A·P·U

ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

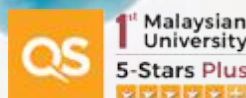INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

apu.edu.my

DESIGN &
MEDIA

> Bachelor of Arts (Honours) **INDUSTRIAL DESIGN**
> Bachelor of Arts (Honours) **DIGITAL ADVERTISING**
> Bachelor of Arts (Honours) **ANIMATION**
> Bachelor of Arts (Honours) **VISUAL EFFECTS**

5 STAR
EXCELLENT RATING
SETARA

D Premier
Digital Tech
Institution™

QS WORLD
UNIVERSITY
RANKINGS
Asia 2022

QS 1st Malaysian
University
5-Stars Plus

1st Malaysian University

1 of 19 in the world

QS 5-Stars Plus ★★★★★ +

APU EMERGES AS THE FIRST QS 5-STARS PLUS UNIVERSITY IN MALAYSIA

APU is the First Malaysian University to achieve an overall rating of Five Stars Plus in the latest QS Stars Rating awards that were presented at the QS Apple Conference on 1st Nov 2021. Five Stars Plus institution must achieve five stars across all categories in addition to achieving minimum highest benchmark score by QS STARS. APU is amongst 19 universities worldwide to achieve this honour.

RANKED TOP 3 FOR INTERNATIONAL STUDENTS (QS WORLD UNIVERSITY RANKING ASIA 2022)

APU is Ranked Top 3 for International Students, Top 5 for Inbound Exchange, and is amongst the Top 30 Universities for International Faculty. APU is also Ranked amongst the Top 270 Universities in Asia.

APU AWARDED 5-STAR RATING FOR ONLINE LEARNING

APU awarded 5-Star Rating for Online Learning in the latest QS Stars Rating System – the highest possible rating in this category. It demonstrates APU's continued focus in providing interactive, student-centred, and flexible digital learning using innovative technologies that enable its students to learn seamlessly and meaningfully - anytime, anywhere.

APU'S LIST OF FIRSTS:

1st Local Institute awarded Multimedia Super Corridor Status
1st Institute awarded the MSC Research & Development Grant
1st Institute awarded MS ISO 9002 Quality Certification
1st Institute appointed Novell Education Academic Partner
1st Institute appointed Authorised Sun Education Centre

1st Institute appointed Microsoft Training Partner
1st Institute listed in Enterprise 50 Award Programme
1st Institute appointed University Alliance Partner by SAP
1st XR Studio - Mixed & Extended Reality Infrastructure in Asia
1st Integrated Cybersecurity Talent Zone in Malaysia

QS defines rating as "The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution".

"The QS Stars university rating system audits and rates over 600 universities globally in a broader range of criteria than any world ranking exercise. Comprehensive audits are also independently carried out as part of the rating exercise. QS Stars™ shines a light on both the excellence and the diversity of the rated institution. Congratulations to Asia Pacific University (APU) for being the first-ever QS 5-Stars Plus rated institution in Malaysia and being 1 amongst 19 in the world."

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit

OUTSTANDING

★ ★ ★ ★ ★ +

QS

Rated for Excellence

Asia Pacific University of Technology & Innovation

The QS Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars™ methodology, rated Asia Pacific University of Technology & Innovation as a Five Stars Plus institution.

★★★★☆ Teaching	★★★★★ Internationalisation	★★★★★ Facilities	★★★★☆ Social Responsibility
★★★★★ Employability	★★★★★ Academic Development	★★★★★ Accounting & Finance	★★★★★ Inclusiveness
★★★★★ Online Learning			

QS STARS

The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars shines a light on both the excellence and the diversity of the rated institution.

Leigh Kamolins, Head of Evaluation

18 Oct 2021

DESIGN &
MEDIA

The Design, Advertising & Animation Degrees at APU cater for creative minds like you! As you enrol into our programmes, be prepared to embark on a journey that is highly industry-relevant that can enhance your practical knowledge in various areas of media & design. A great level of hands-on experience will be nurtured throughout your years of study, ensuring that you create your own story through an impressive creative portfolio that showcases various projects completed in your specialisms.

We established strong partnerships with key industry players, and exposed students with these live projects. Students get to experience working on commercial projects with the guidance from academic staff. Similarly, they are involved in active learning experiences through field trips to studios, galleries, exhibitions, and participation in events and activities. We aim for our graduates to be all-rounders; not just equipped with technical skills as designers but as great thinkers, inspiring leaders, convincing presenters, supportive team players and academic researchers.

A·P·U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

Unleash Your Creativity and Discover a Different Realm of Knowledge

APIIT RATED 6-STARS (OUTSTANDING) RATING

APIIT was announced as one of the Top Private Colleges in Malaysia to attain 6-STAR (OUTSTANDING Rating) under the latest Ratings by the Ministry of Higher Education (MOHE) on 18th Dec 2020. MYQUEST is a quality evaluation system assessed by MOHE to evaluate the quality of programmes offered by Malaysian private colleges.

APU AWARDED 5-STAR (EXCELLENT) RATING

APU was announced as among the Highest Rated Emerging Universities in Malaysia, being rated 5-STAR (EXCELLENT Rating) under the latest SETARA Ratings by the Ministry of Higher Education (MOHE). APU has maintained this Excellent Rating consecutively in the SETARA 2011, 2013, 2017 as well as in the latest ratings announced on 18th Dec 2020. The SETARA ratings system measures the performance of teaching and learning in universities in Malaysia.

APU IS A PREMIER DIGITAL TECH INSTITUTION - MALAYSIA DIGITAL ECONOMY CORPORATION

APU was among the first institute in Malaysia awarded Premier Digital Tech Institution status by the Malaysia Digital Economy Corporation (MDEC) and Ministry of Higher Education (MOHE). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.

Our programmes in the areas of Design, Advertising & Animation are as follows:

Bachelor of Arts (Honours) in **INDUSTRIAL DESIGN**

Bachelor of Arts (Honours) in **VISUAL EFFECTS**

Bachelor of Arts (Honours) in **ANIMATION**

Bachelor of Arts (Honours) in **DIGITAL ADVERTISING**

Experience APU's Iconic Campus

Malaysia's Award Winning University

- A Stylish Blend of Functionality & Accessibility
- A Unique Fusion of Technology, Innovation and Creativity
- Cutting-edge Technologies
- A Wide Variety of Spaces to Learn, Engage & Transform

:

An Ultra-modern Campus Built Today for the Needs of Tomorrow

Asia Pacfic University of Technology & Innovation (APU)'s Ultra-Modern University Campus in Technology Park Malaysia (TPM) is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. TPM is the ideal location for this new and contemporary campus due to its strong positioning as Malaysia's primary hub for leading-edge and high-tech developments in a wide variety of areas. It is also located in one of the most rapidly developing areas in Kuala Lumpur, and is well served and accessible through major highways, LRT and other forms of public transportation.

APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.

Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia's Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing professional graduates for significant roles in business and society globally.

