



Master your Knowledge of
Design in Creative Industry

Backed by experienced lecturers and
co-taught by industry experts

Program duration:
1 year [2 semesters]

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Published by School of The Art, Universiti Sains Malaysia (USM)

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This publication is designed to provide accurate information as in the year published.

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OVERVIEW

Master of Design in Creative Industry by Coursework is a new programme that aims to produce Professional Graduates who will be Creative Thinkers that ensure Professional Practice & Ethics in the field of design are always maintained. We want our graduates to be able to solve problem innovatively using the latest software and technology in the field of design.

The programme considers the changes in the world of education and the development of the creative art industry. We aspire to offer more innovative and up-to-date courses to ensure that our graduates can compete on the world's platform. We want to produce graduates who are skilled in making critical and pragmatic decisions in the field of design and to meet the needs of the National Creative Industry agenda. The rapid development in the Fourth Industrial Revolution 4.0 makes individual competence in critical and pragmatic decision-making indispensable. These skills are core competencies that enable decisions to be made effectively based on evidence (evidence-based).

The planned curriculum is centered on an outcome oriented educational approach or Outcome Based Education (OBE) and Teacher to Student Centered Learning (SCL). Each learning outcome in each course will be tested throughout and at the end of the semester through audit sessions to ensure that each learning outcome can be achieved. In addition, the curriculum structure also considers the needs in the industrial world by offering relevant courses in the Design Industry. Self-skilled courses are also offered to equip students with the basics of research as well as skills in problem solving, self-confidence, ethics and integrity that will be assessed throughout the course.

This programme is expected to bridge the gap between undergraduate students and working adults who want to pursue a master's degree. According to a recent survey, the programme is expected to attract many applications from media professionals, particularly in the fields of Graphic Communication, New Media Design & Technology, and Product Design.

AIMS

- To produce professional graduates who are Creative Thinkers.
- To produce graduates who ensure that Professional Practice and Ethics in the field of design are always maintained.
- To produce graduates who can solve problems innovatively using the latest software and technology in the field of design.

INSTITUTIONAL EDUCATION GOALS (IEG)

- Demonstrate knowledge and skills, especially in their professional discipline with global mindset using critical thinking and problem-solving approaches.
- Exhibit balanced attributes of altruistic values and attitudes, ethics and professionalism, scientific thinking, arts and humanity toward good citizenry and nation building.
- Demonstrate socio-entrepreneurial skills and mindset, capable of contributing to the wellbeing of society in bridging inequality and enhancing sustainability.
- Communicate effectively and with confidence, encompassing intra-and inter-disciplines, society, and technology.
- Demonstrate leadership, teamwork skills and practice lifelong learning, especially in their professional discipline.

PROGRAMME EDUCATIONAL OBJECTIVE (PEO)

PEO1: Integrate knowledge and understanding of critical thinking using practical skills to produce innovative solutions in the field of Design.

PEO2: Able to communicate effectively on current issues and challenges in leading peers and stakeholders while ensuring professional and ethical practices are always maintained.

PEO3: Manage personal skills efficiently in applying various digital and numeracy technologies required in providing innovative solutions to the Design industry.

PEO4: Organize lifelong learning resources through interpersonal skills and entrepreneurial skills towards academic and career advancement in the field of Design industry.

PROGRAMME LEARNING OUTCOMES (PLO)

PLO 1: Knowledge & Understanding

Integrate knowledge and understanding based on theories, methodologies, techniques, and applications related to practices and issues in the Design industry.

PLO 2: Practical Skills

Demonstrate practical skills effectively in every research -based assignment, project, presentation.

PLO 3: Cognitive Skills

Evaluate innovation ideas through cognitive skills for the advancement of knowledge in the field of design for the purpose of problem solving and improvement.

PLO 4: Communication Skills

Able to apply effective communication skills through written and visual methods in presenting solutions to issues in the field of Design.

PLO 5: Interpersonal Skills

Responsible in a social environment with the ability to learn the value of behaviour collaboratively through teamwork.

PLO 6: Ethical Skills & Professionalism

Demonstrate ethical skills and professionalism appropriate to social and legal principles for matters involving the production of works in the field of Design.

