REASONS TO STUDY AT SEGi UNIVERSITY & COLLEGES

1. Analytical/Creativity Critical Thinking
   Innovative problem-solver who can generate creative solutions.

2. Entrepreneurship
   Results-driven achiever with exemplary planning and organisational skills, along with a high degree of detail orientation.

3. Job Readiness
   Highly analytical thinking with demonstrated talent for identifying, scrutinising, improving, and streamlining complex work processes.

4. Lifelong Learning
   Flexible individual who is self-motivated and thrives to pursue knowledge autonomously for personal or professional reasons.

5. Managing EQ (Positive Thinking)
   Goal-driven leader who maintains a productive climate and confidently motivates, mobilises, and coaches employees to meet high-performance standards.

6. Communication Skills
   Exceptional listener and communicator who effectively conveys information verbally and in writing.

7. Global Perspective/Citizenship
   Personable professional whose strengths include cultural sensitivity and an ability to build rapport with a diverse workforce in multicultural settings.

8. Leadership & Management
   Resourceful team player who excels at influencing as well as building trusting relationships with customers and colleagues.

SEGi graduates are fully equipped with the skills and tools of the trade essential in facing the challenges of today. These skills carved into everyday practice, proves that SEGians are all-rounders, at the top of their game in all aspects.
In SEGi, we want to inspire creativity through a blend of theory with practice, thus providing a holistic approach in the enrichment of an educational experience.

Students will develop skills in communication, problem solving and ethical understanding, as well as studio-based skills in their chosen areas of study.

Our graduates have a well-developed artistic sense, strong visual problem solving skills and the technical skills needed to produce innovative and exciting work.

Our reputable faculty members teach programmes that blend theories with practices to enable students to evaluate communication problems and produce solutions appropriate for the changing markets and various audiences.

Overall, our programmes prepare students for future participation in diverse fields, such as advertising, marketing, architecture, creative multimedia, graphic design, broadcasting, as well as advancement to professional arts and music schools.

SEGi is an excellent platform in exploring various opportunities and ensuring that the best in our graduates is made possible.
CREATIVE ARTS & DESIGN

Awards received by SEGi University & Colleges

1. **World Branding Award**
   - **Outstanding Innovation Award 2014**
   - **Education – Malaysia**

2. **Reader’s Digest**
   - **Trusted Brand 2015**
     - Services, Private University/College
   - **Trusted Brand 2014**
     - Services, Private University/College
   - **Trusted Brand 2013**
     - Services, Private University/College

3. **PUTRA Brand Awards**
   - **SILVER 2015**
     - Education & Learning
   - **SILVER 2014**
     - Education & Learning
   - **SILVER 2013**
     - Education & Learning
   - **BRONZE 2012**
     - Education & Learning

**Additional Awards**

- **Students Choice Awards 2015**
  - Top 10 Universities
- **The Edge Billion Ringgit Club 2013**
  - Best Performing Stock Award - Trading & Services
- **3rd Global Leadership Award 2013**
  - Leadership in Educational & Training Excellence
- **Asia Pacific Entrepreneurship Awards 2012**
  - Most Promising Entrepreneur
- **10th Asia Pacific International Honesty Enterprise Keris Award 2011**
- **The BrandLaureate Best Brand Award 2010 - 2011**
  - Education Tertiary Private
York St John University is an outstanding university, known for its academic excellence and responsive nature, always putting the student at the heart of everything it does. It was rated in the top 20 of institutions with the highest student satisfaction scores for teaching quality in the 2013 Sunday Times University Guide.

SEGi partners with York St John University to offer its Music studies degree. This partnership enables students to complete a UK Bachelors Degree in music studies without having to go overseas.
We, at SEGi University & Colleges are always reinventing strategies and finding innovative ways to improve all capacities, ranging from the programmes we offer right down to the nitty-gritty details of the facilities we provide; all this for one main reason – to deliver a superior tertiary education to our students.

Thus far, our efforts are apparent with the establishment of Centre of Excellence (CoE) at SEGi College Subang Jaya for the Faculty of Creative Arts & Design. The CoE will pave the way for top of the mark graduates while also leading the development and improvement of programmes for the entire Group of colleges.

**Reputable Academicians**

SEGi’s lecturers are linked with the industry through past and current industry engagements. Our lecturers are appointed as juror for fine art and design competitions. In addition, there are also lecturers who have conducted art exhibitions locally as well as at an international level.

**Progressive Creative Arts Facilities**

We have a brand new Photography Studio complete with backdrops and lighting equipment for students to perform photo sessions. Especially for students majoring in Music, SCSJ is equipped with a Music Room for their practices. There is also a Green Room, Broadcast Studio, Radio Studio, Editing Room and Voice Over Studio for broadcasting students to have hands-on learning experience.
In enhancing the overall learning experience, various facilities and privileges are made available especially for SEGi’s students.

**Walk of Fame**
The work of students are displayed on walls to inspire excellence in others.

**Production**
The “Green Room” is mostly used for broadcasting exercises to create an authentic production experience and environment.

**Music Room**
Students are able to practice playing their musical instruments privately and in groups.

**Photography Studio**
The newly built studio in SEGi College Subang Jaya is complete with lighting equipment for a complete setting for photo shooting.

**Designer of the Year Award 2015**
Our Interior Design graduates, Low Zhan Hong and Tiew Choo Cheng and our Interior Architecture student, Low Chin Yong each won the DOTY Designer of the Year Award 2015.
Study Route

- **SPM / O-Level / SM2 or equivalent qualification**
  - 3 credits
    - Diploma in Creative Multimedia
    - Diploma in Multimedia Design
    - Diploma in Graphic Design
    - Diploma in Interior Architecture
    - Diploma in Music
    - Diploma in Music Performance
    - Diploma in Music Teaching
    - Diploma in Photography
    - Executive Diploma in Graphic Design

- **STPM / A-Level / Pre-U or equivalent qualification**
  - 1 credit
    - Certificate in Creative Design

- **Foundation in Arts Edexcel A level**
  - 5 credits

**Bachelor Degree**

- BA (Hons) Multimedia Design
- BA (Hons) Visual Communication Design
- BA (Hons) in Interior Architecture

