



PROGRAMME SYNOPSIS

Year 1 Semester 1

Course: BID3113 Design Context

Synopsis:

This module encompasses the study of major arts and design movements from the ancient civilisations to the post-modern design of the 20th century, and the significance of the movements towards the bearing of designs.

Course: CDM3123 Digital Drawing for Character Animation

Synopsis:

The module encompasses the fundamental of 2D and 3D manual and digital drawings of human and animal characters. Followed by drawing for 2D and 3D animations, and concluded with drawing of facial expression and lips-sync, which are essential in CGI of organic objects.

Course: CDM3133 Digital Imagery Fundamental

Synopsis:

This module is arranged in three main sections which include: establishing a foundation and rationale for digital imagery design paradigm; Summaries of underlying knowledge bases for digital imagery design practice; Summaries of practices of digital imagery design across a broad range of CGI fields

Course: CDM3143 Digital Photography

Synopsis:

This module provides comprehensive aspects of digital photography. It helps to assess current digital photography needs, determine the best gear and products to suit different style. Combines the latest digital innovations with tried-and-true photography techniques. This module also explain what happen after the shot, detailing the steps needed to take to download the picture files, produce prints, publishing image online, and using the images for CGI video/movie production.

Course: CDM3153 Screenwriting Concept

Synopsis:

This module deals with a different component of the art of screenwriting, from character development, to the nurturing of subplots, to the fundamentals of good dialogue, illustrating everything through the virtues or mistakes of a particular film.

Course: UCS 3122 Professional English: Essential Communication Skills

Synopsis:

This course provides a comprehensive reference guide on technical communication principles, skills and practice in workplace. It explains the principles of effective communication, both written and oral, and provides solid advice and practical guidelines on how to strengthen communication skills and produce good technical writing. It introduces the theory, specimen documents, suggested layouts and explanations that develop skills and understanding.

Year 1 Semester 2

Course: BID3213 Graphic Media and Communication

Synopsis:

The module encompasses the fundamental theory and principles of Graphic Design, imaging, colour, typeface, packaging, and printing.

Course: CDM3223 3D Modeling

Synopsis:

This module will encompass two basic categories of 3D modelling which include solid modelling and shell/boundary modelling. Three common and popular ways to represent a model will also be covered which include polygonal modelling, curve modelling, and digital sculpting. The modelling stage taught will consist of shaping individual objects that are later used in final project. Several modelling techniques will also be taught. These techniques include constructive solid geometry, implicit surfaces, and subdivision surfaces.

Course: CDM3233 Environment Design

Synopsis:

This module introduces the spectrum of activities that are normally involved in digital environment design for animated video/movie production in 2D, 3D, and hybrid. This module is dedicated to the idea that, with the awareness of the art and computer graphic principles that go into rendering and design of environment, plus creative problem solving, students can accomplish great work outcomes with any rendering software packages.

Course: CDM3243 Digital Character Design

Synopsis:

The module encompasses fundamental theory and technique of digital character development and the principle of various digital character design and their application.

Course: CDM3253 Production Process

Synopsis:

The module encompasses fundamental theory, design and development stages of CGI production for short animated film, through all aspects of creating a digital short film, from the development stage (story, character design, animatics), through the production process (animation, camera direction, lighting), as well as the post-production phase (editing, submitting to final project presentation).

Course: CDM3264 Compositing Fundamental

Synopsis:

This module is centered on teaching students good working practices in digital compositing design, bringing together everything students have learned from other modules in year 1 and putting them into context. The module is based on studio and workshops where students will embark on individual projects.

Year 2 Semester 1

Course: CDM3313 Interactive Design

Synopsis:

The module aims design students from across the design and media disciplines, emphasising on fundamentals of designing for interactive media. This course also guide on how to research, plan and design for increasingly prevalent interactive projects.

Course: CDM3323 Action Analysis

Synopsis:

This module covers the dynamic and the law of motion. This module also give students overview of the principles of animation. Students will learn the theory alongside the actual action in performing and acting through real action footage captures.

Course: CDM3333 Design for Animation

Synopsis:

This module deals with a different component of the art of 2D and 3D animation, from character development, to the nurturing of subplots, to the fundamentals of good cinematic and concept art, dialogue, illustrating everything through the virtues or mistakes of a particular animated film.

