UTHM
Universiti Tun Hussein Onn Malaysia

ACADEMIC PROFORMA 2022/2023

CENTRE FOR DIPLOMA STUDIES
CEDS

Global Technopreneur University 2030

DIPLOMA IN ANIMATION TECHNOLOGY

EXCELLENT

Universiti Tun Hussein Onn Malaysia
Is Rated as a Five-Star Institution

- Teaching
- Employability
- Innovation
- Online Learning
- Inclusiveness
- Engineering - Civil and Structural

Centre for Academic Development and Excellence
Universiti Tun Hussein Onn Malaysia
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PUSAT PENGAJIAN DIPLOMA
UTHM KAMPUS PAGOH, HAB PENDIDIKAN TINGGI PAGOH
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Universiti Tun Hussein Onn Malaysia
July 2022

Contents

Foreword from Vice Chancellor	3
Foreword from Deputy Vice Chancellor (Academic and International)	4
Foreword from Dean, Centre for Diploma Studies	5
Vision of University	6
Mission of University	6
Education Philosophy of University	6
Logo of University	6
Board of Directors of University	8
Members of Senate	9
Centre for Diploma Studies	12
Vision of Center	12
Mission of Center	12
External Examiner at Center	14
Industrial Advisor at Center	14
Center Staff Directory	15
Aims of Programme	18
Programme Educational Objectives (PEO)	18
Programme Learning Outcomes (PLO)	18
Curriculum Structure	20
Synopsis of University Courses	21
Synopsis of Center Core Course	26
Career and Further Education Prospect	38
Further Education Pathway	39

Foreword by the Vice Chancellor

Assalammualaikum Warahmatullahi Wabarakatuh and greetings.

First and foremost, I would like to congratulate and welcome all new students to UTHM. As the need for formal education progressed within each of you, you have entrusted us to become one of your milestones. And for this, the honour is mine.

Looking forward past the pandemic of Coronavirus, the endemic era seems promising - especially towards the nation's education landscape. Hardship over the past two years has made us mature and agile, where reliance on the traditional way of doing things has subsided. Thus, do expect an array of positive changes and implementation en route to your success.

Inline, due to our responsibility and mandate, continuous improvement is something that we have implanted in our DNA - since our inception. Critical consideration of your journey towards essential education lifecycle (i.e. before, during, and after) has been made perpetually. Thus, parallel to our direction towards a global technopreneur university by 2030, four main pillars have been established - Edu-Train, Technopreneur, Prihatin, and Governance. All pillars are being convoluted within a holistic ecosystem, which synergises the staff, the industries, the communities, the environment, and of course, you – as the focal point.

Nevertheless, given the current state of VUCA (volatile, uncertain, complex, and ambiguous) that we faced, initiatives within our pillars have been supported by the Ministry of Higher Education Malaysia (MoHE). Therefore, edges including Experiential Learning and Competency-Based Education (EXCEL), High Impact Educational Practices (HIEPs), Future Ready Curriculum (FRC), and Entrepreneurship Integrated Education (EIE) have been materialised especially in our curriculum. Thus, we strongly believe that the initiatives, together with our exceptional physical and non-physical facilities, will produce all-inclusive graduates and later professionals, as promised in our tagline, 'UTHM Produces Professional".

Last but definitely not least, I am openheartedly welcoming all new students to become our people. Notwithstanding striving to bring pleasant experiences along your journey, I prayed for your success throughout.

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today" (Malcolm X)

Best wishes.

"WITH WISDOM WE EXPLORE"
"VISION OF COMMON PROSPERITY"

YBHG. PROFESSOR Ts. Dr. RUZAIRI BIN ABDUL RAHIM
Vice Chancellor
Universiti Tun Hussein Onn Malaysia

Foreword by the Deputy Vice Chancellor (Academic and International)

Assalammualaikum Warahmatullahi Wabarakatuh and greetings.

Primarily, I am profoundly congratulating and welcoming all new students of the academic session 2022/2023 to Universiti Tun Hussein Onn Malaysia (UTHM). Hopefully you will achieve success in education as desired, in addition to gaining experience while at UTHM.

I also would like to thank and congratulate the Centre for Academic Development and Excellence (CAD) and the faculties for successfully publishing this academic proforma. It is hoped that the information provided in this academic proforma can be a reference and help students in planning their learning path throughout their studies.

As is well known, the spread of COVID-19 which began at the end of 2019 has affected not only the daily lives of individuals and the national economy, but also educational institutions are also faced with the issue of sustainability of academic programs. To address these issues, UTHM has acted to adjust the operation and implementation of academic programs based on the situation. UTHM is also determined to remain agile and relevant in the academic field in the current endemic transition era. In addition, with the support of the adoption of new initiatives from the Ministry of Higher Education Malaysia (MOHE) and also UTHM itself, I am confident that the university's academic excellence will continue to be preserved and enhanced.

Allow me to share briefly about UTHM's focus on Technical and Vocational Education and Training (TVET) based education. UTHM's efforts started from before the registration of students, where UTHM has considered the need for credit transfer, especially for higher levels of study. UTHM also provides solutions either for the articulation of academic programs internally at UTHM or externally involving other institutions. Then during the study period, extensive improvements in terms of program content, physical and non -physical facilities continued to be carried out. Afterward, UTHM has also provided a centralized support system to graduates. All these stated efforts are only part of UTHM's sustainable academic ecosystem towards a Technopreneur University by 2030.

Finally, I hope that all the agendas that have been and will be implemented by UTHM will give you valuable experience in exploring and acquiring the competencies you dream of. I pray that you will continue to gain knowledge and forge outstanding success.

"The more that you read, the more things you will know,
the more that you learn, the more places you'll go" (Dr. Seuss)

"WITH WISDOM WE EXPLORE"
"VISION OF COMMON PROSPERITY"

YBHG. PROFESSOR TS. DR. AZME BIN KHAMIS
Deputy Vice Chancellor (Academic and International)
Universiti Tun Hussein Onn Malaysia

Foreword from Dean

Assalamualaikum Warahmatullahi Wabarakatuh and Warm Greetings

Congratulations and welcome to all of you that have made the right choice of taking the first step in joining Universiti Tun Hussein Onn Malaysia (UTHM) that is the 15th IPTA established in Malaysia. I wish to welcome all of you to the Centre for Diploma Studies (CeDS) which is always ready to support and train you to be a semi-professional in the field of engineering, science and technology.

As a center, we are responsible for running and operating the Diploma programmes at UTHM. CeDS has a clear vision and mission in developing and empowering all Diploma programmes offered. Currently, seven (7) Diploma programmes being offered and the number of programmes will be increasing in the future in line with the country's employment needs.

I believed you have chosen a right programme that suits with your qualifications and dreams. Furthermore, the study period for all programmes is only 2 years and 9 months, which the student will be completed their studies in a shorter time. In the meantime, Diploma graduates will be absorbed to continue study to follow the Bachelor Degree programmes at UTHM with respect to the terms and conditions imposed.

In terms of infrastructure and teaching and learning facilities provided, UTHM have been recognized to fulfill the standard required accreditation bodies. In addition, the rapid development of the UTHM campus will now ensure the comfort of students with various facilities provided including libraries, residential colleges, cafeterias, sports activities, wireless internet connection, and various other amenities.

I hope that as a new Diploma student in UTHM, you will use this proforma as a guide and reference to facilitate you to plan and subsequently complete your diploma study program with excellence.

Wishing You Success.

“WITH WISDOM WE EXPLORE”
“VISION OF COMMON PROSPERITY”

TS. DR. MOHD SHAHIR BIN YAHYA
Dean
Centre for Diploma Studies (CeDS)
Universiti Tun Hussein Onn Malaysia

Vision

To be a global technical university in sustainable technology and transportation

Mission

Provide technical solution for industry and community based on tauhidic paradigm

Education Philosophy of University

UTHM education and training, founded on the tauhidic paradigm, strive to produce competent, professional and entrepreneurial graduates, driven by advanced technologies for global development.

Logo of University

The logo of UTHM displays a proton, a book, a tiered mortar board (levels of learning), a book-rest and a shield.

Symbolism:

- Red — Bravery
- Blue — Collaboration
- Silver — Quality/ Prestige
- Book-rest — Knowledge
- Proton — Science and Technology
- Book — Knowledge
- Mortar board — Levels of study
- Circle — Resilient and related to global characteristics
- Shield — Confidence

The whole concept of the logo represents UTHM as a learning institution that supports knowledge expansion and development at all levels of study in science and technology.

Blue represents the close relationship among UTHM community in ensuring successful and resilient implementations of the University programmes as well as its education and research activities that are carried out for the benefit of mankind.

Red symbolises the adventurous nature of UTHM in exploring new fields to establish itself as a leader in the applications of science and technology. Thus, this reflects the spirit and self-esteem of the UTHM community.