- BA (Hons) Music Studies 3+0
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Music Studies</td>
<td>York St John University</td>
<td>• STPM / A-Level with at least passes in 2 subjects or equivalent with min. CGPA 2.00; Or</td>
<td>3 years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• UEC with at least grade B in 5 subjects; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Foundation in Arts / Communication / Commerce; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Diploma in Music or any related field; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Other equivalent qualifications recognised by the Malaysian government</td>
<td></td>
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</tr>
<tr>
<td>BA (Hons) Multimedia Design</td>
<td>SEGi University</td>
<td>• STPM / A-Level (2 principal passes)</td>
<td>3 years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• A-Level / pass in relevant Foundation or Pre-U programme or equivalent qualification</td>
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<td></td>
<td>English Language Requirements:</td>
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<tr>
<td></td>
<td></td>
<td>• Credit in English Language in SPM; OR</td>
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<td></td>
<td></td>
<td>• Pass in English Language at Foundation or Diploma level; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Pass in any Foundation or Diploma programme where the English Language is the mode of delivery; OR</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Any equivalent qualifications that are approved by the MQA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA (Hons) Interior Architecture</td>
<td>SEGi University</td>
<td>• STPM (2 principal passes including Mathematic subject); OR</td>
<td>3 ½ years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• A-Level with at least 2 principal passes including Mathematic subject; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Pass Unified Examinations Certificate (UEC) with at least 5Bs including Mathematic; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Pass relevant Foundation Programme from an institution of higher learning recognised by the Malaysian government with CGPA 2.0 and above; OR</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>• Pass Diploma in relevant discipline from an institution of higher learning recognised by the Malaysian government with CGPA 2.0 and above; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Other equivalent qualifications recognised by the Malaysian government; AND</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Pass interview / art portfolio assessment by the faculty for candidates who did not take or failed in art subject / technical drawing subject in SPM or equivalent</td>
<td></td>
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</tr>
<tr>
<td>Programme</td>
<td>Awarding Institution</td>
<td>Entry Requirements</td>
<td>Duration</td>
<td>Campus</td>
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<td>-----------------</td>
</tr>
</tbody>
</table>
| BA (Hons) Visual Communication Design    | SEGi University      | • STPM / A-Level (2 principal passes)  
• A-Level / pass in relevant Foundation or Pre-U programme or equivalent qualification  
English Language Requirements:  
• 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 | 3 years  | Kota Damansara  |
| Executive Diploma in Graphic Design       | SEGi College         | • This programme is eligible for working adults at the minimum age of 21.                                                                                                                                              | 1½ years | Sarawak         |
| Diploma in Multimedia Design              | SEGi College         | • SPM (3 credits) with a pass in Arts subject  
• Malaysian Independent Chinese Secondary School UEC Certificate (at least Grade B) or other equivalent qualification | 3 years  | Kuala Lumpur    |
| Diploma in Creative Multimedia           | SEGi College         | • SPM / O-Level / SM2; OR  
• Any equivalent qualification (3 credits) | 3 years  | Subang Jaya Sarawak |
| Diploma in Graphic Design                | SEGi College         | • SPM / O-Level / SM2; OR  
• Any equivalent qualification (3 credits) | 3 years  | Subang Jaya Kuala Lumpur Sarawak |
| Diploma in Music                         | SEGi College         | • SPM / O-Level / SM2; OR  
• Any equivalent qualification (3 credits)  
• Grade 3 practical for music equipment or Theory (ABRSM / Trinity College / AMEB) | 3 years  | Subang Jaya     |
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma in Photography</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2; Or&lt;br&gt;• equivalent qualification (3 credits)</td>
<td>3 years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Diploma in Music Teaching</td>
<td>SEGi College</td>
<td>• Pass in SPM / SPMV / GCE O-Level / MCE with 3 credits; Or&lt;br&gt;• Pass in UEC with 3 subjects in Grade B (min); Or&lt;br&gt;• Grade 5 practical for music Equipment or Theory (ABRSM / Trinity College / AMEB); Or&lt;br&gt;• Pass in Certificate (level 3 KKM) in related field</td>
<td>2½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Diploma in Music Performance</td>
<td>SEGi College</td>
<td>• Pass in SPM / SPMV / GCE O-Level / MCE with 3 credits; Or&lt;br&gt;• Pass in UEC with 3 subjects Grade B; Or&lt;br&gt;• Grade 5 practical for music Equipment or Theory (ABRSM / Trinity College / AMEB); Or&lt;br&gt;• Pass in Certificate (level 3 KKM) in related field</td>
<td>2½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Diploma in Interior Architecture</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2; Or&lt;br&gt;• equivalent qualification (3 credits)</td>
<td>3 years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Certificate in Creative Design</td>
<td>SEGi College</td>
<td>• SPM / O-Level with at least pass 1 subject or equivalent;&lt;br&gt;• Other equivalent qualifications recognised by the Malaysian government;&lt;br&gt;• Pass in interview / aptitude test or portfolio assessment for those without Visual Arts in SPM</td>
<td>1½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Foundation in Arts</td>
<td>SEGi University &amp; SEGi College</td>
<td>SPM / O-Level or equivalent (minimum 5 credits)</td>
<td>1 year</td>
<td>Kota Damansara Subang Jaya</td>
</tr>
</tbody>
</table>

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

The following 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.
BA (HONS) MUSIC STUDIES
YORK ST JOHN UNIVERSITY

Our Bachelor programme offers you the chance to immerse yourself in the subject you love while studying. You can develop your existing musical interests and experiment with new ones through an extensive range of performance opportunities and course modules in cultural studies, composition, performance, and applied music studies.

