arts (Honours) Public Relations with English	SEGi University and University of Central Lancashire, UK	<ul style="list-style-type: none"> • STPM with 2 principals; OR • A Level with a Pass in at least 2 subjects; OR • Pass foundation programme in a related area; OR • Pass Unified Examination Certificate (UEC) with at least 5Bs; OR • Pass any diploma in a related field; OR • Other equivalent qualifications recognised by the Malaysian Government; OR • Other equivalent qualifications recognised by SEGi University Senate.
Bachelor of Mass Communication (Honours)/ Bachelor of Arts (Honours) Mass Communications	Double Degree  	<ul style="list-style-type: none"> • STPM with 2 principles passes; OR • A-Level; OR • Pass in relevant Foundation/Pre-University programme or other equivalent qualification. <p>English Language Requirements:</p> <ul style="list-style-type: none"> • Credit in English Language in SPM; OR • Pass in English Language at Foundation or Diploma level; OR • Pass in any Foundation or Diploma programme where the English Language is the mode of delivery; OR • Any equivalent qualifications that are approved by the MQA.
Bachelor of Mass Communication (Honours) (Online)	SEGi University	<p>Year 1 Entry</p> <ul style="list-style-type: none"> • A pass in STPM/A-level with a minimum Grade C (CGPA of 2.00) in any 2 subjects; OR • Unified Examination Certificate (UEC) with at least B's in 5 subjects; OR • A pass in STAM with a minimum grade of Jayyid; OR • Foundation with a minimum CGPA of 2.0. <p>Year 2 Entry</p> <ul style="list-style-type: none"> • Diploma in relevant programme with a minimum CGPA of 2.00
BA (Honours) Multimedia Design	SEGi University	<ul style="list-style-type: none"> • STPM/A-Level (2 principal passes with minimum CGPA 2.0); OR • Pass in any Foundation or Pre-U programme with minimum CGPA 2.0 OR equivalent qualification; OR • Pass in any Diploma programme with minimum CGPA 2.0; OR • Any equivalent qualifications that are approved by the MQA; AND • Pass in an art assessment and interview for entry qualification with no background.
BA (Honours) Visual Communication Design		
Diploma in Mass Communication	SEGi College Kota Damansara	<ul style="list-style-type: none"> • SPM/O-Level/SM2 3 credits (including English); OR • UEC, MCE; OR • Any other equivalent qualification
Foundation in Arts	SEGi University	SPM/O-Level or equivalent (minimum 5 credits)

All diploma and degree programmes require students to take general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia.

The above is an indication of current programme content. However, the rapidly changing nature of the subject area means that the programme offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combinations of options may not be available.

MASTER OF ARTS IN CORPORATE COMMUNICATIONS

SEGi UNIVERSITY

In a market survived by a highly informed and ethic-literate society, any crowd-pleasing rhetorical stunts by profit or non-profit, private or public organisations are no longer welcomed. In order to remain relevant, all eyes are on the professionals who understand the ways to lead corporate communication efforts effectively.

There is also a constant battle among the organisations to win professionals with a unique set of corporate communication skills. If you aspire to spread your wings and advance your career in the field of corporate communications, then this programme is for you.

Tailored for professionals and working adults, the Master of Arts in Corporate Communication is a 42-credit programme that can be completed in one and a half (full-time) to three (part-time) years. This programme welcomes graduates with backgrounds from any disciplines such as Education, Human Science, Business Management, as well as Communication, Journalism, Advertising, and Marketing. It will help prepare both aspiring and practising corporate communication and other professionals to plan, implement, and assess corporate communication goals and strategies.

Programme Modules

- Advanced Psychology in Communication
- Advanced Corporate Communication
- Legal and Ethical Issues in Corporate Communication
- New Media and Communication Strategy
- Corporate Media Relations
- Crisis Communication
- Issues in Public Communication Campaign Management
- Research Methods in Corporate Communication
- Corporate Sociology
- Final Project
- Corporate Advertising, Image, and Identity
- Video Production for Corporate Communication
- Corporate Writing

INTERESTING FACT

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



Career Opportunities

Upon completion of this programme, students can achieve managerial positions in

- Branding
- Marketing Communication
- Public Relations
- Reputation Management
- Internal and External Communication
- Media Management

BACHELOR OF MASS COMMUNICATION (HONOURS)/ BACHELOR OF ARTS (HONOURS) MASS COMMUNICATIONS

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

Mass Communication is a discipline that focuses on various means used to relay information through the mass media to large segments of the population simultaneously. The most common media to relay such information would be newspaper, magazine, radio, television, and film.

