



1 FIRST CITY
UNIVERSITY
COLLEGE
WAY AHEAD

FACULTY OF DESIGN & BUILT ENVIRONMENT

Art & Design (Foundation)
Graphic Design
Interior Architecture & Design
Interior Design
Furniture & Product Design
Fashion Marketing
Design Management (Postgraduate)



ABOUT FIRST CITY UNIVERSITY COLLEGE

First City University College has an excellent track record of producing highly employable graduates, entrepreneurs and award-winners. First City UC offers external recognition with its collaborative international partners, in addition to its own Honours Degree, Diploma and Foundation programmes.

In view of its expanding student population and in-line with its aspiration to provide the best teaching and learning experience within a conducive campus, First City UC added a new Student Affairs and Services Centre, lecture and seminar rooms, laboratories, studios and workshops, a spacious IT Centre and library, Centre for Postgraduate Studies, two indoor sports halls, a dance studio, a food court and 500 covered carparks in its recently completed new building under Phase 2 of its campus expansion programme. To address students' need for accommodation, First City UC added a new 514 bed on-campus air-conditioned hostel with en-suite bathroom.

To meet the needs of industry for employable graduates, First City UC's programmes are:

- Approved by the Malaysian Qualifications Agency (MQA) and relevant professional bodies such as the Board of Engineers Malaysia (BEM).
- Relevant to the needs of industry, as they are specially crafted to enhance the employability of graduates.
- Delivered by a qualified team of dedicated lecturers who are equipped with a range of teaching and industry experience



DESIGN CREATES CULTURE. CULTURE SHAPES VALUES. VALUES DETERMINE THE FUTURE.

Robert L. Peters

With more than two decades of academic excellence, First City University College takes pride in its design programmes that offer holistic design education. Equipping students with the necessary and cutting-edge design skills, First City UC ensures students are intellectually and conceptually developed.

Faculty of Design & Built Environment boasts of a teaching team that has years of experience – both in education and from the industry. With more than 20 years of experience conducting UK franchised honours degree design programmes, harnessing the best of British design education and contextualising it to local needs and expectations, the programmes give students the edge in terms of employability and design capabilities.

The Faculty has programmes ranging from foundation studies, diploma, undergraduate and postgraduate degrees. All the programmes share the following goals:

- Develop and produce students who are highly competent with their skillset which increases their employability and pave the way to be entrepreneurs.
- Encourage creativity through experimentation and exploration.
- Ensure students have the ability to conduct academic research in order to better understand and improve the current state of design.

With state-of-the-art facilities such as 3D printers, laser cutter, well-furnished studios, and Macintosh lab with industry-relevant software, First City UC has everything an art & design student needs to be a professional designer.



WHY STUDY ART & DESIGN PROGRAMMES AT FIRST CITY UC?



PROGRAMME PATHWAYS

SPM/ STPM/ UEC/ GCE O Level
or Equivalent



FOUNDATION IN ART & DESIGN

R2/214/3/0051(A9285)09/23

(1 year)

or

DIPLOMA IN GRAPHIC DESIGN

N/214/4/0176(MQA/PA8888)02/22

(2 $\frac{1}{3}$ year)

Advanced standing to Year 2 of
Degree programmes

DIPLOMA IN INTERIOR DESIGN

R2/214/4/0073(A5571)02/24

(2 $\frac{1}{3}$ year)

Advanced standing to Year 2 of
Degree programmes

BA (HONS) GRAPHIC DESIGN

N/214/6/0177(MQA/PA6545)09/20

(3 years)

BA (HONS) INTERIOR ARCHITECTURE AND DESIGN

N/214/6/0173(MQA/PA8564)11/21

(3 years)

BA (HONS) FURNITURE AND PRODUCT DESIGN

N/214/6/0184(MQA/PA8887)02/22

(3 years)

BA (HONS) FASHION MARKETING

N/214/6/0193(MQA/PA8024)07/22

(3 years)

MASTER OF DESIGN MANAGEMENT

N/214/7/0178(MQA/FA8881)

(1 year)

Full Time: 1 year
Part Time: 2 years

FOUNDATION IN ART & DESIGN

R2/214/3/0051(A9285)09/23

The one-year programme provides a general art & design education to enable students to gain experience in practical studio work, 2D and 3D designs and research. It develops student's skills on visual analysis, fundamental drawing, colour studies and critical writing skills.

Programme / Course Aims & Objectives:

- Introduce students to a wide range of activities in Art and Design education. Students will gain relevant experiences in practical studio work and prepare themselves for higher level courses.
- Diagnose the nature of students' ability and develop students' visual awareness and the ability to be critically selective.
- Develop students' creative ability and cultivate an analytical and critical approach of visual research.
- Familiarize students with contemporary theory and practice in Art and Design as seen within the historical and social context.