The BA (Hons) Music Studies programme offered at SEGi in collaboration with York St John University embraces a wide variety of musical genres. This programme allows you to experience a broad spectrum of musical activity, in which you study and perform music of all types to achieve a diverse set of skills.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Academic English</td>
<td>Pengajian Malaysia</td>
<td>Dissertation (Music) – Part 1</td>
</tr>
<tr>
<td>Music in Context – Part A</td>
<td>Musics and Societies – Part A</td>
<td>Contemporary Music – Part A</td>
</tr>
<tr>
<td>Music in Context – Part B</td>
<td>Musics and Societies – Part B</td>
<td>Contemporary Music – Part B</td>
</tr>
<tr>
<td>Vox – Part A</td>
<td>Solo Performance – Part 1</td>
<td>Contemporary Solo Performance</td>
</tr>
<tr>
<td>Vox – Part B</td>
<td>Music Ensembles 1</td>
<td>Music Ensembles 3</td>
</tr>
<tr>
<td>Music Techniques 1 – Part 1 A</td>
<td>Music Techniques 1 – Part 1 B</td>
<td>Music Techniques 3 – Part 1</td>
</tr>
<tr>
<td>Music Techniques 1 – Part 1 B</td>
<td>Music Techniques 2 – Part A</td>
<td>Music in Education 1 – Part A; and</td>
</tr>
<tr>
<td>Music Techniques 1 – Part 2 A</td>
<td>Music Techniques 2 – Part B</td>
<td>Music in Education 1 – Part B</td>
</tr>
<tr>
<td>Drumming – Part A</td>
<td>Impromptu – Part A; and</td>
<td>OR</td>
</tr>
<tr>
<td>Drumming – Part B</td>
<td>Improvisation – Part B</td>
<td>Improvement – Part B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Semester 2</strong></th>
<th><strong>Semester 2</strong></th>
<th><strong>Semester 2</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pengajian Malaysia OR Pendidikan</td>
<td>Pengajian Islam OR Pendidikan</td>
<td>Dissertation (Music) – Part 2</td>
</tr>
<tr>
<td>Moral</td>
<td>Vocal</td>
<td>Music Ensembles 4 – Part A</td>
</tr>
<tr>
<td>Solo Performance – Part 2</td>
<td>Music Ensembles 4 – Part B</td>
<td>Music Ensembles 5 – Part A</td>
</tr>
<tr>
<td>Music Ensembles 2</td>
<td>Music Techniques 3 – Part 2</td>
<td>Music Techniques 3 – Part 2</td>
</tr>
<tr>
<td>Music Techniques 2 – Part A</td>
<td>Elective:</td>
<td>Electives:</td>
</tr>
<tr>
<td>Music Techniques 2 – Part B</td>
<td>Advanced Solo Performance A; and</td>
<td>Advanced Solo Performance B; and</td>
</tr>
<tr>
<td>Improved</td>
<td>The 21st Century Audience A; and</td>
<td>The 21st Century Audience B; and</td>
</tr>
<tr>
<td>The 21st Century Audience B</td>
<td>Music in the Community – Part A; and</td>
<td>Music in the Community – Part B</td>
</tr>
<tr>
<td>The 21st Century Audience B</td>
<td>Music in the Community – Part B</td>
<td>OR</td>
</tr>
</tbody>
</table>

I enjoyed the programme because it introduces new things that was not covered in my previous Diploma in Music programme. It is interesting because it focuses more on practical (performance) rather than paper work.

CHAN MEI KI

Career Opportunities
Musician, Music Teacher, Music Journalist, Producer, Arts Administrator and Music Librarian.
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
- Exploring Adobe Software
- Design Fundamentals
- Basic Drawing
- Typography Design
- Photography
- General Computer Knowledge
- Graphic Design
- Basic Animation
- Information System (IT)
- Audio and Video Technology
- Computer-aided Design and Visualisation
- Digital Editorial Design and Publishing
- E-Commerce

### Year 2
- Digital Imaging
- Virtual Reality
- Green Design
- Creative Web Design
- Multimedia Production and Marketing
- Digital Film and Video Production
- Digital Animation
- Web Scripting and Programming
- Idea Generation

### Year 3
- Game Design
- Multimedia Portfolio Production
- Entrepreneurship
- Research Methodology
- Industrial Training
- Final Project and Exhibition
- Thesis

**Career Opportunities**

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

"Thank you SEGi for giving me the opportunity to be the best of what I can be. Memories of my campus life will always be cherished and I’ve definitely made some good friends that has gone through the challenges of being a student!"
BA (HONS) IN INTERIOR ARCHITECTURE
SEGi UNIVERSITY

Interest in interior architecture has grown rapidly in recent years. New materials, technologies and techniques are giving interior architects exciting new ways to enclose and use space using, for example, architectural glass for floors and ceilings and new environmentally friendly technologies for heating and lighting.

Interior architecture combines the study and practice of interior design with architecture. It explores how the interiors of buildings such as office blocks, houses, hospitals and galleries are inhabited, used and experienced. Furthermore, it also explores how interiors of buildings can be changed to meet different needs and to express different functions, for example from a station multi-storey car park to a modern office block. All of this work contributes to the development of the students’ subject knowledge and understanding.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Architectural Principle and Communication</td>
<td>Commercial Design</td>
<td>Advance Interior Design 2</td>
<td>Design Project</td>
</tr>
<tr>
<td>Building Construction 1</td>
<td>Architecture History 2</td>
<td>Project and Construction Management</td>
<td>Thesis</td>
</tr>
<tr>
<td>Building Services 1</td>
<td>Advance Computer 3D Modeling</td>
<td>Professional Practice for Interior Designer</td>
<td></td>
</tr>
<tr>
<td>Software Application for Design</td>
<td>Environmental Psychology</td>
<td>Research Methods</td>
<td></td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
</tr>
<tr>
<td>Architecture History 1</td>
<td>Environmental Management &amp; Technology</td>
<td>Internship/ Industrial Training</td>
<td>Internship/ Industrial Training</td>
</tr>
<tr>
<td>Building Services 2</td>
<td>Business Ethics</td>
<td>6 months</td>
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<tr>
<td><strong>Semester 3</strong></td>
<td><strong>Semester 3</strong></td>
<td><strong>Semester 3</strong></td>
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</tr>
<tr>
<td>Residential Design</td>
<td>Advance Interior Design 1</td>
<td><strong>Year 3</strong></td>
<td></td>
</tr>
<tr>
<td>Architectural Graphic</td>
<td>Lighting Design</td>
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<tr>
<td>Furniture Design Workshop</td>
<td>Construction Contract Law</td>
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<tr>
<td>Interior Material and Furnishing</td>
<td>Specification &amp; Documentation</td>
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<tr>
<td>Building Construction 2</td>
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</tbody>
</table>

INTERESTING FACT

MORE THAN 94% OF OUR LECTURERS achieved an excellent rating in teaching in 2015.
BA (HONS) VISUAL COMMUNICATION DESIGN
SEGi UNIVERSITY

Our SEGi University 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
- Exploring Adobe Software
- Design Fundamentals
- History of Art and Design
- Painting
- Illustration
- Typography
- Photography
- Graphic Design
- Layout Design
- Packaging Design
- Creative Thinking
- Basic Animation

Year 2
- Print and Editorial Design
- Web Publishing
- Advertising Media Strategy
- Marketing and Consumer Behaviour
- Environmental Design
- Branding and Corporate Identity
- Moving Images
- Discourse

Year 3
- Digital Imaging
- Art Direction
- Copywriting
- Entrepreneurship
- Internship Practice
- Portfolio Preparation and Final Project
- Dissertation

Malini N. Renganathan

“My time at SEGi has prepared me well for the working world. I am able to apply much of my studies at work as I have undergone a complete learning experience. SEGi takes the extra step by providing a variety of facilities such as the music room, photography and production studio in order to enhance students’ learning experience.”

