



**TAYLOR'S
UNIVERSITY**

Wisdom · Integrity · Excellence

Rise With The Best

DESIGN

THE **FUTURE** OF DESIGN

THE 4th INDUSTRIAL REVOLUTION

At Taylor's University, we are constantly keeping ahead to ensure we future-proof our students. As we enter the 4th Industrial Revolution, advancements will change how we work, play and live. The revolution is characterised by a range of new technologies that are fusing the physical, digital and biological worlds, impacting all disciplines, economies and industries, and even challenge the status quo of education and its graduates.

Looking at most progressive fields of studies, design seems to be the more rigorous one when it comes to evolution (or should we say revolution). In this field, unconventionality, new ideas and pushing boundaries are celebrated. Here is a glimpse of trends and ideas that are being discussed, adopted and anticipated globally:

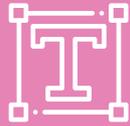




GRAPHIC DESIGN



Flat design will give way to something less clunky, giving eyeballs a much-needed rest.



A radical end of typeface segregation. In the future, readers will embrace typeface diversity at every turn.

MULTIMEDIA DESIGN



Responsive design will become even more responsive. Not just screens sizes, but viewers mood and personality.



Augmented / Virtual Reality will shape the future of design. Gestures and immersive engagement will have an impact on design.



The value of subtle motion and micro-interactions will be realised in web designs.

INTERIOR DESIGN



Sustainability with the goal to create homes and communities that allow people to live better now and in the future.



“Green” is the new “Black”. In the future, the homes and communities we design must encourage proactive behaviours and habits that drive wellness.



Community amenities and public spaces to be more multipurpose and engaging.

We continuously focus to research what's ahead to ensure we have the capacity, skills, and knowledge to equip our students with unconventional teaching and learning methods.

WHY DESIGN AT TAYLOR'S?

Rise With The Best





THINK. DESIGN. PROVOKE.

Three powerful words we impart to our students, urging them to explore their creativity and create work that goes beyond aesthetics, with purpose and mindful strategy behind every piece.



TAYLOR'S CURRICULUM FRAMEWORK (TCF)

Breaking conventions to bring you the first-of-its-kind framework in Malaysia that allows you to mix and match modules to customise your degree.



YOUR FUTURE IS OUR PRIORITY

We ensure that our students are in touch with current and future trends and are well-equipped to embrace the challenges of the 4IR.



BREAK BOUNDARIES TOGETHER

We encourage our students to break boundaries to realise their imagination. And to not just think outside the box, but to create their own benchmarks, and break them. After all, this is a field where being unconventional, bold and experimental is celebrated.



EXTENSIVE INDUSTRY EXPOSURE

Our students engage in strategic collaborations with industry leaders, solve real-world challenges, participate in local and international showcases, graduate showcases, field trips and site visits.



INTERNATIONALISATION

Our students absorb artistic influences from different parts of the world via Activity Week, ASEAN Cultural Exchange, International Workshops and more to produce universally appealing work.



WIDE ARTISTIC INFLUENCE

We actively engage and establish valuable linkages in consultancy support with the industry throughout Asia while our students are given the opportunity to work alongside professionals on various real-world projects and case studies.



WORLD-CLASS STANDARDS, FACILITIES AND ENVIRONMENT

Our campus is built with our students in mind – your university is your second home. Taylor's Lakeside Campus encompasses a modern, functional design with state-of-the-art facilities together with lush greenery and its trademark 5.5 acre lake; striking a balance between form and function to embody our modern approach and perspective in premium education with an approach to holistic growth outside the classroom.

PUSH BOUNDARIES

INNOVATIVE & EXPERIENTIAL METHODS OF TEACHING & LEARNING

TAYLOR'S CURRICULUM FRAMEWORK (TCF)



FLEXIBILITY IN CUSTOMISING YOUR DEGREE

An increasing number of employers, including top conglomerates like Google and Deloitte, are placing less value on academic credentials. They prize talents with:

- **APTITUDE**
- **ACQUIRED SKILLS**
- **PERSONALITY**
- **INDUSTRY KNOWLEDGE**

This is supported by studies such as Corporate Recruiters Survey 2015.

The report released by the **Graduate Management Admission Council** showed that:

92% of recruiters surveyed would consider a candidate based on their proven ability to perform

AT TAYLOR'S, WE GET YOU READY!

The **TCF** is the first-of-its-kind in Malaysia



The uniqueness of this framework allows you to **CUSTOMISE YOUR DEGREE**

You can now **PAIR** your **DESIGN** major with other modules of your choice. Or even get a **2ND MAJOR** in other fields to complement your degree.



In other words, you have **CONTROL** of your **FUTURE!**

THE **3** KEY STRENGTHS



FLEXIBLE

Transdisciplinary, highly flexible degree to design



BROAD-BASED

Exposure across multiple discipline areas



PERSONALISED

Personalise your course of study based on your own unique interests, strengths, aspirations and career ambitions

THE **3** KEY BENEFITS



GRADUATE MULTI-SKILLED

Be marketable with future-proof skills, enhanced with your unique interests and strengths



GRADUATE A GLOBAL CITIZEN

Be global and culturally adaptive through international mobility opportunities



GRADUATE FUTURE-READY

Be adaptable to high job mobility through independent self-directed learning

AN UNCONVENTIONAL FRAMEWORK

TAYLOR'S CURRICULUM FRAMEWORK (TCF)



PRIMARY MAJOR

PRIMARY CORE

Common core modules within the primary discipline

SPECIALISATION

Specialised modules related to primary field of study



UNIVERSITY CORE

COMPULSORY GENERAL MODULES BY MOE

- Hubungan Etnik / Malaysian Studies 3
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2
- Community Service Initiative

SPECIALLY-DESIGNED UNIVERSITY MODULES

- Life Skills for Success & Well-Being
- Millenials in Malaysia: Team Dynamics and Relationship Management



COMPLEMENTARY STUDIES

Students are given the opportunity to mix and match modules. They can complement their primary major with the below.

FREE ELECTIVES

Choose 5 – 7 electives from three clusters which are not related to the primary major. These clusters include:

- Arts, Humanities and Social Sciences
- Business, Services and Management
- Science, Technology and Society

MINOR

Gain breadth of knowledge by taking five set modules (or total 20 credit hours) outside of a particular major field of study. There are 54 minors offered.

EXTENSION

Expand depth of knowledge by taking five set modules (or total of 20 credit hours) in a specific area within a major field of study. There are 21 extensions available.

2ND MAJOR

A second major provides students the opportunity to master another field of study by taking 12 set modules (or total of 48 credit hours) in another field or discipline. Choose from 11 majors.



TYPICAL PROGRAMME STRUCTURE

Year 1

Same Discipline Modules

Year 2

Same Discipline Modules

Year 3

Same Discipline Modules



MPU Subjects

INTERNATIONALISATION

The combination of different learning environments and approaches produces design graduates who are able to appreciate and develop universally appealing work that cut across barriers of culture, religion, and environment.

▶ ACTIVITY WEEK

Students are provided with the opportunity to travel and explore new surroundings, cultures, languages, perception, and values that further enhance their appreciation for design ideas. This also gives students first-hand insight into the impact of different environments and cultures on design.

- Australia
- Berlin
- Cambodia
- China
- Ecuador
- Germany
- Hong Kong
- India
- Indonesia
- Italy
- Japan
- Korea
- Peru
- Russia
- Spain
- Thailand
- Turkey
- United Kingdom



Eddie Lam Hon Keat
*Diploma in Graphic
Communication Design*



During the Activity Week, I had the opportunity to visit Barcelona, Spain with other course mates. The trip broadened my view in arts and design and helped me to think out-of-the-box.



▶ INTERNATIONAL WORKSHOPS

Students attend workshops conducted by international academics and artists to widen their understanding and perspective of art and design. It is a unique platform that provides the artists an avenue to share their personal creative journey with students and serve as a source of inspiration.

Drawing and the Conceptual Idea

Jose Domingo Elias
Peru

Translating Drawing into Design

Luis Medina
Ecuador

Woodcut Printing Workshop

Prof. Zhang
Chongqing University, China

Discovering the Designer Within

Peter Hedley
Queensland University of Technology, Australia

In and Out, Now and Then

Prof. Wiselaw Zaremba
Sabanci International University, Turkey



Chea Kar Xin

*Bachelor of Arts (Hons) in Graphic
Communication Design*

“

One of our lecturers organised a cultural tour for our class, which helped us broaden our perspectives and gain inspiration. During the tour, we also got the opportunity to experience different environments, and learned about the different textures that influence design.

▶ ASIAN CULTURAL EXCHANGE

Students are introduced to Asian design culture and their influences, in an ongoing effort to redefine the standards of design education in Asia. The trips involve research, exploration and project-based activities.

- Bali, Indonesia
- Bandung, Indonesia
- Bangkok, Thailand
- Seoul, South Korea



Bali, Indonesia



Bandung, Indonesia



Bangkok, Thailand

WORLD-CLASS STANDARDS, FACILITIES & ENVIRONMENT

As your vested partner throughout your education journey, future-proofing you is our priority. To do that we ensure our design students are given the opportunity to experience the field globally and to view design with both a local and international lens.

▶ FACILITATING DESIGN THINKING

The deliberately-crafted workspaces are conducive and serve as viable platforms for intellectual discourse and knowledge exchange with peers and faculty members.

▶ CENTRE OF DESIGN AND ARCHITECTURE (CODA)

CoDA is dedicated to the display of students' work and professional exhibitions. This space encourages the sharing of ideas, and students who exhibit their work are encouraged to reflect on their artwork and observe the response of viewers.

▶ PHOTOGRAPHY STUDIO

The studio is equipped with a range of lamps, diffusers, reflectors and a variety of backdrop materials.



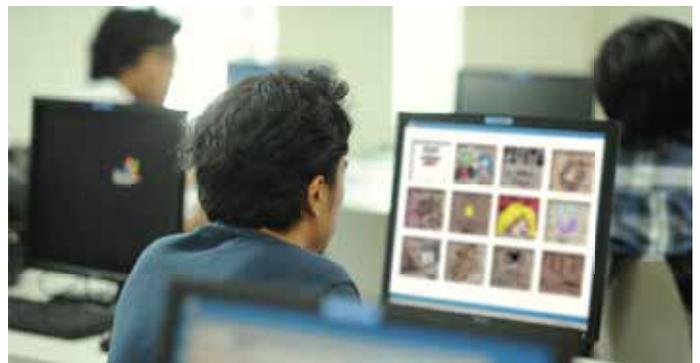


▶ DRAWING ROOMS

The Drawing Rooms are equipped with easels stands and drawing tables and are dedicated spaces for students to learn the use of a variety of media and materials.

▶ MULTIMEDIA LAB

The Multimedia Lab is equipped with powerful machines that allow students to work on 3-dimensional (3D) and animation projects, pushing the boundaries of digital expression.