DURATION

1 year (3 semesters)

INTAKES

January, April and July

ENTRY REQUIREMENTS

SPM: Minimum 5 credits (including English)

UEC: Minimum 3Bs (including English)

GCE O Level: Minimum 5 credits (including English)

Other equivalent qualifications which are recognized by the Malaysian government

NOTE: Portfolio review required

LEARNING OUTCOME

The programme encourages students to participate in problem-solving activities in order to develop their creative, intellectual and critical awareness. Students will be able to foster and develop ability to observe, select and interpret visual forms in a man-made or natural environment.

SEMESTER 1 MODULE CONTENT

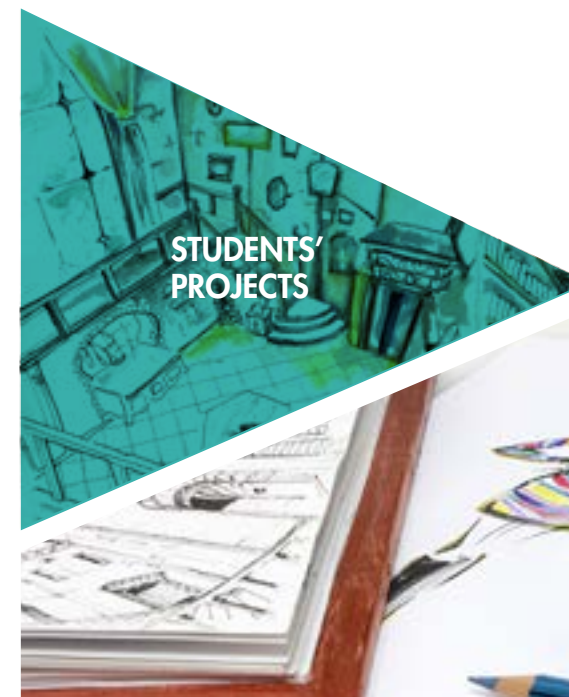
- **Introductory & Diagnostic Projects**
 - Visual Analysis
 - Colour Studies
 - Fundamental of 2D & 3D Designs
 - Workshops (Printmaking, Photography and Computer)
- **Drawing 1**
 - Basic Skill and Techniques
- **Critical Studies 1**
 - Research and Critical Writing
 - History and Theory of Art & Design
- **English 1**
 - Academic Writing Skills
 - Grammar and Mechanics

SEMESTER 2 MODULE CONTENT

- **Pre Specialist Projects**
 - Applied 2D and 3D Designs
 - Applied Drawing and Colour
- **Drawing 2**
 - Advanced Skills and Techniques
- **Critical Studies 2**
 - Research and Critical Writing
 - History and Theory of Art & Design
- **English 2**
 - Academic Writing Skills
 - Research and Presentation Skills

SEMESTER 3 MODULE CONTENT

- **Specialist Projects**
 - Final Project: Indication towards choice of degree studies in various specialisations: Graphic Design, Interior Architecture & Design, Furniture & Product Design and Fashion Marketing.
- **Drawing 3**
 - Drawing in Specialised Areas



DIPLOMA IN GRAPHIC DESIGN

N/214/4/0176(MQA/PA8888)02/22

Programme / Course aims and objectives:

- Introduce students to basic research and analysis of information, with the ability to make moderate judgement and evaluation of ideas.
- Encourage students to develop personal visual skills and personal vision through exciting and challenging hands-on practical projects.
- Encourage students to take their place in the world as an individual that are industry relevant and future trend setters.
- Equip students with creative, technical and vocational skills in order to work successfully within the profession of graphic design and related areas of employment.

DURATION

2 years 4 months (7 semesters)

INTAKES

January, April, May and October

ENTRY REQUIREMENTS

SPM: Minimum 3 credits **OR** Sijil Kemahiran Malaysia (SKM) Level 3 with SPM 1 credit with a skill certificate in Art and Design

UEC: Minimum 3Bs

GCE O Level: Minimum 3 credits

Other equivalent qualifications which are recognized by the Malaysian government

NOTE: Portfolio review required

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 4 MPU compulsory subjects.

CAREER OPPORTUNITY

- Graphic design • Print Design • Packaging Design • Publication Design
- Branding & Identity Design • Creative Direction • Illustration • Editorial • Social Media
- Exhibition & Production

SEMESTER 1 MODULE CONTENT

- Color Studies
- Drawing
- Design Principles
- Introduction to Art History
- English for Academic Writing

SEMESTER 3 MODULE CONTENT

- Creative Studies
- Graphic Design History
- Introduction to Advertising Design

SEMESTER 5 MODULE CONTENT

- Digital Publication
- Packaging Design
- Motion Graphics
- 3D Animation
- Corporate Identity Design

SEMESTER 7 MODULE CONTENT

- Design Showcase
- Brand Communication
- Design Major
- Environmental Graphic Design