Chancellor

Duli Yang Amat Mulia Tunku Mahkota Ismail Ibni Sultan Ibrahim
Pemangku Raja
D.K., SPMJ, P.I.S

Board of Directors of University

Chairman

YBhg. Dato' Sri Ibrahim bin Ahmad

Members

YBhg. Prof. Ts. Dr. Ruzairi Bin Abdul Rahim
Vice Chancellor, Universiti Tun Hussein Onn Malaysia

YB. Dato' (Dr.) Haji Nooh bin Gadot
Advisor, Majlis Agama Islam Johor

YBhg. Dato' Dr. Mohd. Padzil bin Hashim
Putra Business School, Universiti Putra Malaysia

YBhg. Dato' Seri Dr. Ir. Haji Abdul Rashid bin Maidin
Managing Director, Pusat Bertauliah Akademik Profesional Koperasi Serbaguna Anak-anak Selangor Berhad (KOSAS)

YBrs. Dr. Sharifah Adlina binti Syed Abdullah
Ministry of Finance Malaysia

YBrs. Mr. Shahril Anwar Mohd Yunos
Managing Partner, Virtus Capital Partners Sdn. Bhd.

YBrs. Mdm. Elain Lockman
Chief Executive Officer and Co-Founder, Ata Plus Sdn. Bhd.

YBrs. Ts. Zainab binti Ahmad
Director-General, Polytechnic and Community College Education Department, Ministry of Higher Education Malaysia

YBrs. Prof. Dr. Yusri bin Yusof
Professor, Universiti Tun Hussein Onn Malaysia

Alternate Member

YBrs. Ts. Haji Mohamad Amin bin Hamat
Deputy Chief Director, Ministry of Higher Education

Secretary

YBrs. Mr. Abdul Halim bin Abdul Rahman
Registrar/Chief Operating Officer (COO), Universiti Tun Hussein Onn Malaysia

Members of Senate

Chairman

YBhg. Prof. Ts. Dr. Ruzairi Bin Abdul Rahim
Vice Chancellor

Members

Prof. Ts. Dr. Azme bin Khamis
Deputy Vice Chancellor (Academic and International)

Prof. Dr. Mohd Shahir Shamsir Bin Omar
Deputy Vice Chancellor (Research and Innovation)

Prof. Sr. Ts. Dr. Lokman Hakim bin Ismail
Deputy Vice Chancellor (Student Affairs and Alumni)

Assoc. Prof. Ts. Dr. Mohd Kamarulzaki bin Mustafa
Provost UTHM Pagoh Campus

Prof. Ir. Dr. Md Saidin Bin Wahab
Assistant Vice Chancellor / Chief Digital Officer (CDO) (Digitalization and Infrastructure)

Assoc. Prof. Dr. Mas Fawzi bin Mohd Ali
Assistant Vice Chancellor (Strategic Planning and Quality)

Prof. Dr. Shahruddin bin Mahzan @ Mohd Zin
Dean, Centre for Graduate Studies

Prof. Ir. Ts. Dr. Mohd Irwan bin Juki
Dean, Faculty of Civil Engineering and Built Environment

Assoc. Prof. Dr. Rosli bin Omar
Dean, Faculty of Electrical and Electronic Engineering

Assoc. Prof. Ir. Ts. Dr Bukhari bin Manshor
Dean, Faculty of Mechanical and Manufacturing Engineering

Prof. Dr. Wan Fauzi@Fauziah binti Wan Yusoff
Dean, Faculty of Technology Management and Business

Assoc. Prof. Ts. Dr. Abdul Rasid bin Abdul Razzaq
Dean, Faculty of Technical and Vocational Education

Ts. Dr. Azizul Azhar bin Ramli
Dean, Faculty of Computer Science and Information Technology

Assoc. Prof. Dr. Mohamad Zaky Bin Noh
Dean, Faculty of Applied Science and Technology

Assoc. Prof. Ts. Dr. Jumadi bin Abdul Sukor
Dean, Faculty of Engineering Technology

Ts. Dr. Mohd Shahir Bin Yahya
Dean, Centre for Diploma Studies

Assoc. Prof. Dr. Khairul Azman bin Mohamad Suhaimy
Dean, Centre for General Studies and Co-curricular

Dr. Hj. Azmi Bin Abdul Latiff
Dean, Centre for Language Studies

Prof. Dr. Erween bin Abdul Rahim
Director, Centre for Academic Development and Excellence

Assoc. Prof. Ts. Dr. Razali bin Hassan
Director, Malaysia Research Institute for Vocational Education and Training

Assoc. Prof. Dr. Amran Bin Harun
Institute for Social Transformation and Regional Development (TRANSFORM)

Prof. Ts. Dr. Aeslina Binti Abdul Kadir
Faculty of Civil Engineering and Built Environment

Prof. Dr. Mohammad Faiz Liew bin Abdullah
Faculty of Electrical and Electronic Engineering

Prof. Dr. Yusri bin Yusof
Faculty of Mechanical and Manufacturing Engineering

Prof. Dr. Zawati Binti Harun
Faculty of Mechanical and Manufacturing Engineering

Prof. Dr. Abdul Talib bin Bon
Faculty of Technology Management and Business

Prof. Ts. Dr. Rosziati binti Ibrahim
Faculty of Computer Science and Information Technology

Prof. Dr. Abdul Mutalib Bin Leman
Faculty of Engineering Technology

Prof. Dr. Nazri Bin Mohd Nawi
Director, Centre of Information Technology

Ir. Ts. Dr. Raha Binti Abdul Rahman
Industry Fellow

Mr. Abdul Halim bin Abdul Rahman
Registrar / Chief Operating Officer (COO) / Secretary of Senate

Mr. Norzaimi Bin Hamisan
Bursar / Chief Financial Officer (CFO)

Mdm. Zaharah Binti Abd Samad
Chief Librarian

Mdm. Norliah Binti Yaakub
Legal Advisor

Centre for Diploma Studies

Centre Vision

Excellent in providing multidisciplinary education in science and technology

Centre Mission

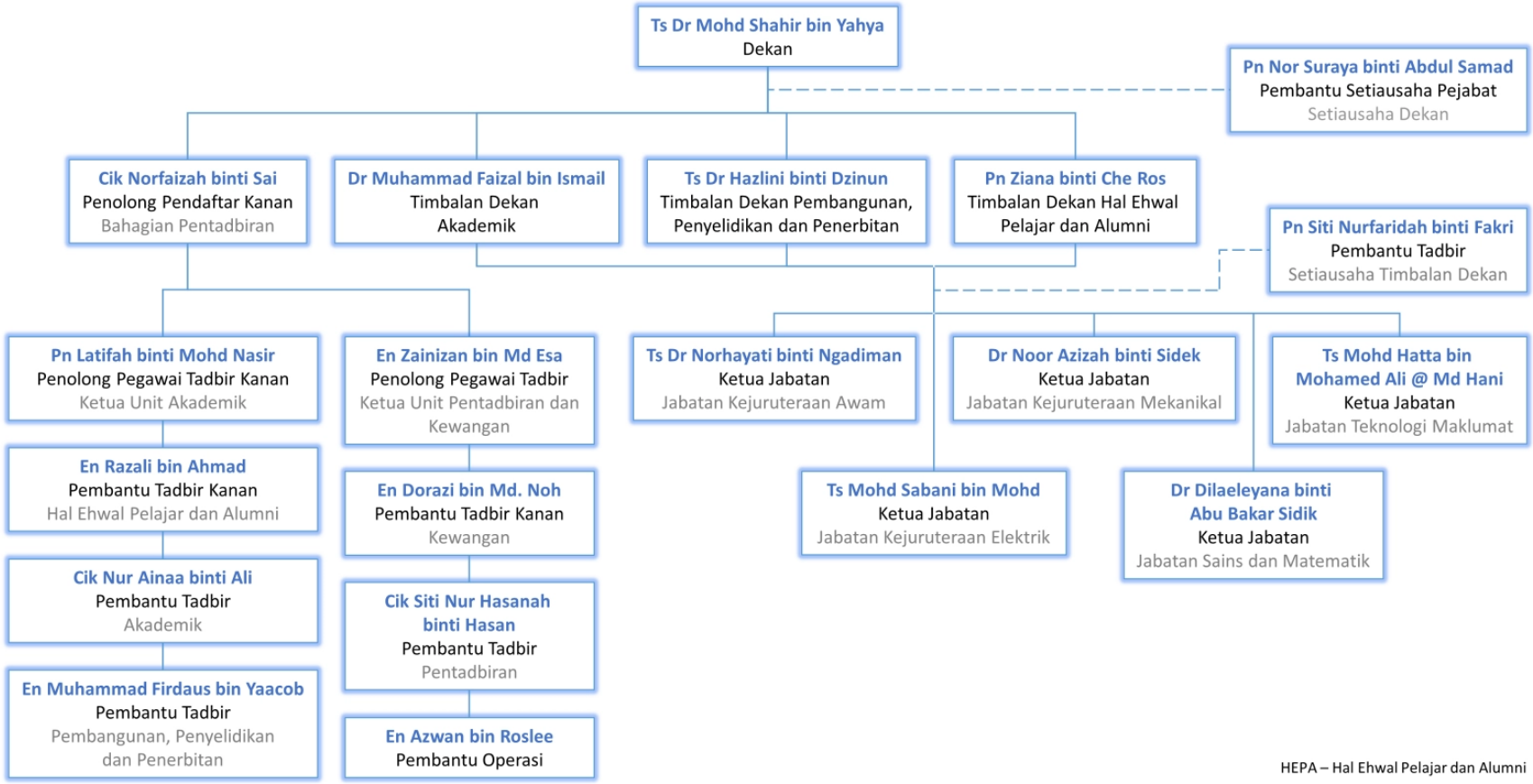
Producing graduates who contribute to national development through a holistic academic program

Diploma programmes had been offered in UTHM since the establishment of Pusat Latihan Staf Politeknik (PLSP) in 1994. It started with only three programmes which are managed by the respective departments. All were transferred to the corresponding faculties when Kolej Universiti Teknologi Tun Hussein Onn (KUiTTHO) was established in 2001.