▶ PRINTMAKING ROOM

The Printmaking Room provides hands-on exposure to the printmaking processes using a variety of printing techniques and book binding.



▶ CARPENTRY WORKSHOP

The Carpentry Workshop allows students to visualise and translate their ideas from a concept into a solid, presentable form.



▶ DESIGN STUDIO

The Design Studio offers a place for students to produce, refine and assemble their design ideas into tangible forms for presentation and critique.

BECOME FUTURE-PROOF

GLOBAL AND LOCAL COLLABORATIONS AND LINKAGES WITH OUR INDUSTRY ADVISORY PANELS

► INDUSTRY EXPOSURE

We apply the best of analytical and creative thinking to produce design graduates who are equipped to play a strategic role in shaping the profitability and success of organisations. We teach students how to understand consumers' needs and behaviours, challenge conventions and think outside the box.

LOCAL & INTERNATIONAL DESIGN SHOWCASE

Students participate in prestigious exhibitions and unique showcases at national and international levels, competing against peers, industry members and promising designers from around the world. This provides students with a platform for creative networking and to strengthen their design portfolio.

- iSaloni International Furniture Exhibition – Milan, Italy
- Interior Design Confederation Singapore (IDCS) SPADE Awards 2012
- Malaysian International Furniture Fair (MIFF) Furniture Design Competition 2013
- The Ideation Award at Malaysian International Furniture Fair (MIFF)

INDUSTRY COLLABORATIONS

Students engage in strategic collaborations with industry leaders to effectively understand, analyse, communicate and present creative and complex design solutions that address real-world challenges faced by organisations.

This provides them with first-hand insight and exposure to the industry. Our students have worked on several projects with various organisations including:

- Bank Negara Art Gallery & Museum
- Hyundai Sime Darby Malaysia
- Rip Curl Malaysia
- Roar Studio Sdn. Bhd.
- Ogilvy & Mather Malaysia
- IKEA Malaysia
- Leo Burnett Malaysia



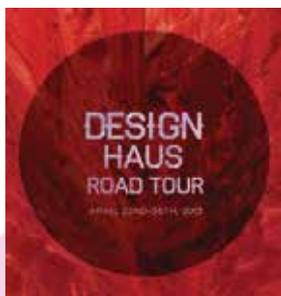


Loo Yin Sze

Bachelor of Arts (Hons) in Graphic Communication Design



For one of our projects, we were given the opportunity to work with real clients. We received a brief and developed the project according to the client's needs, ultimately presenting the project to the client and receiving their feedback. This was really an eye-opening experience for me as I understood how the 'real-world' works. The client's feedback also helped me grow as a designer.



DESIGN HAUS

Design Haus is a society formed by and for the Design students, dedicated to celebrating design and its contributions to visual culture and society. Through its multiple activities, Design Haus aims to inspire students and engage the public through greater understanding and appreciation of good designs.

PROFESSIONAL EXHIBITIONS AT TAYLOR'S CENTRE OF DESIGN AND ARCHITECTURE (CODA)

- Machu Picchu - 100 Years of Global Revelation Poster Photography Exhibition
- Japanese Kokeshi Dolls & Costumes Exhibition
- International Modern Wood Printing Arts Exhibition
- Virtual World 2012 Painting Exhibition
- Peruvian Textile Exhibition
- Cosmic Spirit, an Interpretation of Peruvian-Inca Cosmic Iconography
- 100 Best Posters Exhibition
- Cuban Artist Angel Ramirez Solo Exhibition
- IKEA – Democratic Design Exhibition
- Ukiyo-e Exhibition



Machu Picchu - 100 Years of Global Revelation Poster Photography Exhibition



Japanese Kokeshi Dolls & Costumes Exhibition



International Modern Wood Printing Arts Exhibition

GRADUATE SHOWCASE

Final-year students showcase their work to peers, academics and industry members to obtain valuable feedback, enabling them to gain multiple perspectives on their work. The event provides an avenue for members of the public and industry leaders to interact with designers in an informal setting. Students will also manage and co-ordinate various aspects of the event as a team, including sponsorship and publicity.



Loh Kelly
*Diploma in Graphic
Communication Design*



Planning and organising the Diploma in Graphic Communication Design Graduation Showcase was an interesting experience. We faced many challenges in planning and organising the event, but in the end, we managed to put up a successful showcase to display our course work to potential employers and clients.



Heritage Trail, Malacca



Kellie's Castle & Sekeping Kong Heng, Perak



FIELD TRIPS

Students undertake educational visits to various places of interest, including art galleries, agencies, factories and more, to gain insights and witness the concept of design and interior architecture in practice.



Ogilvy & Mather Malaysia

- Ogilvy & Mather Malaysia
- Leo Burnett Malaysia
- Jadi Batek Gallery, Kuala Lumpur
- National Art Gallery, Kuala Lumpur
- Valentine Willie Fine Art Gallery, Kuala Lumpur
- The Armour Factory Sdn. Bhd., Malacca
- KLCC Park, Kuala Lumpur
- Refreshing Springs Resort, Perak
- Tioman Island, Pahang
- Pangkor Island, Perak

SITE VISITS

Students gain exposure to realistic and physical built environments through site visits. These visits enable students to put their design theories into practice, while teaching them the purpose and process of space creation as well as how to compose and analyse space.

- Sentosa Island & Singapore Art Museum, Singapore
- George Town, Penang
- Guinness Anchor Bhd., Selangor

WIDE ARTISTIC INFLUENCE

We actively engage and establish valuable linkages in consultancy support with the industry throughout Asia while our students are given the opportunity to work alongside professionals on various real-world projects and case studies.

▶ INDUSTRY ATTACHMENTS

Students have undergone industrial attachments with top local and multinational organisations in the creative industry, including:

- Arachnid Sdn. Bhd.
- Arcradius Sdn.Bhd.
- Axis Identity Group
- BBDO (Malaysia)
- Blu Inc Media
- Blu Water Studio Sdn. Bhd.
- Chimera Design
- Creative Juice Kuala Lumpur
- DB&B Design Sdn. Bhd.
- Design Tone Sdn. Bhd.
- IKEA Malaysia
- Isobar Malaysia
- Karangraf
- Koh Design
- La Scheers Co. Concept & Design
- Leo Burnett Malaysia
- Milk Design KL
- Motiofixo
- Nue Innerspace Kinetics & Collaborative Sdn.Bhd.
- Octagon Creatives
- Ogilvy & Mather Malaysia
- PDI Design & Associates Sdn. Bhd.
- Quill Design Sdn.Bhd.
- S.I. Design Sdn. Bhd.
- Santa Fe Interior Architecture Sdn.Bhd.
- Studio MMCMM
- Swofinty Design Sdn.Bhd.
- Veritas Interiors Sdn.Bhd.
- VLT
- William Harald-Wong & Associates
- Youngblood Creation Sdn.Bhd.



Yap Hock Sin

Bachelor of Arts (Hons) Interior Architecture



As part of the Interior Design Studio practice module, we were required to carry out individual and group projects every semester. In addition to sharpening our design skills, these projects also taught us to be more independent and mature in our thinking, and at the same time, improved our social skills and team work.



Ikea Malaysia



Ogilvy & Mather Malaysia

▶ TAYLOR'S DESIGN LECTURE SERIES

Organised throughout the academic year, the Lecture Series provides students with valuable exposure to the industry, insights into current developments and issues that may impact their future practices. These interactive sessions are conducted by leading industry professionals:

Exploring the International Centre of Photography Triennial

Christopher Phillips
Curator,
International Center of Photography

Production Pipeline of Movie Studios

Hussin Khan
Education Director,
Rhythm & Hues Studios

Sustainability, Innovation and Nanotechnology

Claude Berube
Interior Designer,
Nanocore

The Project of Culture and Lifestyle

Arnold, Arthur and Hugh
Owners,
Pestle & Mortar

Graphic Design in Malaysia

Zachary Ong
President,
Graphic Designers Association of Malaysia
(wREGA)

Graphic Design, Pop Culture and Everything in Between

Ann Loh
Project Coordinator,
CUTOUT Mag

Copyright Law

Tai Foong Lam
President,
Malaysian Chapter of the International Association for
Protection of Intellectual Property (AIPPI)

Drawing as Cultural Expression

Dr. Vaughan Rees
Senior Lecturer,
School of Design, University of New South
Wales, Australia

▶ SOCIAL RESPONSIBILITY

Students are encouraged to use design to create value for the community around them. This instils community awareness and also places the user at the heart of the design.

- Designing and rendering of a 60-metre long hoarding for the Giant Panda enclosure in Zoo Negara
- Facelift at the Paediatric Ward in Sg. Buloh Hospital
- 3D Mural at the Ape Centre in Zoo Negara



Designing and rendering of a 60-metre long hoarding for the Giant Panda enclosure in Zoo Negara



Facelift at the Paediatric Ward in Sg. Buloh Hospital



3D Mural at the Ape Centre in Zoo Negara

AWARDS AND RECOGNITION

2019 & 2018



Platinum Award in the Asia Young Designer Awards 2018 (ASEAN category)



Winner of the French-Inspired Facade Design Competition
for High Rise Residential Development at Sunsuria City

2017



#1 Private University in Malaysia for Art & Design
QS World University Rankings



#1 Private University for Art & Design in Malaysia
HSBC Millennial Hackathon
#WeCanHackIt Event



Wood Pencil Winner (New Blood Category)
D&AD Awards, London 2017
Yoong Ruey Yap



2nd Place
wREGA Masterclass Series: Save Ourselves to Save the Planet Competition

2016



#1 Private University in Malaysia for Art & Design
QS World University Rankings



2puluh: 5 MIID Dulux Interior Design Students' Saturday



Platinum Winner
Regional, Design Category
Asia Young Designer Award (AYDA) 2016
Chai Min Li



Wood Pencil Winner (New Blood Category)
D&AD Awards, London 2017
Yoong Ruey Yap



4 First Prizes
Design Category (Institutional Design) Degree Level,
Design Category (Commercial Design) Degree Level,
Sketching Storyboard Students' Category and Essay Writing Category



4 Second Prizes
Design Category (Commercial Design) Degree Level,

Design Category (Institutional Design) Diploma Level and Shelter Inspired by Nature Category:

The Fam (The Motion of The Leaves)



1 Third Prize
Sketching Storyboard Lecturer's Category



2015



Wood Pencil Winners (New Blood Category)
D&AD Awards, London 2015
Vivi Chandiana & Romario Suwandy



Nippon Paint
REKA Awards (Student Category)
Malaysian Institute of Designers (MIID)



Bronze Winners
Kancil Student Awards 2014

2014



Wood Pencil Winners (New Blood Category)
D&AD Awards, London



Bronze Winners
Kancil Student Awards
Calvin Tanata & Muhammad Izwan

2013



2 First Prizes
Ancient Herbs Branding Competition



1st Prizes
Young Talent Category
Malaysian International Furniture Fair (MIFF)
Furniture Design Competition