SEMESTER 2 MODULE CONTENT

- Illustration
- Typography
- Photography
- Digital Imaging
- Visual Culture

SEMESTER 4 MODULE CONTENT

- Publication Design
- Narrative Drawing
- 2D Animation
- Professional Practice
- English for Professional Communication

SEMESTER 6 MODULE CONTENT

- Industry Placement
- Industry Placement Simulation

STUDENTS'
PROJECTS



DIPLOMA IN INTERIOR DESIGN

R2/214/4/0073(A5571)02/24

Programme / Course aims and objectives:

- Emphasises on the marriage between conceptual thinking and practical design skills.
- To provide students with a better understanding of a building's structure and its mechanics.
- To provide opportunities to use various computer applications and software in design work.
- To help students develop their problem-solving and other transferable skills.
- By incorporating a variety of disciplines ranging from psychology, sociology, history, management and business practices. This programme creates students that are industry relevant and future game-changers.

DURATION

2 1/3 years (7 semesters)

INTAKES

January, April, May and October

ENTRY REQUIREMENTS

SPM: Minimum 3 credits **OR** Sijil Kemahiran Malaysia (SKM) Level 3 with SPM 1 credit with a skill certificate in Art and Design

UEC: Minimum 3Bs

GCE O Level: Minimum 3 credits

Other equivalent qualifications which are recognized by the Malaysian government

NOTE: Portfolio review required

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 4 MPU compulsory subjects.

CAREER OPPORTUNITY

- Interior Design Companies • Architectural Firms • Theatre and Stage Design Studios
- Production Design Companies • Furniture Design Companies • Lighting Design Houses

SEMESTER 1 MODULE CONTENT

- Interior Design 1
- Architectural Graphics 1
- Design History 1
- English for Academic Writing
- Elective Subjects (select one)
 - Creative Studies
 - Life Drawing

SEMESTER 3 MODULE CONTENT

- Building Material Studies
- Elective Subjects (select one)
 - Photography & Digital Imaging
 - Temporary Structure Design
 - Introduction to Visual Culture

SEMESTER 5 MODULE CONTENT

- Interior Design 4
- Building Studies 2
- Furniture Design 2
- Professional Practice

SEMESTER 7 MODULE CONTENT

- Interior Design 5
- Design Thesis Report
- Project Management
- Tender and Contract Documentation

SEMESTER 2 MODULE CONTENT

- Interior Design 2
- Architectural Graphics 2
- Design History 2
- Computer Aided Design: 2D
- Elective Subjects (select one)
 - English for Academic Purpose
 - Colour Studies

SEMESTER 4 MODULE CONTENT

- Interior Design 3
- Building Studies 1
- Furniture Design 1
- Design Communication
- Computer Aided Design: 3D

SEMESTER 6 MODULE CONTENT

- Elective Subjects (select one)
 - Industry Placement
 - Industry Placement - Simulation

Note : First City UC reserves the right to change the modules offered in the semesters.



BA (HONS) GRAPHIC DESIGN

N/214/6/0177(MQA/PA6545)09/20

Programme / Course aims and objectives:

- To equip students with the essential professional, creative, intellectual and technical skills in order to work successfully within the profession of graphic design and related areas of employment.
- To introduce students to the practice of research and the analysis of information, the formation of sound independent judgements through reflection and evaluation and the presentation of well-reasoned arguments.
- To develop students of distinctive personal visual skills and personal vision, encouraged through exciting and challenging practical and theoretical projects during the course of the programme.
- To encourage students to take their place in the world as an individual, fully aware of the roles and responsibilities of professional design practice and the ability to contextualise design within global, social and cultural frameworks.

Professional Body Recognition

First City UC will pay for the student membership subscription to the Graphic Design Association Malaysia (wREGA). Student have the opportunity to keep abreast with developments in the industry.

DURATION

3 years (6 semesters)

INTAKES

May (Year 1), September & January (Year 1 & 2), September (Year 3)

ENTRY REQUIREMENTS

STPM: Minimum 2Cs and a pass in English in SPM

UEC: Minimum 5Bs

GCE A Level: Minimum 2Es

FOUNDATION/MATRICULATION: Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0 or other related programmes with a pass in English in SPM or its equivalent

Other equivalent qualifications which are recognized by the Malaysian government

NOTE: Portfolio review required

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects.

