

**KOLEJ POLY-TECH MARA
BATU PAHAT**

**DIPLOMA
IN
COMPUTER GRAPHIC DESIGN
CT108**

JULY 2019

ABOUT KPTM

Kolej Poly-Tech MARA is a private higher educational institution which is wholly owned by Majlis Amanah Rakyat (MARA). KPTM offers a wide range of educational opportunities in the field of Information Technology, Computer Science, Accounting, Business Management, Sciences, Engineering and Health Science.

VISION

To be a Tertiary Education Institution with Excellent Reputation

MISSION

1. To cultivate academic and entrepreneurial excellence to achieve an optimal individual potential.
2. To lead a holistic education through global acknowledgement and acceptance.

SHARED VALUES

Trustworthy, Resilient, Blessed

MOTTO

A Centre of Learning, Centred on You

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MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Welcome to KPTM. I believe a college is a place for you to gain knowledge and skills that you will use for the rest of your life. Here at KPTM, we are committed in creating the right environment and culture for learning.

Developing the right culture is essential to create an environment that is conducive for learning. Faculty members and students as well as the college staff work together to build such environment. We provide learning opportunities through problem-based learning (PBL) that requires students to search for solutions and answers through discussions with the lecturers. This is unlike the conventional teaching where lecturers supply all inputs to the students.

KPTM is proud of its long years of academic pursuit. During these years we have engaged ourselves with students from all walks of lives, turning them from immature youngsters to well-rounded individuals ready to take on the world. We will do our best to develop and mould you towards having towering personalities.

As an educator, my professional roadmap has always directed me to work from a place of high standards, high expectations, and excellence. The KPTM team is dedicated to the same standards for our students. We strive to always motivate our students to achieve high academic achievement by providing outreach, academic support, and a climate that encourages self-empowerment. As a result, we reinforce successful enrolment, retention, academic success, and graduation of students from diverse backgrounds.

I graciously welcome you as higher education aspirants and look forward to the creation of new ventures and exemplary works from all of you.

Wishing you all the best!

**CHIEF EXECUTIVE OFFICER
KOLEJ POLY-TECH MARA**

MESSAGE FROM THE DEAN, FACULTY OF CREATIVE MULTIMEDIA

A warm welcome to Kolej Poly-Tech MARA.

A college experience is not only about making the right decision about what you wanted to be when you finished your secondary education. It is about a series of adjustments before venturing into a more challenging life.

I truly hope that this handbook will be helpful in guiding you throughout your course of studies and throughout your adjustment processes as a college student.

You will find that this handbook provides you with the necessary reference and information regarding the study programme as well as the support system and services that the college provides.

The handbook is carefully designed to ensure that you are equipped with the relevant information about Diploma in Computer Graphic Design.

I hope you have an enjoyable learning experience and a rewarding student life.

Mohd Shazli Shahuddin
Dean
Faculty of Creative Multimedia
Kolej Poly-Tech MARA

PROGRAMME BRIEF

This programme is an exploration of new and emerging media that comprises a diverse range of communications platforms for various audience.

Graphic design is all around us from newspaper, magazines, books, illustrations, television, commercials and backdrops, company logos, brochures, stationary and packaging, signage, advertisement, web designs, kiosk, multimedia application standalone or online, animation and CD-ROMs. In this course students are exposed to a wide range of graphics and visual techniques, drawing, illustration, desktop publishing, photography and image manipulation, multimedia, web design and animation meaning students will be able to translate ideas into visual form.

Our proud history and solid foundation will drive continuous educational growth into the future. In recent times, we have extended our quality programs to all individuals and populations. It is our absolute commitment to provide opportunities for individuals to gain easy access and holistic approach to education and training towards the establishment of knowledge-based society.

ACADEMIC PLANNER

ACTIVITY	ACADEMIC SESSION		
	April (day/week)	July (day/week)	November (day/week)
Registration (New Students)	Day 1	Day 1	Day 1
Induction	Day 2 – 4	Day 2 – 4	Day 2 – 4
Registration (Returning Students)	Day 3	Day 3	Day 3
Lectures and Add/Drop Sessions	Week 1 - 2	Week 1 - 2	Week 1 - 2
Lectures	Week 1 – 7	Week 1 – 14	Week 1 – 14
Revision Week	1 Week	1 Week	1 Week
Final Examination	1 Week	2 Week	2 Week
Semester Break	4 Week	3 Week	2 Week

Note: Actual calendar will be distributed during registration.