Career Opportunities
Graphic Designer, Art Director, Web Designer, Interactive Media Designer, Photographer, Typographic Designer, Copywriter, Account Planner and Strategic Planner.
EXECUTIVE DIPLOMA IN GRAPHIC DESIGN
SEGi COLLEGE

A strong foundation in building a career in graphic design starts with the fundamentals of graphic and multimedia design. Learn typography designing, professional photography techniques, digital audio and video editing, working with sound and visual movement to create movies and montage incorporating animation to visuals as well as creating interactive web designs.

Students use the latest in graphic and multimedia software: Adobe Creative Suites consisting of Indesign - designing brochures, magazines and any print media; Adobe Photoshop which is the premier in photo editing; Adobe Illustrator in drawing; Flash software to create animation characters with movement and sounds; 3D Studio Max software to create 3D drawings and Macromedia Director for impressive presentations using a combination of photos, text, montage and audio.

Programme Modules

- Drawing
- History of Art
- Academic English
- Fundamentals of Graphic Design
- Electronic Publishing
- Photography
- Typography Design
- Visual Communication
- Corporate Design
- Digital Audio and Video
- Animation
- Interactive Web Design
- Independent Design Practice

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 in the category for Best Music and Sound Design at the 11th BOH Cameronian Arts Awards.

What I love about SEGi is the environment. I have gathered so much inspiration and learnt to grow both artistically and academically through the encouragement of peers and lecturers who constantly support me to be the best that I can be!

SITI AIDA NADIA BT NORAI SAN

Career Opportunities
Junior graphic designers, Desktop Publisher, Assistant Web Designer, Graphic Operator.
DIPLOMA IN MULTIMEDIA DESIGN
SEGi COLLEGE

The Diploma in Multimedia Design programme is designed to guide students to use their talent in developing multimedia contents and maintain a creative mindset when managing and producing multimedia-related products. Students will learn the practical, creative and communication skills necessary to plan, design and construct fully interactive multimedia applications. Students are given the opportunity to bring theory to life through case studies and practical exercises using 2D and 3D animation, digital, audio and interface design, as well as managing and developing multimedia teams.

Programme Modules

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
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</thead>
<tbody>
<tr>
<td>Fundamental Photography</td>
<td>Enterprise</td>
<td>Decision Making</td>
</tr>
<tr>
<td>Drawing 1</td>
<td>Colour Studies</td>
<td>2 &amp; 3 Dimensional Design</td>
</tr>
<tr>
<td>History of Art</td>
<td></td>
<td>General Language Training</td>
</tr>
<tr>
<td>Bahasa Melayu Komunikasi 1 (Int'l Students)</td>
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<td>Fundamental of Graphic Design</td>
</tr>
<tr>
<td>Pengajian Malaysia 2 (Local Students)</td>
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<td>Typography Design</td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>Multimedia Design 1</td>
<td>Multimedia Fundamental</td>
</tr>
<tr>
<td>Academic English</td>
<td>Multimedia Content Development</td>
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<tr>
<td>Electronic Publishing Typhography Design</td>
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<tr>
<td>Digital Audio &amp; Video Editing</td>
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<tr>
<td>Internship / Industrial Training</td>
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<tr>
<th>Semester 4</th>
<th>Semester 5</th>
<th>Semester 6</th>
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<tbody>
<tr>
<td>Principles of Marketing</td>
<td>Multimedia Design 1</td>
<td>Interactive Programming</td>
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<tr>
<td>Academic English</td>
<td>Multimedia Content Development</td>
<td>Animation 1</td>
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<tr>
<td>Electronic Publishing Typhography Design</td>
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<td>Design Methods</td>
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<tr>
<td>Digital Audio &amp; Video Editing</td>
<td></td>
<td>Multimedia Design 2</td>
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<tr>
<th>Semester 7</th>
<th>Semester 8</th>
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</thead>
<tbody>
<tr>
<td>Internship / Industrial Training</td>
<td>Print Production</td>
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<td>Pengurusan Kokurikulum</td>
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<tr>
<td></td>
<td>Interactive Web Design</td>
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<tr>
<td></td>
<td>Animation 2</td>
</tr>
<tr>
<td></td>
<td>Independent Design Practice</td>
</tr>
</tbody>
</table>

INTERESTING FACT

MORE THAN 90% OF OUR GRADUATES were employed in the industry within the first 6 months upon graduation in 2014.
Creative industries use multimedia for a variety of purposes translated into fine arts, entertainment, commercial art, journalism, media and software services provided to a range of industries.

A multimedia designer may cover the spectrum throughout their career and require skills that range from technical, analytical to creative.

Here at SEGi, Multimedia Design is the broad-based knowledge for the application of digital technology in many individual mediums that make up ‘multimedia’. We’re committed to deliver programmes in which digital technology is utilised as a means to realise ideas and not as an end product. Hence, there is a balance between formal and technical skills and knowledge, and the production of innovative and creative content.