CAREER OPPORTUNITY

- Art Direction • Design Consultancies • Advertising Agencies • Television Graphics
- Publishing and Multimedia Companies • Motion Graphics Companies
- Post-Production Firms • Visual Merchandising • Branding and Identity Agencies
- Illustration Companies • Packaging Design Consultancies and In-House Graphic Departments

SEMESTER 1 MODULE CONTENT

- Design Principles and Practices
- Digital Imaging
- Fundamental of Typography
- Communication Writing Skills
- Conceptual Drawing
- Consumer Behaviour

SEMESTER 3 MODULE CONTENT

- Advertising and Branding
- Digital Publication
- Interactive and Information Design
- Mobile Apps Design
- Visual Culture
- Visual Merchandising
- Principles of Economics

SEMESTER 5 MODULE CONTENT

- Design Seminar
- Final Major Project 1
- Integrated Print Design
- Self-Initiated Research

SEMESTER 2 MODULE CONTENT

- Packaging Design
- Web Design
- Illustration
- Communication Presentation Skills
- Creative Thinking
- Creative Entrepreneurship

SEMESTER 4 MODULE CONTENT

- Illustration and Image Making
- Exploring Animation
- Motion Graphic
- Professional Practice
- Industrial Training*

SEMESTER 6 MODULE CONTENT

- Dissertation
- Final Major Project 2
- Integrated New Media Design
- Portfolio

- For Year 2 January intake, students will undertake their industrial training after Semester 6.

STUDENTS'
PROJECTS



BA (HONS) INTERIOR ARCHITECTURE & DESIGN

N/214/6/0173(MQA/PA8564)11/21

Graduates will be able to:

- Understand the role of design and the designer within a professional context.
- Have a theoretical and critical perspective of design within its cultural, social, political and economic context.
- Align the design and development of interior spaces with the architectural context and building envelope.
- Understand structural, technical and material considerations at an appropriate level.
- Design interior spaces in a rational, sensitive and articulate manner that contributes to the creation of a physical framework for a sustainable environment and society.

Professional Body Recognition

- Graduates are eligible to be a Graduate Member of the Malaysian Institute of Interior Designer (MIID).
- One may apply to Lembaga Arkitek Malaysia (LAM) to be a Graduate Interior Designer, upon meeting LAM's conditions.
- First City UC will pay for the student membership subscription to the MIID. Student have the opportunity to keep abreast with developments in the industry.

DURATION

3 1/2 years

INTAKES

September & January (Year 1 & 2), September (Year 3)

ENTRY REQUIREMENTS

STPM: Minimum 2Cs with credit in Malay Language and a pass in English in SPM

UEC: Minimum 5Bs

GCE A Level: Minimum 2Es with credit in Malay Language and a pass in English in SPM

FOUNDATION/MATRICULATION: Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0 in Diploma in Interior Design/Art and Design/Design/Multimedia Design/Interior and Architecture Design and a pass in English in SPM or its equivalent

Other equivalent qualifications which are recognized by the Malaysian government

NOTE: Portfolio review required

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects.

CAREER OPPORTUNITY

- Interior Design Companies • Architecture Firms • Furniture Manufacturer
- Lighting Design Consultant • Exhibition Design Consultant • Exhibition Designer
- Set Designers and Retail Designers

SEMESTER 1 MODULE CONTENT

- Design Studio 1
- Design Communication 1
- Architectural History and Context 1
- Building Material and Construction 1
- Communication Writing Skills

SEMESTER 3 MODULE CONTENT

- Design Studio 3
- Building Technology and Services 1
- Architectural History and Context 3
- Computer Aided Design 1
- Elective Subjects*

SEMESTER 5 MODULE CONTENT

- Industrial Placement
(compulsory 6 months duration)

SEMESTER 7 MODULE CONTENT

- Design Studio 6
- Project Management & Documentation
- Dissertation

SEMESTER 2 MODULE CONTENT

- Design Studio 2
- Design Communication 2
- Architectural History and Context 2
- Building Material and Construction 2
- Communication Presentation Skills

SEMESTER 4 MODULE CONTENT

- Design Studio 4
- Building Technology and Services 2
- Architectural History and Context 4
- Computer Aided Design 2
- Design Portfolio
- Elective Subjects*