The Academic Calendar for KPTM has the following features:

- A 7 weeks instruction for short semester (April) and 14 weeks for long semester (July and November) conducted in the academic year.
- A 7 days final examination period for short semester (April session) and 14 days for long semester (July and November), with 1 ‘revision week’ for examination preparations.
- Class replacement will be done in cases where public holidays disrupt the teaching and learning activities.
- The College reserves the right to make any changes to the academic calendar when necessary. Students are advised to be aware for announcements regarding changes at all times.

ACADEMIC REGULATIONS

- All KPTM students are subjected to the Academic Rules and Regulations as outlined in the **Buku Peraturan Akademik Kolej Poly-Tech MARA (Pindaan 2017)**. A copy of this booklet will be given to every student upon registration.

PROGRAMME INFORMATION

1. **Programme Title** : Diploma in Computer Graphic Design
2. **Programme Code** : CT108
3. **Duration** : 2 years 4 months (7 semesters)
4. **Total Credit Values** : 91 credits
5. **Medium of Instruction** : English
6. **Entry Requirement** :

Candidates must fulfil the entry requirements as follows:

i) Pass Sijil Pelajaran Malaysia (SPM) or equivalent, with minimum THREE (3) credits

OR

ii) Pass Level 3 Sijil Kemahiran Seni Lukis & Seni Reka Kemahiran Malaysia (SKM) and Pass Sijil Pelajaran Malaysia (SPM) with minimum ONE (1) credit

OR

iii) Pass any equivalent qualifications

AND

Pass drawing test and interview

7. **Programme Description:**

In this course students are exposed to a wide range of graphics and visual techniques, drawing, illustration, desktop publishing, photography and image manipulation, multimedia, web design and animation to translate fresh ideas into visual form. With exposure to a wide variety of hardware and software, this program will prepare the students to work in any of the exciting areas that are open to designers today to meet the needs of the industry.

8. Programme Educational Objectives:

The program objectives are:

- PEO1 Knowledgeable and technically competent in computer graphic design discipline in line with the industry requirements. (LO1,LO2)
- PEO2 Effective team member with appropriate values and attitudes in their profession and society.(LO3, LO4, LO5)
- PEO3 Effective in communication and in managing information in providing solutions and administrative support to the organization. (LO5,LO6, LO7)
- PEO4 Able to demonstrate entrepreneurial skills and recognize the need of life- long learning for career advancement. (LO7, LO8)

9. Programme Outcomes:

At the end of the program, students should be able to:

- PO1 Demonstrate the basic knowledge of computer graphic design to support demand in the work place for multimedia specialist professionals (LO1)
- PO2 Apply technical skills in producing artwork and product in digital media and graphic production (LO2)
- PO3 Employ social skills and demonstrate responsibilities while engaging with community. (LO3)
- PO4 Demonstrate professional values, ethics and attitudes in organizational management. (LO4)
- PO5 Demonstrate leadership and teamwork skills and communicate appropriately and effectively within various organizational contexts. (LO5)
- PO6 Develop solution to solve problem using appropriate tools, techniques and technologies (LO6)
- PO7 Engage in life-long learning by using technologies and skills effectively in information management for career development and self-improvement. (LO7)
- PO8 Employ managerial and entrepreneurial skills. (LO8)

10. Career Opportunities:

On completion of this program, graduates can be involved in in-house media production, advertising firms, training presentation, audio and video production houses, e-learning development, web design development and animation development. Graduates would be able to work as:

- Graphic designer
- Animator
- Web developer/ designer
- Video specialist
- Games Designer
- Art Director
- Creative Director
- Copywriter
- Design Educator
- Packaging Designer
- Photographer
- Illustrator
- Multimedia Developer
- Desktop Publisher
- Graphic Pre-Press Operator
- Print Production Manager
- Digital Media Specialist in an agency, art studio, TV or internet media company