APU's iconic campus is setting a new benchmark for design excellence among Malaysian Universities, combining an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning. It is a magnificent teaching & learning space for our Students & Staff designed by our award-winning architects & consultants.

Our School of Media, Arts and Design

100%

Employability*

*Latest Graduate Tracer Study
by Ministry of Higher Education, Malaysia.

Nurturing Professionals for Global Careers

100% of our graduates are employed by graduation*; this is not just a number, but a significant symbol of our success and pride in nurturing professionals for global careers. *Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.*

Industry Ready Graduates

The APU Career Centre connects and engages with over 12,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

Outstanding Support

Regardless of the programme you choose, you will be supported by highly qualifed and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.

Work-ready, World-ready

Study with us and we'll equip you to become a world-ready professional, with the knowledge, attributes, skills and expertise that employers look for.

Employers are demanding that graduates not just have qualifications, but also have the experience and ability to contribute to the workplace. To meet these demands, APU develops programmes and partnerships with academic and industry partners, with a heavy focus on applied learning. This helps to ensure that the skills and knowledge taught at APU are up-to-date and in high demand.
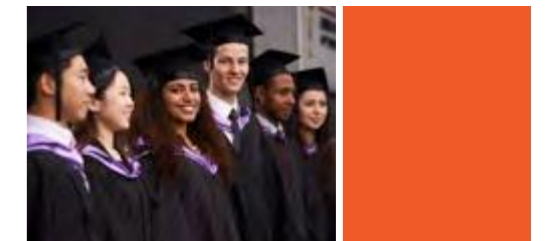
Rated Nº.1
in Asia and Malaysia
for Multicultural Learning Experience*

Student Barometer Wave 2019 (International Students), 'Studying with people from other cultures'

A Truly International Community

Just like the beautiful country in which we are located, APU is a rich blend of traditional and modern styles. We have developed a singular character to embrace those things that set us apart. We pride ourselves on the quality of both our teaching and research as well as having a unique living and learning environment.

A Vibrant Community of Students from the World

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversifed and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversifed and colourful cultural environment.

Student Welcome Team

The Student Welcome Team was established by Asia Pacific University of Technology & Innovation (APU) to improve the arrival experience of international students in Malaysia. "Warm Welcome, Warm Hello, Warm What's up" is the theme of this ASK ME Team.

Student Life @ APU

Being a university student can be one of your most exciting expeditions. Higher education opens up a world of new ideas, intellectual growth, new adventures and the building of lifelong friendships. Here at APU, we support you to take the time to explore not only the educational experiences but also the wide range of social, sporting and cultural activities on campus.

World-class Facilities @ APU

Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of their study experience at APU.

:

Cutting-Edge Technologies

The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets.

APU, as Malaysia's leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.

APU provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates.

An Integrated Community

The campus aims to establish a community aspect for the university – where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industrial Revolution 4.0.

Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialisation throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.

Our Partner in Quality
De Montfort University (DMU), UK

About DMU

DMU recently celebrated its 150-year anniversary in 2020. The university has approximately 27,000 full and part-time students and 3,240 members of staff. The university is organised into four faculties: Arts, Design and Humanities (ADH); Business and Law (BAL); Health and Life Sciences (HLS); and Computing, Engineering and Media (CEM). The university prides itself on the support it offers students looking to gain work experience. In 2021, DMU's careers and employability service, DMU Works, was named the Best University Careers/ Employability Service at the National Undergraduate Employability

De Montfort University Leicester (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester.

Celebrating 150 Years

- DMU has over 150 years of history in providing higher education to students from around the globe.

- Leicester offers students everything they could need, with the latest Student Living Index (compiled by NatWest) ranking Leicester in the UK top ten 'most affordable student cities'.

- DMU has been awarded a second term as a United Nations Academic Impact (UNAI) global hub for Sustainable Development Goals (SDGs), aimed at transforming lives around the world.

- Each year, international students from more than 130 countries choose to study at DMU.

Double your Advantage
APU-DMU **Dual Degree Programme**

APU-DMU Dual Degree Programme

- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution – and enhances not just teaching and learning experiences, but also career prospects.

- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.

- Both degrees are recognised locally & internationally.

- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).
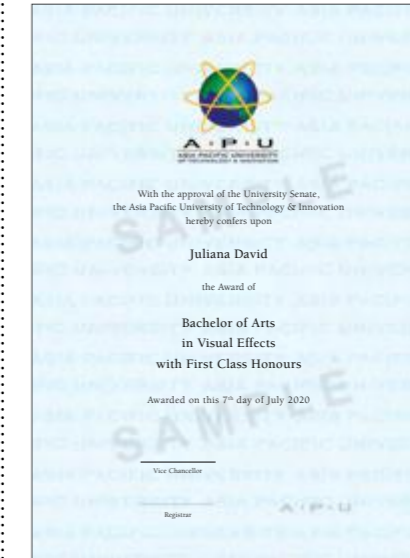
PORTFOLIO & INTERVIEW GUIDE for APPLICATION into APU DESIGN PROGRAMMES

APPLICATION PROCESS

As part of the entry requirements into the APU Design Degrees, it is mandatory for the applicant to submit either one of the following for evaluation together with complete educational documents:

- Portfolio Submission
- Interview

PORTFOLIO SUBMISSION

Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more. A minimum of 5 pieces of artwork to be submitted with examples of your best work in related areas of your desired programme.

What do I need to submit for Portfolio Submission?

To include but not limited to any of the following combinations:

- Drawing, Paintings and/or Sketches - Character drawings, scenery, objects, life drawings.
- Photography images.
- Images of any model making / sculpture / 3D artwork.
- Links to any video works produced by you.

You may compile the images into a PowerPoint presentation format for submission. You are encouraged to include notes as a description to the given artworks. You may include manual or digital media.

If the portfolio submission is insufficient upon evaluation, further interview via video call may be required between the Programme Leader and the applicant. The purpose of the interview is to further explore the candidate's aspirations and alignment to the programme and to assess the candidate's command of English, and appropriateness to the programme.

INTERVIEW

Applicants may choose interview for their application and it is a chance to demonstrate your skills and passion for the course you are applying for. You may submit a pre-recorded video as your interview for the assessment panel to decide on your application.

What do I need to submit for Interview?

To submit a pre-recorded video of yourself answering / addressing to the following questions:

- Introduce yourself, starting with your name.
- Where are you from (Country / City)?
- What are your interest/passion?
- Why did you choose this university?
- What do you do during your free time?
- What do you know about the course you are applying for - Industrial Design / Visual Effects / Animation / Digital Advertising?
- Why do you want to study this programme?
- What are your career plans after completing the course?

If you have worked on some design/ artwork in school, do tell us about it. You may showcase your portfolio in the video.