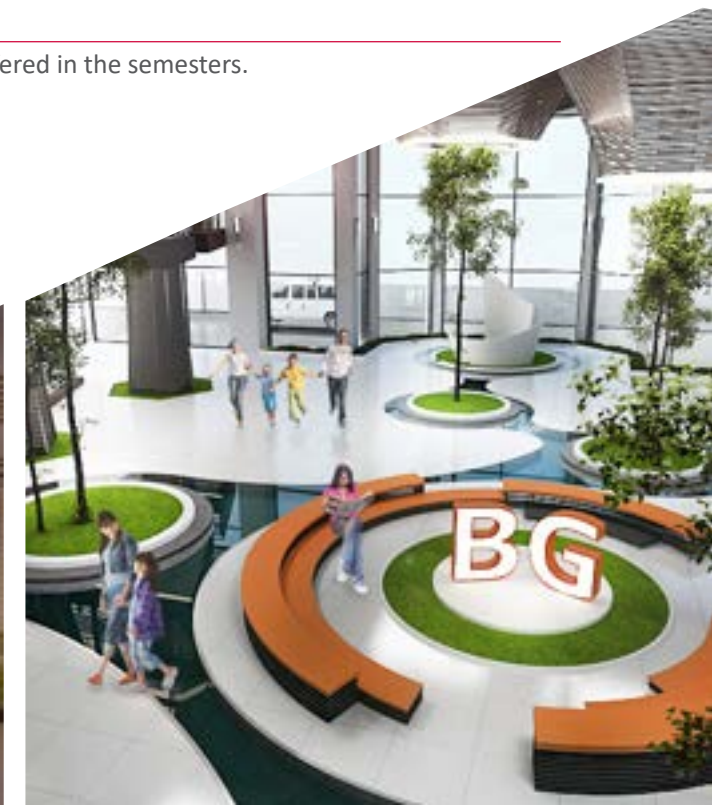
SEMESTER 6 MODULE CONTENT

- Design Studio 5
- Professional Practice
- Research Proposal and Methodology
- Elective Subjects*

ELECTIVE SUBJECTS*

- Visual Merchandising
- Sustainable Design
- Design Competition and Special Project
- Creative Entrepreneurship
- Consumer Behaviour

Note : First City UC reserves the right to change the modules offered in the semesters.



BA (HONS) FURNITURE & PRODUCT DESIGN

N/214/6/0184(MQA/PA8887)02/22

The three year programme aims to produce designers who are able to meet the changing and evolving needs of the design profession in the 21st century. The course is designed to provide students with a professional and creative approach to all aspects of furniture and product design. Teaching and learning is primarily studio-based with a number of supporting lectures, seminars and tutorials.

Programme / Course aims and objectives:

- Exhibit creativity and show a personal aesthetic sensitivity through his/ her design.
- Apply self-management techniques, independent study and explore within the context of ambiguity, uncertainty and unfamiliarity.
- Demonstrate the ability for critical engagement and formulate independent judgements through exploration of design.

DURATION

3 years (6 semesters)

INTAKES

September & January (Year 1 & 2), September (Year 3)

ENTRY REQUIREMENTS

STPM: Minimum 2Cs with credit in Malay Language and a pass in English in SPM

UEC: Minimum 5Bs

GCE A Level: Minimum 2Es

FOUNDATION/MATRICULATION: Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0 in Diploma in Interior Design/Art and Design/Design/Multimedia Design/Interior and Architecture/Furniture and Product Design or its equivalent

Other equivalent qualifications which are recognized by the Malaysian government

NOTE: Portfolio review required

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects.

CAREER OPPORTUNITY

- Furniture Designer-Makers • Product Designers • Industrial Designers
- Production Developers • Marketers • Business Managers • Computer-Aided Designers
- Design Practices • Manufacturing Organisations

SEMESTER 1 MODULE CONTENT

- Design Studio 1
- Design Communication 1
- Material and Technology 1
- Critical Studies 1
- Communication Writing Skills

SEMESTER 3 MODULE CONTENT

- Design Studio 3
- Computer Aided Design 1
- Critical Studies 3
- Professional Practice
- Elective Subjects (select one)
 - Visual Merchandising
 - Sustainable Design

SEMESTER 5 MODULE CONTENT

- Design Studio 5
- Project Management
- Research Methodology and Proposal

SEMESTER 2 MODULE CONTENT

- Design Studio 2
- Design Communication 2
- Material and Technology 2
- Critical Studies 2
- Communication Presentation Skills

SEMESTER 4 MODULE CONTENT

- Design Studio 4
- Computer Aided Design 2
- Critical Studies 4
- Design and Portfolio
- Industrial Placement
- Elective Subjects (select one)
 - Principles of Economic
 - Consumer Behavior

SEMESTER 6 MODULE CONTENT

- Design Studio 6
- Design and Exhibition
- Dissertation
- Elective Subjects (select one)
 - Creative Entrepreneurship
 - Design Competition and Special Project

Note : First City UC reserves the right to change the modules offered in the semesters.



BA (HONS) FASHION MARKETING

N/214/6/0193(MQA/PA8024)07/22

This degree programme is specially-designed for fashion enthusiasts who aspire to take their passion higher and enable them to market and brand their own fashion products. By pursuing this programmes, students are taught to:

- Explore the breadth and depth of fashion marketing and branding practice through the application of their ideas across a range of marketing and branding contexts and disciplines.
- Provide a challenging mix of theoretical and business related studies designed to appeal to students who wish to pursue a career in the fashion industry or to undertake further study.
- Understand the activities of fashion-related industries with the complexities of consumer behaviour and the consumers' role in the fashion system to nurture a strong commercial awareness enhanced with production knowledge.
- Understand the function and role of fashion marketing and branding that will enable students to engage confidently with the broader fashion environment, and globally.
- Develop a range of promotional materials and displays to demonstrate the collaboration in a trend research venture.