The establishment of the Centre for Diploma Studies was announced by the Vice Chancellor on the 1st of August 2009. This enabled all the diploma programmes to be centrally managed under one roof which would increase the competitiveness of the programmes offered.

It is the aim of the Centre for Diploma Studies to offer diploma programmes at UTHM which are going to be the main choice of applicants. Students are expected to show academic excellence as well as participating in co-curriculum activities which will further develop their potential in order to achieve the quality needed to fulfill the global occupational market. In addition, graduates of these programmes also have the wides opportunity to further their studies at Bachelor Degree level at various faculties in UTHM.

Now, the Centre for Diploma Studies, offer seven (7) diploma programmes which are managed by five(5) departments and is led by a Dean who is assisted by three (3) Deputy Deans. The organizational chart of the Centre for Diploma Studies is shown in the next page:



CeDS Organization Chart

Centre External Examiner and Industrial Advisor

Department of Information Technology, Animation Technology Programme

External Examiner

Mr. Rafidei bin Mohamad
MSc. Computer Science, BA. Art & Design (Graphic Design)

Industrial Advisor

Mr. Hassan bin Abd. Muthalib
Higher School Certificate (O Level)
Bapa Animasi Malaysia

Mr. Ahmad Razuri bin Roseli
Adv. Dip. (IKM), Dip. Animation (MIIT UniKL)

Staff Directory

Administration

Dean
Ts. Dr Mohd Shahir bin Yahya
Ph.D (Mechanical Engineering)(UTHM), M. Eng. (Mechanical & Manufacturing)(UPM), B. Eng. (Mechanical Engineering)(UTM)

Deputy Dean (Academic)
Dr. Muhammad Faizal bin Ismail
PhD. (Electrical Engineering)(UTM), M. Eng. (Electrical Engineering)(UTM), B. Eng. (Hons) (Electrical Engineering - Telecommunication.) (UTM)

Deputy Dean (Student Affairs and Alumni)
Hjh. Ziana bt Che Ros
M. Eng (Electrical Engineering)(UTHM), B. Eng. (Hons)(Electrical Engineering.) (UTM), Diploma (Electrical Engineering)(UiTM)

Deputy Dean (Development , Research and Publication)
Ts. Dr. Hazlini binti Dzinun
PhD (Gas Engineering)(UTM), M. Eng. (Civil Engineering – Environment)(UTM), B. Eng. (Hons)(Chemical Engineering.) (UTM)

Office Secretary
Nor Suraya binti Abdul Samad
BSc. (Computer Mathematics) (UiTM), Dip. (Computer Science)(UiTM)

Administrative Assistant (Deputy Dean Secretary)
Siti Nurfaridah binti Fakri
Dip. (Hotel & Catering Management) (Politeknik Sultan Ibrahim)

Senior Assistant Registrar
Cik Norfaizah binti Sai
BSc. Human Resources (UPM)

Assistant Administrative Officer (Academic)
Latifah binti Mohd Nasir
Dip.(International Business) (Politeknik Shah Alam)

Assistant Administrative Officer (Administrative and Finance)
Zainizan bin Md Esa
Dip. (Islamic Management & Administration) (Kolej Tek. Islam Antarabangsa Melaka)

Administrative Assistant (Clerical & Operation) Student Affairs and Alumni
Razali bin Ahmad

Administrative Assistant (Clerical & Operation) Administrative and Finance
Dorazi bin Md Noh

Administrative Assistant (Clerical & Operation) Administrative
Siti Nur Hasanah binti Hasan

Administrative Assistant (Clerical & Operation) Academic
Nur Ainaa binti Ali

Administrative Assistant (Clerical & Operation) Academic
Muhammad Firdaus bin Yaacob

General Office Assistant
Azwan bin Roslee

Department of Information Technology

Academic Staff

Head of Department
Ts. Mohd Hatta bin Mohamed Ali @ Md Hani
P. Tech., MSc. Information Technology (UiTM), BSc. Software Engineering (UPM), Dip. Computer Science (UPM)

Head of Programme (Information Technology)
Fawwaz bin Mohd Nasir
MPhil. Computer Science (UTM), BSc. Computer Science (UTM)

Head of Programme (Animation Technology)
Juliana binti Mohamed
MSc. Information Technology (UTHM), BSc.(Hons.) Multimedia (UUM)

Prof. Madya Miswan bin Surip
MSc. Computer Science (Salford Manchester), BSc. Computer Science (UPM)

Ts. Dr. Noordiana bt Kasim @ Kassim
P. Tech., PhD. Mechanical Engineering (UTHM). MSc. Mechanical Engineering (UTHM), BSc. Information Studies (UiTM)

Ts. Dr. Shelena a/p Soosay Nathan
P. Tech., PhD. Information Technology (UUM), MSc. Information Technology (UUM), BSc. (Information Technology) (UUM)

Ts. Dr. Rafizah bt Mohd Hanifa
P. Tech., PhD. Electrical Engineering (UTHM), MSc. Information Technology (UUM), BSc. Computer Science (USM)

Dr. Zuraida binti Ibrahim
PhD. Educational Technology (UTHM), MA Visual Communication and New Media (UiTM), BSc. Information Technology (UKM)

Dr. Muhamad Hanif bin Jofri
PhD. Information Technology (UTHM), MSc. Information Technology (UTHM), BSc. Information Technology (UTHM)

Dr. Hazwani binti Rahmat
PhD. Software Engineering (UPM), MSc. Computer Science (UPM), BSc. Information Technology (UTHM), Dip. Information Technology (KUITTHO)

Dr. Syarizul Amri bin Mohd Dzulkifli
PhD. Information Technology (UTHM), MPhil. Computer Science (Management) (UTM), BSc. Computer Science (UTM)

Ts. Rosni bt Ramle
P. Tech., MSc. InformationTechnology (UiTM), BSc. Business Computing (UiTM)

Ts. Mazniha bt Berahim
P. Tech., MEd. Mathematic (UTM), BSc. Computer Science (UTM), Dip. Information Technology (UTM)

Hj. Hannes bin Masandig
MSc. Information Technology (UiTM), Adv. Dip. Mechanical Engineering (UiTM), Dip. Mechanical Engineering (UTM)

Mariam bt Abdul Hamid
MSc. Management Information System (UiTM), BSc. Information Technolgy (UiTM)

Rosfuzah bt Roslan
MSc. Computer Science (UTM), BSc. (Computer Science) (UTM), Dip. (Computer Science) (UTM)

Mohd Suhaimi bin Md. Yasin
MA.Phil (Seni Kreatif)(UMS), BA.Hons (Seni Kreatif) (UMS)

Abdul Halim bin Omar
MSc. Information Technology (UTHM), BSc. Information Technology (UTHM)

Mokhtar Bin Yahya
MA. Art and Design (Design Technology) (UiTM), BA. Art and Design (Industrial Design) (UiTM), Dip. Art and Design (Industrial Design) (UiTM)

Bakhreza binti A. Talip
MA. Interaction Design (Uni. Of Queensland, Australia), BSc. (Computer Science) (UTM)

Mohd Firdaus Bin Mohd Herrow
MA. Art and Design (Visual Communication & New Media) (UiTM), BA. Photography & Creative Imaging (UiTM), Dip. Art and Design (Industrial Design) (UiTM)

Technical Staff

Mohd Niza Bin Shamsudin
Dip. Electronic Engineering (Politeknik Ibrahim Sultan), Cert. Electric and Electronic Engineering (Politeknik Kota Melaka)

Muhd Amin bin Saad
Dip. Electronic Engineering (Komputer) (Politeknik Sultan Idris Shah Selangor)

Ammirul Daniel bin Azizan
Dip. Electronic Engineering (Komunikasi) (Politeknik Ibrahim Sultan)

Programme Name

Diploma in Animation Technology (DAG)

Programme Aims

To produce a semi-professional workforce in solving ICT problems whether in the public, private or self-employed sectors. The program also prepares students to continue their studies to a bachelor's degree at a local or foreign university.