This programme prepares students with the skills, techniques, and theoretical knowledge to strategically craft solutions for business challenges. Students in this programme will be exposed to hands-on training with state-of-the-art equipment and industry-relevant software to fully immerse in both the creative and managerial aspects of the mass communications industry.

Double Degree



Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> Communication English Media Technology & Practices Understanding Advertising Understanding Journalism Understanding Public Relations Understanding Broadcasting Corporate Communication Creative & Innovative Publishing Integrated Marketing Communication Psychology in Communication 	<ul style="list-style-type: none"> Media Law, Power & Public Opinion Entrepreneurship Development Personal Health Management Elective 1 Elective 2 Effective Listening/Bahasa Kebangsaan Theory and Principles of Communication Business Ethics Hubungan Etnik/Malaysian Studies 3 Managing Media and Business Sociology of Media & Culture Research Methods Social Media and Public Relation Practices Public Opinion and Propaganda Creative Writing 	<ul style="list-style-type: none"> Comm & Campaign Management Environmental Management & Tech Pengurusan Ko-kurikulum Elective 3 Elective 4 TITAS/BMK 2 Research Project Industrial Training
Elective 1	Elective 2	
<ul style="list-style-type: none"> Advertising Strategies and Planning (ADV) Organisational Communication (PR) News Writing (JR) Managing Television Program and Production (COMM) 	<ul style="list-style-type: none"> Advertising Copywriting and Digital Publications (ADV) Public Relations and Media Writing (PR) Feature Writing (JR) TV and Online Broadcast Journalism (COMM) 	
Elective 3	Elective 4	
<ul style="list-style-type: none"> Internet Advertising and Management (ADV) Strategies and Practices in Public Relations (PR) Investigative Journalism (JR) Documentary Feature Production (COMM) 	<ul style="list-style-type: none"> Advertising and Brand Communication Campaigns (ADV) Issues and Challenges in Public Relations (PR) News Editing and Editorial Processes (JR) Editing and Post Production (COMM) 	

Note:

ADV: Advertising

PR: Public Relations

JR: Journalism

COMM: Communication

As part of the curriculum, students will be required to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia

Career Opportunities

Journalist, Corporate Communication Executive, Public Relations Executive, Advertising Executive, Content Creator, Copywriter, Media Planner, Television Presenter or Radio Presenter.

BACHELOR OF MASS COMMUNICATION (HONOURS) (ONLINE)

SEGi UNIVERSITY

The Mass Communication Programme at SEGi University is most popular with both local and international students.

Our programme will focus on bringing out your best potential as an expert communicator, and will also provide you the technological and methodological know-how together with management foundations, plus the important and latest trends and developments in mass communication practices.

SEGi's depth of programmes enables interaction between the specific disciplines and experts, thus making it possible for you to gain insights into the diverse mass communication field.

The delivery of the programme is conducted by a team of experienced individuals, both from academia and practice.

You will develop a practice-oriented research project that will enable you to practice what you have learnt, or gain an internship at a reputable company to fulfill the requirements of the project-based assignment.

Programme Modules

Year 1

- Communication English
- Media Technology & Practices
- Creative & Innovative Publishing
- Psychology in Communication
- Understanding Advertising
- Mass Communication & Stories of Mass Media
- Understanding Journalism
- Understanding Public Relations
- Integrated Marketing Communication
- Understanding Broadcasting
- Corporate Communication
- TITAS (Local)/Bahasa Melayu Komunikasi 2 (International)

Year 2

- Media Law, Power & Public Opinion
- Managing Media and Business
- Theory and Principles of Communication
- Entrepreneurship Development
- Sociology of Media & Culture
- Environmental Management & Technology
- Business Ethics
- Media Relations & Publicity (PR)
- Public Relations & Media Writing (PR)
- Issues & Challenges in Public Relations (PR)
- Hubungan Etnik (Local)/Malaysian Studies 3 (International)
- Personal Health Management
- Social Media and Public Relation Practices
- Public Opinion and Propaganda
- Creative Writing

Year 3

- Communication & Campaign Management
- Strategies & Practices in Public Relations
- Pengurusan Ko-Kurikulum
- Bahasa Kebangsaan A/Effective Listening
- Industrial Training
- Research Methods
- Research Project

Career Opportunities

You will gain access to a variety of job roles including Public Relations Specialist, Media Planner, Media Relations Specialist, Strategic Planner, Social Media Manager, Marketing Communication Specialist, Corporate Communication Executives, Copywriter and many more. Alternatively, you can also pursue careers with national and multinational companies who require expert knowledge and insight into the mass media industry.