DURATION

3 years (6 semesters)

INTAKES

May (Year 1), September & January (Year 1 & 2), September (Year 3)

ENTRY REQUIREMENTS

STPM: Minimum 2Cs with credit in Malay Language and a pass in English in SPM

UEC: Minimum 5Bs

GCE A Level: Minimum 2Es

FOUNDATION/MATRICULATION: Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0

Other equivalent qualifications which are recognized by the Malaysian government

NOTE: Portfolio review required

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects.

CAREER OPPORTUNITY

- Fashion • Fashion Brand Management • Retail • Marketing • Visual Merchandising
- In-Store Design • Creative Direction • Fashion Promotion • Fashion Analysis
- Trend Prediction • Events Management • Public Relations

SEMESTER 1 MODULE CONTENT

- Fashion Communication
- Design and Illustration
- Fashion Through Time
- Desktop Publishing
- Communication Writing Skills

SEMESTER 3 MODULE CONTENT

- Fashion Marketing
- Contemporary Design Influence
- Textile Studies
- Globalisation and E-Marketing
- Elective (select ONE):
 - Principles of Financial Accounting
 - Basic Pattern Construction

SEMESTER 5 MODULE CONTENT

- Final Major Project 1
- Research Methodology
- Retail Marketing and Management
- Merchandising and Buying

SEMESTER 2 MODULE CONTENT

- Visual Communication
- Fashion Marketing and Branding
- Fashion Consumer Behaviour
- Computer Aided Design
- Communication Presentation Skills

SEMESTER 4 MODULE CONTENT

- Fashion Coordination and Branding
- Fashion Entrepreneur
- Visual Merchandising
- Fashion Photography
- Elective (select ONE):
 - Principles of Economics
 - Intermediate Pattern Construction
- Industrial Training

SEMESTER 6 MODULE CONTENT

- Final Major Project 2
- Independent Study Dissertation
- Portfolio Development

Note : First City UC reserves the right to change the modules offered in the semesters.



MASTER OF DESIGN MANAGEMENT

N214/7/0178(MQA/FA8881)

Master of Design Management combines academic study with creative and professional practice in a project-led curriculum that draws on a range of interdisciplinary perspectives from business and the arts. The course is designed to support employability and employer engagement by developing both transferable and industries specific high-level skills with the following objectives;

Programme / Course aims and objectives:

- To provide practising designers, mid career professionals and graduates from different design disciplines the opportunity to expand their disciplinary knowledge through related fields such as branding, design thinking, entrepreneurship and design innovation.
- To offer a balanced programme of practical, theoretical and enterprise orientated design practice.
- To develop a professional understanding of modern multi-disciplinary design and design management.
- To introduce students to current design contexts through 'issue' rather than solution based design research.
- To encourage experimentation, creativity and collaboration in personal work.
- To encourage self-direction and aspirations towards social responsibility and sustainable development.

DURATION

Full Time: 1 year or Part Time: 2 years

INTAKES

January, May and September

ENTRY REQUIREMENTS

A Bachelor's degree in Art & Design or related field with minimum CGPA 2.67

OR

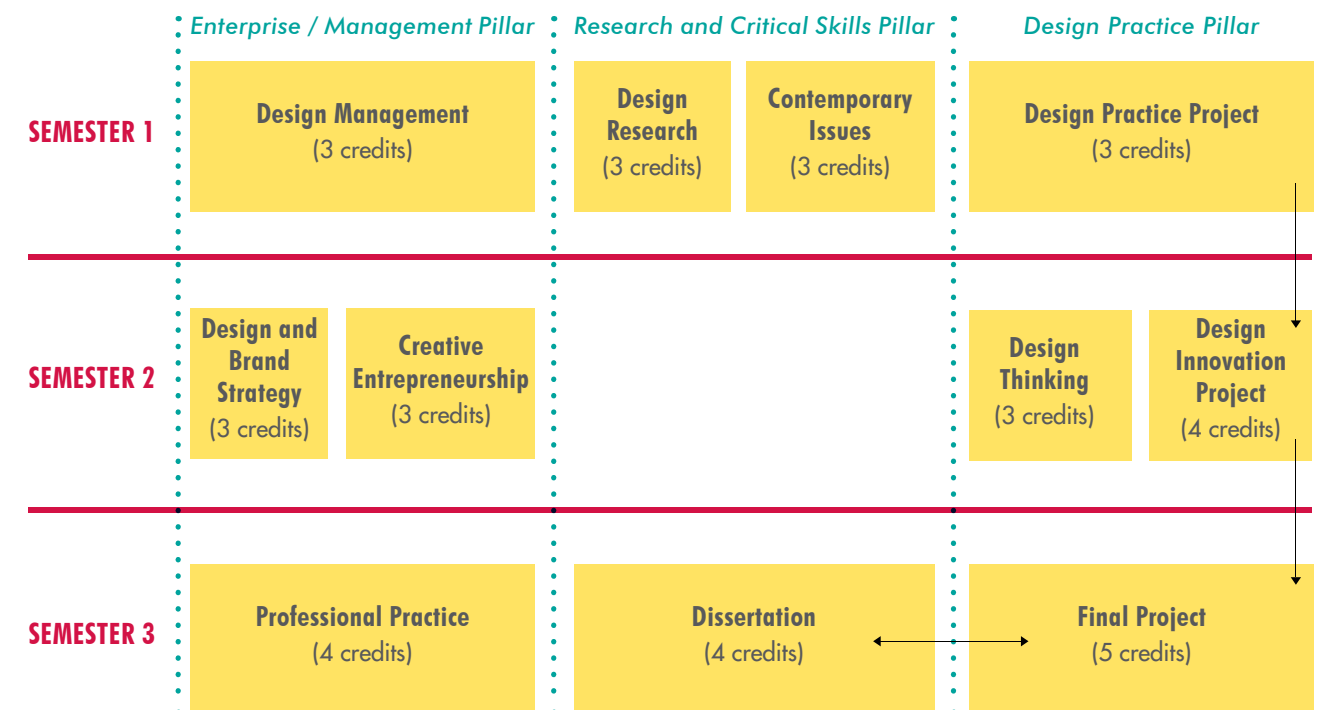
A Bachelor's degree in Art & Design or related field with CGPA 2.00 - 2.66 and a minimum of 3 years working experience in relevant field