Interview – Guide for Video

- Quiet Room - Find a quiet room that you can solely use for your interview recording where you will not be interrupted.
- Background - Ensure you have a clean wall / background for the interview session.
- Good Lighting - Ensure you have good light source for the video recording. Your face should be clear in the recorded video.
- Dress for Success - Do ensure you are dress appropriately/ formal for the recorded interview.
- Relax - Be confident and try to relax during the video recording.
- Do test your video & sound quality.
- **Minimum size or setting is 640x360px 30fps (Mobile Phone Recording).**
- Preferably to record in **Landscape format.**

INVICTUS

APU/APIIT
Concept Car "Invictus"
is the CHAMPION
of Proton DRB-HICOM Creative Car Challenge 2018!

Stylish, Dynamic Sedan - The INVICTUS

APU/APIIT's Concept Car "Invictus" is the Winner of the Proton DRB-HICOM Creative Car Challenge 2018. The Invictus was a working prototype designed and assembled by team Invictus to compete in the Proton DRB-Hicom Creative Car Challenge (PD3C) 2018. The car emerged as the CHAMPION of the challenge and the team walked away with a cash prize of RM7,000. In addition, Year 3 Student of the BA (Hons) Transport Design programme, who was part of the team also achieved a 3rd Prize at the "Design Battle".

COLLABORATIVE INDUSTRIAL PARTNERS

APU's Design & Media programmes are crafted to provide you with relevant exposure to the industry. Through the collaboration with our industrial partners, we enhance your learning experience by embedding industry-relevant curriculum, conducting frequent industry visits, arranging career exposure activities and guiding you on building your personal portfolio.

Toon Boom

APU is recognised as the First Toon Boom Centre of Excellence (COE) in Malaysia! The Toon Boom Centre of Excellence program recognises key academic institutions that are contributing, at an exceptional level, to the teaching of the latest industry techniques and technology in storyboarding and animation. Under the COE Certification, our students are entitled to various privileges such as Free Desktop Subscription of the award-winning software and granted full assess to Toon Boom Learning Resources.

iWISERS

iWISERS is a Social Intelligence and Digital Marketing agency with over 200 brands coverage across APAC, providing Social Analytics and Digital Consultancy services enabling brands to gain insights on their own digital marketing performance, compare with other brands in the industry, and improving their marketing strategy. iWISERS' analytics cover various platforms including social media channels, local forums and channels, and news sites to gain in-depth and relevant insights for brands. iWISERS has been an active IAP member of SOMAD for Digital Advertising Programme and have been training our students via internship programmes.

Lemon Sky

Lemon Sky has grown to the forefront of the video game industry with 300 creative talents tailoring custom visual art solutions for our partners. Over the years we have provided a premier art outsourcing service for the biggest brands in the international market such as Blizzard Entertainment, Naughty Dog, 2K Games, Bandai Namco, Capcom, Microsoft Studios, EA Sports & Games, and Sega.

LemonSky has been associated with SOMAD by providing industrial experience opportunities for our school student in the area of VFX and Animation.

NetsEco

NetsEco is one of the award winning company focusing on offering sustainable solution such as eco printing, eco packaging and eco product development. The Eco Innovation and Design Centre has been working closely with APU in eco product design, research and development and Structured Internship Programme (SIP). NetsEco believes in grooming young minds is the way to shape a better future.

EFXCO

Founded in 2013, EFXCO (formerly known as HKVFX Visual Effects Training) by Hussin Khan. Hussin was the Head of Education at Rhythm & Hues Studios, an Academy Award winning studios based in Los Angeles. For the last 6 years, EFXCO has been providing professional level training and certification for the Creative Industry. EFXCO is and accredited training provider for ADOBE, UNITY, NUKE, HRDF, MBOT, MOF, INSKEN and Pearson.

Pixelpost

Pixelpost is one of the leading media companies servicing a broad spectrum of Post Production requirements throughout the Asia Pacific region. From Animation, Post-production, Creative Content, Design and broadcast solution PixelPost has been making it mark in the creative industry. PixelPost has been associated with SOMAD not only as an active Industry Advisory Member but has been providing industrial experience opportunities for our media student.

MOTOROLA SOLUTIONS

APU's collaboration with Motorola Solutions is aimed at grooming high quality Industrial Designers to cater for the current and future markets. Motorola Solutions supports APU in various aspects such as field visits, talks, workshops and other academic initiatives. Projects with Motorola Solutions have given good insights and valuable experiences to APU students.

Reach 360 DESIGN & BUILD

REACH 360 is a turnkey business-solutions-provider for our clients in Home Furniture. We have been working with factories in Malaysia and Indonesia for over 10 years and have done a transaction of over USD 50 Million with factories in both countries.

APU and Reach 360 have been collaborating in various students' projects, consultation and internship opportunities, especially with the Industrial Design Programme.

xR Stage

xR Stage Malaysia by 3Particle is Malaysia's first dedicated xR Studio space. They offer business and production companies new technology and opportunities within the realm of xR (Extended Reality). xR Stage has been an active industry partner and advisor for APU's Visual Effects and Animation programme. They have contributed to valuable inputs to enhance the curriculum as well as speaker and workshop sessions in efforts to groom our graduates to be industry-ready professionals.

TEN TEN STUDIO

A 2D Concept Art and Illustration service provider based in Kuala Lumpur Malaysia.Ten Ten are all fans of new media, video games, films, books and graphic novels- with both consumers of the old and the new 1010 goal is to marry these influences together.

1010 deep dives into concept art and offer a bespoke approach to solving design needs for video game, film or animation. Especially experienced at developing new visual languages and ideas for new IPs and titles that have just begun development. 1010 has been conducting a lot of workshop's for SOMAD with regard to concept art and design thinking.

KUNO — keep it fresh

THE JAMES DYSON AWARD

NATIONAL WINNER of the JAMES DYSON AWARD 2020 (MALAYSIA)

Sustainable Innovation: KUNO Zero-Energy Cooler Fridge

Created by our team of students of the BA (Hons) Product Design programme - Kuan Weiking & Theodore Garvindeo Seah, the KUNO project is the National Winner for Malaysia at the renowned James Dyson Award 2020. The team received £2000 and gained international exposure at this prestigious competition of the global Product Design industry.

NATIONAL WINNER of the
JAMES DYSON AWARD 2021
(MALAYSIA)

WaterPod
Ready to DRINK!

"WaterPod" - a sustainable seawater desalination pod for the sea nomads community
that live along the coast, providing them with access to drinkable water.

Created by our team of students of the BA (Hons) Product Design programme - Bennie Beh Hue May, Loo Xin Yang and Yap Chun
Yoon, "WaterPod" were officially crowned National Winner of the James Dyson Award 2021! The team received a cash prize award
of RM10,000 and represented Malaysia at the international stage of the James Dyson Award.

ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

THIS IS
Industrial
Design

• **FURNITURE DESIGN** • **PRODUCT DESIGN** • **TRANSPORT DESIGN** • **SUSTAINABLE DESIGN**

: Bachelor of Arts (Honours) in **Industrial Design**

(N/213/6/0345)(07/24)(MQA/PA11898)

DUAL DEGREE

Programme Description

Course Duration: 3 years

Industrial Design is the professional practice of designing products used by millions of people around the world every day. Industrial designers focus on the product's appearance and value on top of how it's manufactured and user experience. Every product you have and interact in your home is the result of a design process and thousands of decisions aimed at improving your life through design.

In professional practice, industrial designers are often part of multidisciplinary teams where everyone works together towards a common goal. This team is made up of strategists, engineers, user interface (UI) designers, project managers, branding experts, graphic designers, customers and manufacturer. The collaboration of so many different perspectives allows the design team to understand a problem to the fullest extent, then craft a solution that skillfully responds to the unique needs of a user.

Industrial designers develop the concepts for manufactured products, furniture, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers consider the function, aesthetics, production costs, and usability of products when developing new product concept

In the first and second year, student will be exposed to various skills from manual sketching, digital sketching to model making, realising their concept design into reality. Besides that, they will be exposed

If architects design the house, then industrial designers design everything inside.

to various theories and knowledge that are essential in the world of Industrial Design. The student will be able to focus on an area of interest (Product Design/ Transport Design/ Furniture Design/ Sustainable Design) determined by their option.

Entry Requirements:

PORTFOLIO OR INTERVIEW REQUIRED

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects and a Credit in Bahasa Melayu and a Pass in English at SPM level.
- 2 Passes in A-Level with a Pass in English at SPM/ O-Level/ IGCSE or its equivalent.
- 5 Grade B's in UEC.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.00.
- A pass in DKM / DLKM / DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval. Those with CGPA of 2.00 need at least two years working experience.
- Equivalent qualification and / or experience which is recognised by the Senate / institution.
- *Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.*

English Requirements (only applicable to International Students)

- IELTS : 5.0
- TOEFL IBT : 35-45
- Pearson (PTE) : 36
- MUET : Band 3

AREAS OF INTEREST

- FURNITURE DESIGN
- PRODUCT DESIGN
- TRANSPORT DESIGN
- SUSTAINABLE DESIGN

Bachelor of Arts (Honours) In **Industrial Design**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

A holistic experience in the field of industrial design. Industrial designers focus on the product's appearance and value on top of how it functions, how it's manufactured and user experience.

Career Options:

> Industrial Designer	> Shoe Designer
> Product Designer	> Props Designer
> Furniture Designer	> 3D Designer
> Transport Designer	> Surface Designer
> Toy Designer	> Model Maker
> Jewelry Designer	> Graphic Designer
> Sustainable Designer	> Interior Designer
> System Designer	> Color Specialist
> UX Designer	> Project Manager
> Packaging Designer	> Event Designer/Coordinator

Programmes and Module Details

Level 01

First-year students will be focusing on the fundamentals of industrial design which includes drawing, creative thinking, project management, design process and model making. Student will be exposed to various skills from manual & digital sketching, brain storming methods to model making realising their concept design into reality. Students will be working in team managing projects, handling restricted timeline, develop communication skills as well as entrepreneurial skills.

Common Modules
- Creative Project
- Presentation Techniques
- Trend and Visual Thinking
- Design History and Context
- Digital Illustration
- Fundamentals of Entrepreneurship

Option Modules
- Computer Aided Design (CAD)
- Material and Form
- Project Management
- 3D design

Level 02

Second-year students will be exposed to advanced 3D modelling skills, focusing on advance form and conceptual design. The students will be required to transfer and decipher the consumer needs, market needs and problems into designs that will lead to solving a problem for those needs. Holistic design consideration such as ergonomic design, manufacturing process, understanding different materials and market needs will be the pinnacle focus in the second year.

Common Modules
- Ergonomics
- Digital Design Project
- Model Making
- Universal Design
- Manufacturing Process
- Innovation Process

Option Modules
- Product Design*
- Transport Design*
- Furniture Design*
- Sustainable Design*
- Creativity and Innovation
- Automotive Design Innovation
- Advance 3D Visualisation

* Modules determined by area of interest

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In the final year, students will make use of their knowledge from previous studies and industrial experience to produce a high quality final year project. Students are allowed to choose the topic or area of study based on the specialism topics of their choice. Students will then need to manage project, design process, timeline and budget. Conversely, students will be able to explore industry projects and competition brief. Lastly, students will get to display and present their work in the final year exhibition, professional industry guests are invited to view and assess the students work.

Common Modules
- Research Project Report
- Exhibition Design
- Design Futures
- Venture Creation

Option Modules
- Industry Project*
- Production Visualisation*
- Professional Project 1*
- Professional Project 2*

* Projects unique to area of interest

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

THIS IS
Visual
Effects

: Bachelor of Arts (Honours) in **Visual Effects**

(N/213/6/0340)(06/24)(MQA/PA11896)

DUAL DEGREE

Programme Description

Course Duration: 3 years

Visual effects (commonly shortened to Visual FX or VFX) can be added to live-action, captured through techniques such as matte painting; rear- and front-screen projection; miniature or forced perspective sets; computer graphic objects, characters, and environments; and compositing of images recorded in any number of ways. A high demand of CGI has made visual effects more accessible and hence its presence is felt all around us.

The VFX award is for applicants looking for a career in the film, post-production or games industries - although some graduates may move onto positions within archi- tectural visualisation, re-touching/ advertising agencies or postgraduate study. VFX is

predominantly about ideas and concept generation for film or games, covering characters, vehicles, products, clothing, sets and environments - ultimately taking those ideas through to finished concept artwork or 3D models.

More than ever, the film and games industries need tangible, exciting plots/scenarios with characters, environments and props to match them. Students develop ideas sometimes as 2D artwork concepts, complemented by accurate 3D digital modelling, coupled with green screen/compositing techniques. Design methodology, concept origination, speculative design, visualisation skills, life drawing, physical sketch and facsimile modelling provide traditional design skills.

"Visual effects involve the integration of live-action footage and generated imagery to create environments which look realistic, but would be dangerous, costly, or simply impossible to capture on film".

Entry Requirements:

PORTFOLIO OR INTERVIEW REQUIRED

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM / DLKM / DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Equivalent qualification and / or experience which is recognised by the Senate / institution.

* Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 3

Scan to view more students' work:

Bachelor of Arts (Honours) In **Visual Effects**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

The programme aims to produce students with the knowledge and skills to support the study and development of conceptual artwork, digital assets for both film or games industries and visual effects (VFX) work as a creative and dynamic activity. To develop the organizational qualities, communication skills necessary for the effective exchange of ideas, information and teamwork; with particular emphasis on understanding production 'pipelines' associated with VFX industries.