Programme Educational Objectives (PEO)

PEO 1	Demonstrate knowledge, understanding, and cognitive skills in the field of Animation Technology.
PEO 2	Demonstrate functional work skills related to Animation Technology.
PEO 3	Demonstrate personal and entrepreneurial skills in the field of Animation Technology.
PEO 4	Demonstrate ethics and professionalism in Animation Technology.

Programme Learning Outcomes (PLO)

PLO 1	Demonstrate systematic comprehension of a broad range of technical and theoretical knowledge and skills within Animation Technology.
PLO 2	Identify, interpret, design, apply and evaluate general concepts, theory and/or operational principles within a well-defined context of Animation Technology.
PLO 3	Apply a limited range of practical skills, essential tools, methods and procedures in Animation Technology.
PLO 4	Collaborate effectively as member of a diverse Animation Technology team.
PLO 5	Communicate effectively in both verbal and written among computing community and society.
PLO 6	Use a broad range of information, media and technology applications.
PLO 7	Demonstrate skills to use and interpret numerical and graphical data.
PLO 8	Demonstrate effective leadership, autonomy and responsibility as an individual and in diverse teams.
PLO 9	Recognize self-directed lifelong learning and professional pathways to enrich Animation Technology knowledge and competencies.

PLO 10 Demonstrate an awareness of management and technopreneurship practices in Ainmation Technology.

PLO 11 Demonstrate compliance with organizational and professional ethics, and apply sustainable practices in the context of Animation Technology work and social environment.

Curriculum

Table 1: Summary of curriculum for Diploma in Animation Technology

Year	Semester	Course Code	Courses	Credit	Total
	Special	UQU 10403 UQI 10402 / UQI 10202 UWB 10*02	Introduction to Nationhood and Development of Malaysia Islamic Studies / Moral Studies Foreign Language	3 2 2	7
1	I	UHB 10302 UQ* 1**01 DAN 20103 DAG 11102 DAG 11203 DAG 11303 DAG 11503 DAG 21703	English for Academic Survival Co-curriculum 1 Business and Entrepreneurship Introduction to Computer Basic Art & Design 2D Animation Principles of Animation Typography and Colors	2 1 3 2 3 3 3 3	20
	II	UHB 20302 UQI 10502 UQ* 1**01 DAG 12202 DAG 12103 DAG 12303 DAG 12403 DAG 11403	Academic Communication Divine Faith and Science Co-curriculum 2 History of Animation Basic Drawing Digital Audio Production Lighting and Shading Techniques Storyboard and Scripting	2 2 1 2 3 3 3 3	19
2	I	UHB 30502 DAT 20102 DAG 21103 DAG 21202 DAG 21303 DAG 21602 DAG 21403 DAT 21502/ DAG 22602	English for Workplace Occupational Safety and Health Visualization Techniques & Production Creative Thinking 3D Character Animation Videography Studies Video Production Process Information Technology Professional Ethics/ Design Appreciation	2 2 3 2 3 2 3 2	19
	II	DAG 22102 DAG 22202 DAG 22303 DAG 21502 DAG 22503 DAG 22404 DAT 20803/ DAG 22703	Legislation in the Creative Industry Portfolio Preparation 3D Rendering and Composition Advertising and Marketing Animation Style and Genre Diploma Project Cyberpreneurship Contemporary Malaysia Art	2 2 3 2 3 4 3	19
3	I	DAG 31108	Industrial Training	8	8
				Overall Total Credit	**92**

Synopsis of University Courses

Year	Sem	Course Code	Courses	Credit	Total
	Special	UHB 10302	English for Academic Survival	2	7
		UQU 10403	Introduction to Nationhood and Malaysia Development	3	
		UQI 10402/ UQI 11502	Islamic Studies/Moral Studies	2	
1	I	UWB 10*02	Foreign Language	2	3
		UQ* 1***1	Co-Curriculum I	1	
	II	UHB 20302	Academic Communication	2	5
		UQI 11402	Philosophy and Current Issues	2	
		UQ* 1XXX1	Co-Curriculum II	1	
2	I	UHB 30502	English for Workplace	2	5
	II	DAN 20103	Business and Entrepreneurship	3	
3	-	-	-	-	-
					20

Synopsis of Courses

UQU 10403 Introduction to Nationhood and Development of Malaysia

Synopsis

This course discusses History and Politics, Malaysian Constitution, National Administrative System and Structure, Society and Unity, National Development as well as Religion and Beliefs. This course aims to produce graduates who have a national identity and a spirit of superior patriotism. Teaching and learning will be implemented in the form of lectures, assignments, examinations and learning experiences.

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UQI 10402 Islamic Studies

Synopsis

This course explains about Islamic concept as ad-deen. It discusses the study of al-Quran and al-Hadith, Sunnism, schools of Islamic theology, development of schools of Fiqh, principles of muamalat, Islamic Criminal Law, Islamic work ethics, issues in Islamic family law and current issues.

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5. Azzam, Abdul Aziz Muhammad (2010), Fiqh Muamalat: Sistem Transaksi dalam Fiqh Islam, Jakarta: Amzah. (BP158.C59 .A99 2010)

UQI 11502 Moral Studies

Synopsis

This course explains about the introduction to moral concepts, moral aspects and their importance in daily life. Western moral theory as well as the pure values of the great religions of the world. Morality in various fields of employment, ethics in science and technology and finally current moral issues.

References

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UQI 11402 Philosophy and Current Issues

Synopsis

This course covers the relationship of philosophy with the Philosophy of National Education and Rukunegara. The use of philosophy as a tool to purify the culture of thought in life through art and thinking methods as well as human concepts. The main topics in philosophy namely epistemology, metaphysics and ethics are discussed in the context of current issues. Emphasis is given to philosophy as the basis for inter-cultural dialogue and fostering common values. At the end of this course, students will be able to see the disciplines of knowledge as a comprehensive body of knowledge and related to each other.

References

1. Al-Attas, S.M. Naquib. (1991). The Concept of Education in Islam. Kuala Lumpur: ISTAC.
2. Al-Farugi, I.R. (1994). Al-Tawhid: Its Implications for Thought and Life, (2nd Ed.). Herndon: IIIT.
3. Phillips, D.C. (Ed.) (2014). Encyclopaedia of Educational Theory and Philosophy, (1st Ed.). SAGE Publication.
4. Dzulkifli, A.R. & Rosnani, H. (2019) Pentafsiran Baharu Falsafah Pendidikan Kebangsaan dan Pelaksanaannya Pasca 2020. Kuala Lumpur: IIUM Press.
5. Hospers, J. (1997). An Introduction to Philosophical Analysis, (4th Ed.). London: Routledge.

UHB 10302 English for Academic Survival

Synopsis

This course focuses on developing students' acquisition of English language skills required for higher education. This course assists students to read, write, listen and speak effectively and to become informed, literate and lifelong learners. By the end of the course, students should be able to use English for a wide range of personal and academic activities in the context of tertiary education.

References

1. Clark, R. C. (2004). Graphics learning: Proven guidelines for planning and evaluating visuals in training materials. San Fransisco, CA: Pfeiffer. LB1043.5 .C52 2004
2. Dunne, E. (1994). Talking and learning in groups. London: Routledge. LC6519 .D86 1990 N1
3. Galanes, G. J. (2013). Effective group discussion: Theory and practice (14th Ed.). New York: McGraw-Hill. HM736 .G34 2013
4. Greasley, P. (2011). Doing essays and assignments: Essential tips for students. Thousand Oaks, CA: Sage Publication. LB1047.3 .G73 2011
5. Lim, P. L. (2014). Listening & notetaking skills 2 (4th Ed.). Boston: National Geographic Learning. PE1128 .L55 2014

UHB 20302 Academic Communication

Prerequisite Course: UHB 10302 English for Academic Survival

Synopsis

This course introduces students to critical reading and writing skills. Students are expected to read and respond critically to academic materials. This course will also provide opportunities for students to develop their academic writing skills in producing technical papers.

References

1. Anderson, P.V. (2014). Technical communication: a reader-centered approach. Boston : Cengage Learning.PE1475 .A52 2014
2. Fairbairn, Gavin J. (2011). Reading, Writing and Reasoning; A Guide for Students. Maidenhead: Open University Press, 2011. LB2395 .F34 2011

3. Jordan, R. R. (2003). Academic Writing Course; study skills in English (3rd Ed.). Essex: Longman. PE1408 .J67 2003.
4. Langan, John. (201I). College Writing Skilts (8th Ed.). New York: McGraw-Hill. PE1471 .L36 2011.
5. Lewis, Jill. (2002). Reading for Academic Success: Reading and Strategies. Boston: Houghton Mifflin. LB2395.3 .L48 2002.