CAREER OPPORTUNITY

- Business • R&D • Advertising agencies • Design consultancy • Industrial Design
- Building and Manufacturing • Publishing companies • Specialised design service

Course Structure:

The course aims to develop high-level leadership, management, communication and analytical skills for a career in the creative and cultural industries. The content of the course reflects current knowledge, debates and issues within the discipline encompassing 3 main dimensions / pillars :



* Figure shows Full Time structure (1 year)

Part Time mode consists of 6 semesters (2 years)

Elective Module: Creative Data, Business Law for Manager, Social Media Marketing, Business Consulting (only 2 electives to be taken)



AWARDS

The staff and students have consistently been making First City UC proud in many highly competitive contests and events.



Salon Centre for Media Excellence
Interior Architecture Competition 2019
Grand Prize Winners



ASEAN Furniture Design Competition 2018 (Bangkok)
ASEAN winners



MIID Students Saturday 2018
First Prize



MIJF Jewellery Design Awards 2017
Ring Category - Top 5 Finalist



16th International CONVR 2017 Best PhD Student
Paper Award Dr. Siti Norzaini Bt Zainal Abidin



Spritzer Eco Art Challenge 2019
1st and 2nd runner-up



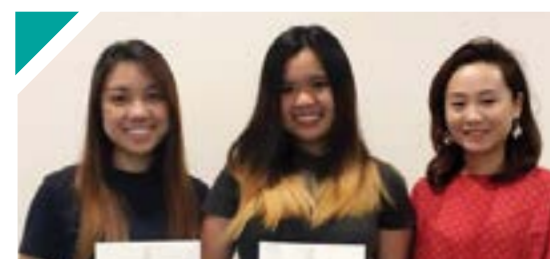
ASPaC 2018
Japan Foundation Awards



Malaysian International Furniture Fair (MIFF) 2018
Furniture Design Competition - First Prize



Malaysian Institute of Interior Designers (MIID) 2017
Reka Awards



ASPaC Merit Award 2017
Charmaine Wong & Sharon Chai of
BA (Hons) Graphic Design

AWARDS

The staff and students have consistently been making First City UC proud in many highly competitive contests and events.



Asia Young Designer Award 2017
Best Green Innovation And Honorary Mention



Malaysian Institute of Interior Designers (MIID) 2016



IAI Design Award 2015
Design Star Award



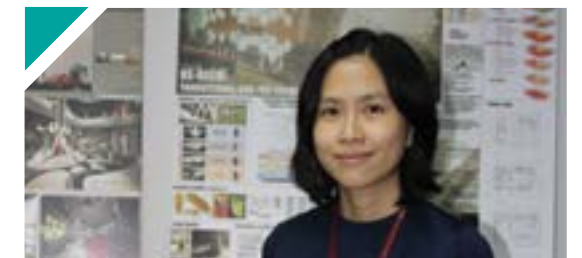
Inaugural RSA Genovasi Malaysian Awards 2015



Nippon Paint Young Designer Award 2014
Clean Sweep



Asia Pacific Interior Designer Award 2016
Silver Winner



National Outstanding Educator Award 2015
(Design Education - College Level)
Ms Chua Huwi Huwi



MAYBANK #MakeitYourM2U 2015
Champion



MALAYSIAN INTERNATIONAL FURNITURE FAIR (MIFF) 2014
Furniture Design Competition



Sabinai Dish Rack Competition 2014

and many more...