11. Awarding Body: Kolej Poly-Tech MARA

PROGRAMME STRUCTURE

#	COURSE CODE	COURSE NAME	PRE REQ	CRDT VALUE	CONTINUOUS ASSESSMENT	FINAL ASSESSMENT
SEMESTER 1 – JUL 2019						
1	CGD1203	Drawing	None	3	60	40
2	CGD1413	Graphic Design History	None	3	60	40
3	CGD1423	Color Theory	None	3	60	40
4	CGD1453	Typography	None	3	60	40
5	CGD1243	Digital Image Manipulation	None	3	70	30
6	MPU2213	Bahasa Kebangsaan A *	None	3	70	30
	MPU2223	Study Skills	None		70	30
	MPU2233	Pengucapan Awam	None		60	40
	MPU2243	Human Communication	None		60	40
	MPU2253	Kemahiran Menulis	None		60	40
	MPU2263	Asas Keusahawanan 1	None		70	30
TOTAL				18		
SEMESTER 2 – NOV 2019						
7	CGD1433	Digital Art	CGD1203	3	60	40
8	CGD1463	Introduction to Graphic Design	None	3	60	40
9	CGD2273	Digital Photography	None	3	60	40
10	CGD2283	Visual Communication	None	3	50	50
11	CGD2493	Animation Design	None	3	60	40
12	CGD2343	Advertising Design	None	3	70	30
TOTAL				18		
SEMESTER 3 – APRIL 2020						
13	TTS1242	Enterprise IT Application	None	2	60	40
14	HCP1013	Fundamental of Copywriting	None	3	60	40
15	MPU2313	Pengajian Islam	None	3	70	30
	MPU2333	Etika Dan Nilai	None		60	40
TOTAL				8		
SEMESTER 4 – JUL 2020						
16	CGD2523	Composing Audio Video	None	3	50	50
17	CGD2303	Publication Design	CGD1243, CGD1433	3	60	40
18	CGD2312	Critical & Creative Thinking	None	2	60	40
19	PEN2303	Digital Entrepreneurship	None	3	40	60
20	CGD3603	3D Modelling	None	3	60	40
21	CGD2533	Interactive Design Concept	None	3	60	40
TOTAL				17		
SEMESTER 5 – NOV 2020						
22	CGD3594	Graphic Design Project	CGD2343	4	60	40
23	CGD2363	Packaging Design	CGD1463	3	60	40
24	CGD2553	Corporate Branding	CGD2283	3	60	40
25	CGD3373	Web Interface Design	None	3	60	40
26	CGD3583	Project Management	None	3	60	40
TOTAL				16		
SEMESTER 6 – APRIL 2021						
	HPS2013	Basic Oratory	None	3	80	20
	MPU2133	Bahasa Melayu Komunikasi 1 (Pelajar Luar Negara Sahaja)	None	3	70	30
	MPU2163	Pengajian Malaysia 2	None		70	30
	MPU2412	Khidmat Masyarakat 1	None	2	90	10
	MPU2422	Pengurusan Masjid	None		90	10
	MPU2432	Sports Event Management 1	None		90	10
TOTAL				8		
SEMESTER 7 – JUL 2021						
30	CGD3996	Graphic Design Industrial Training	PASS ALL DISIPLINE CORE	6	100	-
TOTAL				6		
GRAND TOTAL				91		

COURSE INFORMATION

SEMESTER 1

CGD1203 Drawing

Pre-requisite: None

Students will gain knowledge on how to use different types of medium and will develop their skills on different types of drawing and apply the various techniques.

CGD1413 Graphic Design History

Pre-requisite: None

Exposure to the evolution of graphic communication by studying early writing systems in the Mideast and Asia, medieval manuscripts, the Renaissance, the Industrial Revolution, twentieth century modernism and editorial design.

CGD1423 Color Theory

Pre-requisite: None

This course will teach students to understand the basic principle and terminology of color, color usage and application in graphic design's fields.

CGD1453 Typography

Pre-requisite: None

This is an introductory course providing a basic knowledge of typography. Through a series of lectures and exercises students are provided with a solid foundation on typefaces and how to communicate using appropriate font and typeface.

