CREATIVE ARTS, MUSIC & DESIGN

Award winning alumni

Close collaboration and partnership with the industry

Industry-relevant coursework and activities

Articulation Partners







18,000 Students

Malaysian 60% 40% International

550

foreign faculty staff

546 Management & support staff



Quality education accredited and assured by the Malaysian Ministry of Education and other organisations

































Internal processes in compliance with international standards

ISO 9001:2015 Certified

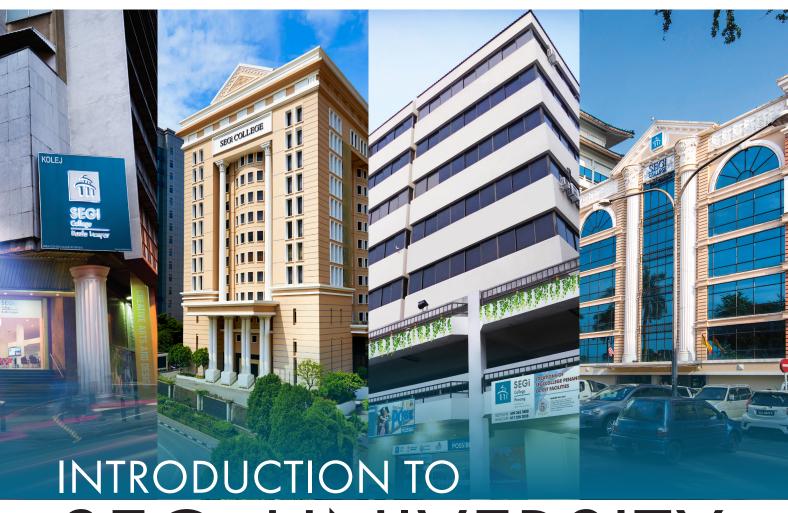






Cert no: MY14/05009

Cert no: MY14/01588



SEGI UNIVERSITY COLLEGES

Established for more than 46 years, SEGi has equipped graduates from diverse backgrounds with exceptional foundations for career achievement and personal success.

SEGi first opened its doors as Systematic College in 1977 in the heart of Kuala Lumpur's commercial district, offering professional qualifications. Since then, SEGi has experienced significant growth by adapting and catering to an increasing demand for higher academic and professional qualifications in Malaysia.

Today, SEGi is one of the largest private higher education providers in Malaysia and serves more than 18,000 students through its five major campuses located in Kota Damansara, Kuala Lumpur, Subang Jaya, Penang and Kuching. With programmes tailored to meet both industry and student needs, SEGi graduates have easily found employment and many have gone on to become leaders of their respective industries.

LET'S SPARK YOUR IMAGINATION & INSPIRATION





The QS StarsTM rating system has been operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across various important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS StarsTM shines a light on both the excellence and the diversity of the rated institution.



EGi University & Colleges has earned a strong reputation for delivering high quality programmes in the fields of creative design, music and arts. We tap into your 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 curriculums are in place to ensure students are well prepared for a successful career in the creative industry. Our reputable faculty members are committed to develop professionals who are able to contribute and shape the future of the industry in Malaysia and abroad.



Teaching



Employability



Internationalisation



Academic Development



Online Learning



Bachelor of Medicine and Bachelor of Surgery (MBBS)



Arts & Culture



Inclusiveness

Bringing the world to you

PARTNER UNIVERSITIES



University of South Wales (USW), UK



The University of South Wales was founded in 2013 through the merging of the University of Glamorgan and the University of Wales, Newport. The University of Wales, Newport originated in the Newport Mechanics' Institute, founded in 1841. The South Wales and Monmouthshire School of Mines, founded in 1913, evolved into the Polytechnic of Wales before becoming the University of Glamorgan in 1992.

USW Music and Sound Degrees provide real-world simulation, education and networks that prepare students for successful careers within the music industry. Its location at Cardiff - recognised as the City of Music in UK - and connections with the music industry provide an ideal backdrop for students and their collaborations with Natwest Bank, Music Managers Forum, BBC Horizons, Warner Music, Swn Festival and Boomtown are at the heart of these music courses.

SEGi's Diploma in Music graduates may apply for direct articulation to the final year study of the BA (Hons) Popular and Commercial Music, and the BSc. (Hons) Creative Industries (Popular Music Technologies) Top Up programmes.

