

Successful Alumni Faculty of Design & Innovation



“When I first stepped foot into Limkokwing, what interested me was the vibrant study environment that existed in the campus. But that came second because what I was looking for was the quality of education.

The University equipped me with the right communication skills, understanding the tools of the trade, international networking, and becoming an expert to my chosen professions. All of this made my journey in my chosen industry more "bearable" and I managed to navigate with a lot of positive progress over the years as my experience grew.”

Azhan Jihadi Bin Dato' Zainal Abidin, Malaysia
Executive Director of Langkasuri Sdn. Bhd. Malaysia



“While not all the learning I had at Limkokwing were highly relatable with my work at advertising agencies, the process of the learning itself helped me understand the basic of the business I'm in now, and most importantly it was good fun.”

Fajar Kurnia, Indonesia
Associate Creative Director / Iris Worldwide



“The education I have received in Limkokwing has prepared me to face the fast-paced, ever growing internet industry.”

Teoh Chung Kai, Malaysia
Co-founder, StarDeal.my

Hi-Income Design Careers

Professional Design • Art Director • Design Manager • Graphic Designer • Set Designer • Illustrator • Photographer • Desktop Publishing Specialist • Image Touch-Up Designer • Advertising Manager • Packaging Designer • Event Production Manager • Communications Designer • Stationery Designer • Exhibition Designer • Multimedia Designer • Web Page Designer **Industrial Design** • Toy Designer • CAD Specialist • Researcher • R&D Manager • Automotive Designer • Set Designer • Jewellery Designer • Environmental Designer • Signage Designer **Creative Imaging & Digital Photography** • Photojournalist • Art Director • Travel Photographer • Fashion Photographer • Advertising Photographer • Editorial Photographer • Media & Publication House Photographer • Portrait Photographer • Wildlife Photographer • Stock Photographer • Commercial Photographer



**Malaysia’s University of transformation
& University of innovation**

Double recognition by the Government of Malaysia

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Bachelor of Arts (Hons) of Creative Imaging in Digital Photography

This program is designed to develop the critical technique thinking process, as well as evaluating and understanding images and their implementations. It equips the students aesthetically, technically and professionally for a future in photography. Students will develop understanding of contemporary skills, methodologies and processes relevant to producing creative work across the disciplines of visual arts, contemporary editorial art and journalism, digital imaging, and visual communication.

Entry Requirements

- Pass STPM/ A-Levels with 2 principal or a minimum CGPA of 2.0; or
- Pass Foundation / Matriculation (recognized by Malaysian Government) in related field; or
- Pass Unified Examination Certificate (UEC) with an average of grade B in 5 subjects; or
- Diploma in related field; or
- Any other equivalent qualification recognised by the Malaysian Government.

Semester 1

- History of Photography
- Computer Graphic 1
- Introduction to Image Media
- Element of Photography
- Photojournalism
- Ethnic Relations (Local Students)
- Malaysian Studies 3 (International Students)

Semester 2

- Photojournalism 2
- Advertising Photography 1
- Visual Problem Solution 1
- Basic Experimental B & W Digital Photography
- Islamic Civilisation and Asian Civilisation (Local Students)
- Communication - Malay Language 2 (International Students)

Semester 3

- Architectural & Interior Photography
- Global Classroom
- Bahasa Kebangsaan A (For those without BM credit in SPM)
- (Other students – Choose one only)
- Creative and Innovation Skills
- Decision Making Skills
- Entrepreneurship

Semester 4

- Advance Creative Image Media
- Nature Photography
- Advertising Photography 2
- Adv. Exp. B & W Digital Photography
- Visual Problem Solution 2

Semester 5

- Fashion Photography 1

- Fine Art Photography 1
- Creative Motion Graphics
- Digital Video 1
- Internship
- Co-curricular
- All students (Choose One Only)
- Work Sociology and Malaysian Industry

Semester 6

- Internship

Semester 7

- Creative Motion Graphics 2
- Digital Video 2
- Creative Industry Management
- Fashion Photography 2
- Fine Art Photography 2

Semester 8

- Final Project
- Research Method

Bachelor of Arts (Hons) in Industrial Design

Covering Product Design, Furniture and Transport Design, this programme offers a strong curriculum that will give students an opportunity to explore and meet the demands for innovation to a better living. Students will develop their creative and technical skills by employing current technology through a programme supported by business studies, professional practice, consumer knowledge and ethics. They will conduct research, identify problems, propose solutions and convey final ideas through sketches, computer renderings and prototypes.

