SCHOOL
OF THE
ARTS UNIVERSITI SAINS MALAYSIA

seni Pusat Pengajian Seni
School of The Arts

Bachelor of Fine Arts (Hons)

**Graphic
Communication**

SCHOOL OF THE ARTS

Students can expect a learning environment that not only pursues the knowledge of the arts, but also seeks to reduce the gap between studies and the realities of the industry and the working world. We nurture talent, develop practical skills in the areas of the arts, design, media, music, performance and adopt a cross-disciplinary approach to our teaching methods as well. Students are encouraged to think critically and they are mentored by experienced lecturers who carry years of practical experience under their belt in their respective disciplines. The School of The Arts offers courses in Bachelor of Arts (Fine Arts), Bachelor of Fine Arts (Acting and Directing), Bachelor of Fine Arts (Graphic Communication), Bachelor of Fine Arts (New Media Design & Technology), Bachelor of Fine Arts (Product Design) and Bachelor of Music (Performance and Pedagogy). Apart from undergraduate programmes, we also offer postgraduate degree programmes.

In essence, the School of The Arts aspires for our students to become valuable contributors to the workforce and the creative industry in South East Asia and beyond. It is our aim to see our students become a moving force of change in this present time as they chart their path as graduates of School of The Arts, Universiti Sains Malaysia.

School of The Arts began as a constituent in University Sains Malaysia's Humanities School and grew to spread its wings in 1999 and became an independent school in the university. Since then, the school has grown to a family of dedicated academic, administrative and support staff who bring with them their extensive backgrounds that are both rich in academic and industrial experience.

PROGRAMME BACKGROUND

Bachelor of Fine Arts (Honours) Graphic Communication is a four (4) year degree programme designed to equip student with future proof creative knowledge. The comprehensive hands-on teaching approach is aligned with design theories, design trend and demand, and cultural adaptations. Students will also receive first hand experiential knowledge which will put them as leader in the creative industry. Our graduates will service and support the quadruple helix demand (Industry, Community, Academic and Government agencies) and be a key player in the 4th Industrial revolution era. USM Graphic Communication program also equipped students with entrepreneurship skills, enabling them to be an effective and successful entrepreneur in the business world.

NAMES	QUALIFICATION
TS. DR. NURUL HANIM BINTI MD ROMAINOOR *(PROGRAMME CHAIRPERSON)*	**BCGD (Hons) (Wanganui/Wakaito, NZ), MDes (Curtin, AU), PhD (Curtin, AU)**
ASSOC. PROF. DR. MUHIZAM MUSTAFA	**BA (Hons) Arch. Pathway (KENT), M Tech ED (UTM), PhD (Birmingham)**
DR. LIM JING YI	**B Comm (Hons) Film and Broadcasting (USM), MComm in Screen Studies (USM), PhD (USM)**
DR. ZURIAWATI AHMAD ZAHARI	**BA (Hons) USM, MA (UiTM), Ph.D (USM)**
EN. GOH CHU HIANG	**Cert.Edu, BA (Hons) Fine Art (USM), MSc (IT) (USM)**

LECTURERS AND TEACHING SUBJECT

1. **ASSOC. PROF. DR. MUHIZAM MUSTAFA**
   Branding and Corporate Identity
   Packaging Design

2. **TS. DR. NURUL HANIM BINTI MD ROMAINOOR**
   Introduction to Computer Graphic
   Typography
   Specialised Interest Group (Graphic Design)

3. **DR. LIM JING YI**
   Text Literacy and Publication
   Graphic Advertising

4. **DR. ZURIAWATI AHMAD ZAHARI**
   Introduction to Computer Graphic
   Media Interactive 2
   Basic Narrative and Image Generation
   Elements and Design Principles

5. **EN. GOH CHU HIANG**
   History of Art and Design
   Heritage Design
   Design Based Writing

6. **DR. RASSLENDA RASS RASALINGAM**
   Specialised Interest Group (Group Communcation)
   Professional Design Practice
   Video Composition

PROGRAMME SYNOPSIS - PEO & PLO PROGRAMME

GOALS AND OBJECTIVES OF THE PROGRAM

Programme Objectives (PEO) A Bachelor of Arts (Honors) (Fine Arts) are as follows:

PEO 1: Produce graduates who are highly knowledgeable and have practical skills, able to think critically in the visual and graphic arts in line with the goals of the university and the needs of the country's creative industry.

PEO 2: Produce graduates with in-depth knowledge in the field of creative industries and can apply the practical work of creative skills of current software and technology in communication, graphic arts and digital media.

PEO 3: Demonstrate high-quality and creative interpersonal skills in applying humanitarian values to meet the country's needs for technical, economic and socio-cultural progress..