- Top 50 in the world for Creative Media and Entertainment courses
- Top 5% of universities in the world in the Times Higher Education World University Rankings
- Rated **4.2 stars**, according to student reviews on Studyportals



University of Auckland (UoA), New Zealand



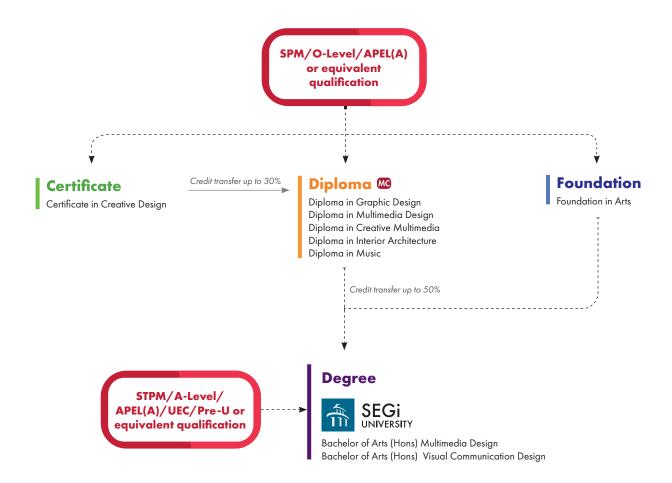
The University of Auckland (UoA) was formally opened on 23 May 1883 as Auckland University College, part of the University of New Zealand, with 95 students and 4 teaching staff. The roll increased slowly but steadily through the 19th and 20th centuries. Today, the University of Auckland is the largest university in New Zealand, hosting over 40,000 students on five Auckland campuses.

UoA School of Music is highly regarded nationally and internationally for its specialist facilities and high-calibre music educators. It is well equipped with a number of teaching and rehearsal spaces, and several composition and recording studios.

SEGi's Diploma in Music graduates may apply for direct articulation to the second year study of UoA Bachelor of Music (BMus).

- Top 200 in Times Higher Education Rankings 2022
- Top 100 in QS World University Rankings 2022
- $\bullet~$ Top 50 for Performing Arts subject in the QS World University Subject Rankings 2021
- 14th in the Times Higher Education's 2021 list of the world's most international universities

STUDY ROUTE



Credit Transfer

Your previous studies and qualifications may earn you credits towards your diploma or degree. The award of credits is given on the basis of subject mapping and grades achieved. The maximum transferable credits you may earn for a previous academic qualification could be 50% of the total credits for the Bachelor's degree. Work experience, MOOCs and other training certifications may earn you credit transfers of up to 30%. All credit transfers are subject to approval by the Senate or Academic Board.

MC Micro-credential

We break it down to build you up. SEGi's Micro-credentials are unbundled from accredited qualifications, offering the modern learners a tempting, tantalising buffetstyle learning model. While traditional diplomas or degrees are well-structured and solid, SEGi's Micro-credentials offer learners the choice of ultimate flexibility and customisation, empowering learners to select only what they want to consume, experience and learn. Through our innovative curriculum framework, these unbundled courses delivered through micro-credentials can then be easily rebundled into accredited and recognised qualifications.