Entry Requirements

- Pass STPM / A Levels with minimum 2 principals; or
- Pass Foundation / Matriculation in related field; or
- Any other equivalent qualifications recognised by the Malaysian Government

Students with a recognised Diploma in the relevant field will be given credit exemptions based on past results and portfolio review (where applicable).

Semester 1

- Models & Prototypes
- Computer Aided Design 1
- Creative Development
- Technical Drawing
- Industrial Design 1
- Elective (Drawing Studies)

Semester 2

- Industrial Design 2
- Computer Aided Design 2
- Multimedia Presentation 1
- Digital Visualization
- Visual Culture
- Materials & Processes

Semester 3

- Materials & Processes
- Multimedia Presentation 2
- Sociology & Design
- Bahasa Kebangsaan A (For those without BM credit

Semester 4

- Industrial Design 3
- Design Technology
- Ergonomic Studies
- Design Research
- Computer Aided Design 3
- Global Classroom

Semester 5

- Industrial Design 4
- Manufacturing Technology
- Design Management
- Design Reflective Practice
- Professional Practice
- Co-curricular

- in SPM)
- (Other students—Choose one only)
- Creative & Innovation Skills
- Decision Making Skills

Semester 6

- Industrial Design 5 - Internship
- Semester 7**
- Ethnic Relations (Local Students)
- Malaysian Studies 3 (International Students)
- Islamic Civilisation and Asian Civilisation (Local Students)
- Communication - Malay Language 2 (International Students)
- Design in Global Context

Semester 8

- Innovative Technology
- Industrial Design 6
- Portfolio Review
- Exhibition Design
- Work Sociology and Malaysian Industry
- Comparison of Ethnic

Bachelor of Design (Hons) in Professional Design (Visual Communication)

This three year degree is designed to progressively develop students' creative potential to conceptualise and innovative technical skills as they progress. Equipped with entrepreneurship and design management knowledge, students will be able to enter into the industry with confidence to succeed.

Entry Requirements

- Pass STPM / A Levels with minimum 2 principals; or
- Pass Foundation / Matriculation in a related field; or
- Any other equivalent qualifications recognised by the Malaysian Government

Students with a recognised Diploma in the relevant field will be given credit exemptions based on past results and portfolio review (where applicable).

Semester 1

- Illustration 1
- Digital Imaging 1
- Design Principles 1
- Visual Problem Solving
- Photography 1
- Design Heritage 1
- Typography 1
- Ethnic Relations (Local Students)
- Malaysian Studies 3 (International Students)

Semester 2

- Illustration 2
- Digital Imaging 2
- Design Principles 2
- Typography 2
- Photography 2
- Design Heritage 2
- Sociology & Design
- Islamic Civilisation and Asian Civilisation (Local Students)
- Communication - Malay

- Language 2 (International Students)

Semester 3

- Marketing
- Bahasa Kebangsaan A (For those without BM credit in SPM) (Other students - Choose one only)
- Creative and Innovation Skills
- Decision Making Skills
- Entrepreneurship

Semester 4

- Illustration 3
- Graphic Design 1
- Typography 3
- Screen Design
- Advertising 1
- Multimedia 1
- All students (Choose One Only)
- Work Sociology and Malaysian Industry
- Comparison of Ethnic

Semester 5

- Graphic Design 2
- Design Analysis
- Design Management Principles 1
- Multimedia 2
- Advertising 2
- Web Tech
- Animation
- Co-curricular