Gus Yap Hock Sin, B.A. (Hons) Interior Architecture was one of two students chosen to represent Malaysia at the iSaloni International Furniture Exhibition in Milan, Italy

2012



Gold, Silver & Bronze Awards as well as an Honorary Mention Corporate Category



1 Gold Award
Exhibition & Retail Category



1 Silver Award
Commercial Category
Interior Design
Confederation of Singapore (IDCS)
SPADE Awards



Shortlisted as top 10 Best Video at BMW Shorties



1st Prize
Hyundai Rev-It-Up Challenge Take 2 TV Commercial Competition



3rd Prize
Ideation Award



Institution of SPADE Awards Gold, Silver & Bronze Awards and 1 Gold Award
– Exhibition & Retail Category

2011



MSID 5Belas Interior Design Competition



1st Prize
Residential Design



2nd Prize
Institutional Design



3rd Prize
Montage Design



Best Use of Character Award

Kuala Lumpur 48 Hour Film Project:
The No Idea Production team won with their short Im 'Escape'



IDCS SPADE
Best Design Award 2011



3 Golds
Design Project Concept, Spatial Design & Planning and Creative Lighting Application



4 Silvers
Design Project Concept, Creative Material Application, Spatial Design & Planning, and Creative Lighting Application



1 Bronze
Spatial Design & Planning



Honorary Mention
Creative Material Application



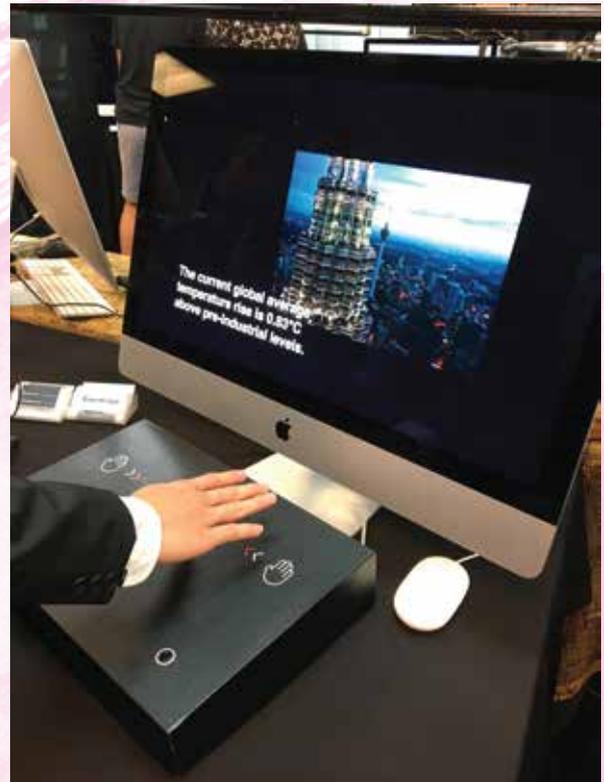
Awards in 4 out of 5 categories at the Interior Design Confederation of Singapore (IDCS) SPADE Awards

DESIGN SHOWCASE

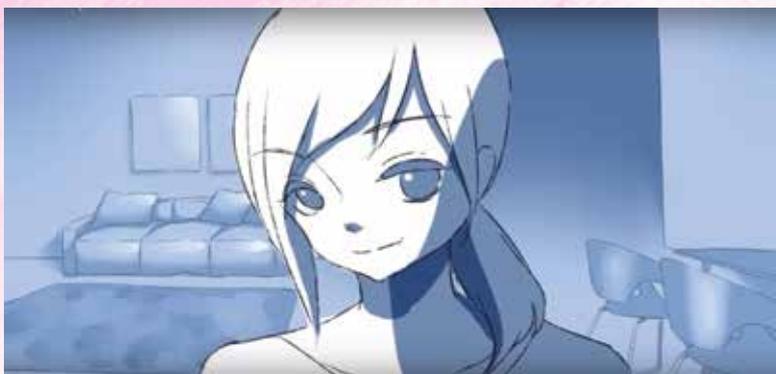
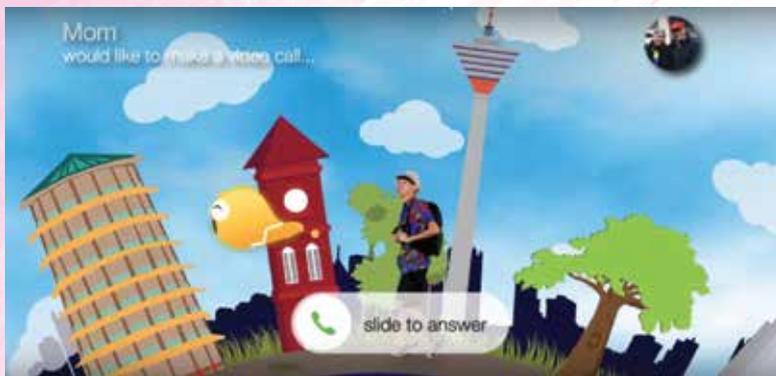
GRAPHIC DESIGN



NEW MEDIA

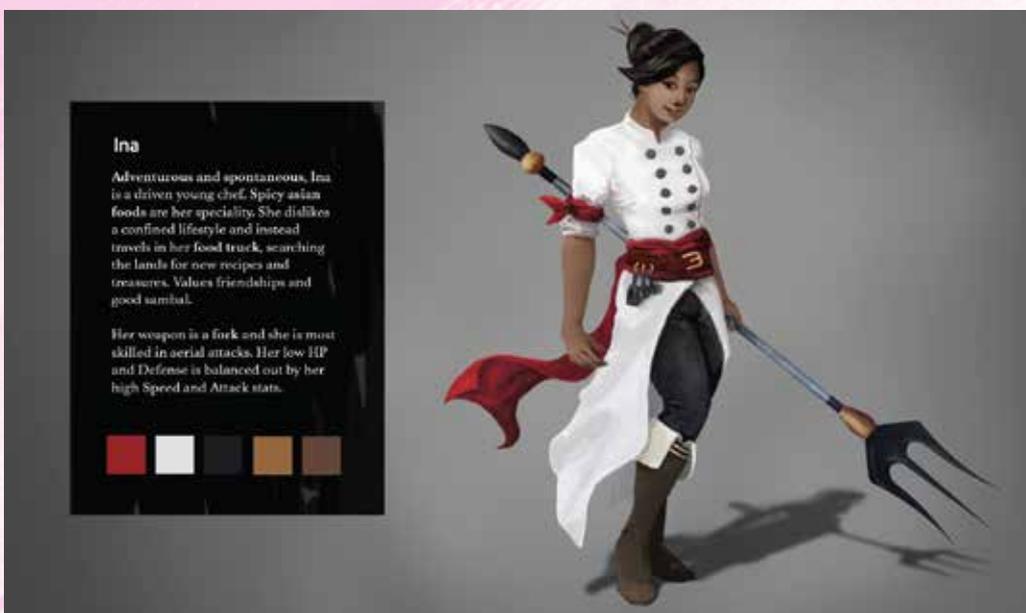


ANIMATION VISUAL EFFECTS



ENTERTAINMENT MEDIA





INTERIOR DESIGN



KAMPOENG TANI

THE COMMUNAL VISION

... (text) ...

REST + NATURE = QUALITY OF LIFE

REMARKS

... (text) ...

SPACE PROGRAMMING

... (diagrams) ...

TYPOLOGIES

... (diagrams) ...

EXPLORER ALPHAMETRIC

... (diagrams) ...

green building index

... (text) ...

... (diagrams) ...

off-town.

... (text) ...

HOW ARE OUR ELDERS BEING REPAID IN TODAY'S SOCIETY?

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... (text) ...

... (text) ...

... (diagrams) ...

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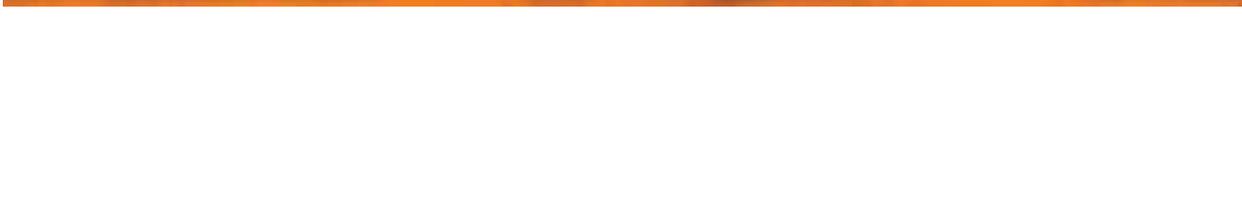
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www.adforum.com

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www.aiga.org

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www.baselinemagazine.com

Creative Review
www.creativereview.co.uk

Cutout Magazine Graphic Design
www.cutoutmag.com

D&AD
www.dandad.org

Designer
www.designer.com

Interior Design Society
www.interiordesignsociety.org

International Council of Graphic Design Associations
www.icograda.org

International Interior Design Association
www.iida.org

Malaysia Institute of Interior Designers
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TAYLOR'S UNIVERSITY

YOUR PORTAL TO THE FUTURE



Since its inception, Taylor's has continuously provided excellent services for its students in terms of diverse study options, relevant curriculum and teaching methods, ongoing partnerships with leading universities worldwide, strong industry linkages, up-to-date facilities and well-equipped campuses. Taylor's University offers a myriad of courses in tertiary education, from diploma, to degree, post-graduate and professional programmes. Students can choose to enroll in courses encompassing fields such as Business, Hospitality, Tourism, Psychology, American Degree Program, Architecture, Quantity Surveying, Communications, Law, Computer Science, Design, Engineering, Pharmacy, Biosciences, Food Studies & Gastronomy, Medicine, Education and Performing Arts.

The quality of the undergraduate teaching and learning at Taylor's was acknowledged when it garnered a 'Tier 5: Excellent' rating in the Rating System for Malaysian Higher Education (SETARA) by the Ministry of Higher Education Malaysia in all four audit exercises. Taylor's University is the best private university in Malaysia for the graduate employment rate indicator under the QS Graduate Employability Rankings 2020 exercise; ranked at no. 135 in Asia in the QS Asia University Rankings 2019, and listed in the top 1 percent of universities in Asia. Taylor's University was also awarded 5-Star rating in six (6) categories of the QS Stars Rating. Taylor's University was also recognised as the number 14 university in the world for Hospitality & Leisure Management by QS World University Rankings by Subject 2019. Taylor's was listed in the top 2% universities in the world by QS World University Rankings. These achievements are important milestones for Taylor's, in line with its aim of becoming one of Asia's leading universities.

Taylor's has received numerous recognitions locally and internationally from professional bodies such as the CDIO Initiative (Conceiving, Designing, Implementing, Operating), National Academy of Engineering in the USA and the Royal Institution of Chartered Surveyors (RICS) to name a few.