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus	
Bachelor of Arts (Hons) Multimedia Design KD (R2/213/6/0061)[05/29](MQA/FA1098) Bachelor of Arts (Hons) Visual Communication Design KD (R2/213/6/0060)[05/29](MQA/FA1097)	SEGi University	 Matriculation/Foundation - with CGPA 2.0; OR STPM with 2 full passes with min. CGPA of 2.0 Unified Examination Certificate (UEC) with at least 5Bs Recognised Creative Multimedia Diploma or equivalent with a min. CGPA of 2.5 SPM - Pass in Mathematics or equivalent for programmes in Animation and Visual Effects, Games Development, Media Innovation, Sound Design, Video and Film and Virtual Reality. A-Level - full pass (grade D) in 2 subjects The Faculty may consider students through an internal assessment process such as an interview, an assessment of a portfolio or other tests to ensure effective learning and teaching. STPM - min. of Grade C (GP 2.00) in any two (2) subjects Unified Examination Certificate (UEC) with at least 5Bs Matriculation/Foundation or equivalent Diploma - (Level 4, MQF) min. CGPA of 2.00 Diploma Kemahiran Malaysia (DKM) / Diploma Lanjutan Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) in suitable fields with a minimum CGPA of 2.50 subjected to Senate / Academic Board's approval (Note: The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme) DKM / DKM / DVM - min. CGPA of 2.00 and two (2) years working experience in a related discipline Other equivalent qualifications recognised by the Malaysia Government. Pass an interview OR submission of portfolio determined by the HEP MUET Band 3 	Kota Damansara	
Diploma in Graphic Design		A-Level - full pass (grade D) in 2 subjects	Sub-man lange	
SJ (TVET/QF14620) KL (R2/213/4/0151) (04/24) (A9956)		 SPM / O-Level or equivalent with 3 credits UEC with 3 credits SKM Level 3 Related Certificate or equivalent MQA-APEL T4 Additional Requirements Pass in aptitude test or portfolio assessment for those without Visual Arts in SPM or equivalent	Subang Jaya Kuala Lumpur	
Diploma in Multimedia Design KL (R2/213/4/0150) (04/24) (A9955)			Kuala Lumpur	
Diploma in Creative Multimedia SJ (TVET/QF14619)				
Diploma in Interior Architecture SJ (R3-TVET/0212/4/0001)(11/27)(A7946)				
Diploma in Music SJ (R2/212/4/0025) (08/25) (A6148)	SEGi College	SPM / O-Level or equivalent with 3 credits UEC with 3 credits SKM Level 3 Related Certificate or equivalent MQA-APEL T4 Additional Requirements Minimum Grade 3 in practical for any musical instruments or Theory (A.B.R.S.M. / Trinity or equivalent)	Subang Jaya	
Certificate in Creative Design SJ (N-TVET 2/211/3/0017)[08/26](MQA/ FA0286)		SPM / O-Level or equivalent with 1 credit UEC with 1 credit SKM Level 2 MQA-APEL T3 Additional Requirements Pass in aptitude test or portfolio assessment for those without Visual Arts in SPM or equivalent		
Foundation in Arts KD (R2/010/3/0406)(07/26)(MQA/FA0193) SJ (R2/010/3/0541) (07/26) (MQA/FA0452)	SEGi	SPM/O-Level or equivalent – min. 5 credits UEC – min. B in 3 subjects	Kota Damansara Subang Jaya	

ENGLISH REQUIREMENTS*

Types of Exam	Diploma	Degree	Master
IELTS	Band 5.5	Band 6.0	Band 6.5
TOEFL iBT	42	46	60
Cambridge English	154	160	169
Pearson Test	47	51	59
Linguaskill Cambridge	154 - 161	169 - 175	176 - 179
MUET	Band 2	Band 3	

^{*}The English requirement serves as a guideline and it is subject to change. The weightage requirement may vary for different programmes.

ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS



bit.ly/isentry23

A pathway for everyone

Your prior-qualifications were not mentioned? Did not meet the entry requirements?

When there is a will, there's always a way. Contact us and schedule a FREE one-on-one consultation session to plot out a customised pathway that will fit your needs.

BA (HONS) VISUAL COMMUNICATION DESIGN

Programme Modules

Year 1

- Software Application for Design
- Design Principles
- Still Life Painting
- Typography Design
- Intro to Photography
- Basic Graphic Design
- Falsafah dan Isu Semasa
- Penghayatan Etika dan Peradaban
- Bahasa Melayu Komunikasi 2
- History of Art & Design
- Colour Photography
- Digital Layout
- Illustration
- Packaging Design Creative Thinking
- Basic Animation

Year 2

- Advanced Packaging Design
- Advertising & Promotional Photography
- Web Publishing
- Print & Editorial Design
- Advertising Media Strategy
- Bahasa Kebangsaan A
- Effective Listening
- Environmental Design
- Research Methods
- Marketing & Purchasing Consumer Behaviour
- Branding and Corporate Identity
- Moving Image
- Discourse
- **Book Project**
- Digital Imaging

Year 3

- · Art Direction
- Copywriting
- Professional Practice
- Portfolio Preparation & Final Project
- Dissertation
- Personal Health Management
- Pengurusan Ko-Kurikulum
- Enterpreneurship
- Internship Practice

Career Opportunities

Graphic Designer, Art Director, Web Designer, Interactive Media Designer, Photographer, Typographic Designer, Copywriter, Marketing Communication Strategic Planner.





CREATIVE DEGREE BUILT FOR A DIGITALISED WORLD

- Strong industry partnerships & linkages
 - Award winning alumni & lecturers
 - Covering a wide range of subjects

BA (HONS) MULTIMEDIA DESIGN

Programme Modules

- 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
- Game Design

Elective Course (Choose 2)

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

MPU

- Philosophy and Current Issues (for local & international students)
- Appreciation of Ethics and Civilization (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Learning
- Sustainable Development

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 / Interface Designer

DIPLOMA IN GRAPHIC DESIGN

Programme Modules

Year 1

- 2 and 3 Dimensional Design
- · Colour Studies
- Drawing 1
- Fundamental Photography
- · History of Art
- General Language Training 2
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Digital Graphics
- Fundamental Graphic Design
- Typography Design
- History of Graphic Design
- Advertising Principles
- Growth Mindset / Bahasa Kebangsaan A*

Year 2

- · Packaging Design
- Visual Communication
- Academic English 2
- Digital Illustrations
- Industrial Revolution 4.0 in Malaysia
- Introduction to e-Marketing
- · Online Media Design
- Art Direction
- Publication Design
- Design Methods
- Corporate Design
- Motion Typography
- Co-curriculum Management

- Industrial Training
- Independent Design Practice
- * For Malaysian students who do not have credit in SPM BM

in collaboration with









Career Opportunities

Graphic designer, design consultant, DTP artist, illustrator, UI / UX designer.