Career Options:

- > 2D Artist
- > Previs Artist
- > 3D Generalist
- > Modeller
- > Lighting Artist
- > Matchmove Artist
- > Matte Painter
- > Story Board Artist
- > Rigger
- > Animator

- > Motion Graphics Artist
- > Digital Compositor
- > Producer
- > Technical Director
- > Concept Artist
- > Roto Artist
- > Texture Artist
- > VFX Coordinator
- > Creative Director

Programmes and Module Details

Level 01

Level 1 of VFX will focus on getting the basics right. The students will be exposed to drawing and concept sketching techniques, creative thinking for visual design, understanding the importance of research and analysis in conceiving a concept. Technically they will be introduced to the VFX workflow via Digital Art and Illustration, 3D Modelling and Compositing Techniques. Team Work, Project Management and Presentation is an integral part of the learning process.

Common Modules
· Creative Project
· Illustration for Concept Art
· Cinema Film Analysis
· 3D Pipeline
· Fundamentals of Entrepreneurship

Specialised Modules
· Advance 3D Pipeline
· Digital Illustration
· Digital Compositing
· Motion Graphics

Level 02

In Level 2, the modules strengthen the core skills of the students. Moving on from Year 1 the students are trained to emphasis on critical thinking and problem solving skills. They are exposed to advanced 3D Modelling and Compositing skills on software's that are currently used by the VFX Industry. The students have the choice of selecting their elective module to strengthen their skills in their field of choice.

Common Modules
· From Script to Screen
· Digital Film Production
· Effects & Simulation
· Rigging for Animation
· Visual Culture
· Innovation Process

Specialised Modules
· Character Concept Design
· Advanced Digital Compositing
· Set Design
· Digital Sculpting
· CGI Production

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In Level 3 the students will be implementing their prior knowledge and skills to create professional portfolio projects as part of the final year projects. From Proposal Pitch, Pre Production, Production and Post Production the students go through the entire process to create their FYP with constant guidance from experts and industry professionals. The students are given the opportunity to exhibit their showreel in an year end show that will involve industry partners and potential employers which provides them the avenue for immediate employment .

Common Modules
· Sound Design
· Animation Techniques
  for Games
· Research Project Report
· Exhibition Design
· Venture Creation
· Design Futures

Specialised Modules
· Team VFX Project: Proposal
· Team VFX Project: Production
· VFX Project: Proposal
· VFX Project: Production

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

· Appreciation of Ethics and Civilisation
  (M'sian Students)
· Malay Communication Language
  (Int'l Students)

· Philosophy and Current Issues
· Workplace Professional Communication Skills
· Employee & Employment Trends
· Co-Curriculum

THIS IS Animation

: Bachelor of Arts (Honours) in **Animation**

(N/213/6/0343)(07/24)(MQA/PA11863)

DUAL DEGREE

Programme Description

Course Duration: 3 years

Animation is one of the fastest-growing industries worldwide. It has been a huge technological development in the last decade, from traditional 2D hand-drawn to digital 3D animation. In today's digital world, the application of animation isn't simply restricted to films. It facilitates exciting career opportunities in various sectors like Advertising, Print media, TV production and Gaming.

This programme aims to develop you as a creative animator. The animation route offers the opportunity to specialize in modeling, animating and compositing based applications in the creation of character film-making.

The programme focuses on the many aspects of the fundamental animation processes and design skillsets in the creative industry, while exploring on different animation techniques ranging from 2D traditional to CG animation.

You'll be involved in the development of animated content, with emphasis on critical, analytical and problem-solving skills. You will also gain production experience through industrial training as emphasis is placed on professional practice for greater employment prospects through animation.

"Animation can explain whatever the mind of man can conceive."
- Walt Disney

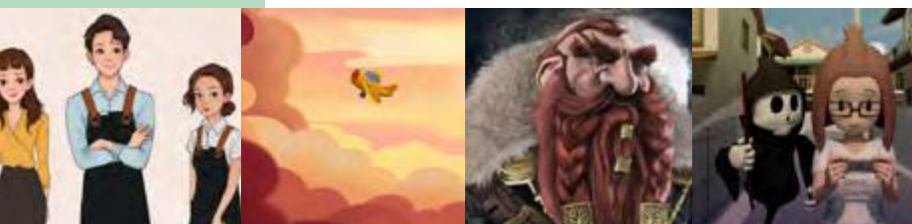## Entry Requirements:

PORTFOLIO OR INTERVIEW REQUIRED

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes in A-Level.
- 5 Grade B's in UEC.
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent.
- A pass in DKM / DLKM / DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval.
- Equivalent qualification and / or experience which is recognised by the Senate / institution.

* Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.

Scan to view more students' work:

English Requirements (only applicable to International Students)

- IELTS : 5.5
- TOEFL IBT : 46
- Pearson (PTE) : 51
- MUET : Band 3

Bachelor of Arts (Honours) In **Animation**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

This programme aims to produce qualified graduates who are equipped with solid animation and design fundamentals, strong technical skills, critical, analytical thinking skills and good communication skills.

Career Options:

- > 2D Animator
- > 3D Animator
- > Concept Artist
- > Storyboard Artist
- > 3D Modeller
- > Production Designer
- > Look Development Artist
- > Set Designer
- > 2D Rigging Artist

- > 3D Technical Artist
- > Visual Effect Artist
- > Motion Graphic Designer
- > Compositor
- > Video Editor
- > Script Writer
- > Production Coordinator
- > Animation Director
- > Producer

Programmes and Module Details

Level 01

Year 1 focuses on many aspects of the fundamentals in animation and design skillsets in the creative industry, especially in the animation field. You will explore thoroughly on different animation techniques ranging from 2D traditional to CG animation.

Common Modules
- Illustration for Concept Art
- 3D Pipeline
- Creative Project
- Digital Illustration
- Fundamentals of Entrepreneurship

Specialised Modules
- Animation Principles
- Digital 2D Animation
- Digital 3D Animation
- Motion Graphics

Level 02

Year 2 involves the development of animated content in greater depth, that emphasise on critical and analytical thinking skills and problem-solving skills. This includes character creation, character performance, motion design, rigging, effects and simulation. You will also gain production experience through industrial training towards the end of the second year.

Common Modules
- From Script to Screen
- Digital Film Production
- Effects & Simulation
- Rigging for Animation
- Visual Culture
- Innovation Process

Specialised Modules
- Film Shorts & Stings: Proposal
- Film Shorts & Stings: Production
- Character Creation
- Facial Animation & Lip-synching
- Character Animation

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

In Year 3, you will be specialized in your area of interest to produce a series of animation project which showcases your significant talent and ability to work in a team. Emphasis is placed on professional practice in preparation for graduation and greater employment prospect through animation.