**Programme Modules**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong>&lt;br&gt;• Colour and Form&lt;br&gt;• Drawing Fundamental 1&lt;br&gt;• Electronic Prepress&lt;br&gt;• Fundamental Photography 1&lt;br&gt;• Introduction to Computers&lt;br&gt;• English&lt;br&gt;• Pengajian Malaysia</td>
<td><strong>Semester 1</strong>&lt;br&gt;• Animation 1&lt;br&gt;• Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)&lt;br&gt;• Interactive Web Design&lt;br&gt;• Multimedia Design 1&lt;br&gt;• Visual Communication&lt;br&gt;• Plus 1 of the following elective subjects:&lt;br&gt;  • Consumer Behaviour 1&lt;br&gt;  • Drawing Concept&lt;br&gt;  • Black &amp; White Photography&lt;br&gt;  • Text &amp; Image&lt;br&gt;  • Media Studies</td>
<td><strong>Semester 1</strong>&lt;br&gt;• Industrial Training&lt;br&gt;• Research Project&lt;br&gt;<strong>Semester 2</strong>&lt;br&gt;• Independent Project&lt;br&gt;• Multimedia Project Management&lt;br&gt;• Marketing Principles &amp; Strategies</td>
</tr>
<tr>
<td><strong>Semester 2</strong>&lt;br&gt;• Bahasa Kebangsaan A&lt;br&gt;• Drawing Fundamental 2&lt;br&gt;• Multimedia Content Development&lt;br&gt;• Fundamental Photography 2&lt;br&gt;• Introduction to Animation&lt;br&gt;• Introduction to Multimedia</td>
<td><strong>Semester 2</strong>&lt;br&gt;• Animation 2&lt;br&gt;• Creative Expression in Multimedia&lt;br&gt;• Interactive Programming&lt;br&gt;• Multimedia Design 2&lt;br&gt;• Digital Audio &amp; Video&lt;br&gt;• Plus 1 of the following elective subjects:&lt;br&gt;  • Consumer Behaviour 1&lt;br&gt;  • Drawing Concept&lt;br&gt;  • Black &amp; White Photography&lt;br&gt;  • Text &amp; Image&lt;br&gt;  • Media Studies</td>
<td><strong>Semester 1</strong>&lt;br&gt;• Industrial Training&lt;br&gt;• Research Project&lt;br&gt;<strong>Semester 2</strong>&lt;br&gt;• Independent Project&lt;br&gt;• Multimedia Project Management&lt;br&gt;• Marketing Principles &amp; Strategies</td>
</tr>
</tbody>
</table>

**Career Opportunities**
Multimedia Designer, Webmaster, Interface Designer, Multimedia Producer, Games Designer, Props Designer, Animator.
Programme Modules

**DIPLOMA IN GRAPHIC DESIGN**

**SEGi COLLEGE**

Graphic Design embraces a number of artistic and professional disciplines in the field of visual communication and presentation, including the use of typography and photographic imagery.

It transcends language barriers by means of symbols. Various methods are used to create and combine symbols, images and/or words to create a visual representation of ideas and messages. Common uses of graphic design include magazines, advertisements, product packaging and web design.

At SEGi, we grow and teach you the success rules in expressing ideas, allowing your work to tell your stories. Our mission is to enable excellence in art and design education, adapting and keeping up with international developments.

**Programme Modules**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Bahasa Kebangsaan A</td>
<td>Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)</td>
<td>Presentation Skills</td>
</tr>
<tr>
<td>2 &amp; 3 Dimensional Design</td>
<td>Drawing Concept 2</td>
<td>Adverting Creativity</td>
</tr>
<tr>
<td>Colour and Form</td>
<td>Typography Design 2</td>
<td>Practical Training</td>
</tr>
<tr>
<td>Drawing Fundamentals</td>
<td>History of Graphic Design</td>
<td></td>
</tr>
<tr>
<td>History of Art</td>
<td>Photography - Studio &amp; Lighting 1</td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>Advertising Principles</td>
<td></td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
</tr>
<tr>
<td>Pengajian Malaysia</td>
<td>Packaging Design</td>
<td>Independent Design Practice</td>
</tr>
<tr>
<td>Fundamental Graphic Design</td>
<td>Visual Communication</td>
<td>Text &amp; Image</td>
</tr>
<tr>
<td>Drawing Concept 1</td>
<td>Art Direction</td>
<td></td>
</tr>
<tr>
<td>Typography Design 1</td>
<td>Computer Print Production</td>
<td>Plus 1 of the following elective subjects:</td>
</tr>
<tr>
<td>Black &amp; White Photography</td>
<td>Research Methodology</td>
<td>- Fundamental Photography</td>
</tr>
<tr>
<td>Introduction to DTP</td>
<td></td>
<td>- Multimedia Development</td>
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<tr>
<td></td>
<td></td>
<td>- Copywriting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Marketing Principles &amp; Strategies</td>
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<tr>
<td></td>
<td></td>
<td>- Consumer Behavior</td>
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<tr>
<td></td>
<td></td>
<td>- Digital Imaging 1</td>
</tr>
</tbody>
</table>

**SEGi has taught me how to build good relationships with fellow classmates and lecturers. This is the place where I know that I will soar to greater heights and make all my dreams come true.**

**MICHELE CHRISTINE SIRI WARDÈNE**
DIPLOMA IN PHOTOGRAPHY
SEG COLLEGE

Students acquire a wide range of photographic skills and practices from fine art to commercial. Photo-techniques from analogue to the latest digital imaging are covered. Diversity underpins the graphic design specialisation with a cross-section of specific subjects covering all aspects of design, advertising and new media, including web and video applications. The animation and visual effects specialisation covers a range of areas, including traditional and 3D animation and visual effects, with particular emphasis towards the digital realm.

Programme Modules

Year 1

Semester 1
- 2 & 3 Dimensional Design
- Colour & Form
- Drawing Fundamentals
- Fundamentals of Photography
- History of Art
- English

Semester 2
- Bahasa Kebangsaan A
- Photography - Studio & Lighting 1
- Black & White Photography
- History of Photography

Plus 1 of the following elective subjects:
- Typography Design 1
- Introduction to DTP
- Advertising Creativity
- Consumer Behavior
- Video Production 1

Semester 3
- Pengajian Malaysia
- Advertising Principles

Year 2

Semester 1
- Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)
- Photography - Studio & Lighting 2
- Large Format Photography
- Digital Imaging 1
- Videography

Semester 2
- Advertising Photography
- Digital Imaging 2
- Colour Photography
- Research Methodology

Plus 1 of the following elective subjects:
- Typography Design 1
- Introduction to DTP
- Advertising Creativity
- Consumer Behavior
- Video Production 1

Semester 3
- Documentary & Photojournalism
- Presentation Skills

Year 3

Semester 1
- Practical Training

Semester 2
- Independent Project
- Experimental Photography
- Text & Image

Semester 3
- Experimental Photography
- Text & Image

As a music student, the performance activities at SEGi helped me a lot with my performance and management skills, as well as overcoming my shyness. Besides that, being able to socialise and work with other young musicians allowed me to expand my musical knowledge and fulfil my musical aspirations.

