



SEGi
Group of
Colleges



**LET'S SPARK
YOUR IMAGINATION
AND INSPIRATION**

**Creative Arts
& Design**

#bestinyou

UNLEASHING YOUR CREATIVE POTENTIAL

SEGi University & Colleges has earned a strong reputation for delivering high-quality programmes in the fields of creative design and arts. We tap into the creative potential by providing a rich core curriculum within a world-class environment, allowing students to explore their creativity and innovative ideas.

Our industry-standard facilities 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.



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WIDE RANGE OF QUALITY COURSES

Tailored to your Passion

Programmes offered at SEGi Group of Colleges, from foundation to post-graduate level, are well-rounded, meticulously planned and are equivalent to other prestigious international universities.



REAL-WORLD EXPERIENCE

Empower today, Lead tomorrow

SEGi Group of Colleges partners with a plethora of value corporate partners to ensure SEGi students obtain the experience needed to be workplace ready upon graduation.



WORLD-CLASS ACADEMIC LEADERS

Dedicated academicians, Great mentors

With strong industry connections, our world-class faculty members are passionate in teaching and coaching students to their full potential and excel in their chosen field.

6 REASONS TO CHOOSE SEGi



TRUSTED & RECOGNISED

Continuing the legacy since 1977

Established in 1977, SEGi has undergone significant growth in providing quality education to willing minds and talents, making it one of the most established, trusted and recognised education institutions in Malaysia.



FUTURE SKILLS FOCUSED

Shine & stand out from the crowd

The SEGi future skills Programme provides opportunities to enhance students' learning experience. With more than 100 workshops and seminars to be explored, SEGi let you go beyond the classroom to enhance your skills and secure your future.



CAREER READY FIRST CLASS GRADUATES

Top of the class

93% of SEGi graduates are employed or pursuing further studies within 6 months of graduation.*

*Employability tracer study in comparison with MOHE Graduate tracer study

SEGi GROUP OF COLLEGES

First established in 1977 as Systematic College, SEGi Group of Colleges has undergone significant growth, strengthening the quality of its wide range of programmes from foundation, diploma, degree and post-graduate.

SEGi Group of Colleges is dedicated to provide students the opportunity to earn a foreign degree in Malaysia with its world renowned university partners. In addition, SEGi also have strong presence of international students who seeks quality, globally-recognised education in Malaysia.

With the strong heritage in catering to working professionals, SEGi Group of Colleges offer an array of in-demand programmes to those who wish to enhance their careers by obtaining higher qualifications, such as degree programmes, MBA and other professional courses, in a flexible manner.



SEGi COLLEGE SUBANG JAYA

The campus is strategically located in the Klang Valley, just next to The Summit shopping complex. Being one of the pioneers for Early Childhood Education, the campus is also most sought-after for its Business programmes. Students of this college also have the convenience of public transport. The college is within 5 minutes walk to the USJ 7 Light Rapid Transit (LRT) and Bus Rapid Transit (BRT) stations.

The campus is the winner of the highest Six-Star (Outstanding) MyQuest award for three consecutive years from 2012 to 2017.



SEGi COLLEGE KUALA LUMPUR

The campus is located in the heart of Kuala Lumpur and is only 240m from the Masjid Jamek LRT Station. The campus is supported by experienced, reputable academicians offering knowledge and trainings in Business & Accounting, Allied Health Sciences, as well as Hospitality & Tourism fields.

Apart from being a Centre of Excellence for Business and Accounting as well as Hospitality and Tourism, the campus has received the Five-Star (Excellent) award from MyQuest 2016/2017 for 'International Students' category.



SEGi COLLEGE PENANG

The campus is located in Green Hall, a unique coastal location, which provides an ideal learning lifestyle with affordable cost of living. The college offers a wide range of programmes in the fields of Business & Accounting, Early Childhood Education, Information Technology and American Degree Program (ADP).