Semester 6

- Internship
- Global Classroom

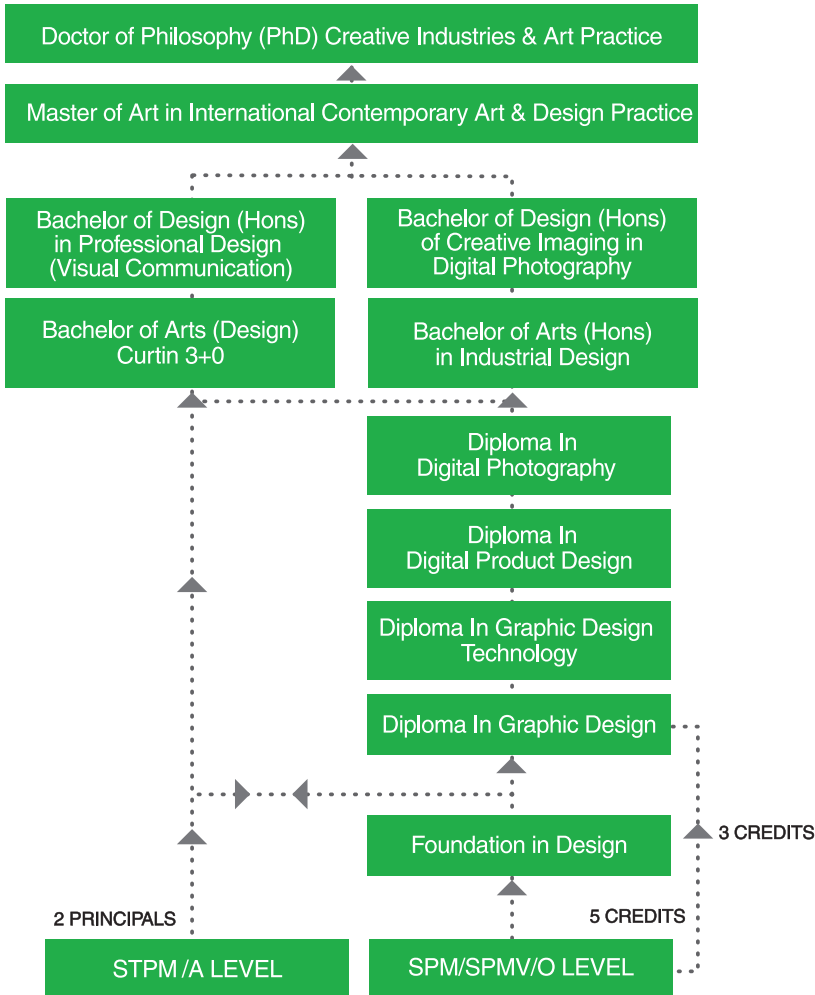
Semester 7

- Design Management Principles 2
- Design Culture & Ideas
- Graphic Design 3
- Multimedia 3
- Advertising 3
- Entrepreneurship

Semester 8

- Final Project
- Professional Studies

Academic Pathway Faculty of Design & Innovation



DESIGN & INNOVATION

When an innovation is stimulated by design it transcends technology and utility thus stimulating the thinking of a person who finds satisfaction in developing new ideas. The Faculty of Design and Innovation takes a unique look at the intersection between design and innovation by exploring courses that will see future designers contribute to the development of products and services.





Foundation in Design

This one year programme provides the essential preparation for entry into Degree programmes in Art, Design and Multimedia. It emphasizes in building creative thinking, research and drawing skills that will enable the student to be globally aware, mature and forward thinking.

Entry Requirements

- Pass SPM / O Levels with 5 credits including English and Arts; or
- Any other equivalent qualifications recognised by the Malaysian Government

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none">• Communication Studies• Creative Studies 1• Design Fundamentals• Drawing Fundamentals• Analytical Drawing• Bahasa Kebangsaan A / B	<ul style="list-style-type: none">• 2 Dimensional Design• Figure Drawing• Creative Technology• Eastern Art• Colour Studies• Malaysian Studies *	<ul style="list-style-type: none">• Communication Studies 2• Advanced Colour Studies• Digital Photography• History of Art• Moral Studies / Islamic Studies*

Diploma

Diploma in Graphic Design Technology

The programme is designed towards providing the relevant skills in acquiring knowledge and research, and applying them to design solutions for industry-related projects. The course will enable students to develop effective strategies for goal setting, time management and to execute design concepts to a professional standard.

