



# SCHOOL OF THE ARTS

UNIVERSITI SAINS MALAYSIA

Bachelor of Fine Arts (Hons)

## Product Design



## INTRODUCTION TO SCHOOL OF THE ARTS

### 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

The Bachelor of Fine Art (Product Design) programme explores the design processes from its inception to the final product. Major emphasis is placed on hands-on experience, which allows students to work towards acquiring control of the physical and visual constructs of a given concept. Ideations are established through drawings and/or models, and then developed into a prototype. The programme is designed to ensure students develop the necessary creative, technical, and interpersonal skills to become highly employable graduates and entrepreneurs.

## NAMES

## QUALIFICATION

**TS. DR. SITI SUHAILY SURIP**  
*(PROGRAMME CHAIRPERSON)*

BA (UiTM), MA (UiTM), PhD (USM)

**DR. AHMAD ZUHARI ABDUL MAJID**

BA (UiTM), MA (UITM), Ph.D. (UNIMAS)

**DR. JAZMIN MOHAMAD JAAFAR**

BA (UiTM) , MA (UiTM), Ph.D (UNIMAS)

**MDM. NOOR AZLINA MOHAMED KHALID**

BA (UiTM), MA ( AUS)

**MR. MOHD ALIF IKRAMI MUTTI**

BFA (USM), MA (USM)

## LECTURERS AND TEACHING SUBJECT

### 1. TS. DR. SITI SUHAILY SURIP

————— *Product Design 1, Technical Drawing 2, Design Project 1 (Industrial Design), Design Project 2 (Industrial Design), Materials & Processes, Design Research Methodology.*

### 2. DR AHMAD ZUHAIRI ABDUL MAJID

————— *Computer Modelling 1, Design Project 1 (Industrial Design), Design Project 2 (Industrial Design), Thinking Technique*

### 3. DR JAZMIN JAAFAR

————— *Industrial Training, Technical Drawing 1, Design Project 1 (Industrial Design), Design Project 2 (Industrial Design), Visual Studio Practice 1, Thinking Technique.*


### 4. MADAM NOOR AZLINA MOHAMED KHALID

————— *Industrial Design Management, Industrial Training, Design Project 1 (Industrial Design), Design Project 2 (Industrial Design), Ergonomic in Design, Product Design 2, Visual Studio Practice 1.*

### 5. MR. MOHD ALIF IKRAMI MUTTI

————— *Furniture Design 1, Furniture Design 2, Model Making Technique, Visual Presentation Technique, Design Project 1 (Industrial Design), Design Project 2 (Industrial Design)*





## PROGRAMME SYNOPSIS - PEO & PLO PROGRAMME

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### GOALS AND OBJECTIVES OF THE PROGRAM

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**PEO1-** Demonstrates innovative thinking and sophistication in term of social, visual, psychological and / or aesthetic components in Art & Design.

**PEO2-** Demonstrated a mature understanding of a variety of Art & Design methods, analytical, communication, and problem solving skills in creative design issues.

**PEO3-** Reflects leadership qualities, ethical responsibilities that leads to lifelong learning.

**PEO4-** Demonstrate professional growth to venture into areas of entrepreneurship and management while developing and producing creative portfolios.



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

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**PLO1:** Mastering the required knowledge in the field of design at the theoretical, conceptual, and application level.

**PLO2:** Relates principles and design elements to support technical knowledge in the work force.

**PLO3:** Demonstrates highly critical, innovative and explorative thinking based on concepts and design techniques in work production.