Taylor's continues to play a strong role in developing Malaysia's human resource capital, and boasts a 100,000-strong alumnus, many of whom have become leaders in their respective fields.

ACHIEVEMENTS

OUR AWARDS VALIDATE OUR WORLD-CLASS GRADUATES, STANDARDS & FACILITIES

17
AWARDS



ranking & ratings and more from 2016 to 2019

135th
in the 2019



TIER **5:**
EXCELLENT

Rating System for Malaysia Higher Education (SETARA) by the Ministry of Higher Education Malaysia

TOP
PRIVATE
UNIVERSITY

in Malaysia for Graduate Employability Rankings 2020

Listed in the
TOP 1%
UNIVERSITIES
ASIA



No. **1** in Business & Management Studies

amongst all Private Universities in Malaysia in the 2019



by subject

No. 14

in the world for Hospitality & Leisure Management Subject in 2019



TOP 2%
UNIVERSITIES
WORLDWIDE



9 consecutive years of

Gold Award in the 'Education & Learning' category in Putra Brand Awards



AWARDS



Private University in Malaysia for Employer Reputation

QS Asia University Rankings 2019
 QS World University Rankings 2020
 QS Graduate Employability Rate 2020



GOLD, 2010 - 2018
 PLATINUM, 2019
 HALL OF FAME, 2019

QS WORLD UNIVERSITY RANKINGS

PUTRA BRAND GOLD AWARDS



Malaysia Rating for University and University College Excellence



HOSPITALITY AND TOURISM
 D-SETARA

PERFORMANCE RATING BY MINISTRY OF HIGHER EDUCATION



2011 - 2019

READER'S DIGEST TRUSTED BRAND GOLD AWARDS

2019

- Top 1% in the world and No. 1 in Malaysia for Employer Reputation based on QS World University Rankings 2020 among Private Universities in Malaysia
- No. 1 in Business and Management Studies amongst all Private Universities in Malaysia in the 2019 QS World University Rankings by Subject
- We've moved up 7 spots to clinch World No.14 in the 2019 QS World University Rankings by Subject for Hospitality and Leisure Management
- No. 1 private university in Malaysia for the graduate employment rate indicator in the 2020 QS Graduate Employability Rankings
- Awarded 5-Star rating in six (6) categories of the QS Stars Rating
- Platinum Award in the 'Education & Learning' category at Putra Brand Awards and inducted into the Putra Hall of Fame
- Gold Award in the 'Private University/College' category for the 9th consecutive year in the annual Reader's Digest Trusted Brand Awards

2018

- Ranked 135th in the 2019 QS Asia University Rankings
- 4th best university and Asia's best for the Graduate Employment Rate indicator in the 2019 QS Graduate Employability Rankings
- Placed 216th in the world for the Employer Reputation indicator in the 2019 QS World University Rankings
- Ranked 21 in the 2018 QS World University Rankings by Subject for Hospitality and Leisure Management
- Awarded 5-Star in five (5) categories of the QS Stars Rating
- Gold Award in the 'Education & Learning' category for the 9th consecutive year in Putra Brand Awards
- Gold Award in the 'Private University/College' category for the 8th consecutive year in the annual Reader's Digest Trusted Brand Awards

2017

- Top 200 universities in Asia in the QS Asia Ranking
- Awarded 5-Star rating in five (5) categories of the QS Stars Rating
- Gold Award in the 'Education & Learning' category for the 8th consecutive year in Putra Brand Awards
- Gold Award in the 'Private University/College' category for the 7th consecutive year in the annual Reader's Digest Trusted Brands Award

2016

- Top 200 universities in Asia in the QS Asia Ranking
- Awarded 5-Star rating in five (5) categories of the QS Stars Rating
- Gold Award in the 'Education & Learning' category for the 7th consecutive year in Putra Brand Awards
- Gold Award in the 'Private University/College' category for the 6th consecutive year in the annual Reader's Digest Trusted Brands Award



PRIORITISING RESEARCH & INNOVATION

OUR CHANGE COMPASS AND TELESCOPE INTO THE FUTURE

Taylor's University has a firm footing in research and innovation as we believe these efforts will contribute towards knowledge building and assist in the development of the industry and society at large now and for the future.

We are a university centered on research and innovation initiatives.

We adopt a progressive outlook, embedding research components throughout our programmes and encouraging them at various levels in each faculty.

Our students and faculty members engage extensively in "applied research", which enhances the body of knowledge and creates a direct impact on real world applications.

All academic staff appointed at the degree level actively undertake research within the institution or in collaboration with industries or universities, either foreign or local.

This research work results in creation and dissemination of new knowledge, feeding into the practical application, and ultimately enhances learning at Taylor's.

OUR RESEARCH CENTRES PLAY A CRUCIAL ROLE IN ELEVATING THE CAPABILITIES OF OUR FACULTY MEMBERS, THROUGH VARIOUS TRAINING ACTIVITIES AND TECHNOLOGY MAKING US WORLD-CLASS.



Law
(CRELDA)



Engineering
(CERD)



Business
(CAFÉ)



Architecture, Building
& Design (MASSA)



Business (Case &
Research Centre)



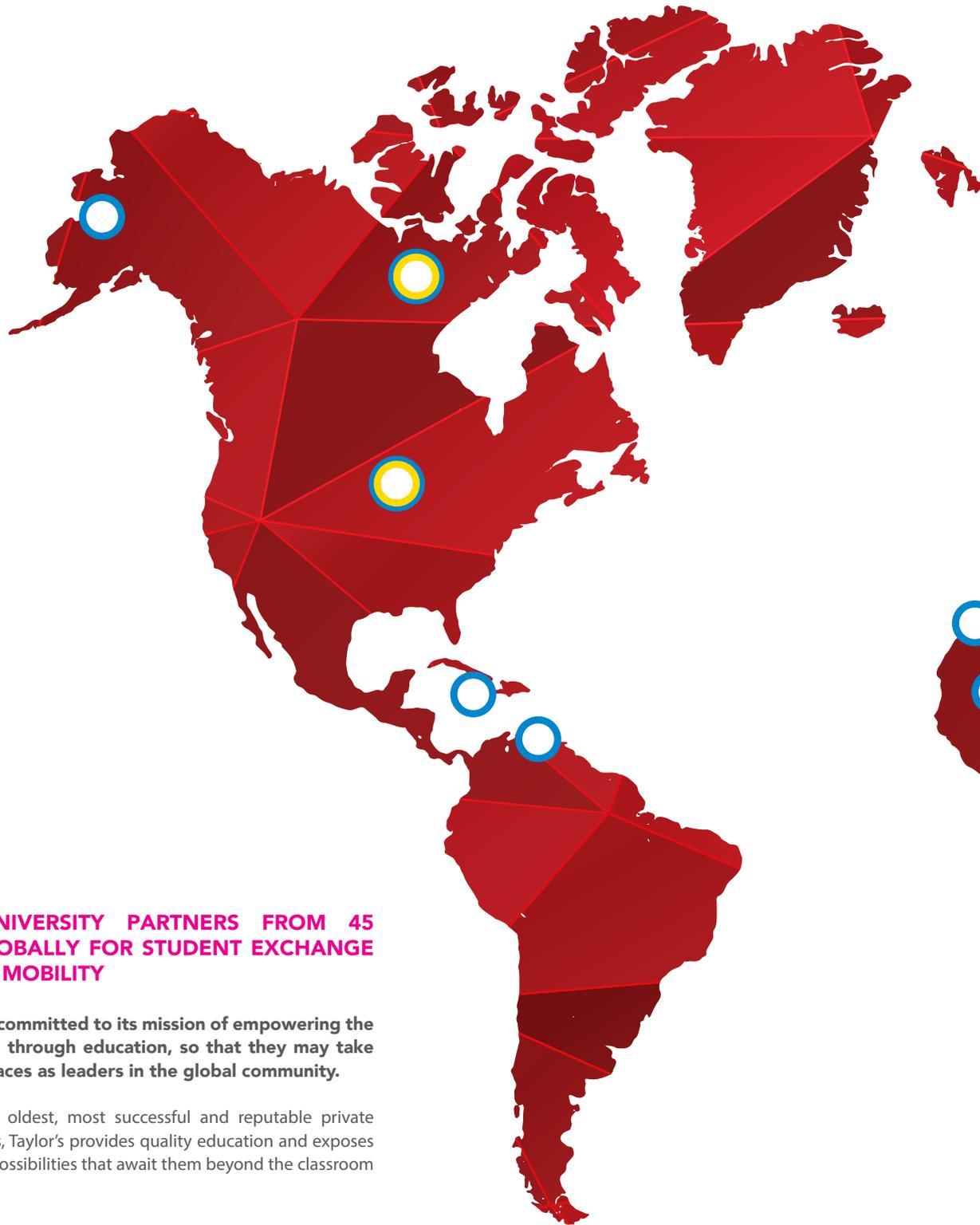
Hospitality, Tourism
& Food Studies (CRIT)



Communication
(SEARCH)

TAYLOR'S

GLOBAL CONNECTIONS



OVER 250 UNIVERSITY PARTNERS FROM 45 COUNTRIES GLOBALLY FOR STUDENT EXCHANGE & SHORT TERM MOBILITY

Taylor's is strongly committed to its mission of empowering the youth of the world through education, so that they may take their productive places as leaders in the global community.

As one of Malaysia's oldest, most successful and reputable private education institutions, Taylor's provides quality education and exposes students to the vast possibilities that await them beyond the classroom walls.

Through its partnerships with international universities and industry members, Taylor's is committed to providing an outstanding educational experience, guiding and helping students realise their potential to obtain a world-class qualification that meets the requirements of a dynamic, global marketplace.

Home to Our International Students

International Opportunities for Our Students



 TAYLOR'S UNIVERSITY
Wisdom · Integrity · Excellence

 TAYLOR'S COLLEGE
Wisdom · Integrity · Excellence

TEACHING & LEARNING SUPPORT

ted

Teaching &
Educational
Development



TED complements the work of academic staff to create excellence in teaching through practice, development, and innovation.

We offer workshops and seminars that address a range of timely topics associated with teaching, learning and technology in higher education.

eLa

e-Learning
Academy



eLA's task is to help our academic staff effectively implement the use of technology in transforming the learning journey of students.

This enables them to learn in a collaborative, self-directed and personalised manner, anytime and anywhere.

SSC

Student Success
Centre



The Student Success Centre (SSC) assists students as they adjust to university studies.

SSC offers intervention for students via a blend of workshops, personalised 1-to-1 consultations and peer support services to provide learning opportunities throughout the students' journey towards academic success.

LIFE SKILLS MODULES & SHINE PROGRAMME

Rise With The Best

LIFE SKILLS MODULES

Life Skills Modules is an integrated SHINE Core Empowerment Series into University Core Modules for all first year and first semester students at Taylor's University. It sets the stage for students to start right and a foundational pathway to SHINE Award.