Common Modules
- Sound Design
- Animation Techniques for Games
- Research Project Report
- Design Futures
- Exhibition Design
- Venture Creation

Specialised Modules
- Animation Project :Proposal
- Animation Project :Production
- Team Animation Project : Proposal
- Team Animation Project : Production

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)

- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

BEST ANIMATION SELECTION
Peegoo Pigeon
Director: Adrian Au Tak Fung

Digital Advertising

: Bachelor of Arts (Honours) in **Digital Advertising**

(N/213/6/0344)(07/24)(MQA/PA11897)

DUAL DEGREE

Programme Description
Course Duration: 3 years

The Bachelor of Arts in Digital Advertising is based on a 360° approach to creative and strategic advertising for the digital ecosystem. The B.A. (Hons) in Digital Advertising programme is designed to broaden the understanding and knowledge of digital advertising technology, concept creation, and creative thinking to enhance the ability to apply this within industry or commerce. In addition to gaining an in-depth knowledge of digital advertising technologies, students develop further competence and ability to apply them as an integral part of the programme.

Integral to this is design research, theoretical understanding and studio projects which are all designed to establish a cohesive strategy of contextual and experiential learning in a creative environment. An equitable set of assessment procedures will be employed to gauge students learning and progression, at benchmarks stages throughout the semester.

You'll be taught by an experienced programme team, and work with associate tutors who are current creative directors and agency practitioners. Industry placements and agency visits will add to your development. You'll learn how to create advertising campaigns by studying key areas of creative thinking, strategy and planning as well as idea generation, integrated communications, art direction and copywriting.

Whether you want to work in a creative team, be a copywriter, account planner or brand manager, you will gain vital hands-on experience that is highly attractive to future employers.

PORTFOLIO OR INTERVIEW REQUIRED

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes in A-Level.
- 5 Grade B's in UEC.
- A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR a Diploma in Media and Communication or its equivalent.
- A pass in DKM / DLKM / DVM with a minimum CGPA of 2.50 subjected to HEP Senate/ Academic Board's approval. Those with CGPA of 2.00 need at least two years working experience.
- Equivalent qualification and / or experience which is recognised by the Senate / institution.
- *Pass an Interview OR submission of Design Portfolio as required, please refer to page 20 for guidance.*

English Requirements (only applicable to International Students)

· IELTS : 5.0	· TOEFL IBT : 35 - 45	· Pearson (PTE) : 36	· MUET : Band 3

THIS IS

↗

Digital Advertising

ASIA PACIFIC UNIVERSITY OF TECHNOLOGY & INNOVATION

A·P·U

Bachelor of Arts (Honours) In **Digital Advertising**

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

Digital advertising knowledge and production discipline, through advertising principles, account planning and creative applications for production.

Current theory and principles to apply skills in the effective development of advertising campaigns together with its required collaterals and measurement of effectiveness.

Logical and analytical skills to identify major issues affecting the global advertising industry in terms of media planning, content distribution and strategies in the consideration of the outcome of a final major digital advertising project.

Career Options:

> **Digital Advertising Executive**
> **Digital Content Creator**
> **Brand Communicator**
> **Marketing Executive**
> **Media Planner**
> **Account Manager**
> **Social Media Executive**
> **Visual Designer**
> **Copywriter**
> **Art Director**

Programmes and Module Details

Level 01

Students will learn fundamental skills in relation to Digital Advertising practices. The modules offered will introduce students to areas pertaining to creative skills required in Digital Advertising. To develop students understanding of Digital Advertising practices, modules focusing on Marketing Fundamentals and Project Management will develop essential critical thinking skills.

Common Modules
· Intercultural Awareness and Cultural Diversity
· Motion Graphics
· Creative Project
· Project Management
· Digital Illustration
· Fundamentals of Entrepreneurship

Specialised Modules
· Introduction to Graphic Design
· Principles of Advertising
· Client Brief Concept
· Marketing Fundamentals, Consumer Behavior and Creative Practice

Level 02

A broader range of skills will be learnt, in which students will gain a better understanding of traditional areas of Advertising practices, culture and agency management. Students will also delve into content creation practices to further develop skills in creative production for Digital Advertising through copywriting, film and media planning.

Common Modules
· From Script to Screen
· Digital Film Production
· Creativity and Innovation
· Visual Culture
· Innovation Process

Specialised Modules
· Advertising: Industry, Culture and Practice
· Professional Practice: Client and Agency Management
· Brand Strategy and Application
· Advertising: Media Planning and Purchasing
· Digital and Experiential Advertising
· Copywriting and Creative Direction

Internship (16 Weeks)

Students will undertake a short Internship/ Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

Level 03

Students will make use of their previous studies and industrial experience to learn about the strategic and global perspectives of Digital Advertising, with aims to groom them as leaders in the field. More focus will be given to relevant future skill sets in the areas of Digital Advertising Analytics as well as Integrated Marketing Communications to enable students to fully encompass the requirements of the global Digital Advertising industry.

Common Modules
· Research Project Report
· Exhibition Design
· Design Futures
· Venture Creation

Specialised Modules
· Integrated Marketing Communications
· Digital Advertising: Individual Professional Project
· Digital Advertising Analytics
· Digital Advertising: Team Professional Project

MQA Compulsory Subjects
All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency

· Appreciation of Ethics and Civilisation (M'sian Students)
· Malay Communication Language (Int'l Students)

· Philosophy and Current Issues
· Workplace Professional Communication Skills
· Employee & Employment Trends
· Co-Curriculum

I am APU

WHAT DO OUR ALUMNI SAY...

What Do Our Alumni Say...

AKIF RASHDAN BIN ROSLAN (Malaysia)
BA (Hons) Animation, Class of 2020
Animator - Animonsta Studios

"As part of the School of Media, Arts and Design of APIIT, I have leraned and experienced a great deal of passion, commitment, and growth. The amount of things you can gain here is immeasureable. Academic knowledge is not the only thing SoMAD focuses on, they mould you to become a better individual personally, as well as future employees. Although the school is quite new and still young, the skills that are acquired here are essential and accurate to what is needed to enter the creative industry. The lecturers are experienced, former members of the creative industry and are very committed to giving their all to the students. To learn from the best, to be the best; Golden opportunities like these do not come often. SoMAD is an examplary place to start your creative journey."

CLARA ANGGELINA (Indonesia)
BA (Hons) Advertising and Brand Management, Class of 2020
Social Media Specialist - Marketz.id, Jakarta

"It is a good opportunity to study in School of Media, Arts and Design, APIIT. I learned a lot about advertising and graphic design. Our lecturers are really nice and supportive. They kept support us in both of academic and non-academic aspects. SOMAD's lecturers know on how to prepare their student to build their career in future.

Besides of that, APIIT is well-known as a multicultural university which allows me to meet different kind of people from other country and learn their culture. It was an amazing experience to have friends from other country. I am really happy and enjoy my time in SOMAD. SOMAD, APIIT is the best place for students to study and grow up for their future career!"

TANELI RIIKONEN (Finland)
BA (Hons) Product Design, Class of 2019
R&D Engineer - SeaKing Oy

"During my three years studying in APIIT I learned pushing myself to be better. The experience gave me strong background to solve issues. Our lectures were extremely supportive and we students were able to focus in areas we personally were most interested of. Thanks to this experience I was able to get my current job that keeps me travelling over 200 days a year and I can focus in 3D & Prototype building area that I have truly enjoyed."

