LINCOLN
UNIVERSITY COLLEGE
DKU016 (B)

SETARA 2022
COMPETITIVE UNIVERSITY COLLEGE

ISO 9001:2015 Certified

Bachelor of Arts (Honours) in Creative Multimedia Technology
(R/0211/6/0087) (07/29) (MQA/FA 11223)

PROGRAMME DESCRIPTION

Bachelor of Arts (Honours) in Creative Multimedia Technology has been designed for those, who inspire to be professional artists in the IT industry or multimedia industry. Multimedia combines the creativity of art and design with the skills and knowledge of computer technolo-gies and programming to create interactive digital media prod-ucts such as online and mobile applications, screen based or envi-ronmentally interactive designs. This program helps the students to learn about the theories and technologies and their practical application to the emerging industry trends. An important feature is practical problem solving in multidisciplinary scenarios with the help of modern technologies.
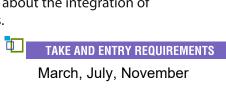
Developed in consultation with industry professionals, this degree will provide students with the necessary experience and skills to create meaningful interfaces and exciting interactive solutions to enhance and improve the digital media user experi-ence. Human interaction methods, screen and display user inter-faces, audio and video, 3D and 2D, are only few of the areas, inves-tigated during this program study.

PROGRAMME AIM

The primary aims of the programme are:

1. To provide creative and entrepreneurial skills required to pioneer and enhance the design of our increasingly digital world
2. To encourage exploration through problem solving metho-dologies, innovative investigations and creative research in all forms of communication. The program is dedicated to excellence in teaching, academics as well as creative research and professional practice.
3. This program focuses on the creative and intellectual thinking and also educates the graphic designers about the integration of new technology and ethical implications.

PROGRAMME DURATION

Minimum Duration : 36 Months

Maximum Duration : 36 Months.

TAKE AND ENTRY REQUIREMENTS

March, July, November

- A pass in STPM with at least Grade C (GP2.00) in any TWO (2) subjects; OR
- A pass in STAM with at least grade Jayyid; OR
- Matriculation or Foundation with at least CGPA of 2.00; OR
- A Diploma (Level 4, MQF) with at least CGPA of 2.00; OR
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; OR
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to LUC Senate Approval; OR
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to HUC Senate Approval;
  - a. Note (vi) & (vii): The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme; OR
- Other relevant equivalent qualifications recognised by the Malaysian Government.

Call us :

1 300 880 111 (Malaysia)
+603 78063478 (International)

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my

Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
No. 2, Jalan Stadium, SS 7/15, Kelana Jaya, 47301, Petaling Jaya, Selangor Darul Ehsan, Malaysia.

▸ Pass an interview (online / virtual / conventional) OR submission of student's portfolio, to be determined by the LUC as required.

English Requirements :
International students must have proof of good proficiency in verbal and written English. For example,
i. Achieve a minimum score of Band 3 in MUET or equivalent to CEFR Low B2 or International English Language Testing System (IELTS) score of 5.0 or its equivalent. If a student does not meet this requirement.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl.No.	Subject
1	Multimedia Design Fundamentals
2	Fundamentals of Drawing
3	Multimedia Design in 3D
Elective (Choose any one module from the following two):	
4	Islamic Civilization and Asian Civilization (TITAS)
5	Malay Communication
6	Ethnic Relations
7	Graphic Design Fundamentals
8	Website Design Fundamentals
9	Multimedia Project Planning Fundamentals 1
10	Animation Design Using Flash
11	Special Effects for Movies
12	Games Development
13	3D Technology
14	Leadership Skills and Human Relations
15	Interactive Design
16	Web Gallery Using Flash
17	Animation Technology
18	Advance Website Design
19	Advance Usability Principles
20	Special Effects for 3D Games
21	Malaysian Studies
22	Multimedia Project Planning 2

Sl.No.	Subject
23	Multimedia in Commercial Advertising
24	Advance Animation using Action Script
25	Virtual Reality Technology
26	Game Environment Design
27	Graphic Art for Game Characters
28	Research Methodology
Elective (Choose any two modules from the following):	
29	Introduction to E-Commerce
30	Advance Illustration
31	Web Application Development
32	Virtual Reality Application
33	Interactive Design Application (Tools)
34	New Media Technology
35	3D Web Gallery for Games
36	Special Effects for Characters
37	Final Year Project 1
38	Final Year Project 2
39	Audio Design
40	Integrated Multimedia Tools
41	Creative Web Content
42	Industrial Training & Report

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