Top employers and research findings indicate that in future, a balance of cognitive and soft skills become more important. In the 4IR, technology like AI will take over most of the cognitive scope staging soft skills as key differentiators for employees and entrepreneurs.

THE LIFE SKILLS MODULES FOCUSES ON:



Emotional
Intelligence



Self-
awareness



Self-
management



Social
Awareness



Relationship
Management

SHINE PROGRAMME

With a strong commitment to holistic development, Taylor's University is proud to introduce the SHINE Award - an achievement record that formally recognises and rewards all students who wish to reach their full potential by taking part in fun and diverse extra-curricular activities both on and off-campus.

The SHINE programme is a structured platform that helps our students to organise, manage and track their involvement and achievement in recognised extra-curricular activities using a point system.

The SHINE Programme empowers students with critical skills that employers seek in graduates, the "5Cs":



Creativity &
Innovation



Critical Thinking &
Problem Solving



Cultural
Adaptation



Communication



Collaboration

SHINE AWARD



The SHINE Award highlights the achievements and skills obtained by our graduates through their extra-curricular activities. Upon graduation, students who qualify for the SHINE Award will be conferred with a second transcript during their graduation, to complement their academic transcript, thus formally recognising their soft skills.

In order to qualify for the SHINE Award, students must participate in the SHINE Programme. Based on the points that they obtain, students will earn a Platinum, Gold, or Silver ranking in their SHINE Award.

VICE CHANCELLOR & PRESIDENT'S MESSAGE

Introduced in 2018, the Taylor's Curriculum Framework is the first-of-its-kind framework in Malaysia, which enables students to combine subjects of study. As a Taylor's student, you will now be able to shape and balance your own study programme. This is unique in Malaysia, adopting similar approaches by world's leading universities.

The flexibility of our degree and diploma programmes, combined with training modules in employability and life skills, is designed to ensure that Taylor's graduates are ready to meet future challenges. If you are able to adapt to the seismic change anticipated from the 4th Industrial Revolution, you will always be the first choice for leading employers.

There is much more to Taylor's University than our programmes. Taylor's attracts many of the brightest and most creative students from around the world. Our students come together to create a vibrant and exciting community which supports a wide range of sporting, cultural and leisure activities, which have become the hallmark of the Taylor's experience.

We hope that you will choose Taylor's University for your higher education and make your own contribution to the Taylor's experience. Most importantly, let us work together to ensure that when you graduate, you are ready to create your own successful and exciting future.

I hope that what you learn about Taylor's University will help you decide to make the best possible investment in your future and join our unique Taylor's community.

We look forward to seeing you at Taylor's Lakeside Campus.

With very best wishes,

Professor Michael Driscoll

Vice Chancellor and President of Taylor's University.



NOTES



**TAYLOR'S
UNIVERSITY**

Wisdom • Integrity • Excellence

Rise With The Best

Taylor's University Lakeside Campus

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Selangor Darul Ehsan, Malaysia.

Tel : +603-5629 5000

Fax : +603-5629 5001

Email : applications@taylors.edu.my

Website : university.taylors.edu.my

Taylor's Education Counselling Centres

• Penang Office	Tel: +604-899 9396	Fax: +604-899 9596
• Johor Bahru Office	Tel: +607-351 3692/3694	Fax: +607-351 3689

This publication contains information, which is current as of November 2019. Changes in circumstances after this date may impact upon the accuracy or timeliness of the information. Taylor's University does its best to ensure that the information contained herein is accurate, but reserves the right to change any information described in this prospectus without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

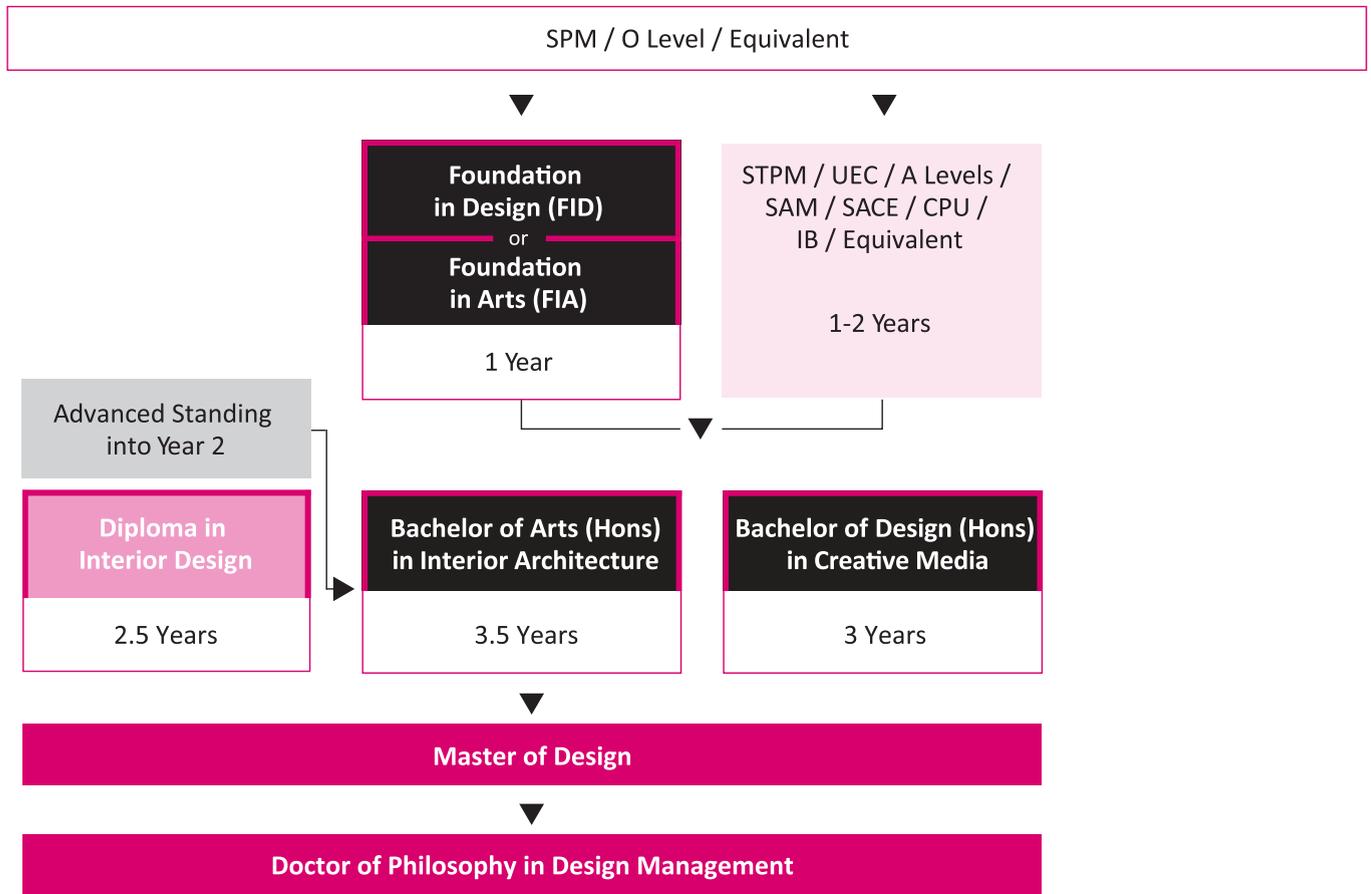


DESIGN

Bachelor of Arts (Hons) in Interior Architecture

Bachelor of Arts (Hons) in Creative Multimedia

EDUCATION PATHWAY



OVERSEAS TRANSFER OPTIONS*



AUSTRALIA

via Diploma in Interior Design

- **SWINBURNE UNIVERSITY OF TECHNOLOGY**

Bachelor of Design (Interior Architecture) (Honours)

Note: Students who completed 1 year DID able to articulate into Year 2 is advised to complete the studies in Australia as they did not complete the diploma in Malaysia

via Bachelor of Arts (Hons) Interior Architecture

- **SWINBURNE UNIVERSITY OF TECHNOLOGY**

Bachelor of Design (Interior Architecture) (Honours)

DIPLOMA IN INTERIOR DESIGN (DID)

2.5-Year Programme

KPT/JPS (R2/214/4/0036) (A7314) 12/21

INTAKE: MARCH & AUGUST

The programme is designed to prepare students to create functional and dynamic interior spaces. Students will develop an understanding of principles and practice of contemporary construction technology, and be instilled with capabilities such as space planning, creative problem-solving, communication and understanding of design issues, which will enable them to redefine interior spaces.

Ultimately, the programme aims to:

- Educate a new generation of designers who are capable of providing advanced design solutions and keep abreast with industry developments
- Introduce how design ideas can be merged and transformed through an understanding of various building materials and interior space applications
- Cultivate interest using historical examples which have transformed the built environment industry
- Develop interior design drafting techniques and drawing skills, while integrating computing and communication skills into all industry-relevant aspects of study

Year 1

Core Modules

- Interior Design Studio I
- Design Communication I
- English
- Interior Design Studio II
- Design Communication II
- Interior Design Technology I
- Computer-Aided Design I
- Architecture History
- MPU1
- MPU2
- MPU3

38 Credit Hours

Year 2

Core Modules

- Interior Design Studio III
- Interior Design Technology II
- Computer-Aided Design II
- MPU4
- Final Design Project
- Interior Design Technology III
- Working Drawings
- Office Practice

Core Elective

*Choose 1 subject to availability

42 Credit Hours

Year 3

Industrial Training (5 months as per MQA Req)