PLO 7: Personal Skills

Apply personal skills in lifelong learning in academic and career development.

PLO 8: Entrepreneurial Skills

Demonstrate entrepreneurial skills in assignments involving financial generation in the creative industry.

PLO 9: Leadership, Autonomy & Responsibility

Lead, provide autonomy and perform responsibilities to team members with minimum supervision with full responsibility.

PLO 10: Digital Skills

Equip yourself with digital skills to complete and produce an innovation and design in the field of Design.

PLO 11: Numeracy Skills

Prepare with numeracy skills for further career requirements in related technology development fields.

APPLICATION

This programme is offered once a year in September. Online application is opened around February every year and will close by June, to allow for screening of potential candidates. Shortlisted candidates will be called for interview often held in July.

Candidates can obtain their online application forms from:

Institute of Postgraduate Studies

Universiti Sains Malaysia,
11800 Penang, Malaysia
Phone:+604 653 2606
Fax:+604 653 2940
Email:dean_ips@usm.my / helpdesk_ips@usm.my
Website:www.ips.usm.my

Other enquiries related to the course content, structure and other programmes can be obtained directly from:

Programme Coordinator

Master of Design in Creative Industry (Coursework)
School of the Art, Universiti Sains Malaysia
11800 Minden, Pulau Pinang.
Phone: 04 6534654
E-mail: jasnidolah@usm.my

PROGRAMME STRUCTURE

Distribution of credit percentage based on the requirements of MOHE - MQA

Curriculum Components	MOHE (PT) Requirements - MQA (%)	Minimum Professional Body Requirements/ Programme Standards (%)	Master of Design In Creative Industry	
			Credit	Percentage (%)
Discipline Course	20 - 30	-	30	75
Master Project Report	10 - 18	-	10	25
TOTAL			40	100

Duration of Study

Methods of Study	Minimum Period	Maximum Period
Full Time	1 year (2 semester)	2 years (4 semester)
*Part Time	2 years (4 semester)	3 years (6 semester)

Programme Structure

Components	Semester 1		Semester 2	
	Courses	Credit Hour	Courses	Credit Hour
Discipline Course	Research Methodology for Design	4	Graduate Seminar	4
	Creative Industry Design Business Innovation	4	Creative Industry Design Trends	6
	Creative Branding	6	Master Project Report	10
	Curatorial Design	6		
Total		20	Total	
TOTAL CREDIT HOURS				40

ENTRY REQUIREMENTS

Applicants should possess the following:

Bachelor's Degree (Hons) in New Media Design & Technology, Communication Graphics and Product Design from Universiti Sains Malaysia OR another institution recognized by the Senate of Universiti Sains Malaysia or MQA with a CGPA of at least 2.75 and above; OR

Bachelor's Degree (Hons) in New Media Design & Technology, Communication Graphics and Product Design from Universiti Sains Malaysia OR other institutions recognized by the Senate of Universiti Sains Malaysia or MQA with ONE (1) year work experience in related fields if having CGPA less than 2.75 (Benchmark CGPA 2.50), OR

Bachelor's Degree (Hons) in any field offered from Universiti Sains Malaysia OR other institutions recognized by the Senate of Universiti Sains Malaysia or MQA can apply with conditions.

- ONE (1) year work experience in a related field or any industry. OR
- Passed the 'Interview' provided by School of the Arts.
- CGPA 2.50 and above.

Diploma holder in Art & Design, Design & New Media Technology, Communication Graphics and Product Design from other institutions recognized by the Senate of Universiti Sains Malaysia and MQA who have a CGPA of at least CGPA 2.75 and apply through the MQA APEL Certificate.

LANGUAGE REQUIREMENTS

Applicable for International Applicants only.

Overseas applicants MUST meet the English language requirements before being accepted into this programme. The minimum score for each programme can vary from the list below, candidates are asked to check each programme requirement.