PEO 4: Cultivating a generation of talented, moral and high-value and ethical artists and thinkers who are aware of the changes in traditional and contemporary visual graphic art to be featured nationally and globally.

PROGRAM LEARNING RESULTS (LEARNING OUTCOMES PROGRAMMING) - (PLOs)

PLO1: Apply knowledge and information related to visual graphic art, visual communication design, and digital technology skills at the level of basic concepts, theory, and history;

PLO2: Carry out practical work, procedures, and research related to visual graphic art and design, visual communication, and art technology skills and comply with standard requirements and quality control in the production of artworks;

PLO3: Using creative skills to identify, interpret, evaluate, apply, adjust, and solve problems critically in the production aspect of the visual graphic art artwork;

PLO4: Communicate effectively in oral and written form to convey information, findings, and results in aspects of the production of visual graphic art artworks;

PLO5: Demonstrate interpersonal skills, social responsibility, and teamwork in coordinating activities in the practice of producing visual graphic art artwork;

PLO6: Demonstrate a high level of morals and values, as well as ethics and professionalism, in the visual graphic art artwork production stage;

PLO7: Use lifelong learning skills in the creative industries, academics, and career development;

PLO8: Practising management and entrepreneurial skills in activities and planning from a creative point of view to implement creative Entrepreneurial Skills;

PLO9: Utilise knowledge and understanding in leadership for effective leadership in efforts for Leadership, autonomy, and responsibility for the field of visual arts and design, in line with the university's goals and the needs of the creative industry;

PLO10: Demonstrate ICT skills in various digital applications involving technology and data to obtain, process, and support information for visual arts and design in the creative industry;

PLO11: Demonstrate skills in using and interpreting numerical, visual, and graphic data to present information, findings, and results in visual arts and design in the creative industries.
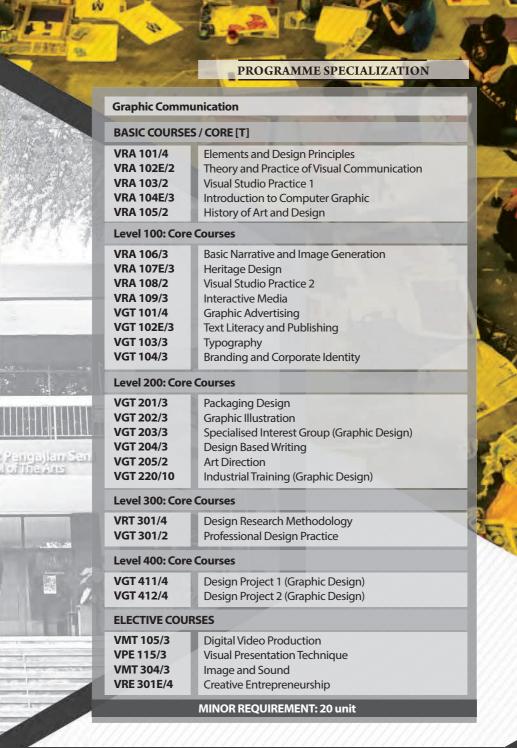
UNIVERSITY COURSE REQUIREMENTS

Summary of University Course Requirements

Students are required to take 15-22 credits for the following University courses/options for University needs:

UNIVERSITY COURSE REQUIREMENTS			CREDIT TOTAL	
			Local Students	International Students
General Studies (MPU)				
U1	**Local Students** - HFF225 (Philosophy and Current Issues) (2 credits) - HFE224 (Appreciation of Ethics and Civilisations) (2 credits) - LKM400 (Malay Language IV) (2 credits) **International Students of Science and Technology** - HFF225 (Philosophy and Current Issues) (2 credits) - Malay Language course (2 credits)		6	
	International Students of Arts (program with Malay Language as the medium of instruction) - HFF225 (Philosophy and Current Issues) (2 credits) - LKM100 (Malay Language I) (Z) - LKM200 (Malay Language 2) (U) (2 credits)	*International Students of Arts (program with English Language as the medium of instruction)* - HFF225 (Philosophy and Current Issues) (2 credits) - LKM100 (Malay Languagel) (U) (2 credits)		4
U2 (Local Students) AND U3 (International Students)	**Local Students** - WUS101 (Core Entrepreneurship) (2 credits) - English Language Courses (4 credits) International Students - SEA205E (Malaysian Studies) (4 credits) - English Language Courses (4 credits)		6	8
U4	**Co-curricular courses***			
	Local Students WAR122 (Integrity and Anti-Corruption Course) / Co-Curricular Courses*	**International Students** Co-Curricular Courses*	2	2
Options	Students can/have to choose any of the following: - Co-curricular courses - Skill courses/Foreign Language Courses/ Other courses offered by other schools		1 - 8	1 - 8
	CREDIT TOTAL		15 - 22	15 - 22

* Students from the School of Educational Studies are required to choose one (1) Co-Curricular Packaged Course (Uniformed Course).
* Students from the School of Dental Sciences are required to register for three (3) credits of courses in the U4 group. Further information can be obtained from the Academic Office, School of Dental Sciences.