PRACTICAL & **HANDS-ON**

LEARNING





■ Strong industry partnerships & linkages Award winning alumni & lecturers

Practical & hands-on learning

DIPLOMA IN MULTIMEDIA DESIGN

Programme Modules

- Fundamental Photography
- Drawing 1
- · History of Art
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Entrepreneurship
- Colour Studies
- Growth Mindset / Bahasa Kebangsaan A*
- 2 and 3 Dimensional Design
- General Language Training
- Fundamentals of Graphic Design
- Typography Design
- Multimedia Fundamentals

Year 2

- · Principles of Marketing
- Academic English
- Electronic Publishing
- Digital Audio and Video Editing
- Multimedia Design 1
- Multimedia Content Development
- Interactive Programming
- Animation 1
- Design Methods
- Multimedia Design 2
- Industrial Revolution 4.0 in Malaysia

Year 3

- Industrial Training
- **Print Production**
- Co-curriculum Management
- Interactive Web Design
- Animation 2
- Independent Design Practice

in collaboration with



* For Malaysian students who do not have credit in SPM BM

Career Opportunities

Multimedia designer, producer, multimedia programmer, web developer, audio & video editor animator.



DIPLOMA IN CREATIVE MULTIMEDIA

Programme Modules

- 2 and 3 Dimensional Design
- Colour Studies
- Drawing 1
- Fundamental Photography
- · History of Art
- General Language Training 2
- Fundamental Graphic Design
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Electronic Publishing (Digital Graphics)
- Typography Design
- Introduction to Multimedia and Animation
- Digital Audio and Video
- Growth Mindset / Bahasa Kebangsaan A*

- Introduction to e-Marketing
- Multimedia Design 1
- Academic English 2
- Animation 1
- Multimedia Content Development
- Interactive Web Design
- Interactive Programming
- Industrial Revolution 4.0 in Malaysia
- Multimedia Design 2
- Animation 2
- Design Method
- Computer Print Production
- Co-curriculum Management

Year 3

- Industrial Training
- Independent Design Practice
- * For Malaysian students who do not have credit in SPM BM

in collaboration with







Career Opportunities

Multimedia designer, webmaster, interface designer, animator, media producer.

DIPLOMA IN MUSIC

SJ (R2/342/6/0090) (08/24) (A10164)

Programme Modules

Year 1

- Music Fundamentals 1: Theory
- Music Appreciation 1: Aesthetic and Styles
- Musicianship 1: Beat and Rhythm
- **Applied Digital Skills**
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Music Fundamentals 2: Fundamental Harmony
- Music Appreciation 2: Genre and Repertoire
- Musicianship 2: Pitch and Melody
- Music Fundamentals 3: Extended Harmony and Baroque Counterpoint
- Music Appreciation 3: Form and Structure
- Musicianship 3: Interval and Chord
- Performance Series 1: Solo
- Music Practices 1: Music for Children

Year 2

- Music Fundamentals 4: Computer Notation Technique
- Music Appreciation 4: Performance Medium and Instrumentation
- Performance Series 2: Duo
- Music Practices 2: Music for Teens
- Growth Mindset / Bahasa Kebangsaan A*
- Musicianship 4: Key and Modulation
- Music Practices 3: Music Production 1
- Industrial Revolution 4.0 in Malaysia
- Music Fundamentals 5: Creative Composition
- Music Appreciation 5: World Music
- Music Performance Series 3: Chamber
- Elective 1: Music Practices 4:
 - Music for Adults
 - Any Elective course
- Co-Curriculum Management

- Performance Series 4: Ensemble
- Music Practices 5: Music as Business
- Music Project: Graduation Project



* For Malaysian students who do not have credit in SPM BM

Career Opportunities

Music instrumentalist, music producer, musicologist, music supervisor, vocalist, programme director, music arranger, music researcher, orchestra performer, conductor & music educator.