UHB 30502 English for Workplace

Prerequisite: UHB 20302 Academic Communication

Synopsis

This course employs a task-based learning approach and focuses on developing students' delivery of speech in oral interactions and job interviews. Particular emphasis will be given to promote the mastery of self-directed learning, team-work, research, reasoning and creativity. This course also enables students to acquire the knowledge skills necessary for conducting and participating in meetings, which include writing of meeting documents and event proposals based on specific themes. Students will also be exposed to interview techniques.

References

1. Allen, J. G. (2004). The complete Q and A job interview book (4th Ed.). Hoboken, NJ: John Wiley. HF5549.5.16. A44 2004.
2. Corfield, R. (2008). Preparing the perfect job application: Application forms and letters made easy. New Delhi: Kohan Page. HF5383 .C67 2008.
3. Haynes, M. E. (2009). Meeting skills for leaders: Make meetings more productive (4th Ed.). Rochester, NY: Axzo Press. HD30.3 .H39 2009.
4. Wendleton, K. (2014). Mastering the job interview and winning the game (5th Ed.). Boston: Cengage Learning. HF5549.5.I6 .W46 2014.
5. Wrathall, J. (2011). Event management: Theory and practice. North Ryde, N.S.W: McGraw-Hill. GT3405 .W72 201.

UWB 102 Foreign Language**

Synopsis

This course is designed for students to learn the basic foreign language. Students are exposed to the skills of listening, reading, speaking, and writing with basic vocabulary, grammar and structure. Students are also exposed to the real daily situations which will help them to communicate using foreign language.

References

1. Booth, Trudie Maria, 2008. French Verbs Tenses. Mc Graw-Hill. Call no. : P 2271, U66 2008.
2. Lim Hong Swan, Yeoh Li Cheng, 2010. Mandarin Made Easy Through English. Batu Pahat: Penerbit UTHM. PL1129.E5 .L554 2009
3. Mohd Hisyam Abdul Rahim; Ahmad Sharifuddin Mustapha; Mohd Zain Mubarak. 2008. Bahasa Arab UMR 1312. Batu Pahat: Penerbit UTHM. PJ6115 .M445 2008
4. Surie Network, (2000): Minna no Nihongo: Kaite Oboeru, Tokyo: 3A Corporation. PL539.3 M56 2000
5. Gabriele Kopp, Siegfried Büttner, 2004. Planet 1: Deutsch für Jugendliche: Kursbuch**.** Ismaning: Germany: Hueber Verlag. PF3129. K664 2004

UQ* 101 Co-Curriculum I**

Synopsis

The course offer various form of activities for student of Bachelor Degree and Diploma. Eight fields of activities offer are Public Speaking, Entrepreneurship, Sports, Community Services, Volunteership, Leadership, Culture and Innovation

UQ* 101 Co-Curriculum II**

Synopsis

The course offer various form of activities for student of Bachelor Degree and Diploma. Eight fields of activities offer are Public Speaking, Entrepreneurship, Sports, Community Services, Volunteership, Leadership, Culture and Innovation

Synopsis of Faculty Courses

DAN 20103 Business and Entrepreneurship

Synopsis

This course aims nurturing an entrepreneurial culture among students and exposed them to the basics of entrepreneurial concept, entrepreneurial attributes as well as the development of creative and innovative skills that allow them to identify business opportunities and non-business. This course is designed to ensure students gain knowledge and skill related to fundamental of business and entrepreneurship such as introduction to entrepreneurship, business ownership, regulations and support services, business environment asessment, marketing plans, operational plans, financial planning and business management plans.

References

1. Norliza Ghazali & Raudah Mohd Adnan: *Perniagaan dan Keusahawanan,* Penerbit UTHM, 2016
2. UiTM Entrepreneurship Study Group (2011). Engineering Entrepreneurship. Prentice Hall. (HB615.F86 2004)
3. Ariffin, S, Hamidon, S (2017). Introduction to Entrepreneurship. Oxford Fajar, Kuala Lumpur
4. Bessant J. Tidd, Joseph. (2011). Innovation and Entrepreneurship. 2nd ed. West Sussex: Wiley. (HD53.B48 2011)
5. Oxford Fajar (2013). Third Edition. Entrepreneurship. Sarimah Hanim Aman Shah & Cecilia Soon Teik Lan.

DAT 20102 Occupational Safety and Health

Synopsis

This course introduces students to knowledge and skills in occupational safety and health in workplace. Scope of study includes Health, Safety and Environment Managements: introduction to OSH, OSHA 1994 (Act 514), FMA 1967, EQA 1974, occupational safety and health management system, safety, health and environment culture; Risk Management and Assessment: introduction to risk management, risk assessment techniques, HIRARC; Physical Injury & Controls: introduction to physical injury, construction work, electrical work, mechanical work, chemical work; Health Hazards: introduction to health hazards & hygiene, chemical hazards, physical hazards, biological hazards, hygiene; Accident Investigation & Reporting: introduction, accident investigation, investigations and causes of incident, incident analysis and data collection method.

References

1. Burke, Ronald J. 2011. *Occupational health and safety*, Farnham, Surrey; Burlington, VT: Gower. (RC967 .O32 2011)
2. Alwi Saad. 2011. *Occupational safety and health management*, Pulau Pinang: Penerbit Universiti Sains Malaysia. (T55 .A48 2011)
3. Kelloway, E. Kevin. *Management of occupational health and safety*, 5th ed. Toronto: Nelson Education. (JQ5349.H39 .K44 2011)
4. Leeth, John D. 2012. *OSHA's role in promoting occupational safety and health*. Boston: Now. (T55 .L43 2012)
5. Goetsch, David L. 2012. *Occupational safety and health for technologists, engineers, and managers,* 7th ed. Upper Saddle River, NJ: Prentice Hall. (T55 .G63 2011)
6. Ralph, B. & Shai, S., 2010. Java Programming: From the Ground Up. 1st Edition. Mc-Graw Hill. QA76.73.J38.B73 2010

Daniel, Y.L., 2011. Introduction to Java Programming. Comprehensive Version. 8th Edition. Prentice Hall. QA76.73.J38.L52 2011

Synopsis of Programme Courses

DAG 11102 Introduction to Computer

Synopsis

This course introduces students to information technology, computer hardware, computer software, file and data management, information systems, telecommunications technology, internet and current issues involving computer.

References

1. Brian Williams, 2011. Using Information Technology 9e Introductory Edition, 9th Edition. Mc-Graw Hill Company.QA76.5 .W54 2011
2. Carol V. Brown Daniel W. DeHayes Jeffrey A. Hoffer Wainright E. Martin William C. Perkins, 2009. Managing Information Technology, 6th Edition. Pearson Education, Inc. T58.6 .M364 2012
3. Lawerence Snyder, 2011. Fluency with Information Technology: Skills, Concepts & Capabilities, 4th Edition, Pearson Education, Inc. T58.5 .S69 2011
4. Information technology for business.2011. 2nd, Singapore: Cengage learning, HD30.2 .I55 2011
5. William J. GibbsPatricia J. Fewell, 2009. Microsoft Office for Teachers, 3rd Edition. Pearson Education, Inc. HF5548.4.M525 .F48 2006

DAG 11203 Basic Art & Design

Synopsis

Art & design is the application of design and aesthetics to objects of function and everyday use. Whereas fine arts serve as intellectual stimulation to the viewer or academic sensibilities, the applied arts incorporate design and creative ideals to objects of utility, such as a cup, magazine or decorative park bench. There is considerable overlap between the field and that of the decorative arts; to some extent they are alternative terms.

References

1. Bill Roberts (2019), Art, Design and Capital since the 1980s: Production by Design (1st Edition), Routledge Research in Design History, ISBN 9781138313774 - CAT# K391054
2. Georgina Barton (2019), Developing Literacy and the Arts in Schools (1st Edition), ISBN 9780367312855 - CAT# K426252
3. Jane Penty (2019), Product Design and Sustainability: Strategies, Tools, and Practice (1st Edition), ISBN 9781138301986 - CAT# Y366081

DAG 11303 2D Animation

Synopsis

Provides a theoretical framework that covers the principles of animation and its use in producing animations that reflect the movements and features that are appropriate for different uses and environments.

References

1. Richard E. Williams (2021), The Animator's Survival Kit, FABER & FABER
2. Lisa Lee (2019), Animation for Beginners, Basic Principles of Animation for Motion Graphics, ISBN: 9781686282706
3. Preston Blair (2019), Cartooning, Animation 1 with Preston Blair: Learn to animate step by step, Walter Foster Publishing; Reprint edition

DAG 11503 Principles of Animation

Synopsis

Study of the fundamental principles and mechanics of motion through hand-drawn animation. Students explore timing, spacing, weight, staging an image for clarity, emotion and storytelling, and learn to apply and manipulate the fundamental concepts to creatively animate an idea.