CGD1243 Digital Image Manipulation

Pre-requisite: None

Student will develop skills on technical field of image manipulation by using image editing software in further to use and apply it for other courses.

MPU2213 Bahasa Kebangsaan A

Pre-requisite: None

Perlu diambil oleh pelajar yang tidak memperoleh kredit di dalam Bahasa Melayu SPM. Kursus ini disediakan untuk membolehkan pelajar menguasai kecekapan berbahasa, setaraf dengan peringkat intelek mereka untuk berkomunikasi secara berkesan bagi menghayati dan melahirkan fikiran tentang ilmu pengetahuan, hal-hal persendirian dan kemasyarakatan dalam konsep rasmi, kreatif dan bukan kreatif melalui lisan dan tulisan, serta memupuk daya pengembangan berbahasa pelajar bagi kepentingan pendidikan tinggi dan kerjaya.

MPU2223 Study Skills

Pre-requisite: None

Study Skills is designed to help students improve their study skills and develop their ability to use it. This subject is also geared to provide the students with the awareness on the knowledge and tools that the students need in order to build the skills for lifelong learning. In addition, it will guide the students in understanding what they can do to be a more efficient and effective learner. The learning strategies taught in this course are meant to be used for learning tasks in class, work and in their personal lives.

MPU2233 Pengucapan Awam

Pre-requisite: None

Kursus ini berkisar tentang aspek pengucapan awam yang merangkumi kemahiran, penyampaian, bahasa, penampilan diri, halangan dalam pengucapan awam dan etika berucap.

MPU2243 Human Communication

Pre-requisite: None

This course is offered to gain students understanding with the types of human communication, how it occurs, the skills in interpersonal communication, comm in a small group as well as in the organization. Students also will learn basic on how to manage conflicts in the organization and group.

MPU2253 Kemahiran Menulis

Pre-requisite: None

Kursus ini ditawarkan kepada pelajar sebagai subjek elektif. Secara umumnya kursus ini merangkumi pengenalan kepada penulisan, proses asas penulisan, jenis-jenis penulisan dan penulisan dalam laman blog.

MPU2263 Asas Keusahawanan 1

Pre-requisite: None

Kursus ini bertujuan untuk memberi ilmu asas dan konsep keusahawanan kepada pelajar supaya dapat menimbulkan minat dan memupuk nilai untuk menceburi bidang keusahawanan sebagai salah satu pilihan kerjaya. Pengajaran dan pembelajaran dilaksanakan dalam bentuk perkongsian pengalaman keusahawanan, pembelajaran berasaskan kes, simulasi perniagaan dan pembentangan. Pada akhir kursus ini, pelajar diharapkan dapat membentuk minda keusahawanan dan mempamerkan kemahiran keusahawanan dalam aktiviti harian.

SEMESTER 2

CGD1433 Digital Art

Pre-requisite: CGD1203

Student will acquire the knowledge of how to use vector illustration software to create their own digital drawings / illustrations. This course will cover on both technical and types of illustrations exist today.

CGD1463 Introduction to Graphic Design

Pre-requisite: None

Exposure to an introduction to elements and principle of design, spatial relationships, typography and imagery as they apply to practical visual solutions for any form of graphic design applications. This subject will instruct the student in graphic design skills employing traditional materials and procedures employed in the communication arts industry.

CGD2273 Digital Photography

Pre-requisite: None

Students will acquire the knowledge of how to use DSLR to capture still images. They will engage in both studio and outdoor learning activities to prepare them for their assignments and projects. At the end of this course, they will apply the techniques they have learned, develop their own style and produce an album portfolio.

CGD2283 Visual Communication

Pre-requisite: None

This course provides an introduction to visual literacy by considering the fundamentals of visual communication. Class readings, assignments, and discussions will demonstrate how these basic elements are applied to communicate to viewers. The contributions, ethics, and methods of visual communicators will be explored by analysing examples in a variety of visual forms, including print, graphics, illustrations, photographs, motion pictures, and computer imagery.

CGD2493 Animation Design

Pre-requisite: None

Students will learn how to create good animation using principles of animation, aesthetic and full elements of

art. This syllabus have each element with is knowing about history of animation, types of animation, animation techniques include pre, production and post production will clearly drive student to produce good animation design.