BACHELOR OF ARTS (HONOURS) ENGLISH AND PUBLIC RELATIONS/ BACHELOR OF ARTS (HONOURS) PUBLIC RELATIONS WITH ENGLISH

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The programme is a double major degree with a dual award from SEGi and the University of Central Lancashire that aims to produce quality public relations practitioners with a sound command of the English language for government, corporate, and non-profit organisations. In the English major, students analyse the use of the English language in literary texts and the inter-relationships of language and society. The Public Relations major arms students with knowledge of strategies and practices of successful public relations campaigns, and provides them with opportunities to use their knowledge of the literary and linguistics features of the English language to craft a range of public relations speeches and writings.

Single Degree



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Double Degree



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University



Programme Modules

Year 1

- Introduction to Communication Theory
- English for Business Correspondence
- English Grammar
- Academic English
- Public Speaking
- Introduction to Mass Communication
- Introduction to Linguistics
- Introduction to Literature
- General Psychology

Mata Pelajaran Pengajian Umum:

- Hubungan Etnik/BM Komunikasi
- Tamadun Islam & Asia/Malaysian Studies
- Effective Listening
- Personal Health Management
- Kokurikulum

Year 2

- Principles of Public Relations
- English Phonetics and Phonology
- Sociolinguistics
- Strategies and Practices in Public Relations
- Event Management
- Introduction to Drama
- Business Ethics
- Law and Ethics in Mass Communication
- Creative Writing
- Crisis Management
- Quantitative and Statistical Methods
- Entrepreneurship
- Environmental Management and Technology

Year 3

- Desktop Publishing
- Research Methods
- Public Relations and Media Writing
- Media Relations and Publicity
- Public Opinion and Propaganda
- American and European Literature
- Research Project
- Internship

Career Opportunities

Press Agents, Publicity and Media Relations Managers, Crisis Managers, Customer Relations Manager, Public Affairs Manager, Events Manager and many more in the government, media and corporate sectors, banks, investment houses, finance institutions, insurance companies, travel agencies, hotels, legal firms, and consultancies.

BA (HONOURS) MULTIMEDIA DESIGN

SEGi UNIVERSITY

The need for multimedia exists from small companies to large corporations. Therefore, this growing industry constantly needs highly-skilled and creative designers. The students will learn to conceptualise, code, and publish content onto the Web, interactive kiosks, smart phones, and tablets. In addition, they will learn how to integrate and produce visual elements for digital content.

Through this programme, the students will develop both the technical and creative skills required to pursue a successful career in this fast-paced industry. Graduates are able to fit in different areas of specialisation; be it Web design, 3D animation, or even the broadcast industry. The programme is focused yet diverse enough to allow flexibility, thus resulting in better career opportunities.

Programme Modules

Year 1

- Digital Skills for Designer
- Design Fundamentals
- Basic Drawing
- Introduction to Typography
- Photography Fundamentals
- History of Art & Design
- Introduction to Graphic Design
- Computer Ethics
- Audio and Video Technology
- Computer-aided Design and Visualisation
- Digital Editorial Design and Publishing
- Web Management

Year 2

- Creative Digital Imaging
- Green Design & Technology
- Creative Web Design
- Multimedia Production and Marketing
- Digital Film and Video Production
- Advanced Animation
- Web Scripting and Authoring
- Idea Generation
- Multimedia Portfolio Production
- Advanced Photography

Year 3

- Entrepreneurship
- Research Methodology
- Industrial Training
- Final Multimedia Project & Final Graduate Showcase
- Game Design

Elective Course (2 Options)

- Computer Applications for Effective Communication;
- Branding & Corporate Identity;
- Packaging Design;
- Copywriting or;
- Advertising Media Strategy



HAVE YOU HEARD?

60% OF OUR CREATIVE DESIGN STUDENTS were offered to do their internship in reputable 4As advertising agencies.



Career Opportunities

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

BA (HONOURS) VISUAL COMMUNICATION DESIGN

SEGi UNIVERSITY

The Bachelor of Arts (Hons) Visual Communication Design programme equips you with the knowledge, critical thinking, creative approaches, and technical skills to pursue a promising career in the creative design industry.

This programme focuses on the development of thinking process and the ability to solve design problems creatively; the understanding of key principles and practical applications; and up-to-date industry technologies and methodologies used in solving complex design problems; as well as career-relevant concentration in the areas of graphic design, illustration, packaging, digital imaging, and visualisation.