MITSUKI ITANI (Japan)
BA (Hons) Visual Effects and Concept Design, Class of 2016
Junior Character Artist - Streamline Studio

"The lecturers helped the students to gain skills in pre-productions and post productions. The lecturers pushed the student's motivation which made the students to develop as an arist. Deadlines were stictly followed to train the students to have a professional attitude towards their work. An internship period was given to actually experience professional work for 3 months."

What Do Our Alumni Say...

MISHAN JAYASHANGKAR (Malaysia)
BA (Hons) Visual Effects and Concept Design, Class of 2019
Film Director/ Cinematographer - Gideons Galaxy Studios

"When I reflect on my four years in APIIT and School Of Media Arts and Design (1 Year Foundation In Design + 3 years Ba(Hons) Visual Effects And Concept Design). I conclude that the experience not only made me a better person, but also prepared me well for my career. With incredibly supportive classmates, and professors who were nothing short of champions, I was challenged to discover a voice I didn't know I had. That voice has played a central role in my work. Exposure gained through leading the Media Team, in SOMAD's biggest events was vital. Through this opportunity I was able to develop skills such as leadership skills, desicion making skills and communication skills.

Having been shaped in creative, yet flexible, environment at APIIT, I found myself able to lead, decide and communicate effectively with my peers, colleague and clients. In my current role as CTO & Filmmaker at Mr Graphics Studio (Own Production Company), I work with a team of four talented members. The values I gained and the skillsets i developed helps me to perform and contribute the best I can for the team and the company. But I will be moving abroad later this year to gain more exposure in my career in the film industry. No matter where I go, the values I learnt as a student in university will always remain. It was a wonderful time in my life at SOMAD and APIIT, it was the best educational experience I've ever had."

LEE KIAN CHONG (Malaysia)
BA (Hons) Product Design, Class of 2019
Industrial Designer - Kinetics Play Sdn Bhd

"5 years down the road it has been truly an eye-opening journey ! I was a kid who know nothing about design. Then, as I stumble upon the journey I grow into a person who see the world differently. I started to admire good things; begin to develop my way of seeing the world; I begin to understand the soul and meaning behind of every design.

The best part about this journey is answering all the "Why's". In order to answer this you must go into the root of the question and eventually you will come out with a solution. Without the guidance of all of my beloved lecturers, and friends I wouldn't come to this far. I've truly enjoyed my 4 years spending in APIIT.

Honestly, without my lecturer's constant support I wouldn't complete my degree and even get a job. They have always been a family and a friend to me.
Last but not least, many thanks to all of my lecturers and so many chances given by APIIT. I really enjoyed every competitions that we made it through together ! They are the one who taught me to be a team player ! Thanks to my family support, I am able to pursue my dream in this school and I've never regretted for picking here!"

SHARON NG YEN PENG (Malaysia)
BA (Hons) Animation, Class of 2016
Character Effect Artist - Silver Ant Sdn Bhd

"It was truly a wonderful experience being able to pursue a degree in Asia Pacific University, a University that was filled with talented students from different countries and warm-hearted staffs. The lecturers are willing to share their knowledges and always inspire us to become a professional artist. Many opportunities were given to us to explore and learn. The knowledge and skills taught in the class have prepared me to have the eye for details towards movement in my job."

Awards & Accolades

Making History - Awards and Achievements

APIIT Education Group is the proud recipient of
PRIME MINISTER'S AWARD
and Export Excellence Award (Services) for Industry Excellence Awards - March 2011

Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

CYBERSECURITY EXCELLENCE AWARDS
2022 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2021 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2020 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2019 - Gold Winner (Best CyberSecurity Education Provider)

RESEARCH & INNOVATION POSTER COMPETITION (RIPC)
2022 - Gold Winner in the Category: Master Science, Technology, Engineering and Mathematics

RHB GET YOUR HACK ON: DATA EDITION
2022 - Winner of AWS Special Award

HILTI GLOBAL IT CHALLENGE
2021 - Champion
2020 - Champion
2020 - 1st Runner Up

ASIA INTERNATIONAL INNOVATION EXHIBITION (AIIINEX)
2021 - 2 Gold Awards + 2 Special Awards

FUSION UX-HACKATHON
2021 - 1st Place & Gold Award
2021 - Silver Award
2021 - Bronze Award

XYLEM REACH STUDENT HACKATHON
2021 - 1st Prize Winner

JAMES DYSON AWARD MALAYSIA
2021 - National Champion
2020 - National Champion

TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UC) CAPTURE-THE-FLAG COMPETITION
2021 - Champion
2021 - 2nd Runner Up

THE AWS HACKATHON BUILD ON MALAYSIA
2021 - Champion
2021 - 1st Runner Up
2021 - 2nd Runner Up
2020 - Champion
2020 - Best Innovation Award

BATTLE OF HACKERS (BOH)
2021 - Champion
2021 - Top 6
2021 - Top 7
2021 - Top 8

THE VIRTUAL INNOVATION COMPETITION (VIC) AWARD
2021 - 2 Gold Medal in the Category: Tertiary – Science & Technology
2021 - Best Video Special Award in the Category: Tertiary – Science & Technology

DIVERSITY AND INCLUSION YOUTH CONFERENCE (DYIC) COVID-19 BUSINESS STARTUP CHALLENGE
2021 - Grand Prize

MIFF FURNITURE DESIGN COMPETITION
2021 - Winner
2021 - Best Mentor Award

UPSI'S CONNECT 2021 — DESIGN 2 CONNECT E-POSTER COMPETITION
2021 - 1st Prize
2021 - 2nd Prize
2021 - 3rd Prize

THE GREAT GREEN SUSTAINABILITY CHALLENGE 2021
2021 - 1st Place & 2nd Place

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) COMPETITION
2021 - 1 Gold Award & 2 Silver Awards
2019 - 2 Gold Awards & 1 Silver Award
2018 - 2 Gold Awards & 1 Silver Award

THE IMECHE PLC DESIGN COMPETITION 2021
2021 - Champion (Degree Level)
2021 - 1st Runner Up (Degree Level)
2021 - 1st Runner Up (Diploma Level)

FINAL YEAR PROJECT & POSTGRADUATE: RESEARCH & INNOVATION POSTER COMPETITION (RIPC)
2021 - Gold Award in the Category C1: Degree Final Year Project Science, Technology, Engineering and Mathematics

IMECHE DESIGN SKILL COMPETITION
2021 - Champion

Making History - Awards and Achievements

WORLD ENGINEERING, SCIENCE & TECHNOLOGY CONGRESS (ESTCON2020)
2021 - Winner of 'Best Paper Award' in the International Conference on Production, Energy & Reliability (ICPER category

PENANG INTERNATIONAL INVENTION, INNOVATION AND DESIGN (PIID)
2021 - Gold
2021 - Silver

SUSTAINABLE DEVELOPMENT GOALS (SDG) FILMFEST
2021 - Winner of 'Best Overall Film'
2021 - Winner of 'Dramatization or Re-Enactment Award'
2021 - Winner of 'Best Production Value Award'