10 Credit Hours

BACHELOR OF ARTS (HONS) IN INTERIOR ARCHITECTURE

3.5-Year
Programme

KPT/JPS (R/581/6/0077) (A11036) 08/20

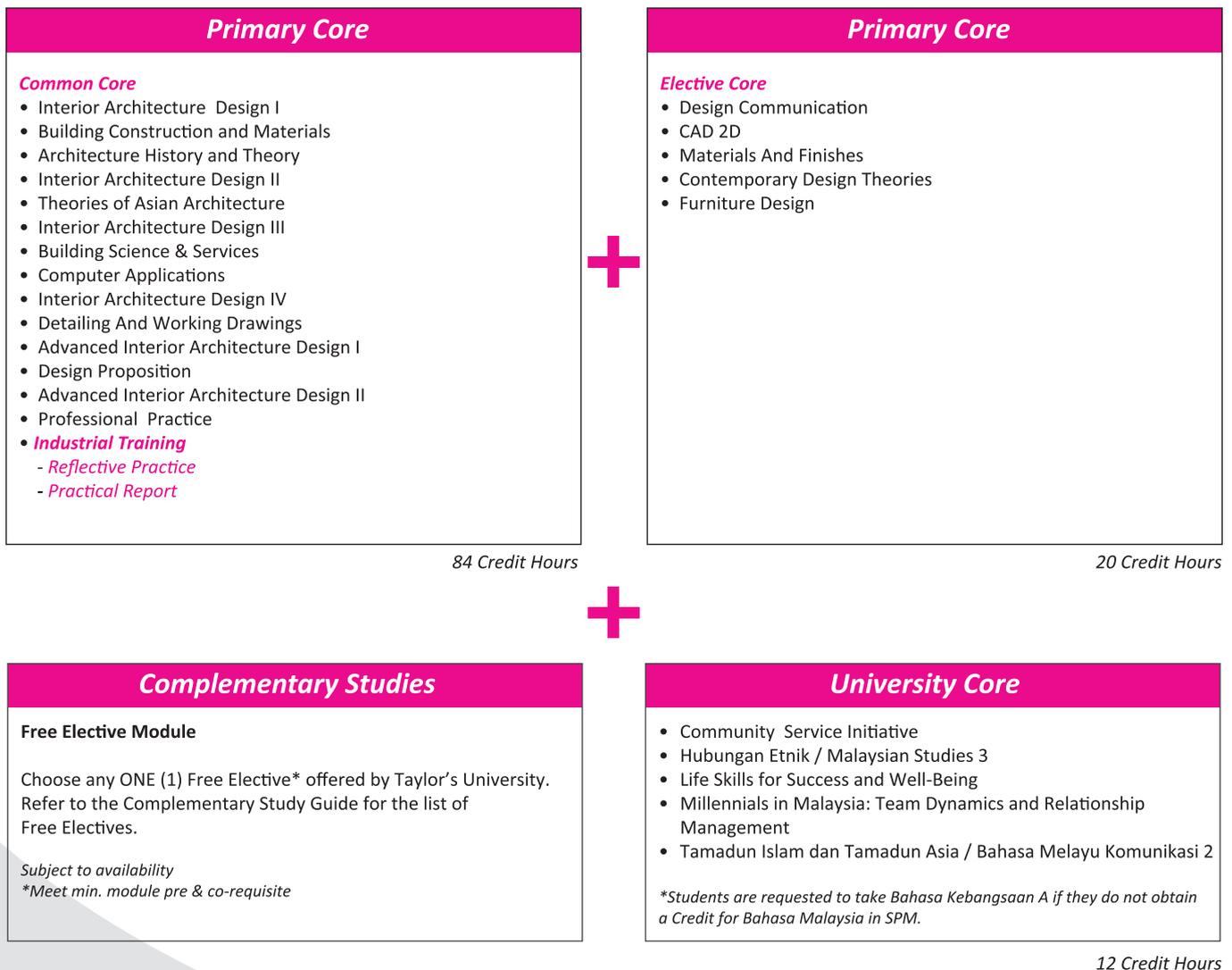
FULL ACCREDITATION BY LAM

INTAKE: MARCH & AUGUST

This is a pre-professional programme that provides a recognised qualification in Interior Architecture, which is necessary in the journey to become a Registered Interior Designer.

The programme is also professionally accredited by Board of Architects Malaysia or Lembaga Arkitek Malaysia (LAM) which ensure the programme fulfils the recognised academic and professional requirements in the Board's examination in Interior Architecture.

Students will learn about the nature of interior and spatial design requirements, which transcends functional adequacy and challenges accepted norms. Graduates will be equipped with knowledge of design & creative works, knowledge of material & the environment, influences of history & culture, visual communication as well as management processes essential to the practice of interior architecture, providing students an understanding of this field from a global and macro perspective.



Note :

Primary Core + University Core + Extension = Min. 3 Years (120 Credit Hours)
Primary Core + University Core + Minor = Min. 3 Years (120 Credit Hours)
Primary Core + University Core + Second Major = Min. 3.5 Years (148 Credit Hours)
Primary Core + University Core + Free Electives = Min. 3 Years (120 Credit Hours)

DESCRIPTION OF KEY LEARNING OUTCOME FROM INTERIOR ARCHITECTURE DEGREE

The following aspects of Interior Architecture knowledge and skills are for inclusion in the programme of study. In delivering the learning activities within the outcomes prescribed below, the programme will ensure the progression of the scope and complexity of learning is in accordance to the levels of studies which is prescribed in Policy and Procedure for Accreditation of Interior Design Programme by Board of Architects Malaysia.

1.0 DESIGN THEORY AND PROCESS

Interior design students need to apply all aspects of design theories and processes through creative problem solving methods with aesthetical values. Design process enables designers to identify and explore complex problems and generate creative solutions that support human behaviour within the interior environment.

2.0 HUMANITIES AND ENVIRONMENT

The work of interior designers is informed by knowledge of behavioural science and human factors. The students will use the principles of lighting, acoustics, thermal comfort, and indoor air quality to enhance the health, safety, wellbeing, and performance of building occupants.

3.0 PROFESSIONAL PRACTICE AND MANAGEMENT

Interior design is a regulated field within the Architects Act. In order to practice Interior Design, one has to fulfill all relevant requirements and be registered with the Board. Scope of services in Interior Design practice goes beyond designing. In becoming a competent practitioner, one has to be knowledgeable and experienced in various relevant facets of Interior Design practice such as regulations, statutory requirements, business practices, financial issues, human resource and other related acts.

4.0 TECHNOLOGY AND BUILDING SERVICES

Interior design students will acquire knowledge of the relevant rules and regulation in interior technology and building systems. Understanding of technology and building systems, building construction, assembly of elements and components as well as building and life safety.

5.0 PRODUCTS AND MATERIALS

Interior Architecture students will design, select and specify furniture, fixtures, and equipment (FF&E) and materials in interior spaces. Students will be required to produce purposeful environment using the correct choice of building products, materials and in compliance with rules and regulation, building standards, acquisition methods and sustainability guidelines. Application of relevant and appropriate materials to create conducive, aesthetically pleasing energy efficient and sustainable environment is highly

6.0 COMMUNICATION

Interior Architect will collaborate with the project team which includes client, end user, allied professionals, contractors, and relevant authorities. Therefore effective communication via verbal, written and graphic skills using appropriate media to produce design ideas and other related literature is required in the programme to prepare students to listen critically, understand effectively and respond accordingly.

PATHWAY TO PROFESSIONAL REGISTRATION

Register as Graduate Interior Designer of the
Board of Architects Malaysia or Lembaga Arkitek Malaysia (LAM)



Register as Graduate member of the
Malaysian Institute of Interior Designer (MIID)



Minimum 2 years of working experience with log book supervised
by Registered Interior Designer or Registered Architect
(commences from date of registration as LAM Graduate Interior Designer)



Interior Design Licensure Examination by LAM



Register Interior Designer of the
Board of Architects Malaysia or Lembaga Arkitek Malaysia (LAM)



Apply for MIID Corporate Membership
MIID Corporate Member and are Registered Interior Designer with LAM carries the title 'IDr'

** Graduates who obtained the Bachelor of Arts (Honours) in Interior Architecture or equivalent programmes that are accredited by the Board of Architects Malaysia will be eligible to Register as Graduate Interior Designer of the Board of Architects Malaysia (LAM).*

For more information, visit www.lam.gov.my and www.miid.org.my

BACHELOR OF ARTS (HONS) IN CREATIVE MULTIMEDIA

3-Year
Programme

KPT/JPS (R/213/6/0247) (A10960) 07/20

INTAKE: MARCH & AUGUST

The Bachelor of Arts (Hons) in Creative Multimedia programme exposes students to a variety of media in the first year to provide breadth in design knowledge, while the subsequent two years of specialisation endeavours to provide depth in their specific area of discipline. Students will study the fundamental processes of design theory and practice through project- and studio-based learning. In experiencing the design thinking process, students will be able to analyse, evaluate, and put forward design solutions that are innovative and creative. The modules prescribed will provide the student with the necessary skills sets to conceptualise and create aesthetically sound outputs that are creative, functional, entertaining, engaging and communicable.

Primary Core

Common Core

- Typography
- Illustration and Visual Narrative
- Design Principles
- Digital Photography and Imaging
- Advanced Typography
- Video and Sound Production
- Design Research Methodology
- Information Design
- Intercultural Design
- Interactive Design

Specialisation

Choose ONE (1) of the options:

Option 1: Graphic Design

- Design Research Dissertation
- Minor Project
- Branding Corporate Identity
- Packaging and Merchandising Design
- Publishing Design
- Creative Brand Strategy
- Digital and Social Media Communication
- Advanced Interactive Design
- Industrial Training/ Internship
- Major Project

Option 2: New Media

- Design Research Dissertation
- Minor Project
- Application Design I
- Games Studies
- Experiential Design
- Application Design II
- Games Development
- Advanced Interactive Design
- Industrial Training/ Internship
- Major Project

Option 3: Animation and Visual Effects

- Design Research Dissertation
- Minor Project
- Animation Fundamentals
- 3D Modeling
- Film Studies and Cinematography
- Sonic Design
- Advanced Animation
- Motion Graphics and Compositing
- Industrial Training/ Internship
- Major Project

Option 4: Entertainment Design

- Design Research Dissertation
- Minor Project
- Game Art
- Anatomy and Character
- Anatomy and Character Sculpture
- Character Design
- Vehicle and Props Design
- Environment Design
- Digital Matte Painting
- Industrial Training/ Internship
- Major Project



University Core

- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success and Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.



12 Credit Hours

Complementary Studies

Choose ONE (1) of the below packages:

Extension

Design Exploration and Practice

- Design Exploration
- Collaborative Design Practice
- UX Design
- Art Direction
- Design Portfolio

and

- Free Elective Modules

Choose any TWO (2) Free Elective* offered by Taylor's University. Refer to the Flexible Education Guide for the list of Free Electives.

or

Minor

Recommended Packages:

- Entrepreneurship
- Web Technology
- Mobile Technology
- Advertising
- Broadcasting
- Performance and Screen Studies
- Education

Choose any Minor package* offered by Taylor's University.

Refer to the Flexible Education Guide for the list of Minor packages.

or

Second Major

Choose any Second Major package* offered by Taylor's University.

Refer to the Flexible Education Guide for the list of Second Major packages.

or

Free Electives

Choose any SEVEN (7) Free Electives* offered by Taylor's University.

Refer to the Flexible Education Guide for the list of Free Electives.