Programme Modules

Year 1

- Software Application for Design
- Design Principles
- History of Art and Design
- Still Life Painting
- Illustration
- Typography Design
- Introduction to Photography
- Basic Graphic Design
- Digital Layout
- Packaging Design
- Creative Thinking
- Basic Animation
- Colour Photography

Year 2

- Print and Editorial Design
- Web Publishing
- Advertising Media Strategy
- Marketing and Purchasing Consumer Behaviour
- Environmental Design
- Branding and Corporate Identity
- Moving Image
- Discourse
- Advanced Packaging Design
- Advertising & Promotional Photography
- Book Project

Year 3

- Digital Imaging
- Art Direction
- Copywriting
- Entrepreneurship
- Professional Practice
- Internship Practice
- Portfolio Preparation and Final Project
- Dissertation

Career Opportunities

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

DIPLOMA IN MASS COMMUNICATION

SEGi COLLEGE KOTA DAMANSARA

This programme is designed to cater to the high demand for skilled professionals in the fields of advertising, multimedia, public relations, and broadcasting.

Moreover, this diploma programme also aims to instill students with technological know-how and many invaluable skills to produce industry-centric graduates who are computer and IT-savvy, enabling them to excel in the global communications industry.

Upon completion of this programme, students will be fully equipped with exceptional design skills, presentation skills, communication skills, writing skills, and management skills to apply in the challenging and competitive public relations, advertising, and broadcasting industry.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> General Language Training Introduction to Mass Communication Principles of Marketing MPU: Moral Studies/Islamic Studies News Reporting Business Communication MPU: Presentation Skills/ Bahasa Kebangsaan (for those with no credit in BM SPM) Videography Academic English Advertising Principles Documentary & Photojournalism Fundamental Photography Media Studies 	<ul style="list-style-type: none"> Public Relations Visual Analysis MPU: Malaysian Studies (Local)/ Bahasa Komunikasi (International) Communication & Scholarship Media Law & Ethics Copywriting Electronic Publishing Decision Making Skills Film Appreciation Journalism Communication Research Final Year Project MPU: Pengurusan Ko-Kurikulum 	<ul style="list-style-type: none"> Industrial Training

Career Opportunities

Students who successfully complete the programme can then move on to pursue the bachelor degree programme, allowing them to pursue careers as Public Relations Practitioner/Executive, Corporate Communication Executive, Account Management, Copywriter, Media Analyst, Journalist

R2/321/4/0044(10/22) KD CAMPUS

FOUNDATION IN ARTS

SEGi UNIVERSITY

The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for smooth progress to a communication degree of their choice.

Programme Modules

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none"> General Language Training Computer Application Introduction to Business Statistics Malaysian Studies 	<ul style="list-style-type: none"> Academic English Moral Studies/Islamic Studies Principle of Economics Elective 1 * Elective 2 * 	<ul style="list-style-type: none"> Public Speaking Critical Thinking Skills Elective 3 * Elective 4 *

* Elective Subjects (E1, E2, E3, E4)

Mass Communication	Creative Design
<ul style="list-style-type: none"> E1 Interpersonal Communication E2 Intercultural Communication E3 Communication & Scholarship E4 Fundamentals Photography 	<ul style="list-style-type: none"> E1 History of Art E2 Colour & Form E3 Drawing Fundamentals E4 Fundamentals Photography

* Students will have to choose the electives according to the discipline of undergraduate studies they intend to pursue.

Why study this programme?

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's degree at the University. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies. Students may be eligible to apply for advanced standing.

R/210/4/0005(7/21) KD CAMPUS

STUDENT TESTIMONIALS



"Building relationships and maintaining a good reputation by communicating appropriately with others is the main key of success. My journey as a student in SEGi has shaped me to be a better person with sufficient knowledge in order to be competent in meeting new and challenging benchmarks."

Ereena Rosli

Bachelor of Mass Communication (Honours)



"I have always had the passion for the media industry, and SEGi offers the perfect programme which suits my interest. I got to build a solid theoretical foundation along with the working knowledge of the communications industry from well-established and experienced lecturers."

Noon Mohammed Imad

Bachelor of Mass Communication (Honours)



"There's always a balance of what you learn in each semester in English and Public Relations course as the subjects tend to complement each other. Regardless of whether you lean toward English or Public Relations, each subject will offer useful knowledge. The people I have met are vibrant and fun to be around with. I've also been involved with many events and it helps to prepare me for the real world."

Jazlin Zakri

Bachelor of Arts (Honours) English and Public Relations



"My three years in the Multimedia Design programme at SEGi were among the best years of my life. I would describe SEGi University as exciting and dynamic. The best thing about being a student here is the lectures and tutorials that are interesting and academically stimulating. The diversity of students on the course has also been a major plus both in terms of making new friends from different countries and cultures to actually understanding the modules."