Course: CDM3343 Digital Sculpting

Synopsis:

This is a creative thinking module design to prepare students to practical methods for the systematic development of character digital sculpting. The module describes the underlying principles of advancement in digital sculpting and creativity that focusses on adding innovative values to the production outputs. The digital sculpting and creativity processes are explored further and translated into workable procedures by providing a framework for creativity development and organising.

Course: CDM3354 Digital Compositing I

Synopsis:

The primary aim of this module is to help students build on the skills and experience from the module digital compositing 1. Students will be working both on individual projects and in teams to develop an imaginative and creative solution to the briefs set. Students will also learn about the role of digital compositing design in enterprise and learn how to workshop machinery and tools safely.

Course: MPU 3312 Entrepreneurship Skills

Synopsis:

This course also provides an understanding of an individual as entrepreneur and the process of creating and growing a new venture. The topics include theory of entrepreneurship, types of entrepreneurship, the importance of entrepreneurship and factors affecting entrepreneurship, entrepreneurship develop in Malaysia, entrepreneurial creativity and innovation, opportunity identification, business plan, business support system and form of business entities and relate legal requirements.

Year 2 Semester 2

Course: CDM3413 Academic Research Fundamental

Synopsis:

In the beginning of the course, students are required to attend a research workshop where they will be taught on how to execute a research, conduct literature review, decide appropriate methodology, collect, interpret and analyse data. Later, students will be guided by the respective supervisors on how to plan for research in CGI Research Project I. Students will carry out weekly discussion with their supervisor on the research topic, objective, scope, research programme, and the extent of the development of the research proposal. A report and a presentation of the research proposal are required at the end of the course.

Course: CDM3423 Advertising Effect

Synopsis:

This module presents the fundamental to the art and techniques of visual effects creation and development for advertising in video, film and television. It covers the background principles to students dealing with special visual effects that accompany an advertising, by examples, demonstrate the utility of the principles put into practice. This module also cover the course of a production from 3D modelling, environment design, CGI animation and digitally compositing them together for dynamic visual effects a good advertising should have at the end of the chain.

Course: CDM3433 Audio Composition

Synopsis:

This module presents the fundamental to the art and techniques of sound for film and television. It covers the background principles to students dealing with sound that accompany a picture, by examples, demonstrate the utility of the principles put into practice. This module also cover the course of a production from recording the sound on the set to reproduction of the sound at cinemas and homes at the end of the chain.

Course: CDM3443 Digital Cinematography

Synopsis:

This module covers comprehensive aspects of digital cinematography starting by introducing the principles and fundamental relevant to the industry. This module then encompass the techniques, experience design, design process and methods of digital cinematography, and product/service prototyping and equipment in the contexts of real world situation.

Course: CDM3454 Digital Compositing 2

Synopsis:

The primary aim of this module is to help students build on the skills and experience from the module Digital Compositing 2. Students will be working both on individual projects and in teams to develop a creative and innovative solutions to the briefs set. Students will incorporate associated compositing development solution within the project.

Course: UCS 3212 Creativity and Innovation

Synopsis:

This subject explores the creativity and innovation of thinking skills with an exposure of principles of thinking, methods of generating ideas, creativity in problem solving techniques, creativity in writing as well as giving the experience of producing creative and innovative product through project given.

Year 2 Semester 3

Course: UCS 3112 Communication in the Workplace

Synopsis:

This course comprises of basic knowledge and skills in workplace communication, providing a fundamental exposure and guide to the various forms of communication in the workplace covering both verbal communications and written communication. These include practice in conveying ideas and opinions, writing proposals and business letters, preparing reports, oral communication and presentation.

Course: MPU3113 TITAS

Synopsis:

This course focuses on concepts of culture and ethnic relations, specially emphasises on the latest development in Malaysia. It includes the concepts of ethnic relations, insights of ethnic relations in Malaysia in the aspects of economics, politics, constitutions and religions in Malaysia. It also discuss about the challenges for the enhancement of the ethnic relation and the roles of the government and the society.

Course: MPU 3212 Malaysian Economy

Synopsis:

This course provides the student with an overview of the Malaysian economy, the role of the government and its economic interaction with other countries. Various topics will be discussed, including: the government economic policies and activities (primary, secondary and tertiary), Collin Clark's hypothesis of economic development, key growth engines of Malaysian economy towards high income economy (Iskandar, NCER, ECER, SCORE, and SDC), and Economic Transformation Programme (ETP).