The campus was awarded the highest Six-Star (Outstanding) award by MyQuest 2016/17 for the 'Private Colleges' category.



SEGi COLLEGE SARAWAK

Located in the vibrant city of Kuching, SEGi College Sarawak is one of the largest private colleges in East Malaysia. The campus offers programmes in the fields of Management, Accountancy, Hospitality, Information Technology and Law, the only campus in the East Malaysia to offer Law programmes at diploma and degree levels.

The college was awarded a Six Star rating (Outstanding) for Private Colleges in MyQuest 2016/2017.



FIRST-CLASS RESOURCES FOR A QUALITY LEARNING EXPERIENCE



LEARNING BEYOND THE CLASSROOM

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

WALK OF FAME

SEGi continuously motivate and inspire their students to excel through examples. The 'Walk of Fame' display past students' work as an inspiration to current and future students.

REPUTABLE ACADEMICIANS

Our reputable academic team members have close links with the creative industry through various engagements. Some are also sought-after to serve as juror for significant fine art and design competitions.

STUDENT-CENTERED LEARNING APPROACH

We believe in nurturing our students into becoming life-long learners. We place a strong emphasis on what interest our students in our teaching approach and at the same time foster development skills, such as problem solving, critical thinking and communications.





PROGRESSIVE CREATIVE ARTS FACILITIES

SEGi provides variety of professional-standard and state-of-the-art facilities and equipment, which includes industry-standard photography studio, music room, green room for production purposes, voice-over studio, broadcast studio, and editing room, with the aim to furnish students with real hands-on experience during their study.

PHOTOGRAPHY STUDIO

Students are encouraged to explore using photography as an outlet to express their creativity. SEGi Subang Jaya and Kota Damansara are equipped with modern photography studios, complete with the latest lighting equipment for photography shoots.