CGD2343 Advertising Design

Pre-requisite: None

In this course students will learn how to produce creative advertising. Students also will be exposed to the production of advertising product in a team.

SEMESTER 3

TTS1242 Enterprise IT Application

Pre-requisite: None

This subject covers the use of personal computers in terms of their software in theory and its usage through hands on. The student will be exposed to the system and application software such as windows operating system, word processor, spreadsheet, presentation software and database software.

HCP1013 Fundamental of Copywriting

Pre-requisite: None

Students will learn how to write a printed media, radio and TV ads, advertisements and press releases as well as demonstrating a thorough knowledge of the different needs of print, broadcast and internet media.

MPU2313 Pengajian Islam

Pre-requisite: None

Kursus ini merupakan antara mata pelajaran umum yang disyaratkan oleh Kementerian Pengajian Tinggi.

Kursus ini merangkumi empat bahagian iaitu;

- A) Islam dan Konsep-konsep Asas.
- B) Islam Sebagai Peradaban dan Tamadun.
- C) Institusi-institusi yang terdapat di dalam Islam
- D) Islam dan Cabaran Semasa.

Selain itu, subjek ini memberi penerangan kepada pelajar mengenai tasawwur Islam secara tepat yang menyumbang kepada pembangunan ummah. Ia juga menghurai kan keupayaan Islam dalam menangani pelbagai cabaran yang dihadapi oleh masya rakat Malaysia.

MPU2333 Etika dan Nilai

Pre-requisite: None

Kursus ini bertujuan untuk menerapkan nilai-nilai moral, pengertian, teori dan sistem nilai, nilai-nilai moral dalam setiap agama, nilai kebangsaan dan patriotisme, nilai-nilai korporat dan isu-isu berkaitan etika dan nilai (keganasan, perkauman, diskriminasi, seksual, gejala media sosial dan penyalahgunaan dadah).

SEMESTER 4

CGD2523 Composing Audio Video

Pre-requisite: None

Students will learn the fundamentals of good visual story-telling through video. They will be able to work as a production team to produce a short movie which demonstrates the quality of video compositions, proper moods and dramatization.

CGD2303 Publication Design

Pre-requisite: CGD1243, CGD1433

This course will explore the technique in publication design and printing. It will give a clear understanding of publication design through a comprehensive workshop-style and lab session.

CGD2312 Critical & Creative Thinking

Pre-requisite: None

Students will acquire the knowledge of how to think critically and creatively. They will then apply the thinking skills in any future design process, whether in studies or real life.

PEN2303 Digital Entrepreneurship

Pre-requisite: None

This course examines the theory and practice of promoting online technologies in start-ups and existing firms. It explores successful frameworks, strategies, funding techniques, business models, risks, and barriers for introducing break-through products and services. Students will develop business folio for articulating, evaluating, refining, and pitching a new product or service offering, either as a start-up business plan or a new initiative at an existing firm.

CGD3603 3D Modelling

Pre-requisite: None

Three-dimensional (3D) modelling and rendering techniques includes texturing, surfacing, lighting and camera movements. This subject will emphasize on 3D modelling building blocks using primitives shapes to create simple and complex object.

CGD2533 Interactive Design Concept

Pre-requisite: None

Students will gain knowledge on how to use elements of multimedia and will develop multimedia product innovatively using a multimedia development environment.

SEMESTER 5**CGD3594 Graphic Design Project**

Pre-requisite: CGD2343

The course intends to expose the students to the management of product rebranding and apply the knowledge acquired throughout the previous semesters. Students will apply new branding solution consists of advertising, corporate identity, illustrations, photography and other elements of graphics.

CGD2363 Packaging Design

Pre-requisite: CGD1463

This course defines the role of packaging in product identification, presentation and production. Students are challenged in adapting typography, illustration, design and materials to 3 – dimensional form (final product).

CGD2553 Corporate Branding

Pre-requisite: CGD2283

Students will learn to combine typography, color theory and layout to form a cohesive brand identity and apply that identity across multiple platforms. Corporate Branding process and best practices will be explored. Students will study and analyze effective Corporate Identity systems through case studies. Applications may include stationery, business cards, signage, packaging and vehicles.