ONG YI PING

Career Opportunities
Photo Journalist, Portrait & Fashion Photographer, Digital Imaging Manipulator, Professional Lab Instructor.
DIPLOMA IN MUSIC

SEGi COLLEGE

Music as an art form and universal language has tremendous impact on human society, and music as a professional realm is a challenging field.

At SEGi, you get to explore different genres, areas of contemporary music theory, composition and performance - all aimed at taking you to a new level of inspired expression. The teaching team comprises full-time lecturers with professional experience, supplemented by part-time music specialists. Look forward to regular contacts through visits, seminars and master classes with professional musicians from abroad.

Programme Modules

### Year 1

<table>
<thead>
<tr>
<th>Semester 1</th>
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</thead>
<tbody>
<tr>
<td>English</td>
</tr>
<tr>
<td>History of Music &amp; Appreciation 1 (Baroque)</td>
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<tr>
<td>Principles &amp; Theory of Music</td>
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<tr>
<td>Solfege and Dictation 1</td>
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<tr>
<td>Performance Lab 1: Choir 1</td>
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<tr>
<td>Major Study 1</td>
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<td>Minor Study 1</td>
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<table>
<thead>
<tr>
<th>Semester 2</th>
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</thead>
<tbody>
<tr>
<td>Bahasa Kebangsaan A</td>
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<tr>
<td>Harmony 1</td>
</tr>
<tr>
<td>Instrumentation</td>
</tr>
<tr>
<td>History of Music &amp; Appreciation 2 (Classical)</td>
</tr>
<tr>
<td>Solfege and Dictation 2</td>
</tr>
<tr>
<td>Performance Lab 1: Choir 2</td>
</tr>
</tbody>
</table>

Plus 1 of the following elective subjects:

- Performance Lab 2: Instrument Ensemble I
- Performance Lab 2: Instrument Ensemble II
- Piano Literature
- Piano Accompaniment
- Principles Of Music Teaching
- Foreign Language for Music: Italian

### Year 2

<table>
<thead>
<tr>
<th>Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pengajian Islam (Islamic Studies) or Pendidikan Moral (Moral Education)</td>
</tr>
<tr>
<td>Harmony 3</td>
</tr>
<tr>
<td>History of Music &amp; Appreciation 3 (Romantic)</td>
</tr>
<tr>
<td>Solfege and Dictation 3</td>
</tr>
<tr>
<td>Traditional Music Malaysia &amp; Ethnic Music Appreciation</td>
</tr>
<tr>
<td>Performance Lab 1: Choir 4</td>
</tr>
</tbody>
</table>

Plus 1 of the following elective subjects:

- Performance Lab 2: Instrument Ensemble I
- Performance Lab 2: Instrument Ensemble II
- Piano Literature
- Piano Accompaniment
- Principles Of Music Teaching
- Foreign Language for Music: Italian

### Year 3

<table>
<thead>
<tr>
<th>Semester 1</th>
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</thead>
<tbody>
<tr>
<td>Art Of Stage Performance</td>
</tr>
<tr>
<td>Computer Notation Techniques</td>
</tr>
<tr>
<td>Form &amp; Analysis 2</td>
</tr>
</tbody>
</table>

“
The music programme provided by SEGi College Subang Jaya is very solid. The lecturers are all experienced and helpful. Because of their teaching, we are able to pursue a music career."

VIANZ & SHAN

Career Opportunities

Music Instrumentalist, Music Producer, Musicologist, Music Supervisor, Vocalist, Programme Director, Music Arranger, Music Researcher, Orchestra Performer, Conductor & Music Educator
**DIPLOMA IN MUSIC PERFORMANCE**

**SEGi COLLEGE**

Diploma in Music Performance is designed to produce all-rounded musicians equipped with knowledge of different aspects in musicality that will gear them towards a career in music. It also provide focus on the study and development of performance skills through individual and group music making, enabling students to develop and extend proficiency in performance skills, rhythmic accuracy and pitch identification. In addition, students will also acquire a full dynamic range and develop individual musical style and vitality through a variety of rehearsal techniques employed by each ensemble director.

### Programme Modules

#### Year 1

**Semester 1**
- English
- Principles & Theory of Music
- Solfeges and Dictation 1
- History of Music & Appreciation 1 (Baroque)
- Performance Lab 1: Choir 1
- Performance Lab 2: Ensemble 1
- Major Study 1
- Minor Study 1
- Score Reading & Writing About Music

**Semester 2**
- Academic English
- Harmony 1
- Solfeges and Dictation 2
- History of Music & Appreciation 2 (Classical)
- Performance Lab 1: Choir 2
- Performance Lab 2: Ensemble 2
- Major Study 2
- Minor Study 2
- Performance Study 1: Stylistic Consideration & Classical Repertoire
- Elective*

**Semester 3**
- Bahasa Kebangsaan A (MPU Subject)
- History of Music & Appreciation 3 (Romantic)
- Instrumentation

#### Year 2

**Semester 1**
- Pengajian Malaysia (MPU Subject)
- Harmony 2
- Solfeges and Dictation 3
- History of Music & Appreciation 4 (20th Century)
- Performance Lab 1: Choir 3
- Performance Lab 2: Ensemble 3
- Major Study 3
- Minor Study 3
- Performance Study 2: Romantic & Baroque Repertoire

**Semester 2**
- Harmony 3
- Solfeges and Dictation 4
- History of Music & Appreciation 5 (Pre-Baroque)
- Performance Lab 1: Choir 4
- Performance Lab 2: Ensemble 4
- Major Study 4
- Minor Study 4
- Computer Notation Technique
- Performance Study 3: 20th-Century & Contemporary Repertoire
- Elective*