- Minimum score of 35 for TOEFL (Internet -based); or <https://www.ets.org/>
- Minimum Band 5 score for IELTS; or <https://www.ielts.org/>
- Minimum score of 36 for PTE; or <https://pearsonpte.com/>
- Minimum score of 154 for CAE / CPE; or <https://www.cambridgeenglish.org/>

COURSE PASS / REPEAT / GRADUATION / UNIVERSITY COURSE REQUIREMENTS

- The PASS requirement for all courses in this programme is Grade B and above.
- Students must repeat the course (Coursework) if they get Grade B- below during KSCP and if students get Grade F, they must repeat in the following year not more than 4 semesters.
- Students can graduate if they collect a cumulative grade of CGPA 3.00 and after being presented and approved in the USM Senate.
- LKM111 - MALAYSIAN CULTURE AND MALAY LANGUAGE is compulsory for all foreign students and must be taken and passed prior to graduation. The passing grade is C. Registration for this course can be made at the School of Languages, Literacies and Translation, USM through the IPS USM@KL office.

PROGRAMME FEES

Malaysian	RM	International	USD
Registration	310.00	Registration Fee	222.50
Tuition Fee: 495 X 40 unit	19,800.00	Tuition Fee: 160 X 40 unit	6,400.00
Convocation Fee	200.00	Personal Bond	1,000.00
		Convocation Fee	50.00
*Effective from Semester 1, Academic Session 2022/2023		*Effective from Semester 1, Academic Session 2022/2023	

COURSE SYNOPSIS

Code	Course	Unit	Semester	Synopsis
VES501	Research Methodology for Design	4	1	The purpose of this course is to enhance students' critical thinking and problem-solving abilities in the field of design research. Students will develop a research proposal that consists of the following components: identification of the problem, goal setting, conceptualization and ideation, technique, implementation, and evaluation. In general, students are beginning to grasp the value of research methodologies in integrating their work and designing outcomes.
VES502	Creative Industry Design Business Innovation	4	1	This course teaches students how to transform their thinking to achieve greater results or productivity over time by creating something new in the market that improves the demand-production balance.
VES503	Creative Branding	6	1	The course is designed to give students the ins and outs of innovative branding in design. Students can develop their own brand using the strategies used in the creative development of product branding. Additionally, students will get an understanding about how to create a successful brand through design.
VES504	Curatorial Design	6	1	Curatorial design is a discipline that educates designers how to show works effectively using space, scale, proportion, color, and narrative. The design process is used to provide a visual representation of artwork, presentations, and/or exhibitions. In this course, students will learn how to translate the concepts behind their artwork.
VES505	Graduate Seminar	4	2	This course introduces the processes and strategies involved in writing articles for submission to conferences and, ultimately, in managing a seminar. Additionally, this course helps learners how to submit articles to publishers.
VES506	Creative Industry Design Trends	6	2	A design trend is a process that demands the designer to understand both the practical and market requirements for the final product. Students will learn how to balance the needs of the industry and consumer demand in each situation when presenting a product.
VES507	Master Project Report	10	2	The purpose of this course is to prepare students to write a master's project report that incorporates components of report writing and artwork. Students will be introduced to research procedures, report writing skills, digital production techniques, and summarizing study findings. The knowledge gathered via the programme's essential courses will enable students to write an effective master's project report.

LIST OF LECTURERS

No.	Name	Research Interest	Email
1	Assoc. Prof. Dr. Muhizam Mustafa	Public Arts, Urban Design & Branding	mmuhizam@usm.my
2	Dr. Norfarizah Mohd Bakhir	Media Technology, Graphic Design, Visual Communication, Digital Heritage & Computer Graphic Design	farizah@usm.my
3	Ts. Dr. Jasni Dolah	Educational Multimedia, Visual Communication and New Media & Computer Graphic Design	jasnidolah@usm.my
4	Dr. Mohd Asyiek Mat Desa	Health Campaign and Media Strategy, Cultural Heritage and New Media Technology	asyiek@usm.my
5	Ts. Dr. Nurul Hanim Md Romainoor	Visual Communication, Graphics Arts, Multimedia	hanim.romainoor@usm.my
6	Ts. Dr. Siti Suhaily Surip	Sustainable Materials (wood & non-wood materials), Industrial Design (product & furniture), Arts & Craft	suhaily@usm.my
7	Dr. Gene Lim Jing Yi	Digital Competency, Media Studies & Cultural Heritage	gene.limjingyi@usm.my