CGD3373 Web Interface Design

Pre-requisite: None

This course will provide a basic understanding of the methods and techniques of developing a simple to moderately complex web site based on the web page authoring tool. Using the current standard web page structure, students will be instructed on creating and maintaining a web site.

CGD3583 Project Management

Pre-requisite: None

This course will be handled by exposing students to the skill of writing a good project proposal and handling the project. The hands on experience will be useful for them to manage any future event or project.

SEMESTER 6

HPS2013 Basic Oratory

Pre-requisite: None

The course provides the overview of communication theory as well as incorporates extensive practical aspects of public speaking.

MPU 2133 Bahasa Melayu Komunikasi 1

Pre-requisite: None

Kursus ini melatih pelajar antarabangsa untuk berkomunikasi dalam Bahasa Melayu asas yang meliputi situasi kehidupan harian. Pelajar akan diperkenalkan dengan peraturan dan penulisan Bahasa Melayu mudah. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tutorial, tugas dan pengalaman pembelajaran pelajar di dalam dan di luar kelas. Pada akhir kursus ini, pelajar diharapkan dapat berkomunikasi dan menulis karangan dengan menggunakan ayat mudah dengan berkesan.

MPU2163 Pengajian Malaysia 2

Pre-requisite: None

Kursus ini menghuraikan tentang warganegara Malaysia yang berwawasan dan mampu menghadapi cabaran ke arah mencapai kesejahteraan hidup serta dapat menghayati peranan Malaysia di peringkat antarabangsa. Kursus ini memberi penghayatan tentang sejarah dan politik, perlembagaan Malaysia, kemasyarakatan dan perpaduan, pembangunan negara dan isu-isu keprihatinan negara juga mendedahkan tentang kepentingan organisasi MARA dalam pembangunan negara.

MPU2412 Khidmat Masyarakat 1

Pre-requisite: None

Modul ini memberi peluang kepada pelajar untuk memahami kursus khidmat masyarakat berdasarkan pengalaman praktikal bersama masyarakat setempat dengan melibatkan bersama agensi sukarelawan. Di akhir kursus ini pelajar memperolehi kecekapan dalam mengurus sesuatu program kemasyarakatan melalui kemahiran insaniah seperti menyelesaikan masalah dan kerjasama dalam kumpulan.

MPU2422 Pengurusan Masjid

Pre-requisite: None

Kursus ini memberi peluang kepada pelajar memahami secara mendalam peranan dan fungsi institusi masjid di samping memberi pendedahan kepada pelajar tentang peranan dan etika kerjaya pentadbiran institusi tersebut melalui aktiviti yang dijalankan.

MPU2432 Sports Event Management 1

Pre-requisite: None

The course introduces students to sports event management and focuses on the details required when planning a specific sports event. Emphasis is placed on the planning of events, beginning with research into selecting the right event, event themes, site selection, task and responsibility checklists, organizational committee structures, budgeting, advertising and promotion, and event administration.