Pouria Jafarpisheh

Bachelor of Arts (Honours) Multimedia Design



"I consider my art as a personal hobby, which later became my part-time freelance work after being recognised by various design blogs and online art communities. In 2016, I left my opportunity to pursue optometry to pursue my passion in designing: creating more art for personal projects and for clients while collaborating with other artists around the world. To those who wish to study in SEGi, I would say it's a good choice and you'll be accompanied by friendly lecturers. The environment itself is very encouraging."

Darshwini Ravindran

Bachelor of Arts (Honours) Multimedia Design

STUDENT TESTIMONIALS



"I would like to say that SEGi University is one of the platforms that can boost my skills, creativity and knowledge. Interaction between students and lecturers arouses my passion in the design field. I have the opportunity to express my creativity in my artworks with great brainstorming sessions."

Lau Yong Nan

Bachelor of Arts (Honours) Visual Communication Design

FACULTY EVENTS



MURAL PAINTING

Venue: Pra Sekolah Kebangsaan Seksyen 11, Kota Damansara.

Date: 13, 20 & 24 April 2018.

Students from Design Fundamentals/Design Principles course and student volunteers from FoCCD (Creative Design Studies) worked together from ideation to execution as part of their class activity and project for the Pra Sekolah Kebangsaan Seksyen 11, Kota Damansara.



EUNOIA GRADUATE SHOWCASE

Venue: USJ Summit, Subang Jaya

Date: 12-13 May 2018

The BIGGEST graduate showcase from FoCCD (Creative Design Studies) SEGi University, exhibiting works of 50 over students from BA (Honours) Multimedia Design, BA (Honours) Visual Communication Design and BA (Honours) Interior Architecture.



GIANT EMOJI PAINTING

Venue: Anggun City, Rawang

Date: 6 October 2017

Students and lecturers from FoCCD including those from BA (Honours) Multimedia Design and BA (Honours) Visual Communication Design joined together to create more than 40 giant emojis in conjunction with the Rays of Hope event (14 -15 Oct 2017) in a collaboration (MOA) with BUGZ Studio.

INDUSTRY PARTNERS

These are the active industry partners who have been working with us.
We want to thank all our industry partners for their generous partnership with SEGi.

- | | | | |
|----|---|----|---|
| 1 | 99 Speed Mart Sdn Bhd | 26 | Media Prima Berhad |
| 2 | Armani Media Sdn Bhd | 27 | Media Prima Berhad (Media Prima) |
| 3 | Astro | 28 | MSK Film Production |
| 4 | Bernama TV | 29 | Naga DDB Sdn. Bhd |
| 5 | Bhp Resources Sdn. Bhd | 30 | Naga DDB Sdn. Bhd |
| 6 | Bloomingdale | 31 | One World Hotel |
| 7 | Borders (M) Sdn Bhd | 32 | OSK Holdings Berhad |
| 8 | Brandt International Sdn Bhd | 33 | Partners Advantage Media Sdn Bhd |
| 9 | Capital TV | 34 | PETRONAS |
| 10 | China Press | 35 | Pico International (M) Sdn. Bhd. |
| 11 | Edelmen | 36 | RTM (Radio Televisyen Malaysia) |
| 12 | Essence Communications Sdn Bhd | 37 | Sime Darby Plantation Sdn Bhd |
| 13 | Exertainment Malaysia Sdn Bhd (Celebrity Fitness) | 38 | Society for the Prevention of Cruelty to Animals
(SPCA Selangor) |
| 14 | F J Benjamin (M) Sdn Bhd | 39 | Star Event International Sdn Bhd. |
| 15 | Flexiroam Sdn Bhd | 40 | Star Reacher Advertising Sdn Bhd |
| 16 | Hartamas Real Estate (Malaysia) Sdn Bhd | 41 | Telekom Malaysia Berhad |
| 17 | HCK Capital Group | 42 | The Tun Hussein Onn National Eye Hospital |
| 18 | Holiday Villa & Suites Subang | 43 | ThirtyOne Asia |
| 19 | Hyatt Regency Kuantan Resort | 44 | Times Media Sdn. Bhd. |
| 20 | Iflix Sdn. Bhd. | 45 | Universal McCann |
| 21 | Impact Communication | 46 | Universal Music Malaysia |
| 22 | Ipmuda Berhad | 47 | Yeo Hiap Seng (Malaysia) Berhad |
| 23 | Kumpulan Media Karangraf | | |
| 24 | Kumpulan Wang Amanah Pencen (KWAP). | | |
| 25 | Macy Home Furnishings Sdn. Bhd. | | |



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