Graphic Communication

BASIC COURSES / CORE [T]

VRA 101/4	Elements and Design Principles
VRA 102E/2	Theory and Practice of Visual Communication
VRA 103/2	Visual Studio Practice 1
VRA 104E/3	Introduction to Computer Graphic
VRA 105/2	History of Art and Design

Level 100: Core Courses

VRA 106/3	Basic Narrative and Image Generation
VRA 107E/3	Heritage Design
VRA 108/2	Visual Studio Practice 2
VRA 109/3	Interactive Media
VGT 101/4	Graphic Advertising
VGT 102E/3	Text Literacy and Publishing
VGT 103/3	Typography
VGT 104/3	Branding and Corporate Identity

Level 200: Core Courses

VGT 201/3	Packaging Design
VGT 202/3	Graphic Illustration
VGT 203/3	Specialised Interest Group (Graphic Design)
VGT 204/3	Design Based Writing
VGT 205/2	Art Direction
VGT 220/10	Industrial Training (Graphic Design)

Level 300: Core Courses

VRT 301/4	Design Research Methodology
VGT 301/2	Professional Design Practice

Level 400: Core Courses

VGT 411/4	Design Project 1 (Graphic Design)
VGT 412/4	Design Project 2 (Graphic Design)

ELECTIVE COURSES

VMT 105/3	Digital Video Production
VPE 115/3	Visual Presentation Technique
VMT 304/3	Image and Sound
VRE 301E/4	Creative Entrepreneurship

MINOR REQUIREMENT: 20 unit

SEMESTER 1

Course Code	Course Offered	Unit
VRA 101	Elements and Design Principles	4
VRA 102 E	Theory and Practice of Visual Communication	2
VRA 103	Visual Studio Practice 1	2
VRA 104 E	Introductions to Computer Graphic	3
VRA 105	History of Art and Design	2
	University Courses	
LKM 100	Bahasa Malaysia 1 (Z)	2
SEA 205E	Malaysian Studies	4
	Total Unit	**17**

SEMESTER 2

Course Code	Course Offered	Unit
VRA 106	Basic Narrative and Image Generation	3
VRA 107E	Heritage Design	3
VRA 108	Visual Studio Practice 2	2
VRA 109	Interactive Media	3
	University Courses	
LKM 200	Bahasa Malaysia 2 (U)	2
	University Requirements (Option/Foreign Language /Curricular)	4
	Total Unit	**17**

SEMESTER 3

Course Code	Course Offered	Unit
VGT 102E	Text Literacy and Publishing	3
VGT 103	Typography	3
VGT 104	Branding and Corporate Identity	3
	Elective Courses	
VMT 105	Video Digital Production	3
	University Courses	
HFF 225	Philosophy and Current Issues	2
	Minor Courses	4
	Total Unit	**18**

SEMESTER 4

Course Code	Course Offered	Unit
VGT 101	Graphic Advertising	4
VGT 201	Packaging Design	3
VGT 202	Graphic Illustration	3
VRT 301	Research Design Methodology	4
	University Courses	
LSP 300	English Language	2
	Minor Courses	4
	Total Unit	**20**

SEMESTER 5

Course Code	Course Offered	Unit
VGT 301	Professional Design Practice	2
VGT 203	Specialised Interest Group (Graphic Design)	3
VGT 205	Art Direction	2
VGT 204	Design Based Writing	3
	Elective Courses	
VPE 115	Visual Presentation Techniques	3
	University Courses	
LSP 401	English Language	2
	Minor Courses	4
	Total Unit	**19**

SEMESTER 6

Course Code	Course Offered	Unit
VGT 411	Design Project 1	4
	Elective Courses	
VMT 304	Images and Sound	3
	University Requirements (Option/Foreign Language /Curricular)	2
	Minor Course	4
	Total Unit	**13**

SEMESTER 7

Course Code	Course Offered	Unit
VGT 412	Design Project 2	4
	Elective Courses	
VRE 301E	Creative Entrepreneurship	4
	University Requirements (Option/Foreign Language /Curricular)	2
	Minor Courses	4
	Total Unit	**14**

SEMESTER 8

Course Code	Course Offered	Unit
VGT 220	Industrial Training (Graphic Design)	10
	Total Unit	**10**
	TOTAL	**128**

MINOR PROGRAM OFFERED

The Graphic Communication minor program intendes to provide pre-graduate opportunities for students through a systematic and usable academic program package which consist of theoretical, skill, and hands-on components. The minor program offered has aims to:

1. Provide students from other discipline of studies with basic knowledge in the Graphic Communication Design.
2. Extend the education opportunities in Graphic Communication Design across campus boundaries in line with the Government policy in providing 'Higher Education Transformation' for a sustainable future.