80 Credit Hours

Note :

Primary Core + University Core + Extension = Min. 3 Years (120 Credit Hours)

Primary Core + University Core + Minor = Min. 3 Years (120 Credit Hours)

Primary Core + University Core + Second Major = Min. 3.5 Years (148 Credit Hours)

Primary Core + University Core + Free Electives = Min. 3 Years (120 Credit Hours)

GRAPHIC DESIGN SPECIALIZATION

Graphic Design is the practice of conceptualizing and visualizing ideas and experiences with illustration, photography, digital imagery and media. The medium of communication can be physical, digital or virtual, and include images, text, or graphic elements. Graphic Designers work with typefaces, form, and graphic images on posters, packaging, and other printed advertising material, including infographic design and visual communication designs for newspapers, magazines and other printed collaterals. Graphic Designers are often confused with illustrators, but while an illustrator draws an image in response to an idea, a Graphic Designer composes the illustrations, photographs, and type to communicate an idea in meeting a client's needs. Most of the current Graphic Designers are also motion graphic designers, where they also design graphics in motion for websites, opening credits of a movie or an online video meant to accompany a newspaper article and television broadcast contents. As increased digital content is demanded to feed the plethora of media distribution channels, more Graphic Designers are needed to design and produce contents to meet these needs.

DESCRIPTION OF WHAT WILL BE TAUGHT IN THE SPECIALIZATION

The Graphic Design specialization involves a multifaceted process that requires the application of implicit as well as explicit knowledge and intuitive as well as reasoned thinking. It requires a sophisticated interaction of art, technology, user, organizational and practice-based knowledge and skills by the individual, both in a personal and team context. The specialization is designed to facilitate the development of these attributes in the students and through this, support their learning, employability and future development.

BRAND CORPORATE IDENTITY

This Module aims to introduce the students to the basics of identity design. Students will learn about the creation of an image and subsequently the development of a brand. The process of learning will be through visiting established brand centers such as Nike, and to learn via case studies, everything about the establishment of a brand name. Students will be given projects which would enable them to re-design and to create a brand logo for different types of organization and for individuals.

PACKAGING AND MERCHANDISING DESIGN

This module introduces students to the concept of communication through packaging and merchandising. Students will learn to work with the brief given and generate designs accordingly. Students will strive provide practical solutions that are feasible and functional.

PUBLISHING DESIGN

This module introduces students to the concepts and practices of digital publishing. Students will experience how digital technology pertaining to publishing provides a sound platform to work with text, images, illustrations, graphic elements, interactivity and minor illustrative animations, make for effective means of design communication and dissemination. Students will further improve their potency in software like InDesign, Illustrator, Photoshop and other relevant software in this module.

DESIGN RESEARCH DISSERTATION

This module in the Year Three level is classified as expert level in which students will be trained to work independently. The aim of the dissertation is to develop and promote the ability to analyse and discuss the values of design in relation to the culture in which it finds its place and/or use.

CREATIVE BRAND STRATEGY

This module is an extension of Brand Corporate Identity. The module aims to relate identity design to the product and business, in relation to visual communication. Student will be able to recognize their roles as a designer more effectively by participating in joint campaign projects, which would enhance their understanding of brand strategies and enhance marketability and sales of a particular product.

DIGITAL AND SOCIAL MEDIA COMMUNICATION

This Module introduces students to the principles and concepts of persuasive communication in the context of advertising and its practice to market a person, product or a service. It involves the study of creative thinking, design strategy, design practice and art direction, branding, marketing and media planning to gain knowledge of the forces that influence consumer behavior and perception. Putting the knowledge gained into practice is a major element of the module.

ADVANCED INTERACTIVE DESIGN

Students will be introduced to advance interactive specific coding and explore new technical skill to design and develop non-linear interactive storytelling pieces. The conceptual and design aspects will be considered. This module will be delivered through a structure of lecturers, demonstrations and practical.

MINOR PROJECT

The aim of this module is to familiarize students with the industry standard pre-production processes for creative media projects and to understand the intricacies of strategizing presentation pitches for funding purposes. The direction of this module will be different, and as such students are required to apply independent learning skills to tailoring content learned in class to their own work. Students will learn how to develop original, personally motivated creative media projects, how to pitch these ideas to funders, clients and peers and how to independently lead and manage a project of significant duration and depth. At the end of this module students will have completed the research, development and created the assets for their Major Project module where they will be able to focus on production and post-production of their project. And if the outcomes of this module will not be continued to the Major Project, the works would serve as a completed pre-production artefact that fits the industry standard for funding or client pitching purposes.

INDUSTRIAL TRAINING

This module is presents as a phase of the students' industrial training experience in which, at this level, the students would have gained the necessary skills and experience to embark on greater challenges in the creative industries. During their training, students will have gained a broader design experience and knowledge in which, it will be put to good use in their final year, furthermore would enhance and strengthen their characters & their portfolio.

MAJOR PROJECT

This module allows students to complete the production and post-production of their individual pre-production proposal that was created and proposed during the previous semester's Minor Project module. It is the culmination of all the creative and intellectual skills students have developed on the Creative Media Design pathway conducted in a Studio Culture learning environment, an important aspect of the designer's development as it mirrors industry practice. Studio based feedback takes place to facilitate individual students' development in their own chosen area of specialization, and it allows for formative feedback and the identification of examples of good practice and development areas to be considered. Independent study hours will be utilized to continue the development and progression of studio-based practice.

CAREERS AND PROSPECTS FOR THIS SPECIALIZATION

Employment of Graphic Designers is projected to grow in tandem with the Internet of Things (IOT) and mobile technology over the next few years, about as fast as the average for all technology led occupations. The work of Graphic Designers will continue to be important in the marketing of products and communication throughout the Fourth Industrial Revolution (4IR). The anticipated change in employment of Graphic Designers over the next few years varies by industry. For example, employment of Graphic Designers in newspaper, periodical, book, and other commercial publishers is projected to decline with the increased dominance of digital and e-publications. However, employment of Graphic Designers in application design, social and digital media and the related services is projected to grow in parallel with the advancement of consumer electronics and devices for the virtual and augmented spaces. Companies are continuing to increase their digital presence both in the augmented and virtual worlds, requiring Graphic Designers to create visually appealing, effective and engaging apps, websites, user interfaces and digital contents.

NEW MEDIA SPECIALIZATION

The New Media is a term used to describe all sorts of content available using the internet, computers, mobile technology and new ways of electronic communication. It became popular in the 1990's with the emerging technologies and the exponential increase in the demand for content consumption. The New Media design specialization is for students who are fascinated by visual design, user experience design, interactivity, experiential design, and games design. The New Media industry is intertwined with many market segments in areas such as applications, games, products, broadcasting, mobile technology and particularly movies, advertising and marketing. Society today is proliferated with online virtual worlds, co-created digital contents, crowd-sourced application developments, social and digital media content creations and on-demand content distribution platforms. These digital spaces have become a virtual extension of the world we live in. It is therefore vital to create distinguished quality contents and applications that sets the industry benchmark. New Media design skills is among the demanded 21st Century skillsets where experienced and talented designers is most acute.

DESCRIPTION OF WHAT WILL BE TAUGHT IN THE SPECIALIZATION

The New Media specialization offers a balance of visual design competencies, information design, user interface design, user experience design, experiential and games design, usability research, and programming to create the skillsets needed to design cutting edge interactive solutions from mobile to fully immersive virtual and augmented platforms. Using industry standard technologies, students will learn to produce high-impact interactive content suited for all types of screens, surfaces and digital media. Students will develop a portfolio and professional creative persona for careers that may not even exist yet and will be relevant in meeting the Fourth Industrial Revolution (4IR) skillsets.

APPLICATION DESIGN I

This module aims to broaden the students' understanding of 'usability' by applying its theories and standards to design for mobile applications. In the process the students' knowledge and practical skills in designing for mobile platforms will be increased.

GAMES STUDIES

This module exposes the students to various types of games not restricted to digital games. They will play analog and traditional games as well, which they later analyze and share with their classmates. The experience will allow them to identify common pattern in game design and will channel them to the right direction in thinking and creating a game of their own.

EXPERIENTIAL DESIGN

This module introduces the student to the concept of 'experiential' design where user interaction takes place in a physical but computer-controlled environment, for example, using pressure pads, microphones, webcams or other external devices to control the user experience and interaction. Learning outcomes focus on the student's ability to design and create experimental physical user experiences for abstract or 'real-world' applications or uses e.g. a fine art installation or an informative interactive museum exhibition piece.

DESIGN RESEARCH DISSERTATION

This module in the Year Three level is classified as expert level in which students will be trained to work independently. The aim of the dissertation is to develop and promote the ability to analyse and discuss the values of design in relation to the culture in which it finds its place and/or use.

APPLICATION DESIGN II

This module allows students to understand and apply technology and practices of 2 major mobile operating system, Android and IOS and experience a practical knowledge of designing for a mobile platform by mobile user interaction. Students will have an opportunity to understand and apply the practices 'user-testing and learn new practical skills in design for usability and mobile platforms. This module aims to broaden the students' understanding of 'usability' by applying its theories and standards to design for mobile applications. In the process the students' knowledge and practical skills in designing for mobile platforms will be increased.

ADVANCED INTERACTIVE DESIGN

Students will be introduced to advance interactive specific coding and explore new technical skill to design and develop non-linear interactive storytelling pieces. The conceptual and design aspects will be considered. This module will be delivered through a structure of lecturers, demonstrations and practical.

GAMES DEVELOPMENT

This module aims to introduce the students to game specific design issues, and enhance their understanding of basic game concepts. Students will learn how to critically analyse users' needs and define user experience through systematic research principles. After which students will apply their research to the design of a new game or prototype. Students will learn: the principles behind designing specifically for the games industry; be introduced to the concept of 'playability'; and how to use industry standard authoring software such as Adobe Flash to an intermediate level.

MINOR PROJECT

The aim of this module is to familiarize students with the industry standard pre-production processes for creative media projects and to understand the intricacies of strategizing presentation pitches for funding purposes. The direction of this module will be different, and as such students are required to apply independent learning skills to tailoring content learned in class to their own work. Students will learn how to develop original, personally motivated creative media projects, how to pitch these ideas to funders, clients and peers and how to independently lead and manage a project of significant duration and depth. At the end of this module students will have completed the research, development and created the assets for their Major Project module where they will be able to focus on production and post-production of their project. And if the outcomes of this module will not be continued to the Major Project, the works would serve as a completed pre-production artefact that fits the industry standard for funding or client pitching purposes.

INDUSTRIAL TRAINING

This module is presents as a phase of the students' industrial training experience in which, at this level, the students would have gained the necessary skills and experience to embark on greater challenges in the creative industries. During their training, students will have gained a broader design experience and knowledge in which, it will be put to good use in their final year, furthermore would enhance and strengthen their characters & their portfolio.

MAJOR PROJECT

This module allows students to complete the production and post-production of their individual pre-production proposal that was created and proposed during the previous semester's Minor Project module. It is the culmination of all the creative and intellectual skills students have developed on the Creative Media Design pathway conducted in a Studio Culture learning environment, an important aspect of the designer's development as it mirrors industry practice. Studio based feedback takes place to facilitate individual students' development in their own chosen area of specialization, and it allows for formative feedback and the identification of examples of good practice and development areas to be considered. Independent study hours will be utilised to continue the development and progression of studio-based practice.