**Semester 3**
- Pengajian Islam
- Pendidikan Moral (MPU subject)
- Harmony 4
- Form & Analysis 1

#### Year 3

**Semester 1**
- Counterpoint
- Traditional Music Malaysia & Ethnic Music Appreciation
- Performance Lab 1: Choir 5
- Performance Lab 2: Ensemble 5
- Major Study 5
- Minor Study 5
- Form & Analysis 2
- Performance Practical

**Semester 2**
- Counterpoint
- Traditional Music Malaysia & Ethnic Music Appreciation
- Performance Lab 1: Choir 5
- Performance Lab 2: Ensemble 5
- Major Study 5
- Minor Study 5
- Form & Analysis 2
- Performance Practical

#### *Elective Subject (E1, E2, E3, E4)*

- Foreign Language for Music: Italian
- Conducting
- Principles of Music Teaching 1: Introduction to Music Teaching
- Principles of Music Teaching 2: Elementary
- Introduction to Music Industry Frame Work
- Concert and Tour Management

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**Career Opportunities**

Solo live performer, accompanist, orchestral musician, touring soloist or ensemble member, instrumental music teacher, or pathway for further study.

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**DID YOU KNOW?**

Our students achieved **100% PASSING RATE IN 2015.**

---

*[^11][^20]*
The Diploma in Music Teaching is a specialised programme for aspiring music teachers.

The programme provides vocationally relevant modules that react flexibly to changing professional expectations and demands. Principles and practices of music education for both studio and classroom teachers are explored, along a broad based music training to build a sound foundation in both musicianship and music teaching skills that provide a flexibly changing professional expectations and demands.

### Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong>&lt;br&gt;English&lt;br&gt;Principles &amp; Theory of Music&lt;br&gt;Solfeges and Dictation 1&lt;br&gt;History of Music &amp; Appreciation 1 (Baroque)&lt;br&gt;Performance Lab 1: Choir 1&lt;br&gt;Performance Lab 2: Ensemble 1&lt;br&gt;Major Study 1&lt;br&gt;Minor Study 1&lt;br&gt;Score Reading &amp; Writing About Music</td>
<td><strong>Semester 1</strong>&lt;br&gt;Pengajian Malaysia&lt;br&gt;Harmony 2&lt;br&gt;Solfeges and Dictation 3&lt;br&gt;History of Music &amp; Appreciation 4 (20th Century)&lt;br&gt;Performance Lab 1: Choir 1&lt;br&gt;Performance Lab 2: Ensemble 1&lt;br&gt;Major Study 1&lt;br&gt;Minor Study 1</td>
<td><strong>Semester 1</strong>&lt;br&gt;Counterpoint&lt;br&gt;Traditional Music Malaysia &amp; Ethnic Music Appreciation&lt;br&gt;Performance Lab 1: Choir 1&lt;br&gt;Performance Lab 2: Ensemble 1&lt;br&gt;Major Study 1&lt;br&gt;Minor Study 1&lt;br&gt;Form &amp; Analysis 2</td>
</tr>
<tr>
<td><strong>Semester 2</strong>&lt;br&gt;Academic English&lt;br&gt;Harmony 1&lt;br&gt;Solfeges and Dictation 2&lt;br&gt;History of Music &amp; Appreciation 2 (Classical)&lt;br&gt;Performance Lab 1: Choir 2&lt;br&gt;Performance Lab 2: Ensemble 2&lt;br&gt;Major Study 2&lt;br&gt;Minor Study 2&lt;br&gt;Principles of Music Teaching 1: Introduction to Music Teaching&lt;br&gt;Elective*</td>
<td><strong>Semester 2</strong>&lt;br&gt;Principles of Music Teaching 2: Elementary&lt;br&gt;Harmony 3&lt;br&gt;Solfeges and Dictation 4&lt;br&gt;History of Music &amp; Appreciation 5 (Pre-Baroque)&lt;br&gt;Performance Lab 1: Choir 2&lt;br&gt;Performance Lab 2: Ensemble 2&lt;br&gt;Major Study 2&lt;br&gt;Minor Study 2&lt;br&gt;Computer Notation Technique&lt;br&gt;Principles of Music Teaching 3: Intermediate&lt;br&gt;Elective*</td>
<td><strong>Semester 2</strong>&lt;br&gt;Music Teaching Practicum</td>
</tr>
<tr>
<td><strong>Semester 3</strong>&lt;br&gt;Bahasa Kebangsaan A&lt;br&gt;History of Music &amp; Appreciation 3 (Romantic)&lt;br&gt;Instrumentation</td>
<td><strong>Semester 3</strong>&lt;br&gt;Pengajian Islam (MPW 1143)&lt;br&gt;Pendidikan Moral (MPW 1153)&lt;br&gt;Harmony 4&lt;br&gt;Form &amp; Analysis 1</td>
<td><strong>Semester 3</strong>&lt;br&gt;Foreign Language for Music: Italian&lt;br&gt;Conducting&lt;br&gt;Performance Study 1: Stylistic Consideration &amp; Classical Repertoire&lt;br&gt;Performance Study 2: Romantic &amp; Baroque Repertoire&lt;br&gt;Introduction to Music Industry Frame Work&lt;br&gt;Concert and Tour Management</td>
</tr>
</tbody>
</table>

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

- **Have You Heard?**

60% of our Creative Design students were offered to do their internship in reputable 4As advertising agencies in 2014.
DIPLOMA IN INTERIOR ARCHITECTURE
SEGi COLLEGE

Interior Architecture explores the link between the interior and architecture where interior spaces are inhabited and experienced as works of art. The programme embarks on the enrichment journey through the development of design, conceptual creativity, theory and philosophy of spaces to create exciting and practical environments in which people live, work and play.

This diploma programme emphasises on delivering professional standard knowledge impartment, the understanding and skills in resolving and communicating design, technical and constructional drawing, practical and technological skills in its application to Interior Architecture projects.