References

1. Miriam Harris et. al, 2019, Experimental Animation: From Analogue to Digital, Taylor & Francis Ltd., ISBN-10: 1138702986, ISBN-13: 9781138702981

DAG 21703 Typography and Colors

Synopsis

Typography and colours is one of the courses that introduce typography and colours in graphic design and how to implement typography and colours in the digital era. Students will learn how to understand and identify the concept involved in typography and colours design and will be able to demonstrate and understand the usage of typography and colours. This course will develop student's creativity in using typography and colours in design. To achieve the aim, the manipulation of manual and computer skills is greatly stressed and emphasized.

References

1. Gavin Ambrose, Paul Harris & Sallyanne Theodosiou (2020), The Fundamentals of Typography (3rd edition), Bloomsbury Publishing PLC (ISBN-10: 1474270360) (ISBN-13: 9781474270366)
2. Mark Argetsinger (2020), A Grammar of Typography: Classical Design in the Digital Age, David R. Godine Publisher Inc.,(ISBN-10: 1567926533) (ISBN-13: 9781567926538)
3. Artsy Betsy (2020), Complete Color Charts for my Arts - Color Swatches Themes, Color Wheels, Image Inspired Color Palettes : 3 in 1 Graphic Design Swatch tool book, DIY Color Dictionary Inspirations, Theory and use of color, Color theory for artist, Art Education School, Independently Published, (ISBN-10: 1661558704 ISBN-13: 9781661558703)
4. Angela Lord (2018), Colour Dynamics Workbook: Step by Step Guide to Water Colour Painting and Colour Theory, Hawthorn Press Ltd., (ISBN-10: 1907359923, ISBN-13: 9781907359927)
5. Janet Best (2017), Colour Design: Theories and Applications (2nd edition), ELSEVIER SCIENCE & TECHNOLOGY, (ISBN-10: 0081012705, ISBN-13: 9780081012703)

DAG 12202 History of Animation

Synopsis

Animation has its own historical background. It has been through several phases of construction and has become an important element in the context of media publications today. Animated animation needs to be known as a basis for the production and construction of animation.

References

1. Fry, Visualizing Data. O'Reilly Media, 2008, ISBN 0596514557 (recommended purchase)
2. Munzner, Visualization Analysis and Design, 2014, ISBN 1466508914
3. Ware, Information Visualization: Perception for Design, 3rd ed. Morgan Kaufmann, 2012, ISBN 0123814642.
4. Shiffman, Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction. Morgan Kaufmann, 2015, ISBN 0123944430.

DAG 12103 Basic Drawing

Synopsis

This course introduces students to the experience and knowledge and skills in the art of painting to produce quality work. In addition, it enhances knowledge, creativity, innovation, discipline and skills in the field of art to practice in life and career.

References

1. Curtis, B. 2009. Drawing from observation: An introduction to perceptual drawing. 2nd ed. Boston: McGraw-Hill.
2. Edwards, B. 2006. The new drawing on the right side of the brain ([New ed.].). London: Harper Collins.Hazlewood.
3. Edwards, B. 2006. The new drawing on the right side of the brain ([New ed.].). London: Harper Collins.Hazlewood.
4. Sale & Betti. 2008. Drawing: A contemporary approach. 6th ed. Belmont, Calif: Wadsworth/Thomson Learning.
5. Sonheim, Carla. 2010. Drawing Lab for Mixed-Media Artists: 52 Creative Exercises to Make Drawing Fun (Lab Series), Quarry Books.

DAG 12303 Digital Audio Production

Synopsis

This course provides important knowledge and practical skills to students in the use of hardware and software for audio - hardware that support production methods, audio editing and audio editing either linearly and non-linearly using multimedia applications. Students will study the digitalization process that includes specific techniques, transformation, analogue to digital, pre-production, production and post-production concepts, recording and how to integrate audio using the hardware used in the production of music. Students also need to make downloads, uploads and use web-based audio.

References

1. Stephane Elmosnino, 2018. Audio Production Principles: Practical Studio Applications. Oxford University Press.
2. Jay Rose, 2018. Audio Postproduction for Film and Video: After-the-Shoot solutions, Professional Techniques, and Cookbook Recipes to Make Your Project Sound Better 2nd Edition. Focal Press. Taylor and Francis Group. ISBN-10: 1138468843, ISBN-13: 978-1138468849
3. Peter Dowsett, 2017. Audio Production Tips: Getting the Sound Right at the Source: CRC Press.

DAG 12403 Lighting and Shading Techniques

Synopsis

This course focuses on elements of story delivery, such as digital lighting, shooting techniques, and camera compositions. Creating good lighting requires not only setting the lights on the scene and looking forward to good results. In fact, the diligence to quality and lighting function will make animation creation better. The concept of diffusion emphasizes the aspect of the mode of transmission of sleep and a great way of introducing the surface of the file into the transmission network.

References

1. Jasmine Katatikarn and Michael Tanzillo (2016), Lighting for Animation: The Art of Visual Storytelling, Routledge Taylor & Francis Group

DAG 11403 Storyboard and Scripting

Synopsis

This course focuses on storyboarding skills for time-based media. This includes exchanges and techniques, visual language and time-based media auditoriums, design development, concept development, animation, and story development. This course focuses on understanding and manipulating animations to tell stories in a coherent and interesting visual. Emphasis is given on the process of refinement and iteration in the development of the story. Emphasis is placed on the quality of art both story and storytelling. This means the story should be authentic and should be substantively intellectually and / or emotionally.

References

1. Davidson, Gregg. 2019. Cinematics Storyboard Workshop: Filmmaking Essentials for the Entry-Level Storyboard Artist. Design Studio Press (Culver City, United States) (ISBN-10: 1624650414 ISBN-13: 9781624650413)
2. Price, Steven and Pallant, Chris. 2018. Storyboarding: A Critical History. Palgrave MacMillan (Basingstoke, United Kingdom). (ISBN-10: 134957323X, ISBN-13: 9781349573233)
3. Torta, Stephanie. 2017. Storyboarding: Turning Script to Motion. Mercury Learning & Information (United State). ISBN-10: 1683920392, ISBN-13: 9781683920397

DAG 21103 Visualization Techniques & Production

Synopsis

The goal of this course is to introduce the key components of a typical Introduction to material on the theory and practice of designing effective visualizations of data from numerous sources. A broad overview of the field is presented, covering principles, methods and techniques foundational to both information and scientific visualization. This course will take a critical stance towards the field of information visualization. Rather than survey existing approaches, we will analyze the factors contribute to success or lack thereof, as a means to determine how to devise future successful visualizations. Criteria for success in this analysis are either positive results from usability studies or wide adoption by the target user population. This course will also have a focus on how to present information clearly and effectively.

References

1. Fry, Visualizing Data. O'Reilly Media, 2008, ISBN 0596514557 (recommended purchase).
2. Munzner, Visualization Analysis and Design, 2014, ISBN 1466508914.
3. Ware, Information Visualization: Perception for Design, 3rd ed. Morgan Kaufmann, 2012, ISBN 0123814642.
4. Shiffman, Learning Processing, Second Edition: A Beginner's Guide to Programming Images, Animation, and Interaction. Morgan Kaufmann, 2015, ISBN 0123944430.

DAG 21202 Creative Thinking

Synopsis

This course will guide students on how to unleash their creative genius with a range of simple creative thinking methods, tools and techniques that they can use to generate ideas and solve problems. Creative thinking hinges upon the principle of logic and innovation. By understanding these concepts, it is quite possible to develop effective ways of problem solving, decision making and solution finding.

References

1. Roth, W. (2015). Out of the Box Out of the box thinking for successful managerfor Successful Managers. Boca Raton: CRC Press. Call Number HD31.2 .R67 2015

DAG 21303 3D Character Animation

Synopsis

Introduce concepts and techniques in 3D animation. Students will also be able to learn 3D animation techniques, how to move characters and make the actions and actions performed by 3D object characters look convincing. Additionally, pictorial techniques, paintings, principles of motion and the principles of classic animations are also applied in making the characters of 3D objects appear alive. Additionally, students are exposed with space wraps & dynamics methods that describe the art in 3D animation.

References

1. Steve Roberts (2017), Character Animation Fundamentals: Developing Skills for 2D and 3D Character Animation, Taylor & Francis Ltd
2. Erik Van Horn (2018), 3D Character Development Workshop: Rigging Fundamentals for Artists and Animators. David Pallai, Mercury Learning and Information LLC

DAG 21602 Videography Studies

Synopsis

This course provides important knowledge and practical skills to students in the use of hardware and software for video - hardware that supports production methods, video editing whether linearly and non linearly using multimedia applications. Students will learn digitalization processes that include specific techniques, transformations, analogues to digital, pre-production, production and post-production concepts, recordings and how to integrate audio video using hardware used in the production of music, movies and videos.