**PLO4:** Shows the ability to communicate effectively in both written and oral.

**PLO5:** Ability to carry out tasks in groups to achieve task goals.

**PLO6:** Demonstrate professionalism and ethics at all levels of work.

**PLO7:** Demonstrate the ability to engage in lifelong learning in

**PLO8:** relevance to new strategies and approaches in addressing issues in design.

**PLO9:** Showcase basic leadership skills.

**PLO10:** Demonstrates digital skills to support assigned tasks.

**PLO11:** Apply numeracy skills to support assigned tasks.

## 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	
<b>General Studies (MPU)</b>				
U1	<b>Local Students</b> - HFF225 (Philosophy and Current Issues) (2 credits) - HFE224 (Appreciation of Ethics and Civilisations) (2 credits) - LKM400 (Malay Language IV) (2 credits)	6		
	<b>International Students of Science and Technology</b> - HFF225 (Philosophy and Current Issues) (2 credits) - Malay Language course (2 credits)	6		
	<b>International Students of Arts</b> <i>(program with Malay Language as the medium of instruction)</i> - HFF225 (Philosophy and Current Issues) (2 credits) - LKM100 (Malay Language I) (Z) - LKM200 (Malay Language 2) (U) (2 credits)	<b>International Students of Arts</b> <i>(program with English Language as the medium of instruction)</i> - HFF225 (Philosophy and Current Issues) (2 credits) - LKM100 (Malay Language) (U) (2 credits)	4	
U2 (Local Students) AND U3 (International Students)	<b>Local Students</b> - WUS101 (Core Entrepreneurship) (2 credits) - English Language Courses (4 credits)	6		
	<b>International Students</b> - SEA205E (Malaysian Studies) (4 credits) - English Language Courses (4 credits)	8		
U4	<b>Co-curricular courses*</b>			
	<b>Local Students</b> WAR122 (Integrity and Anti-Corruption Course) / Co-Curricular Courses*	<b>International Students</b> 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	
<b>CREDIT TOTAL</b>		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.



**PRODUCT DESIGN**

**BASIC COURSES / CORE [T]**

<b>VRA 101/4</b>	Elements and Design Principles
<b>VRA 102/E/2</b>	Theory and Practice of Visual Communication
<b>VRA 103/2</b>	Praktice Studio Visual 1
<b>VRA 104E/3</b>	Introductions to computer graphic
<b>VRA 105/2</b>	History of Arts and Design
<b>VPE 115/3</b>	Visual Presentation Technique

**Level 100: Core Courses**

<b>VRA 107E/3</b>	Heritage Design
<b>VRA 108/2</b>	Praktice Studio Visual 2
<b>VRA 109/3</b>	Interactive Media
<b>VPT 111/2</b>	Model Making Techniques
<b>VPT 112/2</b>	Computer Modelling 1
<b>VPT 113/2</b>	Technical Drawing 1

**Level 200: Core Courses**

<b>VPT 211/2</b>	Material and Processes
<b>VPT 212E/2</b>	Computer Modelling 2
<b>VPT 213E/2</b>	Technical Drawing 2
<b>VPT 214/2</b>	Ergonomic in Design
<b>VPT 215/3</b>	Product Design 1
<b>VPT 216/3</b>	Furniture Design 1
<b>VPT 220/10</b>	Practical Training

**Level 300: Core Courses**

<b>VRT 301/4</b>	Design Research Methodology
<b>VPT 304/3</b>	Industrial Design Management
<b>VPT 305/3</b>	Product Design 2
<b>VPT 306/3</b>	Furniture Design 2

**Level 400: Core Courses**

<b>VPT 411/4</b>	Design Project 1 (Industrial Design)
<b>VPT 412/4</b>	Design Project 2 (Industrial Design)

**ELECTIVE COURSES**

<b>VRA106/3</b>	Basic Narrative and Image Generation
<b>VMT105/3</b>	Video Digital Production
<b>VMT110E/3</b>	Cinematography and Editing
<b>VRE 301E/4</b>	Creative Entrepreneurship

**MINOR REQUIREMENT: 20 units**

**PROGRAMME STRUCTURE  
BY SEMESTER**

**SEMESTER 1**

Course Code	Course Offered	Unit
VRA 101	Elements and Design Principles	4
vra 102E	Theory and Practice of Visual Communication	2
VRA 103	Visual Studio Practice 1	2
VRA 104E	Introductions to Computer Graphic	3
VRA 105	History of Art and Design	2
VPE 115	Visual Presentation Techniques	3
	<i>University Courses</i>	
LKM 100	Bahasa Malaysia 1 (Z)	2
	<i>University Requirements (Option/Foreign Language /Curricular)</i>	2
<b>Total Unit</b>		<b>18</b>

**SEMESTER 2**

Course Code	Course Offered	Unit
VRA 107E	Heritage Design	3
VRA 108	Visual Studio Practice 2	2
VRA 109	Interactive Media	3
	<i>University Courses</i>	
LKM200	Bahasa Malaysia 2 (U)	2
LSP 300	English Language	2
SEA 205E	Malaysian Studies	4
<b>Total Unit</b>		<b>16</b>