■ Credit transfer to a Diploma Award winning alumni & lecturers Practical & hands-on learning

CERTIFICATE IN CREATIVE DESIGN

Programme Modules

Year 1

- 2 and 3 Dimensional Design
- Colour Studies
- Drawing 1
- General Language Training
- History of Art
- Public Speaking Skills / Bahasa Kebangsaan A*
- Falsafah dan Isu Semasa or Penghayatan Etika dan Peradaban (Local students) / Malaysian Studies 1
- Bahasa Melayu Komunikasi 1 (International students)
- Drawing 2
- Digital Arts
- Fundamental Photography
- Academic English
- Typography Design
- Introduction to Multimedia

Year 2

- Final Project
- Presentation Skills
- Family Issues

in collaboration with



Career Opportunities

Junior designer, illustrator or progress into Diploma programme.

^{*} For Malaysian students who do not have credit in SPM BM

FOUNDATION IN ARTS

Programme Modules

Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Mathematics
- Statistics*

Semester 2

- Academic English
- Elective 1
- Elective 2
- Elective 3
- Flective 4

Semester 3

- · Public Speaking
- Critical Thinking Skills
- Principles of Economics
- Elective 5

Electives

Business & Accounting

- Introduction to Financial Accounting
- Fundamental of Management
- Intercultural Communication
- Information Technology
- Introduction to Marketing

Communication Studies/English &

- Interpersonal Communication
- Intercultural Communication
- Fundamental Photography
- Information Technology
- Introduction to Marketing

Information Technology

- · Programming Methodology
- Interpersonal Communication
- Fundamental of Management
- Intercultural Communication
- Information Technology

Quantity Survey/Hospitality/ Education/Psychology

- Information Technology
- Interpersonal Communication
- Fundamentals of Management
- Introduction to Marketing
- Intercultural Communication

Creative Design/ Architecture/Interior **Architecture**

- Colour & Form
- **Drawing Fundamentals**
- Fundamental Photography
- Intercultural Communication
- Interpersonal Communication
- *ODL Mode

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.







FOUNDATION IN COMMERCE

KL (R2/010/3/0258) (02/25) (A5212)

Programme Modules

Year 1

- Quantitative Methods I
- Accounting I
- English I
- Computer Application
- Introduction to Business
- Accounting II
- Principles of Economics
- English II
- Quantitative Methods II
- Personal and Professional Develpment
- Principles of Marketing
- Quantitative Methods III
- Accounting III
- Business Mathematics

Dual Award*





* Terms & Conditions apply

Why study this programme?

The Foundation provides you with a perspective on management accounting, essential for management and operating decisions, with the knowledge and skills gained.

SCHOLARSHIPS AVAILABLE*

*subject to change

		*subject to change	
Scholarship Name	Pri	ority Courses	
Program Graduan Cemerlang (GrEP MARA)			
Program Penajaan Pengajian Tertiari (TESP MARA)			
Bantuan Zakat MAIDAM			
Hong Leong Foundation Scholarship			
Keysight Malaysia Scholarship			
Lembaga Zakat Selangor			
Zakat Kelantan	All Programmes		
Karangkraf			
Sin Chew Media Corporation Bhd			
STAR Media Group Bhd			
SEGi High Achiever's Scholarship			
SEGi Ace Scholarship			
SEGi Unified Examination Certificate (UEC) Scholarship			
Yayasan Kemanusiaan Da Sheng	• Education		
Sony Scholarship	Electrical and Electronics Engineering Mechanical Engineering Marketing	Human ResourcesAdministrationComputer Science	
Gamuda Scholarship	Engineering Accounting	Human ResourcesPsychology	
PETRONAS Education Sponsorship Programme	Accounting & Business Arts & Communication Computer & Multimedia	Education Engineering & Architecture	
Bank Negara Scholarship	Computer Science	Accounting	
Tunku Abdul Rahman (BTAR) Scholarship	Accounting & Business Arts & Communication Computer & Multimedia	Education Engineering & Architecture	
Genting Malaysia Scholarship Award	Culinary Arts	Hospitality Management	
OCBC Bank	Accountancy Business Administration Computer Science Engineering	 Accounting & Business Arts & Communication Computer & Multimedia 	
Elena Cooke Education Fund	Accounting & Business Arts & Communication Computer & Multimedia	Engineering & Architecture Hospitality & Tourism	







SEGi University (100589-U)

SEGi College Kuala Lumpur (42114-V)

SEGi College Subang Jaya (284515-V)

SEGi College Penang (187620-W)

SEGi College Sarawak (172726-1)

Regional Centre:

SEGi University Regional Centre, Johor Bahru

The best in you, made

POSSIBLE

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