References

1. Michael Wohl (2019), The 360° Video Handbook: A step-by-step guide to creating video for virtual reality (2nd edition), (ISBN-10: 0578463407 ISBN-13: 978-0578463407)
2. Tom Wolsky (2018), Video Production Workshop: DMA Series 1st Edition, Routledge, (ISBN-10: 1138460524, ISBN-13: 978-1138460522)
3. Stuart Sweetow (2016), Corporate Video Production: Beyond the Board Room (And Out of the Bored Room) 2nd Edition, Routledge, (ISBN-10: 1138915998, ISBN-13: 978-1138915992)

DAG 21403 Video Production Process

Synopsis

This course will teach students the basics of photography, camera functions, video editing, media analysis, and filmmaking. Students will work individually and in groups to write, shoot, and edit their own projects. Sample student projects during the semester include PSA's, commercials, short films, music video and news stories. Selected videos are screened during class throughout the semester to enhance the critique process.

References

1. Martin Evening, 2019. The Adobe Photoshop Lightroom Classic CC Book (2nd Edition). Adobe Press; 2 edition (April 1)
2. Ronald J. Compesi, 2017. Introduction to Video Production: Studio, Field, and Beyond 2nd Edition. Routledge
3. James C. Foust, 2017. Video Production 12th Edition. Routledge

DAG 22602 Design Appreciation

Synopsis

Graphic design has an ever-present role in today's society and yet, no one seems to be able to discuss its industry and artistic role with confidence. This class will explore what, and where, design is in our current society, how it has developed through history and how to be able to hold up a conversation about it.

References

1. Dave Plouffe (2017), Art Appreciation: An Introduction to the Formal Elements and Mediums, Cognella Academic Publishing
2. Jennifer Snyder (2016), An Art Appreciation Primer: Elements and Principles of Design, Cognella Academic Publishing

DAT 20902 Information Technology Professional Ethics

Synopsis

This course introduces students to information technology computer ethics, intellectual copyright, censorship issue, cyber safety and cyber law in Malaysia for safe computing.

References

1. Kennedy, Helen (2012) Net Work: Ethics and Values in Web Design New York: Palgrave Macmillan. TK5105.888 .K46 2012
2. Reynolds, George W.2015. Ethics in Information Technology. 5th ed. Australia: Cengage Learning. HC79.I55 .R49 2015
3. Tavani, Herman T. (2011) Ethics and Technology: Controversies, Questions, and Strategies for Ethical Computing. 3rd ed. Hoboken: Wiley. TK5105.5 .T38 2011
4. Winston, Morton Emanuel. (2012) Society, Ethics, and Technology. 4th ed. Boston: Wadsworth Cengage Learning. T14.5 .S62 2012
5. Whiteman, Natasha. (2012) Undoing Ethics: Rethinking Practice in Online Research. New York: Springer. ZA4228 .W44 2012

DAG 22404 Diploma Project

Synopsis

Students are required to create a 2D or 3D animation project they have learned to produce and present their final product with a complete documentation format.

References

1. Aviason, David. 2003. Information systems development: methodologies, techniques and tools. London: McGraw-Hill. (QA76.9.S88 2003)
2. Cornford, Tony.2006. Project Research in information systems: a student's guide. New York: Palgrave Macmillan. (Z699.5.C67 2006)
3. Dawson, Christian W. 2005. Projects in computing and information systems: a student's guide. Harlow, England: Addison-Wesley. (QA76.D38 2005)
4. Hansson, Jorgen. 2008. Thesis projects: a guide for students in computer science and

information systems. London: Springer. (QA76.27.T43 2008)
5. Pusat Pengajian Siswazah. 2002. Panduan Menulis Tesis. 4th ed. Batu Pahat: Penerbit UTHM.(LB2369. P36 2002)

DAT 21103 Cyberpreneurship

Synopsis

This course is designed to provide students with basic knowledge of entrepreneurship and cyberpreneurship as well as to increase students' interest to involve in cyber entrepreneurship. Besides that, it will increase the understanding and knowledge about cyber entrepreneurship encompassing commercialization, business idea creation, business proposal preparation, financial and marketing strategies.

References

1. Kariv, Dafna. (2011). Entrepreneurship: an international introduction. Taylor & Francis, Call number: HB615 .K37 2011.
2. Hisrich, Robert D. (2014). Advanced introduction to entrepreneurship. Edward Elgar Publishing, Call Number: HB615 .H576 2014.
3. Kuratko, D. F. (2016). Entrepreneurship: Theory, process, and practice. Cengage Learning.
4. Devinney, T. M., Markman, G., Pedersen, T., & Tihanyi, L. (2016). Global Entrepreneurship: Past, Present & Future. Emerald Group Publishing.
5. Mohd Nazri Khan, (2006). Cyberpreneurship. Pearson. Call Number: HB615 .M52 2006

DAG 22102 Legislation in the Creative Industry

Synopsis

An introduction to ethics, creative industries and secrecy, intellectual property rights, authorization in art and creative writing, work independence, courtesy, pornography and filing issues, security, current law and cyber law in Malaysia.

References

1. Robert N. Barger (2018). Computer Ethics: A Case-based Approach. Cambridge University Press (ISBN-10: 0521709148 ISBN-13: 9780521709149)
2. Luciano Floridi (2018). The Cambridge Handbook of Information and Computer Ethics. Cambridge University Press (ISBN-10: 0521717728, ISBN-13: 9780521717724)
3. Marc H. Greenberg (2015) Comic Art, Creativity and the Law. Edward Elgar Publishing Ltd. (ISBN-10: 1784719234, ISBN-13: 9781784719234)

DAG 22202 Portfolio Preparation

Synopsis

Production portfolios are very important as it is a benchmark for good animation production. In the production of portfolios, it requires a number of methods and needs to be aligned with the concepts and functions of the animation industry when it involves patent, creative and innovative industries.

References

1. Andrew Selby.2013. Animation (Portfolio). Laurence King Publishing: London
2. Hassan Abd Mutalib.2016. From Mouse Deer to Mouse. Akademi Seni Budaya & Warisan Kebangsaan (ASWARA)
3. Jenny Rintoul.2016. Integrating Critical and Contextual Studies in Art and Design. Routledge: United Kingdom
4. Webster, Chris. 2006. Animation: the mechanics of motion. Boston: Elsevier/Focal Press
5. Winder, Catherine & Dowlatabadi, Zahara. 2011. Producing animation. 2nd. ed. Boston: Focal Press

DAG 22303 3D Rendering and Composition

Synopsis

Introduce concepts and techniques in 3D animation. Students will also be able to learn 3D animation techniques, and include tutorials, advanced character modeling and kinematics tutorials, scene and environment modeling and animations, mechanical and stylistic styling and animation, organic and realistic modeling.

References

1. Jamie Cardoso (2017) 3D Photorealistic Rendering: Interiors & Exteriors with V-Ray and 3ds Max
2. D James Benton (2017), 3D Rendering in Windows: How to display three-dimensional objects in Windows with and without OpenGL, Independently Published, (ISBN-10: 1520339615, ISBN-13: 9781520339610)

DAG 21502 Advertising and Marketing

Synopsis

Advertising and Marketing produce graduates with the necessary technical skills and concepts to visualize ideas and messages to implement quality advertising and marketing campaigns.

References

1. George Belch, Michael Belch (2020), ISE Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education, (ISBN-10: 1260570991, ISBN-13: 9781260570991)
2. Molly Elodie Rose (2020), Business Plan For A Marketing And Advertising Company, Independently Published, (ISBN-13: 9798627770086)

3. Stephen Johnson (2020), Social Media Marketing 2020 : Secret Strategies for Advertising Your Business and Personal Brand On Instagram, YouTube, Twitter, And Facebook. A Guide to being an Influencer of Millions In 2020, Educational Books, (ISBN-10: 8831351893, ISBN-13: 9788831351898)
4. David a Osei (2019), Best Marketing and Advertising Guide for Businesses : The Best Quintessential Guide To Marketing And Advertising For Businesses Big Or Small, Independently Published (ISBN-10: 1708059865, ISBN-13: 9781708059866)

DAG 22503 Animation Style and Genre

Synopsis

Introduction to the continuing evolution of animation. The course investigates not only the basis of animation style and genre in the creative and technological innovations that expand cinematic storytelling like Mickey Mouse to VFX, Simpsons to Anime, Games to VR. This course contains contemporary animations, and innovations in technology to reveal how animation has evolved and is changing the future of digital media like Video Games, VR.

References

1. Christopher Holliday (2019), The Computer-Animated Film : Industry, Style and Genre, EDINBURGH UNIVERSITY PRESS
2. Movie Film, My Way (2017), FilmMaking Direct Your Movie From Script/Storyboard/Sketchbooks/Animated Storyte: 120 Pages 8.5"x11": (Animation maker,Comic Strips,Writing Cinema Notebook)

DAG 22703 Contemporary Malaysia Art

Synopsis

Malaysia has a scarcity in the presentation of art knowledge through visual art. This is aims to investigate the importance of art knowledge in the field of visual art. In fact, Malaysian contemporary visual artists appear to have insufficient values of intellectualism and lack shared vision. The intention of this study was to reveal the factors in Malaysian visual arts that led to the crisis in art knowledge development.