**SEMESTER 3**

Course Code	Course Offered	Unit
VPT 111	Model Making Techniques	2
VPT 112	Computer Modelling 2	2
VPT 113	Technical Drawing 1	2
VPT 211	Material and Processes	2
	<i>Elective Courses</i>	
VMT 110E	Cinematography and Editing	3
	<i>University Courses</i>	
HFF 225	Philosophy and Current Issues	2
	<i>Minor Courses</i>	4
<b>Total Unit</b>		<b>17</b>

**SEMESTER 4**

Course Code	Course Offered	Unit
VPT 213E	Technical Drawing 2	2
VPT 212E	Computer Modeling 2	2
VPT 214	Ergonomic and Design	2
VPT 215	Product Design 1	3
VPT 216	Furniture Design 1	3
VPT 304	Industrial Design Management	3
	<i>Minor Courses</i>	4
<b>Total Unit</b>		<b>19</b>

## PROGRAMME STRUCTURE BY SEMESTER

SEMESTER 5		
Course Code	Course Offered	Unit
VRT 301	Design Research Management	4
VPT 305	Product Design 1	3
VPT 306	Furniture Desgn 1	3
	<i>Elective Courses</i>	
VMT 105	Produksi Video Digital	3
	<i>University Courses</i>	
LSP 401	English Language	2
	<i>Minor Courses</i>	4
	<b>Total Unit</b>	<b>17</b>
SEMESTER 6		
Course Code	Course Offered	Unit
VPT 411	Design Project 1 (Industrial Design)	4
VRA 106	Basic Narrative and image Generation	3
	<i>University Requirements (Option/Foreign Language /Curricular)</i>	2
	<i>Minor Courses</i>	4
	<b>Total Unit</b>	<b>13</b>
SEMESTER 7		
Course Code	Course Offered	Unit
VPT 412	Design Project 2 (Industrial Design)	4
	<i>Elective Courses</i>	
VRE 301E	Creative Entrepreneurship	4
	<i>University Requirements (Option/Foreign Language /Curricular)</i>	4
	<i>Minor Courses</i>	4
	<b>Total Unit</b>	<b>16</b>
SEMESTER 8		
Course Code	Course Offered	Unit
VPT 220	Industrial Training	10
	<b>Total Unit</b>	<b>110</b>
	<b>TOTAL</b>	<b>128</b>

## MINOR PROGRAM OFFERED

The Product Design minor program is intended to provide opportunities for students to experience a systematic and relevant academic program package which consists of theoretical, skilled, hands-on and practical classes in Product Design. The minor program offered aims to:

1. Expand educational opportunities across the programme and create access for graduates from other disciplines to learn about Product Design.
2. Create a pool of graduates who have a basic understanding of Product Design and are able to use this knowledge in their respective fields.

## MINOR PACKAGE PROGRAMS OFFERED

**Students are required to complete 20 units**

*a] Product Design Package: (15 units)*

Code	Course	Semester Semester Only
VPE 115/3	Visual Presentation Technique	
VPT 111/2	Model Making Techniques	1
VPT 112/2	Computer Modelling 1	1
VPT 113/2	Technical Drawing 1	1
VPT 215/3	Product Design 1	2
VPT 305/3	Product Design 2	1



*b) Furniture Design Package: ( 15 units )*

<b>Code</b>	<b>Course</b>	<b>Semester</b>
VPE 115/3	Visual Presentation Technique	Semester Only
VPT 111/2	Model Making Techniques	1
VPT 112/2	Computer Modelling 1	1
VPT 113/2	Technical Drawing 1	1
VPT 216/3	Furniture Design 1	2
VPT 316/3	Furniture Design 2	1

*c) Optional Courses: (5units)*

Choose any course from the list to fulfilled the remaining 5 units.

<b>Code</b>	<b>Course</b>	<b>Semester</b>
VPT 212/2	Computer Modelling 2	2
VPT 213/2	Technical Drawing 2	2
VPT 211/2	Material and Process	1
VPT 214/2	Ergonomic in Design	2
VPT 304/3	Industrial Design Management	2

## 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](mailto: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 2<sup>nd</sup> 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 of the 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 3<sup>rd</sup> week. Registration during 4<sup>th</sup> - 6<sup>th</sup> 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.