MINOR PACKAGE
PROGRAMS OFFERED

Students are required to complete 20 units
a] Course Requirement: (8 units)

Code	Course	Semester
VRA104E/3	Introduction to Computer Graphic	1
VRA 105/2	The History of Art and Design	1
VGT 103/3	Typography	1

b] Optional Courses : Select 12 units

Code	Course	Semester
VRA102E/2	Theory and Practice of Visual Communication	1
VRA106/3	Basic Narrative and Image Generation	2
VGT101/4	Graphic Advertising	1
VGT104/3	Branding and Corporate Identity	1
VGT202/3	Graphic Illustration	2
VGT 205/2	Art Direction	1

2.0 ACADEMIC SYSTEM AND GENERAL INFORMATION

2.1 Course Registration Activity

Registration of courses is an important activity during the period of study at the university. It is the first step for the students to sit for the examination at the end of each semester. Signing up for the right courses each semester will help to facilitate the graduation process based on the stipulated duration of study.

2.1.1 Course Registration Secretariat for the Bachelor's Degree and Diploma Programmes

Student Data and Records Unit
Academic Management Division
Registry
Level 1, Chancellory Building

Tel. No. : 04-653 2925/2924/2923
Fax No. : 04-657 4641
E-Mail   : sdrp@usm.my
Website : http://bpa.usm.my/index.php/ms/

2.1.2 Course Registration Platform

1.   E-Registration

E-Registration is a platform for online course registration. The registration is done directly through the Campus Online portal. Course registration exercise for both semesters begins after the release of Official examination results of every semester

The online registration for Long Vacation Semester (KSCP) begins officially after the release of the 2nd semester examination result.

The date of the E-Registration will be announced to the students via email during the revision week of every semester and details ofthe activity will be displayed in the USM's official website.

All courses are allowed to be registered through E-Registration, except for co-curriculum courses. The registration of co-curriculum courses is managed by the Director of the Centre for Co-Curriculum Programme at the Main Campus or the Coordinator of the Co-Curriculum Programme at the Engineering Campus and the Coordinator of the Co-Curriculum Programme at the Health Campus.

Students are required to preregister their co-curriculum courses before the actual E-Registration activity. They are allowed to follow the respective course once the preregistration is approved. The list of the co-curriculum courses taken will be included in their course registration data.

Access to *E-Daftar* System

    a. *E-Daftar* System can be accessed through the Campus Online portal (*https:campusonline.usm.my*).
    b. Students need to use their USM E-mail ID and password to access their profile page, which includes the *E-Daftar* menu.
    c. Students need to print the course registration confirmation slip upon completion of the registration process or after updating the course registration list (add/ drop within the *E-Daftar* period.

2. Course Registration Activity at the School

Registration activities conducted at the Schools/Centres are applicable to students who are academically active and under Probation (P1/P2) status. Students who encounter difficulties in registering their courses during the E-Registration period are allowed to register the courses at their respective school/centre during the official period of course registration.

The official period for registration begins on the first day of the new semester until 3rd week. Registration during 4th - 6th week of the official academic calendar is considered as late registration. Hence, a penalty of RM50.00 per registration will be imposed unless justifications for the late registration are provided by the students. The Examination and Graduation Unit, Academic Management Section (Registrar Department) will manage

2.1.3   Course Registration General Information

1. Several information that can be referred by the students pertaining to the registration activity:

   a. The website of the respective School, for the updated information of the courses offered or course registration procedure.

   b. List the courses to be registered and number of units (unit value) for each course (refer to Students Handbook for Study Programme).

Academic Status	PNG	Minimum Units	Maximum Units
Active	2.00 & Above	9	25
P1	1.99 & Below	9	12
P2		9	10

   c. Students with arrears are not allowed to register any courses. You may only register courses after paying off your arrears.

2. Type of course codes during registration:

   T = Core courses
   E = Elective courses
   M = Minor courses
   U = University courses
   } Grade and number of units obtained from these courses are considered for graduation

   Two (2) other course codes are:

   Y = audit courses
   Z = prerequisite courses
   } Grade and number of units obtained are not considered for graduation

3. Academic Advisor's advice and approval are necessary.

4. Students are not allowed to register or resit any course with grade 'C' and above.

5. Medical, Dentistry and Pharmacy students are not allowed to register or resit any course with grade 'B-' and above.