References

1. Lance Esplund (2018), The Art of Looking: How to Read Modern and Contemporary Art, Basic Books (ISBN: 046509466X)
2. Ciclitira, Serenella (EDT) (2015), Malaysian Eye: Contemporary Malaysian Art, Skira (US), ISBN: 9788857222509
3. Khuan, Tan Chee (2015), Eight Pioneers of Malaysian Art (2nd), Marshall Cavendish Intl (US), ISBN:9789814561211

DAG 31108 Industrial Training

Prerequisite: Students are required to take at least 80% of the entire course.

Synopsis

Students are required to use the system development methodology they have learned to produce and present their final product with a complete documentation format.

References

1. Buku Panduan Latihan Industri UTHM, Edisi 4. Penerbit UTHM, 2019.

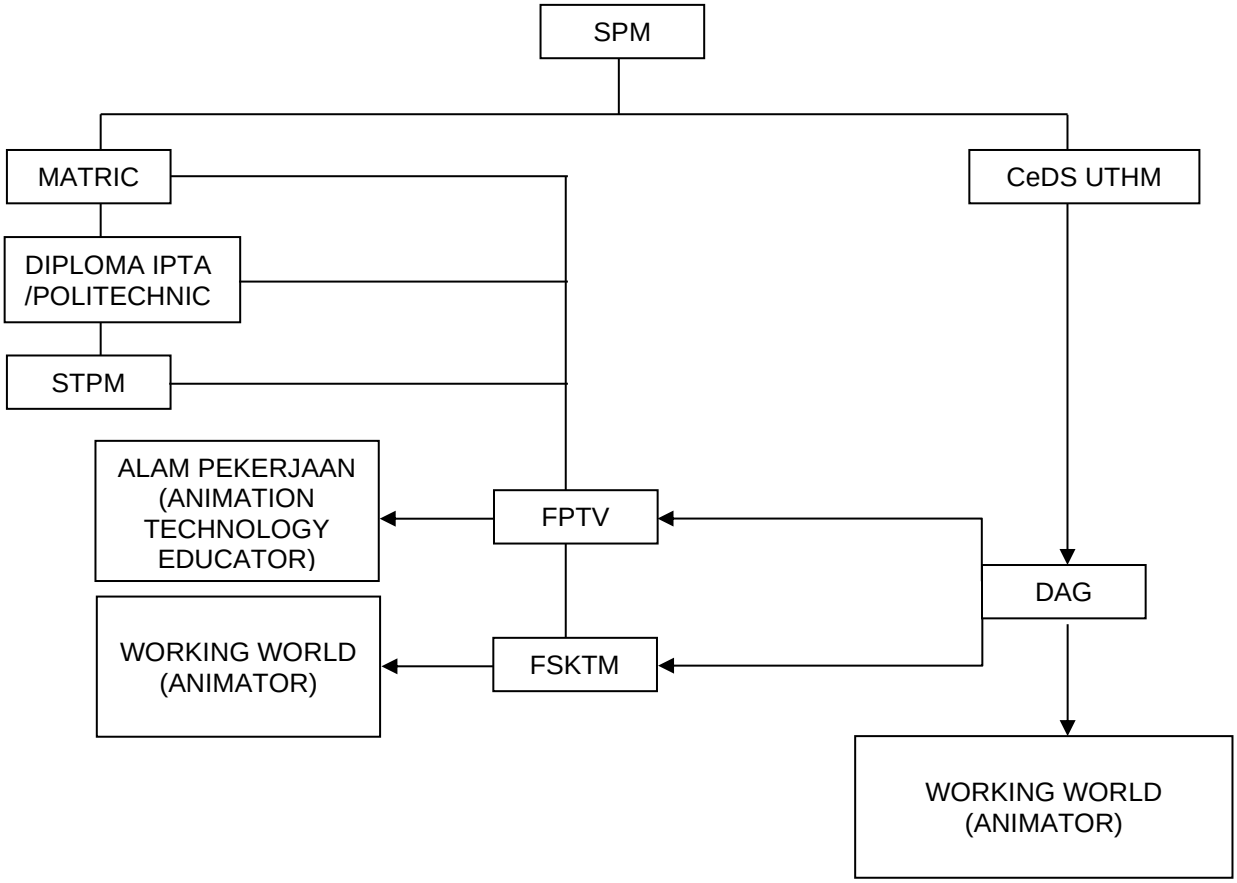
Career and Further Education Prospect

Graduates of the program have a wide range of career opportunities. A conducive learning environment with an emphasis on practical skills allow graduates to have careers related to information technology as follows:

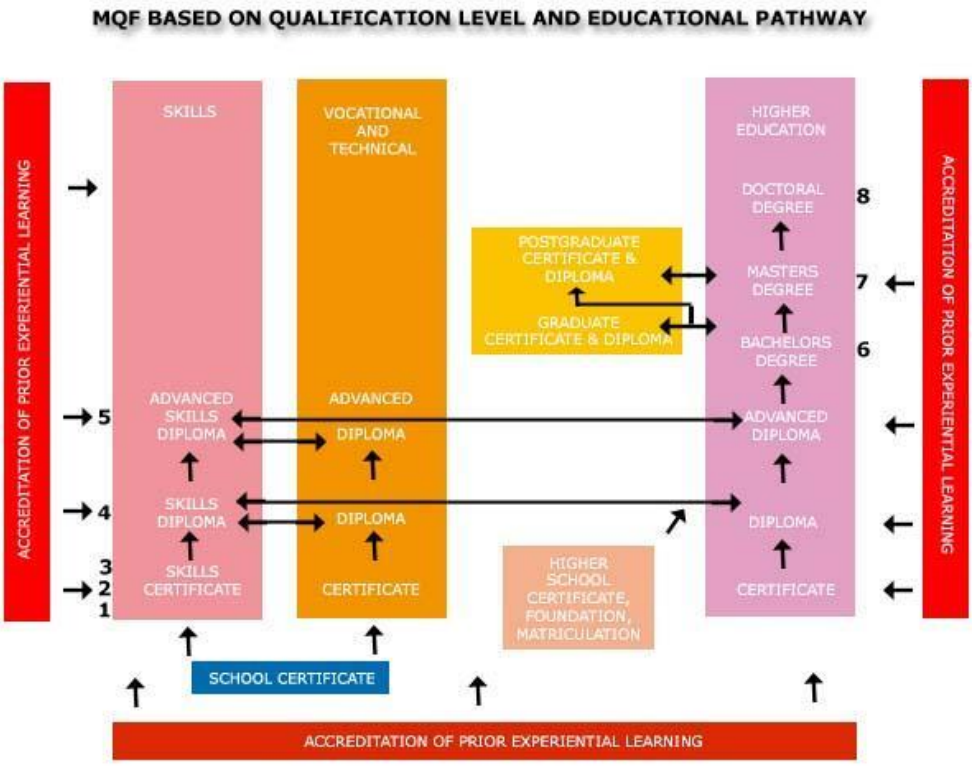
- 2D Animator
- 3D Animator
- Key Frame Animator
- Image Editor
- Modeller
- Character Animator
- Texture Artist
- Layout Artist
- Lighting Artist
- Storyboard Artist
- Background Artist
- Clean Up Artist
- Rigging Artist
- Rendering Artist
- Digital Ink and Paint Artist
- Lecturer / Art Teacher
- Art Director
- Stop Motion Animator
- Compositing Artist
- Forensic Animator
- Render Wrangler

In addition, with the recognition that has been given by the Public Service Department and the Malaysian Qualifications Agency (MQA), graduates of this program are eligible to continue their studies to degree level, whether in or outside the State subject to the conditions set by the university admission applicable.

Education pathway in UTHM according to Malaysian Qualifications Framework as shown in the diagrams on the next page.



Guide:
DAG – Diploma in Animation Technology
FPTV – Faculty of Technical and Vocational Education
FSKTM – Faculty of Computer Science and Information Technology



Educational Pathway according to Malaysian Qualification Framework

MALAYSIAN QUALIFICATIONS FRAMEWORK: QUALIFICATIONS AND LEVELS

MQF Levels	Sectors			Lifelong Learning
	Skills	Vocational and Technical	Higher Education	
8			Doctoral Degree	Accreditation of Prior Experiential Learning (APEL)
7			Masters Degree	
			Postgraduate Certificate & Diploma	
6			Bachelors Degree	
			Graduate Certificate & Diploma	
5	Advanced Diploma	Advanced Diploma	Advanced Diploma	
4	Diploma	Diploma	Diploma	
3	Skills Certificate 3	Vocational and Technical Certificate	Certificate	
2	Skills Certificate 2			
1	Skills Certificate 1			

Qualifications and Levels of Education according to Malaysian Qualification Framework

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