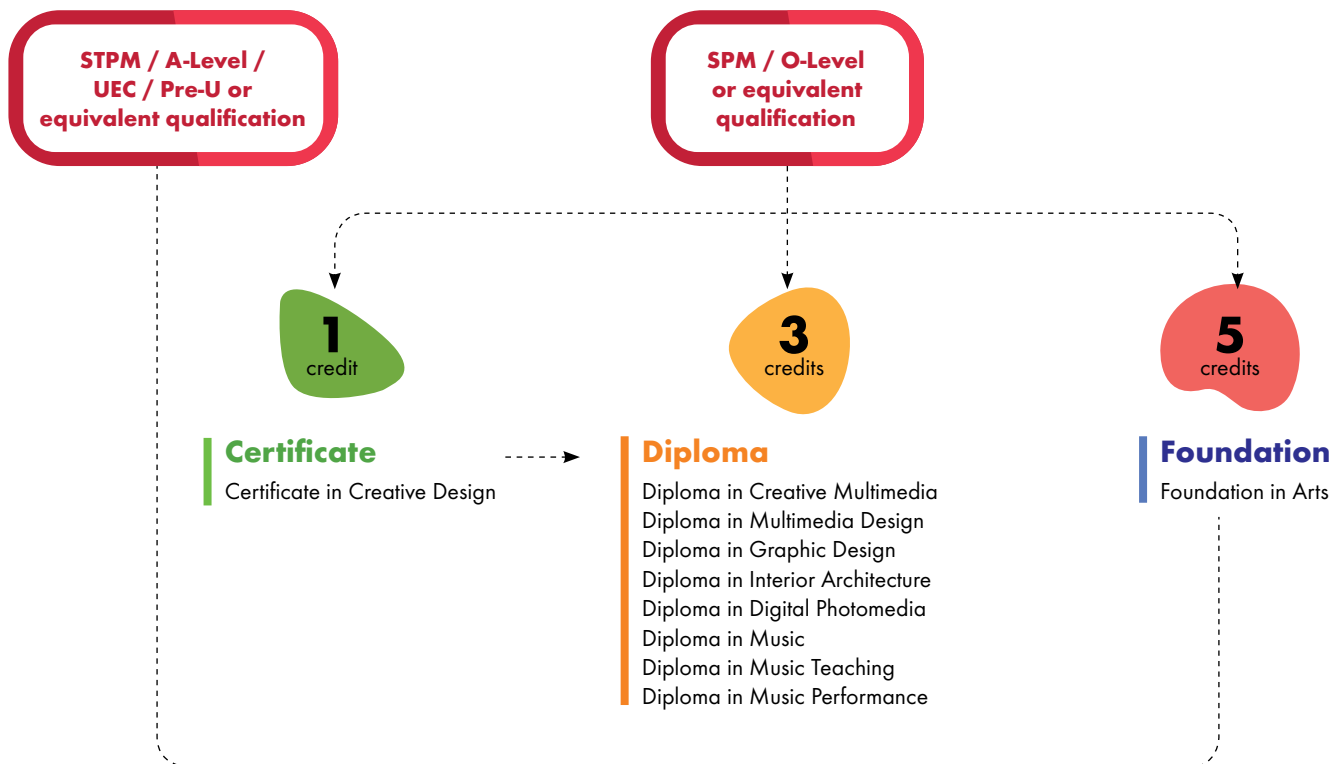
PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements	 Campus
Diploma in Multimedia Design	SEGi College	<ul style="list-style-type: none"> • SPM (3 credits) with a pass in Arts subject • Malaysian Independent Chinese Secondary School UEC Certificate (at least Grade B) or other equivalent qualification 	Kuala Lumpur
Diploma in Graphic Design	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level / SM2; OR • Any equivalent qualification (3 credits) • Pass in interview and drawing test 	Subang Jaya Kuala Lumpur Sarawak
Diploma in Creative Multimedia	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level / SM2; OR • Any equivalent qualification (3 credits) 	Subang Jaya
Diploma in Interior Architecture			
Diploma in Digital Photomedia			
Diploma in Music	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level / SM2; OR • Any equivalent qualification (3 credits) • Grade 3 practical for music equipment or Theory (ABRSM / Trinity College / AMEB) 	Subang Jaya
Diploma in Music Teaching	SEGi College	<ul style="list-style-type: none"> • Pass in SPM / SPMV / GCE O-Level / MCE with 3 credits; Or • Pass in UEC with 3 subjects in Grade B (min); Or • Grade 5 practical for music Equipment or Theory (ABRSM /Trinity College / AMEB); Or • Pass in Certificate (level 3 KKM) in related field 	Subang Jaya
Diploma in Music Performance			
Certificate in Creative Design	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level with at least pass 1 subject or equivalent; • Other equivalent qualifications recognised by the Malaysian government; • Pass in interview / aptitude test or portfolio assessment for those without Visual Arts in SPM 	Subang Jaya
Foundation in Arts	SEGi College	SPM / O-Level or equivalent (minimum 5 credits)	Subang Jaya

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

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

*Correct at the time of publication. We reserve the right to change the course titles without prior notice.



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

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ 2 & 3 Dimensional Design ■ Colour Studies ■ Drawing 1 ■ Fundamental Photography ■ History of Art merged with Pres Skills ■ General Language Training ■ Malaysian Studies 2 ■ Fundamental Graphic Design ■ Typography Design ■ Academic English ■ Bahasa Kebangsaan A/ Decision Making Skills ■ Digital Graphics ■ History of Graphic Design 	<ul style="list-style-type: none"> ■ Pengajian Islam/Pendidikan Moral ■ Introduction to e-Marketing ■ Online Media Design ■ Art Direction ■ Packaging Design ■ Visual Communication ■ Advertising Creativity ■ Design Methods ■ Corporate Design ■ Motion Typography ■ Digital Illustration ■ Publication Design 	<ul style="list-style-type: none"> ■ Practical Training ■ Co-curriculum Management ■ Independent Design Practice <p>Career Opportunities</p> <p>Graphic Designer, DTP Artist, Visualiser, In-house Designer, Illustrator, Digital Image Artist, Design Consultant, Display Artist, Web Designer, Broadcast Media Designer.</p>