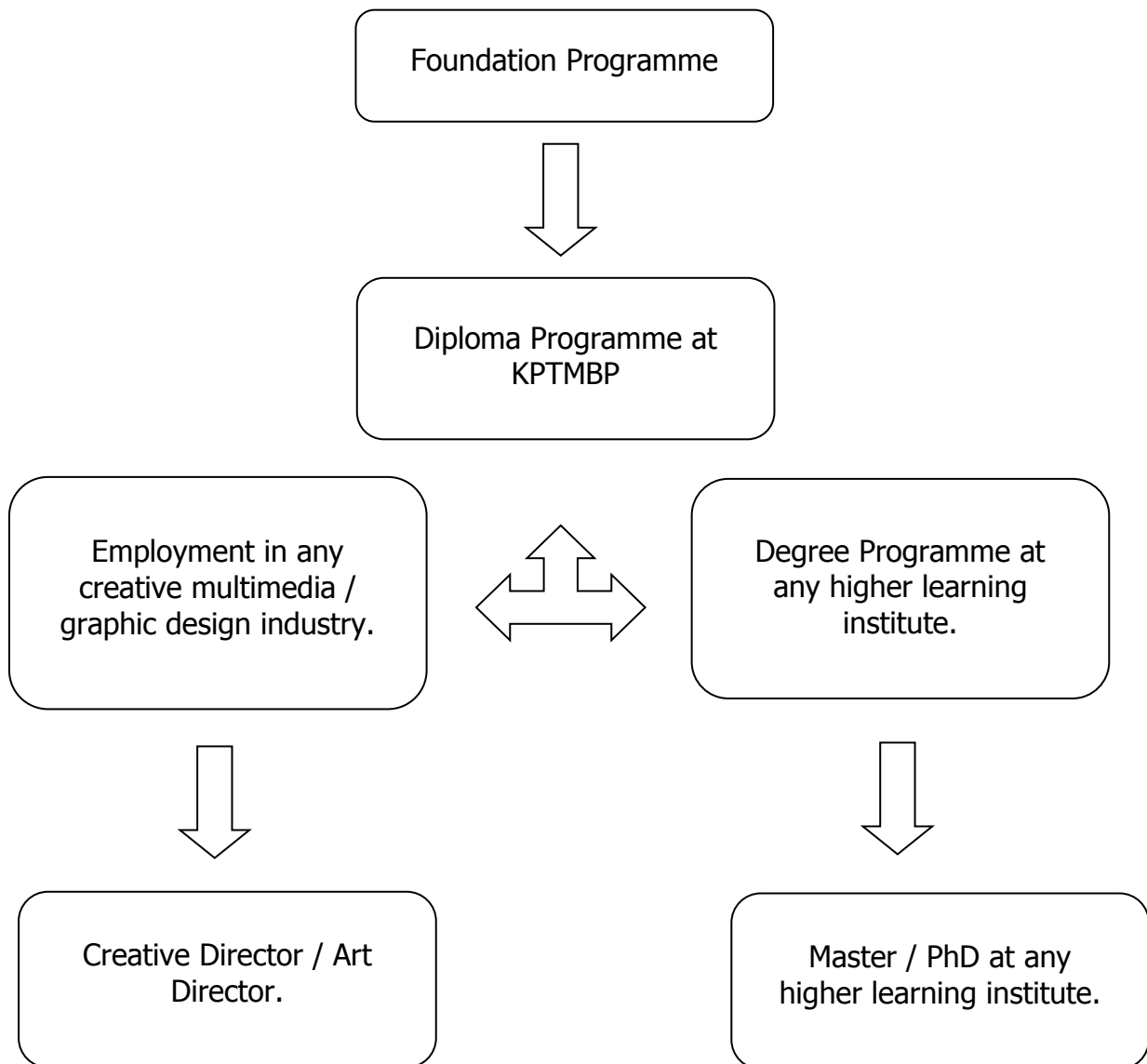
SEMESTER 7

CGD3996 Graphic Design Industrial Training

Pre-requisite: PASS ALL DISIPLINE CORE

Students will be placed in related graphic design industry at the government or recognized private sector for 16 weeks in Semester 6 of their study. They will be trained with real life working environment relevant to their field of study focusing on developing essential transferable skills for employability and life-long skill.

EDUCATION AND CAREER PATHWAY



KPTM MANAGEMENT GROUP

En. Nordin bin Ahmad
Chief Executive Officer

En. Abdul Azmi Bin Abdul Aziz
Vice President of Academic

En. Mohd Sahidi Bin Yaakob
Deputy President of Student Affairs

Assoc. Prof. Dr. Darulihzan Bin Abdul Hamid
Vice Chancellor KUPTM Kuala Lumpur

En. Mohamed Saifuddin Bin Hussin
Senior Director of Corporate Planning Department

En. Mohd Sahidi Bin Yaakob
Senior Director of Human Resources Department

En. Zaidi Bin Zakaria
Senior Director of Logistic & Asset Department

Pn. Azlina Binti Yusof
Senior Director of Finance Department

En. Mohd Asri Bin Mohammad
Director of Information Technology Department

Pn. Noorizan Binti Noordin
Director of Department for Continuing Education