Entry Requirements

- Pass SPM / SPMV / O Levels with 3 credits including Art / Drawing Test; or
- Any other equivalent qualifications recognised by the Malaysian Government

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none">• Creative Studies 1• Design Studies 1• Analytical Drawing• Life Drawing 1• Communication Studies 1• Communication - Malay Language 1• Malaysian Studies 2	<ul style="list-style-type: none">• Thinking Skills• Entrepreneurship• Bahasa Kebangsaan A• Photographic Studies 2• Computer Graphics 1• Design Studies 3• Design History• Media Exploration• Communication Studies 3• Constitution and Society of Malaysia• Comparison of Ethics• Advertising 2• Photographic Studies 3• Sociology & Design• Computer Graphics 2	<ul style="list-style-type: none">• Illustration 1• Design Studies 4• Co-curriculum• Major Project 1• Professional Studies• Advertising 1• Multimedia 1• Illustration 2• Photographic Studies 4• Major Project 2• Industrial Placement• Advertising 2• Multimedia 2• Illustration 3• Photographic Studies 5

Diploma in Product Design

This programme develops students' capability in three-dimensional design. Also known as Industrial Design, this course allows one to conceptualise and design new consumer products that is up to par with current developments in technology. Students will gain an understanding of form and function, color, market research and consumer demand, new technology, material and cultural studies. Additionally

they will also learn the technical side of manufacturing and material in order to produce practical designs.

Entry Requirements

- Pass SPM / O Levels with 3 credits; or
- Any other equivalent qualifications recognised by the Malaysian Government

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none">• Communication Studies 1• Creative Studies 1• Design Studies 1• Analytical Drawing 1• Life Drawing 1• Communication - Malay Language 1• Malaysian Studies 2	<ul style="list-style-type: none">• Decision Making Skills• Thinking Skills• Entrepreneurship• Bahasa Kebangsaan A• Design History• Design Trend Studies• Computer Aided Design 1• Studio Project 2• Model Making 2• Constitution and Society of Malaysia• Comparison of Ethics• Sociology and Design• Presentation Technique 1	<ul style="list-style-type: none">• Materials and Processes• Studio Project 3• Computer Rendering• Computer Aided Design 2• Co-curriculum• Design Research• Presentation Technique 2• Professional Studies• Studio Project 4• Computer Aided Design 3• Studio Project 5A• Manufacturing Technology• Studio Project 5B

Diploma in Graphic Design

The programme is committed towards providing comprehensive learning that covers the basic skills in acquiring knowledge and research, and applying them to design solutions for industry-related projects. Students will be able to translate ideas into visual form embracing creativity, originality and technical competence.

Entry Requirements

SPM with 3 credits including Art or its equivalent and pass an interview/drawing test or portfolio review for candidates who did not take Art as a subject.

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none">• Creative and Innovation Studies• Introduction to Computer Skills• English Language Proficiency 1• Fundamental of Design• Drawing 1• Presentation Research Study Skills• Communication - Malay Language 1• Malaysian Studies 2	<ul style="list-style-type: none">• Introduction to Graphic Design• Graphic Design Principles• Typography 1• Illustration• Decision Making Skills• Thinking Skills• Entrepreneurship• Bahasa Kebangsaan A• English Language Proficiency 2• Typography 2• Communication Graphics• Photography• Digital Art 1• Constitution and Society of Malaysia	<ul style="list-style-type: none">• Comparison of Ethics• Communication Graphics & Corporate Identity• Digital Art 2• Multimedia Presentation Techniques• Packaging Design• Co-curriculum• Animation Design Intro 191• Internet Design Introduction 251• Design Research• Graphic Design• Typographic Studies• CAD Copywriting & Art Direction• Bahasa Kebangsaan A• Bahasa Kebangsaan B

Diploma in Digital Photography

The programme is committed towards providing comprehensive learning that covers the basic skills in acquiring knowledge and research, and applying them to solve visual problems at an international level. Students will be exposed to a wide range of digital photography and image manipulation software and entrepreneurship skills.