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

Semester 1

- Fundamental Photography
- Drawing 1
- History of Art
- Bahasa Melayu Komunikasi 1 (International student)
- Pengajian Malaysia 2 (Local student)
- Moral Studies
- Malaysia Studies
- Islamic Studies (Malay student)

Semester 5

- Multimedia Design 1
- Multimedia Content Development

Semester 2

- Entrepreneurship
- Colour Studies

Semester 6

- Interactive Programming
- Animation 1
- Design Methods
- Multimedia Design 2

Semester 3

- Decision Making Skills
- 2 & 3 Dimensional Design
- General Language Training
- Fundamental of Graphic Design
- Typography Design
- Multimedia Fundamental

Semester 7

- Internship / Industrial Training

Semester 4

- Principles of Marketing
- Academic English
- Electronic Publishing
- Digital Audio & Video Editing

Semester 8

- Print Production
- Pengurusan Kokurikulum
- Interactive Web Design
- Animation 2
- Independent Design Practice

Career Opportunities

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

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
- Architectural Drafting 1

Semester 2

- Bahasa Kebangsaan A / Decision Making Skills
- Interior Architecture I
- Materials & Finishes
- Academic English
- General Language Training
- Workshop Practice
- AutoCAD Studies

Semester 3

- Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1
- Electronic Publishing

Year 2

Semester 1

- Pengajian Islam / Pendidikan Moral
- Interior Architecture 2
- Architectural Drafting 2
- Introduction to e-Marketing
- Computer 3D Modeling

Semester 2

- Interior Architecture 3
- Building Construction
- Design Methods
- History of Art
- Lighting Design

Semester 3

- Furniture Design
- Co-curriculum Management
- Portfolio Preparation

Year 3

Semester 1

- Industrial Training

Semester 2

- Interior Architecture 4

Career Opportunities

Interior Designer, Interior Design Consultant, Space Consultant, Lighting Designer, Model Maker, Exhibition & Events Designer, Interior Coordinator & Function Coordinator, Architectural Assistant.

DIPLOMA IN CREATIVE MULTIMEDIA

SEGi COLLEGE

Creative Multimedia is a unique programme to cater the workforce in the fast growing digital media industry. Creative digital media industries use multimedia for a variety of purposes translated into entertainment, commercial art, advertising, online media, film, special effects and software services provided to a range of industries.

Here at SEGi, Creative Multimedia programme was designed based on broad-knowledge for the application of digital technology to meet the current digital media trend especially in valuable content research, communication, information and entertainment to general public. It also covers a wide spectrum of digital media modules in Film Production, Games Development, and Media Content Development. Hence, there is a balance between formal and technical skills and knowledge, and the production of innovative and creative content.

Programme Modules

Year 1	Year 2
<p>Semester 1</p> <ul style="list-style-type: none"> ■ Fundamental Photography ■ Drawing 1 ■ History of Art ■ Colour Studies ■ 2 & 3 Dimensional Design <p>Semester 2</p> <ul style="list-style-type: none"> ■ General Language Training ■ Fundamental of Graphic Design <p>Semester 3</p> <ul style="list-style-type: none"> ■ Introduction to E-Marketing ■ Social Media Marketing ■ Academic English ■ Electronic Publishing ■ Typography Design 	<p>Semester 1</p> <ul style="list-style-type: none"> ■ Digital Audio & Video ■ Multimedia Design 1 ■ Multimedia Content Development ■ Interactive Programming ■ Animation I <p>Semester 2</p> <ul style="list-style-type: none"> ■ Design Method ■ Bahasa Kebangsaan A/ Decision Making Skills ■ Pengajian Islam/Pendidikan Moral <p>Semester 3</p> <ul style="list-style-type: none"> ■ Multimedia Design 2 ■ Pengajian Malaysia 2/ Bahasa Melayu Komunikasi 1 ■ Computer Print Production ■ Interactive Web Design ■ Animation II
<p>Year 3</p> <p>Semester 1</p> <ul style="list-style-type: none"> ■ Industrial Training <p>Semester 2</p> <ul style="list-style-type: none"> ■ Independent Design ■ Curriculum Management 	

Career Opportunities

Multimedia Designer, Webmaster, Interface Designer, Multimedia Producer, Games Designer, Props Designer, Animator.