Year 3 Semester 1

Course: CDM3513 Digital Motion Graphic

Synopsis:

This module is structured into two parts. The first part introduce the toolset that a practitioner of a motion graphic needs from the outset as well as the series of core concepts that underpin the skills and principles of graphic production and motion graphic design. The second part consist of a detailed examination of a motion graphics design process and workflow for both sole producer and members of a large production team.

Course: CDM3516 Research Project I

Synopsis:

Students are required to attend a research workshop where they will be taught on how to execute an academic production design research, conduct literature review, decide appropriate methodology, collect, interpret and analyse data. Students will be guided by the respective supervisors on how to produce a research proposal, and plan for research which will be conducted later in the course. A report and a presentation of the research proposal are required at the middle of the course before proceeding to the CGI production design project presentation (Part One) at the end of the course.

Course: MPU3412 Co-curriculum

Synopsis: Students will take part in organizing university's and outside events to gain opportunity of training and learning of specific techniques and skills related to the themes of the events apart from participating in soft skills improvement programs while joining other outdoor sports activities. These will allow students to practice effective communication skills, both verbally or written, polish managerial skills while becoming leaders and managing events in the university, and cultivate awareness of lifelong learning while exposing to well-diversify of knowledge, skills and techniques.

Year 3 Semester 2

Course: CDM3616 Research Project II

Synopsis:

Students are required to continue the computer generated imagery production design research project with relevant improvements to the results achieved in semester 1. Further development of design, engineering and production requirements are emphasised. Final product prototype is evaluated to prepare for final presentation. A final report and a presentation of the research is

UNIVERSITY COLLEGE OF TECHNOLOGY SARAWAK

BACHELOR OF ARTS (HONOURS) IN CREATIVE DIGITAL MEDIA, N/213/6/0350; MQA/PA 11221
conducted at the end of the course. A complete dissertation of the project is submitted concurrently with the final presentation.

Course: MPU3133 Hubungan Etnik

Synopsis:

This course focuses on concepts of culture and ethnic relations, specially emphasises on the latest development in Malaysia. It includes the concepts of ethnic relations, insights of ethnic relations in Malaysia in the aspects of economics, politics, constitutions and religions in Malaysia. It also discuss about the challenges for the enhancement of the ethnic relation and the roles of the government and the society.

Course: UCS 3312 Green Technology

Synopsis:

This subject explores the green technology with basic knowledge and fundamental green principles in recycling, green home living, green daily life, green buildings, alternative energy, green transportation, green business and green economics.

Year 3 Semester 3

Course: CDM3717 Industrial Training

Synopsis:

6 months on job training at (any of the following) media production firms, consulting firms, development firms, government department and statutory bodies related to computer generated imagery (CGI) practices. Nature of works encompasses any design related tasks, studio and site supervisions, measurements, contract administrative works etc. Work experience is recorded in work diary, training report and presentation upon completion.

Elective Subjects

Course: CDM3813 Colour Theory

Synopsis:

This module encompasses fundamental theory and application of colour and its effects within the context of art and design. This module also emphasizes on the physical demonstration of the underlying principles of colour basics, to analyse and comprehend students' perception of the effects.

Course: BID3413 Product Costing

Synopsis:

This module introduces students to the basic concept in product costing, accounting and financial management of a particular product design project. Emphasis will be on the general theories and practices in accounting as well as analysis and interpretation of the financial statements and planning throughout the process of a design project.

Course: BID3513 Strategic Management of Innovation and Design

Synopsis:

This course encompass the fundamental concepts of contemporary innovation seen by the different disciplines. These concepts include management sciences and innovation capability that transform innovation to innovative design. Design capabilities in innovative firms will be explained, and discussion and proposition on rebuilding innovation capabilities will be prepared through appropriate tools and platforms.

Course: EEM3473 Computer Aided Design

Synopsis:

This course provides knowledge on design employing software. Students will construct design solutions using appropriate software.

Course: EEM3523 Industrial Safety and Health

Synopsis:

This course covers the introduction to industrial safety and health, hazards and their control, chemical safety, mechanical safety, electrical safety and industrial safety and health regulations.