INDUSTRY COLLABORATION PROJECTS & ACTIVITIES



King Koil Showroom Design Collaboration



Live Project - BROS Bottle Illustration Design



Momentum Diploma Graduation Showcase 2019



Asia Students Package Design Competition 2018



Mini Conference Design Management



A Case for Type - International Design Conference



Taiwan Kinmen Cultural Creative Design Exhibition



Sequence - Annual Graduation Showcase 2019



Live Project - Kwang Hua High School Library Design



EFE - Export Furniture Exhibition 2016-2018

SUCCESSFUL GRADUATES



JAMES WONG YOON THEAN - *Strategy Director, PHD Hong Kong*
BA (HONS) Graphic Design

The lecturers are both practitioners and academicians simultaneously. This enables students to be always close to the ever evolving industry. Art, Design and Communication is a subject that is never static and can never be learnt through route learning. It is immersive and students require practicing masters to embed knowledge through practice.



ANDREW CHONG - *Founder & CEO of Andrew Chong Design*
BA (HONS) Interior & Architecture Design

First City UC provided the best 3+0 course during my time. The study environment was great and inspiring. The structure of the course was well organised and we have great tutorials and lectures. We even have our coursework accessed by lecturers from Nottingham Trent University. The course materials were very relevant to the industry requirements. I found my first role as an interior designer after a week graduated. I have no problem looking for a design job because the course prepared me for the industry.

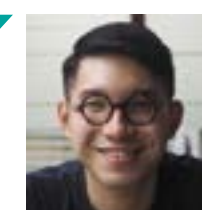


LIM MENG YEU - *Managing Director, MLA Design Sdn.Bhd.*
BA (HONS) Interior & Architecture Design

First City UC somehow made me who I am today. I would say, students now will not only benefit from the course and lecturers alone but together with the upgraded campus and facilities, they will definitely excel better than my time there.



Connie Lee Hui Ying
3D Designer Prestige Edge, Singapore
BA (Hons) Furniture & Product Design



Martin Teo
d+a magazine, Singapore
BA (Hons) Interior Architecture & Design



Niklas Yong Tzy Foong
Head of PR, Social and Digital Marketing, Primer Group of Companies
BA (Hons) Graphic Design



Ignatius Andi Permadi
Owner & Founder, Fabspace
BA (Hons) Graphic Design



Gwyneth Jong Shzu Chern
Owner & Founder, Fabspace
BA (Hons) Interior Architecture & Design



Ee Wil Ken
Co-Owner, Wunderwall Design
BA (Hons) Interior Architecture & Design



Daniel Chua Yong Ho
Retail Sales Executive,
Space Furniture, Singapore
BA (Hons) Furniture & Product Design



Lay Jian Yi
Creative Director,
Leo Burnett Malaysia
BA (Hons) Graphic Design

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STATE-OF-THE-ART FACILITIES



Laser Cutter



Wood Workshop



3D Printing Studio



Vacuum Forming Machine



Macintosh & PC Lab



Drawing Studio



White Canvas Gallery



Photography Studio



Fashion Marketing Studio



Material Library



INDUSTRY PARTNERS / EMPLOYERS

First City UC has an excellent track record on graduate employability. Our graduates are employed across all sectors in various positions and have served in these organisations:

- William Harald-Wong & Associates Sdn. Bhd.
- Octagon Creative Sdn. Bhd.
- Reina Design
- Saatchi & Saatchi Malaysia
- BBDO (M)
- Richart (rich art print & pack sdn. bhd.)
- HYT Food Industries Sdn. Bhd.
- Padini Holdings Berhad
- Living Wing Sdn. Bhd.
- FIABCI- Malaysia
- Blu Water Studio Sdn. Bhd.
- AQM Group Sdn. Bhd.
- Kuala Lumpur & Selangor Furniture Association (KSFA)
- Design Base Sdn. Bhd.
- Green Apple Design Sdn. Bhd.
- JS Design Sdn. Bhd.
- Goodrich Global Sdn. Bhd.
- SOD Concept Studio Sdn. Bhd.
- Lightcraft Sdn. Bhd.
- Nippon Paint (M) Sdn. Bhd.
- PDI Sdn. Bhd.
- Yong Concept Design
- AATA Architect
- Ken Concept Studio Sdn. Bhd.
- Steven Leach Group

Staff are members of the following professional bodies / associations:

- Lembaga Arkitek Malaysia (LAM)
- Majlis Rekabentuk Malaysia (MRM)
- Graphic Design Association of Malaysia (wREGA)
- Malaysian Institute of Interior Design (MIID)

LET THERE BE ART & DESIGN !



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FIRST CITY UNIVERSITY COLLEGE

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