DIPLOMA IN MUSIC

SEGi COLLEGE

The Diploma in Music is a 2½-year programme designed to lay a solid foundation of musical studies which focuses on the development of musical skills and theoretical knowledge. The program integrates music theory and harmony, music history, musicianship and performance studies, which provides a wealth of musical experience and transferable skills, preparing students to continue to undergraduate study or the workplace.

Programme Modules

Year 1	Year 2	Year 3
<p>Semester 1</p> <ul style="list-style-type: none">■ Semester 1■ General Language Training■ History of Music & Appreciation 1 (Baroque)■ Principles & Theory of Music■ Solfeiges and Dictation 1■ Performance Lab 1: Choir 1■ Major Study 1■ Minor Study 1 <p>Semester 2</p> <ul style="list-style-type: none">■ Academic English■ Harmony 1■ Instrumentation■ History of Music & Appreciation 2 (Classical)■ Solfeiges and Dictation 2■ Performance Lab 1: Choir 2■ Major Study 2■ Minor Study 2 <p>Semester 3</p> <ul style="list-style-type: none">■ Harmony 2■ Performance Lab 1: Choir 3■ Major Study 3■ Minor Study 3	<p>Semester 1</p> <ul style="list-style-type: none">■ Bahasa Melayu Komunikasi 1 (International) / Malaysian Studies 2 (Local)■ Harmony 3■ History of Music & Appreciation 3 (Romantic)■ Solfeiges and Dictation 3■ Computer Notation Technique■ Performance Lab 1: Choir 4■ Major Study 4■ Minor Study 4 <p>Semester 2</p> <ul style="list-style-type: none">■ Bahasa Kebangsaan* / Decision Making Skills■ Form & Analysis 1■ Counterpoint■ Harmony 4■ History of Music & Appreciation 4 (20th Century)■ Solfeiges and Dictation 4■ Major Study 5■ Minor Study 5 <p>Semester 3</p> <ul style="list-style-type: none">■ Pengajian Islam / Pendidikan Moral■ Form & Analysis 2■ History of Music & Appreciation 5 (Pre-Baroque)	<p>Semester 1</p> <ul style="list-style-type: none">■ Art of Stage Performance■ Conducting■ Traditional Music Malaysia & Ethnic Music Appreciation■ Applied Music Fundamentals <p>Elective Subjects</p> <ul style="list-style-type: none">■ Performance Lab 2: Instrumental Ensemble 1■ Performance Lab 2: Instrumental Ensemble 2■ Piano Literature■ Piano Accompaniment■ Principles of Music Teaching■ Foreign Language for Music: Italian

Career Opportunities

Music Instrumentalist, Music Producer, Musicologist, Music Supervisor, Vocalist, Programme Director, Music Arranger, Music Researcher, Orchestra Performer, Conductor & Music Educator

DIPLOMA IN MUSIC TEACHING

SEGi COLLEGE

The Diploma in Music Teaching is a specialised programme for aspiring music teachers.