Programme Modules

Year 1

Semester 1
- 2 & 3 Dimensional Design
- Colour Studies
- Drawing 1
- Fundamental Photography
- History of Art
- General Language Training

Semester 2
- Bahasa Kebangsaan (to be replaced with MPU subjects)
- Architectural Drafting 1
- Interior Architecture I
- Materials & Construction
- Lighting Design
- Academic English

Semester 3
- Pengajian Malaysia (to be replaced with MPU subjects)
- Electronic Publishing

Year 2

Semester 1
- Pengajian Islam / Pendidikan Moral (to be replaced with MPU subjects)
- Interior Architecture 2
- Architectural Drafting 2
- Workshop Practice
- Principles of Marketing

Semester 2
- Interior Architecture 3
- AutoCAD Studies
- Building Construction
- Design Methods

Semester 3
- Computer 3D Modeling
- Furniture Design

Year 3

Semester 1
- Industrial Training

Semester 2
- Portfolio Preparation
- Interior Architecture 4

Career Opportunities
Interior Designer, Interior Design Consultant, Space Consultant, Lighting Designer, Model Maker, Exhibition & Events Designer, Interior Coordinator & Function Coordinator.

“I learnt to form my own team of music ensemble, and learnt various music composition techniques here in SEGi. Besides that, I was given an opportunity to perform on stage in different settings to show my talent. The techniques of song writing is very useful for my future career as a musician and a teacher.”

CHAN SHALLY
CERTIFICATE IN CREATIV DESIGN
SEGi COLLEGE

The objective of the programme is to prepare students wishing to pursue professional careers in the creative design industry. Its aim is to train creative talents who are capable of meeting the client’s demands by providing the appropriate design solutions in their work place.

All students will learn manual skills and exploration of conventional and contemporary media in communication design. The programme incorporates areas such as advertising, corporate identity, typography, illustration, computer graphics and photography into communication design. The students will be coached to learn the skills of basic computer software applications and equipped with IT-based knowledge. But above all, the emphasis is placed on the quality of inventiveness and critical thinking.

Programme Modules

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typography Design</td>
<td>Drawing 2</td>
<td>Electronic Publishing</td>
<td>Elective subject *</td>
</tr>
<tr>
<td>Colour Studies</td>
<td>Electronic Publishing</td>
<td>Fundamental Photography</td>
<td>Final Project</td>
</tr>
<tr>
<td>Drawing 1</td>
<td>Fundamental Photography</td>
<td>Bahasa Kebangsaan</td>
<td>Presentation Skills</td>
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<tr>
<td>General Language Training</td>
<td>Bahasa Kebangsaan</td>
<td>2 &amp; 3 Dimensional Design</td>
<td>Pengajian Malaysia</td>
</tr>
<tr>
<td>History of Art</td>
<td>2 &amp; 3 Dimensional Design</td>
<td></td>
<td>Academic English</td>
</tr>
</tbody>
</table>

Elective Subjects* to choose one (1) only from the following subjects:

- Videography
- Introduction to Multimedia and Animation
- Introduction to Mass Communication
- Fundamental Graphic Design
- Advertising Principle
- Architecture Drafting
- Photography – Studio & Lighting

“I have the opportunity to meet students from all walks of life, as the population in SEGi consists of a multi-cultural community. I am able to establish international networks without even leaving the classroom! Thank you, SEGi!”

NURUL FATIHAT BINTI HARUN

Career Opportunities
Graphic Designer, Typographers, Packaging Designer, Publication Designer, Production, Supervisor, DTP Artist, Art Teacher.

[PT/DMP/AD08/E8/11] 52 CAMPUS
The Foundation in Arts is designed to equip post-secondary school students with the knowledge and skills needed to qualify for university entrance. The programme utilises comprehensive syllabus with the aim of providing you with a smooth transition from secondary studies to tertiary studies.

We aspire to develop well-rounded independent thinkers. Core papers such as Public Speaking and Computer Application are incorporated into the programme to ensure you’re given a holistic approach to learning. You’ll be given a wide range of electives to choose from to ensure a solid foundation before embarking on your undergraduate studies.

This one-year arts foundation will guarantee graduates’ entry into quality degrees with SEGi as well as UK, USA and Australian universities in partnership with SEGi.

**Programme Modules**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Language Training</td>
<td>Academic English</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>Computer Application</td>
<td>Principle of Economics</td>
<td>Critical Thinking Skills</td>
</tr>
<tr>
<td>Introduction to Business</td>
<td>Elective 1 *</td>
<td>Elective 3 *</td>
</tr>
<tr>
<td>Statistics</td>
<td>Elective 2 *</td>
<td>Elective 4 *</td>
</tr>
</tbody>
</table>

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

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

**Accountancy & Business**
- E1 Intro to Marketing
- E2 Intro to Financial Accounting
- E3 Fundamental of Management
- E4 Mathematics

**Built Environment**
- E1 Intro to Building Technology
- E2 Intro to Estimating
- E3 Intro to Construction Materials
- E4 Mathematics

**Computing**
- E1 Programming Methodology
- E2 Information Technology
- E3 Fundamental of Management
- E4 Mathematics

**Creative Design**
- E1 History of Art
- E2 Colour & Form
- E3 Drawing Fundamentals
- E4 Fundamentals Photography

**Mass Communication**
- E1 Interpersonal Communication
- E2 Intercultural Communication
- E3 Communication & Scholarship
- E4 Fundamentals Photography

**Tourism & Hospitality**
- E1 Interpersonal Communication
- E2 Intercultural Communication
- E3 Fundamental of Management
- E4 Sociology of Tourism

*Electives may be subject to change.

KOH KER RHOU

“SEGi is definitely ideal for me. Not only is the schedule perfect, but also the subjects they offer are all what I’m looking for. I learnt so much from my wonderful lecturers and friends while studying here.”
SETARA 2013
SEGi University,
Tier 5 Rating: Excellent

MyQUEST 2014/2015
SEGi College Subang Jaya 6 Star Rating:
College Based Large Category;
International Students Readiness Rating;
Social Sciences, Business and Law;
Art & Humanities; Education;
Engineering, Manufacturing and Construction;
Science, Mathematic and Computing; Services

MyQUEST 2014/2015
SEGi College Kuala Lumpur 6 Star Rating:
Social Sciences, Business and law;
Art & Humanities;
Health and Welfare; Services

MyQUEST 2014/2015
SEGi College Penang 5 Star Rating:
College Based Medium Category;
International Students Readiness Rating;
Social Sciences, Business and law;
Science, Mathematic and Computing; Services

MyQUEST 2014/2015
SEGi College Sarawak 5 Star Rating:
College Based Medium Category;
International Students Readiness Rating;
Arts & Humanities; General Programmes;
Health & Welfare

The best in you, made
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