CAREERS AND PROSPECTS FOR THIS SPECIALIZATION

New Media graduates are well-positioned for careers in visual, interactive, and user experience design for digital advertising, marketing, mobile and web application, entertainment, industrial and corporate design. Most companies and businesses are now diverting a huge amount of their budget to advertising via the internet or through any form of digital or interactive media. Considering that some of the largest interactive content creation companies in the world are in this arena, opportunities for employment are now vast and in great urgency. Employment of New Media designers is projected to grow in tandem with the Internet of Things (IOT), mobile, virtual and augmented reality technologies over the next few years. The work of New Media designers will continue to be instrumental in the transformation of human computer interactions (HCI) and content consumption throughout the Fourth Industrial Revolution (4IR) as smart technologies become lifestyles and household norms.

ANIMATION AND VISUAL EFFECTS SPECIALIZATION

Today's biggest blockbuster movies and award-winning TV series rely heavily on animation and visual effects to captivate and entertain digital savvy audiences. Feature animated films have been competing alongside live-action films in Oscars while television broadcasters and independent content distributors are partnering with animation studios for the creation of original content as they expand into the internet and on-demand digital spaces. The demand for entertainment contents has never been greater. The Visual Effects industry which makes possible the production of epic, fantastical imaginary worlds and apocalyptic disasters; is fast emerging as an indispensable part of film making. Technological breakthroughs have fueled and driven the Visual Effects industry to what is known as the 'Golden Age of Visual Effects' and the entertainment industry's dependence on it is increasing with the demand for new and never-seen-before entertainment experiences. Animation and Visual Effects are not only limited to creating big-budget blockbuster films or TV shows as these creative production techniques are also used in the fields of medical research, engineering, web content design, the performing arts, corporate communications and higher education.

DESCRIPTION OF WHAT WILL BE TAUGHT IN THE SPECIALIZATION

The Animation and Visual Effects specialization aims to enable students to develop professional animation and visual effects skills, with the versatility to practice in a variety of digital media. Students can gain an understanding of how the media of 2-dimensional traditionally drawn animation and 3-dimensional computer-generated techniques merge to create unique, innovative and engaging projects. To become an animation and visual effects specialist, students will gain hands-on experience with state-of-the-art animation tools that they'll likely use throughout their professional career. But it isn't all technical, various animation and drawing modules, as well as lessons in storytelling and the cinematic arts will also be taught to complement the technical competencies.

ANIMATION FUNDAMENTALS

This module introduces the fundamentals of animation techniques through 2D and 3D platforms and reinforces students to implement animation principles in production methodology. The module seeks to explore the fundamental utilization of animation to convey visual narration, elements for use in creative media in multiple animation disciplines.

3D MODELING

This module introduces understanding of 3D modeling tools to provide a visual look at various concepts that goes into the production of games, animations and interactive media. Students will be given an in-depth look at what 3D application can do. Students will learn which tools will help to achieve their goals and why these tools work the way they do.

FILM STUDIES AND CINEMATOGRAPHY

By developing knowledge and skills in film theories and digital cinematography, students could produce a range of creative media products and underpin ongoing professional and personal development.

DESIGN RESEARCH DISSERTATION

This module in the Year Three level is classified as expert level in which students will be trained to work independently. The aim of the dissertation is to develop and promote the ability to analyse and discuss the values of design in relation to the culture in which it finds its place and/or use.

SONIC DESIGN

The student will be introduced to the professional sound environment via a series of workshops and theory sessions. They will then use this as a basis to further investigate and broaden their own knowledge of sound design theory and the specialist vocabulary that integrates sound with motion and interaction. This new knowledge will then be applied to a professional audio-based project and in the final presentation they will justify their sound design decisions and process. Assessment will be by project file.

ADVANCED ANIMATION

This module introduces a variety of animation techniques through 3D animation and reinforces students to implement animation principles in a more discrete production methodology. The module seeks to explore the expressive range of animation utilization to enhance visual narration, elements for use in creative media and enhance skills for multiple animation disciplines.

MOTION GRAPHICS AND COMPOSITING

This module introduces the fundamentals of motion graphic creation with shapes, text, photo manipulation, video footage compositing and other necessary elements to create an interesting motion to enhance a presentable and fun driven digital media. This will give insides of innovative motion creation as a final output.

MINOR PROJECT

The aim of this module is to familiarize students with the industry standard pre-production processes for creative media projects and to understand the intricacies of strategizing presentation pitches for funding purposes. The direction of this module will be different, and as such students are required to apply independent learning skills to tailoring content learned in class to their own work. Students will learn how to develop original, personally motivated creative media projects, how to pitch these ideas to funders, clients and peers and how to independently lead and manage a project of significant duration and depth. At the end of this module students will have completed the research, development and created the assets for their Major Project module where they will be able to focus on production and post-production of their project. And if the outcomes of this module will not be continued to the Major Project, the works would serve as a completed pre-production artefact that fits the industry standard for funding or client pitching purposes.

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MAJOR PROJECT

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CAREERS AND PROSPECTS FOR THIS SPECIALIZATION

Animation and Visual Effects graduates with a comprehensive and high-quality portfolio will be able to pursue a wide range of careers in filmmaking, animation production, games development and interactive new media production. There are many branches of animation and visual effects work to pick from in the entertainment industry. Film production studios will always need animators, whether it be for fully animated feature films, or for Computer Generated Imagery (CGI) special effects on live-action movies. The game industry which is worth double the movie industry is in urgent need of skilled designers to create game assets both inside and outside of their games. Added, the games industry is experiencing a growth spurt with the advent of virtual and augmented technologies. Other industry sectors in demand of Animation and Visual Effects designers are application design, marketing and advertising, data visualization, simulation for insurance and crime scene investigations, medical simulations and training, architectural and industrial design visualizations.

ENTERTAINMENT DESIGN SPECIALIZATION

Entertainment Design is the craft and practice of conceptualizing, visualizing ideas and experiences with hand-drawn, digitally drawn or computer-generated imagery (CGI). The Entertainment Designer creates realities and experiences that excite minds and stir imaginations by combining art and technology for themed events, live shows, museum exhibitions, themed restaurants and parks, TV and film productions, and much more. Predominantly, Entertainment Design is where the magic begins for most if not all, blockbuster movies and world-renowned games. The Entertainment Designer visualizes and creates art for characters, creatures, vehicles, environments, and other creative assets so that 3D modelers, animators, and Visual Effects (VFX) teams can make these ideas and visuals ready for production. These designers produce illustrations or visualizations that are striking but also accurate and clear. They work on illustrations or visualizations throughout the production of films, animations, games, shows and exhibitions.

DESCRIPTION OF WHAT WILL BE TAUGHT IN THE SPECIALIZATION

The Entertainment Design specialization focuses on the productions of movies, games and animations along with the spinoff or ancillary licensing and merchandising industry. It is also suitable for students interested in related areas such as comics and illustration. Students will undertake project-based learning work involving painting, life drawing, digital sculpting, 3D modelling, lighting and rendering, digital compositing, cinematography and post-production. Students will develop industry-standard technical skills in digital and traditional media, as well as strong conceptual and creative skills. They could work individually as artists or collaborate as team members to produce film concept art, animation or games development projects. Students will also collaborate with industry partners during the course for experiential learning which provides real-life knowledge and skills, as well as networking opportunities.

ANATOMY AND CHARACTER SCULPTURE

This module introduces understanding of 3D modeling tools to provide a visual look at various concepts that goes into the production of games, animations and interactive media. Students will be given an in-depth look at what 3D application can do. Students will learn which tools will help to achieve their goals and why these tools work the way they do.

CHARACTER DESIGN

The Character Design module is meant to prepare students for the creation of original artworks for the cinematic and games industries. Students will learn to tackle the creative process of designing characters from humans, creatures and monsters combining traditional drawing and painting techniques, software and digital sculpting techniques and acting skills. A project-based learning method will be adopted with a balance of foundational education and software-based technical training that emphasizes on extensive and in-depth skill development relevant to the demands of the industry.

VEHICLE AND PROPS DESIGN

The module will introduce students to analyze and design functional and aesthetically pleasing props and vehicles for storytelling and entertainment purposes, with a strong focus on the relationship between form and function. Students will learn all the tricks of using drawing, photography and 3D to realize designs in a compelling way combining the knowledge of making an image in 2D with high level details informed by fundamentals in automotive, aircraft, product and industrial design to envision non-existing props, gadgets, equipment, weapon and vehicles that are convincing and believable to the audience. A project-based learning method will be adopted with a balance of foundational education and software-based technical training that emphasizes on extensive and in-depth skill development relevant to the demands of the industry.

DESIGN RESEARCH DISSERTATION

This module in the Year Three level is classified as expert level in which students will be trained to work independently. The aim of the dissertation is to develop and promote the ability to analyse and discuss the values of design in relation to the culture in which it finds its place and/or use.

ENVIRONMENT DESIGN

The module will introduce students to the study of environments and its influence on storytelling, with a strong focus on the relationship between form and function. Students will learn to combine traditional drawing and painting techniques to 'create the story world' with high level details informed by fundamentals in architecture, plants, animals, nature and geology studies to envision non-existing story worlds that are convincing and believable to the audience. A project-based learning method will be adopted with a balance of foundational education and software-based technical training that emphasizes on extensive and in-depth skill development relevant to the demands of the industry.

DIGITAL MATTE PAINTING

The module prepares students for the movie production industry to create highly convincing cinematic panoramas with mastery over digital painting and composition skills for scenes and shots. Students will learn various techniques in using drawing, painting and photography to construct 2.5D or 3D scenes in realizing story worlds that are convincing and believable to the audience. A project-based learning method will be adopted with a balance of foundational education and software-based technical training that emphasizes on extensive and in-depth skill development relevant to the demands of the industry.

GAME ART

The Game Art module is meant to prepare students for the creation of original artworks for the game cinematic and games industries. Students will learn to tackle the creative process of designing characters, environment, and animation combining traditional drawing and painting techniques, software and digital sculpting techniques and acting skills. A project-based learning method will be adopted with a balance of foundational education and software-based technical training that emphasizes on extensive and in-depth skill development relevant to the demands of the industry.

MINOR PROJECT

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CAREERS AND PROSPECTS FOR THIS SPECIALIZATION

As Entertainment Designers are an essential part of the entertainment industry's creative and production process, employment of Entertainment Designers is projected to grow in tandem with the expansion and convergence of the film, animation and game industries over the next few years. The emergence of transmedia Intellectual Property (IP) creation, because of the merger and acquisition of market leaders such as Disney, Marvel and 21st Century Fox; have produced comic universes that dominated box offices around the world. While advances in mobile, video, and wireless technologies have ignited an explosion in the growth of streaming services along with the advent of virtual and augmented technologies; begs the need to enhance storytelling and the creation of unique content experiences. Entertainment Designers plays the key role in making these visions come true as they work alongside technologist in combining art and technology.



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