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

Programme Modules

Year 1	Year 2	Year 3
<p>Semester 1</p> <ul style="list-style-type: none"> ■ General Language Training ■ Principles & Theory of Music ■ Solfege and Dictation 1 ■ History of Music & Appreciation 1 (Baroque) ■ Score Reading & Writing About Music ■ Music Education Theories ■ Music Pedagogy ■ Malaysian Studies 2 (Local Students) / Bahasa Melayu Komunikasi 1 (International Student) <p>Semester 2</p> <ul style="list-style-type: none"> ■ Academic English ■ Harmony 1 ■ Solfege 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 ■ Principles of Music Teaching 1: Introduction to Music Teaching <p>Semester 3</p> <ul style="list-style-type: none"> ■ Islamic Studies / Moral Studies ■ History of Music & Appreciation 3 (Romantic) ■ Instrumentation 	<p>Semester 1</p> <ul style="list-style-type: none"> ■ Bahasa Kebangsaan* / Decision Making Skills ■ Harmony 2 ■ Solfege and Dictation 3 ■ History of Music & Appreciation 4 (20th Century) ■ Principles of Music Teaching 2: Elementary ■ Music Education History <p>Semester 2</p> <ul style="list-style-type: none"> ■ Harmony 3 ■ Solfege 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 ■ Principles of Music Teaching 3: Intermediate ■ Music Teaching Lab 1: Classroom Teaching <p>Semester 3</p> <ul style="list-style-type: none"> ■ Community Service ■ Harmony 4 ■ Form & Analysis 1 	<p>Semester 1</p> <ul style="list-style-type: none"> ■ Counterpoint ■ Traditional Music Malaysia & Ethnic Music ■ Appreciation ■ Major Study 5 ■ Minor Study 5 ■ Form & Analysis 2 ■ Music Teaching Lab 2: Choir Conducting ■ Music Teaching Lab 3: Ensemble Conducting ■ Music Teaching Practicum <p>Elective Subjects</p> <ul style="list-style-type: none"> ■ Foreign Language for Music: Italian ■ Conducting ■ Performance Study 1: Stylistic Consideration & Classical Repertoire ■ Performance Study 2: Romantic & Baroque Repertoire

Career Opportunities

Music director or conductor, arranger, composer, music school teacher or pathway for further study.

DIPLOMA IN MUSIC PERFORMANCE

SEGi COLLEGE

Diploma in Music Performance is designed to produce all-rounded musicians equipped with knowledge of different aspects of musicality that will gear them towards a career in music. It also provides focus on the study and development of performance skills through individual and group music making, enabling students to develop and extend proficiency in technical command, stylistic interpretation and performance etiquette. In addition, students will also acquire a full dynamic range and develop individual musical style and vitality through a variety of workshops and masterclasses.

Programme Modules

Year 1	Year 2	Year 3
<p>Semester 1</p> <ul style="list-style-type: none"> ■ General Language Training ■ Principles & Theory of Music ■ Solfeiges 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 <p>Semester 2</p> <ul style="list-style-type: none"> ■ Academic English ■ Harmony 1 ■ Solfeiges 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 <p>Semester 3</p> <ul style="list-style-type: none"> ■ Bahasa Melayu Komunikasi 1 (International) / Malaysian Studies 2 (Local) ■ History of Music & Appreciation 3 (Romantic) ■ Instrumentation 	<p>Semester 1</p> <ul style="list-style-type: none"> ■ Bahasa Kebangsaan A* / Decision Making Skills ■ Harmony 2 ■ Solfeiges 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 <p>Semester 2</p> <ul style="list-style-type: none"> ■ Semester 2 ■ Harmony 3 ■ Solfeiges 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 <p>Semester 3</p> <ul style="list-style-type: none"> ■ Moral Studies / Islamic Studies ■ Harmony 4 ■ Form & Analysis 1 	<p>Semester 1</p> <ul style="list-style-type: none"> ■ 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 <p>Elective Subjects</p> <ul style="list-style-type: none"> ■ Foreign Language for Music: Italian ■ Conducting ■ Principles of Music Teaching 1: Introduction to Music Teaching ■ Principles of Music Teaching 2: Elementary