Entry Requirements

SPM with 3 credits including Art or its equivalent and pass the drawing test/ portfolio review

- English Language Proficiency 2
- Fashion Photography 2
- Commercial Photography 2
- Advanced Experimental Black & White Digital Photography
- English Language Proficiency 4
- Bahasa Kebangsaan A

Semester 1

- Creative & Innovation Studies
- Drawing 1
- Fundamentals of Design
- Introduction to Computer Skills
- Presentation Research Study Skills
- English Language Proficiency 1

Semester 2

- Photographic Studies
- Basic Lighting Technique
- Elements of Photography
- Photojournalism 1
- Islamic Studies

Semester 3

- Intro to Digital Photography
- Basic Black & White (Experimental) Digital Photography
- Photojournalism 2
- Commercial Photography 1
- Fashion Photography
- English Language Proficiency 3
- Malaysian Studies

Semester 4

- Advanced Digital Imaging

Entry Requirements

- Pass STPM / A Level with minimum 2 principals; or
- Pass Foundation in Design; or
- Any other equivalent qualifications recognised by the Malaysian Government

Students with a recognised Diploma in the relevant field will be given credit exemptions based on past results and portfolio review (where applicable).

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none">• Communication Studies 3• Photographic Studies 2• Design History• Computer Graphics 1• Design Studies 3• Illustration 1• Islamic Studies• Moral Studies	<ul style="list-style-type: none">• Photographic Studies 3• Sociology & Design• Computer Graphics 2• Illustration 2• Design Studies 4• Illustration 2• Malaysian Studies	<ul style="list-style-type: none">• Animation Design Intro 191• Internet Design Introduction 251• Design Research• Graphic Design• Typographic Studies• Marketing• CAD Copywriting & Art Direction• Bahasa Kebangsaan A• Bahasa Kebangsaan B

Semester 4

- Digital Image Compositing 192
- Brand Identity 271
- Visual Process 272
- Brand Communication 272
- Universal Design Principal 272



Bachelor of Design (Hons) in Transport Design

The Bachelor of Design (Hons) in Transport Design is the only Transport Design course in the Malaysia so far. The program develops individuals who are able introduce new innovations and creative approach to all forms of transportation including air, rail, road and sea. This program focuses on practical issues that will enable you to create desirable yet efficient transportation of the future. You can enroll and focus on different streams that cover personal use or public transportation design. In the syllabus, students will address current major issues that will shape the future in transportation design. There are various specializations from motorcycles, cars, and even design for public transport as well as commercial vehicles and custom vehicles. This program is set for 3 years with a compulsory Foundation in Design. As this is an art and design based program, the Foundation year is vital to imbed strong introductory visual skills such as manual drawing, sketching; technical aspects such as form and color; then theory components such as history and creative thinking.

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none">• Transport Design 1• Workshop Technology 1• Form & Color Studies• 2D Computer Aided Design• Experimental Construction• Ethnic Relations• Malaysian Studies 3• Co-curricular	<ul style="list-style-type: none">• Communication – Malay Language 2• History of Design• Material & Processes• Automotive Design History• Vehicle Interior 1• Digital Modelling 1• Integrated Transport Design 1• Academic Writing• Bahasa Kebangsaan A• (For those without BM credit in SPM)• (Other students – Choose one only)	<ul style="list-style-type: none">• Creative & Innovation Skills• Decision Making Skills• Vehicle Interior 2• Digital Modelling 2• Integrated Transport Design 2• Design Lab (Transport)• Work Sociology and Malaysian Industry• Comparison of Ethnicities• Transport Engineering• Global Classroom• Human Factors in Design• Internship