Career Opportunities

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

DIPLOMA IN DIGITAL PHOTOMEDIA

SEGi 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	Year 2	Year 3
<ul style="list-style-type: none"> ■ 2D & 3D Design ■ Colour Studies ■ Drawing 1 ■ Fundamental Photography ■ History of Art ■ Studio & lighting 1 ■ Black & White Photography ■ History of Photography ■ Bahasa Kebangsaan A / Effective Listening ■ Videography ■ Studio & lighting 2 ■ Advertising Photography 1 ■ Digital Imaging 1 	<ul style="list-style-type: none"> ■ Advertising Photography 2 ■ Digital Imaging 2 ■ Colour Photography ■ Documentary & Photojournalism ■ Advertising Principles ■ General Language ■ Design Methods ■ Experimental Photography ■ Text & Image ■ Academic English ■ Bahasa Melayu Komunikasi 1 / Malaysian Studies 2 ■ Pengajian Islam / Pengajian Moral ■ Decision Making Skills 	<ul style="list-style-type: none"> ■ Industrial Training ■ Co-Curriculum Management ■ Independent Project

Career Opportunities

Photo Journalist, Portrait & Fashion Photographer, Entrepreneur, Digital Imaging Manipulator, Professional Lab Instructor

R2/213/4/0031 SJ Campus

CERTIFICATE IN CREATIVE 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

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none"> ■ Colour Studies ■ Drawing 1 ■ General Language Training ■ History of Art ■ 2 & 3 Dimensional Design 	<ul style="list-style-type: none"> ■ Drawing 2 ■ Electronic Publishing ■ Fundamental Photography ■ Bahasa Kebangsaan A / Effective Listening ■ Typography Design 	<ul style="list-style-type: none"> ■ Digital Arts ■ Pengajian Malaysia 1 / Bahasa Melayu Komunikasi 1 ■ Academic English
Semester 4		
<ul style="list-style-type: none"> ■ Elective subject * ■ Final Project ■ Presentation Skills ■ Family Issues 	Elective Subjects* to choose one (1) only from the following subjects: <ul style="list-style-type: none"> ■ Introduction to Multimedia ■ Introduction to Mass Communication ■ Fundamental Graphic Design ■ Architecture Drafting 	

Career Opportunities

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

R/211/3/0017 SJ Campus

FOUNDATION IN ARTS

SEGI COLLEGE

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

Programme Modules

Semester 1	Semester 3
<ul style="list-style-type: none">■ General Language Training■ Computer Application■ Introduction to Business■ Statistics■ Malaysian Studies 1 (For Local Student) / Bahasa Melayu Komunikasi 1 (For International Student)	<ul style="list-style-type: none">■ Public Speaking■ Family Issues■ Elective 3*■ Elective 4*■ Elective 5*
Semester 2	
<ul style="list-style-type: none">■ Academic English■ Effective Listening (Credit in BM SPM) / Bahasa Kabangsaan A (Non-Credit in BM SPM)■ Principle of Economics■ Elective 1*■ Elective 2*	

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

* Elective Subjects

- Organizational Behaviour
- Consumer Behaviour
- International Business
- Programming Methodology
- Information Technology
- Database System
- History of Art
- Colour Studies
- Drawing Fundamentals
- Fundamental Photography
- Physical Education for Young Children
- Development of Young Children
- Play and Learning
- Introduction to Psychology
- Life Span Development
- Cognitive Psychology
- New Reporting
- Advertising Principles

* Electives may be subjected to change.

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 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.

SEGi College Kuala Lumpur (DK250(W))
☎ 603 2070 2078 📞 012 988 9627 📞 1800 88 8028

SEGi College Subang Jaya (DK250-04(B))
☎ 603 8600 1777 📞 016 212 9154 📞 1800 88 8622

SEGi College Penang (187620-W)
☎ 604 263 3888 📞 013 629 4880

SEGi College Sarawak (DK250-02(G))
☎ 6082 252 566 📞 017 859 2566 📞 1300 88 7344

The best in you, made
POSSIBLE

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