MERDEKA AWARD PRESENTATION CEREMONY
2021 - Grantee of the Merdeka Award Grant for International Attachment

THE 3RD INTERNATIONAL ACADEMIC AND RESEARCH EXCELLENCE AWARDS (IARE)
2021 - The Best Academician of the Year Award (Male) (Overseas)

PEKAN RAYA STATISTIKA DATA ANALYSIS COMPETITION
2021 - Best Algorithm Award

28TH NATIONAL MATHEMATICAL SCIENCE SYMPOSIUM
2021 - PERSAMA Award for Best PhD Thesis and Best Academic Article

THE 4TH INTERNATIONAL CONFERENCE ON MULTI-DISCIPLINARY RESEARCH STUDIES AND EDUCATION (ICMDRSE) 2021
2021 - Winner of 'Best Paper Presentation Award'

WORLDSKILLS MALAYSIA UNIVERSITY CHALLENGE (WSMUC)
2021 - Medallion Of Excellence in the Category: Mechanical Engineering CAD (Computer-aided Design)

AIM DATA SCIENCE FACULTY EXCELLENCE AWARD
2021 - Outstanding Graduate Student Teaching Award

DATA VISUALIZATION COMPETITION, DATA CHALLENGE – TELL A STORY WITH DATA
2021 - Viewer's Choice Award

WOMEN ICON, IN ASSOCIATION WITH TIMES WOMEN
2021 - Outstanding Academician Award highlighted with No.1 Women Excellence Award
2021 - Emerging Women Award highlighted with No.1 Women Excellence Award

SOCIETY OF PETROLEUM ENGINEERS (SPE) INTERNATIONAL
2021 - Student Chapter Excellence Award

UIJIR ACADEMIC RESEARCH FOUNDATION INDIA
2021 - Young Researcher Award

GLOBAL CLIMATE HACK COMPETITION
2021 - 3rd Place
2021 - People's Choice Award

INTERNATIONAL RESEARCH FELLOWSHIP AWARD BY MAE FAH LUANG UNIVERSITY (MFU), THAILAND
2021 - International Research Fellowship Award

INTERNATIONAL INVENTION, INNOVATION & DESIGN EXPO (INoDEx)
2021 - 4 Silver Awards

VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEX)
2021 - Silver Award

THE INTERNATIONAL RESEARCH AND SYMPOSIUM AND EXPOSITION (RISE)
2021 - Silver Award

INTERNATIONAL INNOVATION ARSVOT MALAYSIA (IAM)
2021 - 2 Silver Awards

WOMEN SCIENTIST OF THE YEAR BY HUMCEN AWARDS
2021 - 2nd Runner Award

F-SECURE MDEC CYBERSECURITY COMPETITION
2021 - 2nd Runner Up
2021 - Top 6

ATOS GLOBAL IT CHALLENGE
2020 - Champion
2016 - 1st Runner Up

INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS
2020 - Best Innovation Award
2019 - Best Innovation Prize

ACCA POWER OF ETHICS COMPETITION
2020 - Champion of 'Most Creative Promotional Video'
2020 - 1st Runner Up of 'Best In-Campus Promotional Campaign'

F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE
2020 - Champion
2018 - Champion and 2nd Place
2017 - Champion
2016 - Champion

MALAYSIAN ACTUARIAL STUDENTS ASSOCIATION (MASA) HACKATHON
2020 - Champion
2020 - 1st Runner Up
2020 - 2nd Runner Up

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA (MULTIMEDIA DEVELOPMENT CORPORATION)
2020 - Top Award for 'Best of Tertiary Student Project'
2019 - Top Award for 'Best of Tertiary Student Project'
2016 - Top Award for 'Best of Tertiary Student Project'
2013 - Top Award for 'Best of Tertiary Student Project'
2012 - Top Award for 'Best of Tertiary Student Project'
2011 - Winner of 'Special Jury Award' by the Prime Minister
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Top Award for 'Best of Tertiary Student Project'
2010 - Top Award for 'Best of Tertiary Student Project'
2008 - Top Award for 'Best of e-Inclusion & e-Community'
2005 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Top Award for 'Best of Education & Training'
2004 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Merit Award for 'Best of Research & Development'
2003 - Merit Award for 'Best of Research & Development'
2002 - Merit Award for 'Best of Smart Learning Applications'
2001 - Merit Award for 'Best of Smart Learning Applications'
2000 - Merit Award for 'Best of Smart Learning Applications'
2000 - Top Award for 'Best of Student Projects'
1999 - Merit Award for 'Best of Student Projects'

MALAYSIA RESEARCH ASSESSMENT (MYRA®) RATINGS 2020
2020 - Special Award (Best Achievement)

ERNST & YOUNG (EY) ASIA-PACIFIC CYBER HACKATHON CHALLENGE
2019 - Champion

NATIONAL MATHEMATICS COMPETITION
2019 - Champion and Consolation Prize
2018 - Champion

KPMG CYBER SECURITY CHALLENGE
2018 - Top University Award
2018 - Champion ('APT, Malware & Cyber powered by FireEye" track)
2018 - Champion ('Engineering & Cyber – powered by IET' track)
2018 - 2nd Runner Up (Cyber Security Challenge 2018 - National Finals)

CIMB 3D CONQUEST
2018 - Champion (Data Science)
2018 - 2nd Runner Up (Coding)
2018 - 4th Runner Up (Coding)

AWARDS AND ACHIEVEMENT

PROTON DRB-HICOM CREATIVE CAR CHALLENGE
2018　-　Champion
2018　-　Third Prize (Design Battle)

SINCHEW BUSINESS EXCELLENCE AWARD
2018　-　Product Excellence Award (Data Science)

SINCHEW EDUCATION AWARD
2018　-　Outstanding Educational Institution: Private University
2018　-　Product Award

PRIDE INNOVATION AND TRANSFORMATION CHALLENGE
2018　-　Champion

PERTANDINGAN NYANYIAN LAGU MELAYU ANTARABANGSA (PALMA)
2018　-　Champion
2018　-　2nd Runner Up
2018　-　Consolation Prize

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018　-　Champion
2018　-　1st Runner Up

RED RIBBON MEDIA AWARDS
2018　-　Best Poster Design
2018　-　Best Poster Copywriting

WORLD ASIAN BUSINESS CASE COMPETITION
2018　-　Top 10
2017　-　Top 10

NXDEFENDER CYBER SECURITY COMPETITION
2018　-　Champion

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018　-　Gold Medal (Science, Engineering & Technology)
2018　-　Silver Medal (Science, Engineering & Technology)
2018　-　Bronze Medal (Science, Engineering & Technology)

INVENTION & INNOVATION COMPETITION FOR PRIVATE INSTITUTIONS OF HIGHER LEARNING (PERINTIS)
2018　-　Gold Award
2018　-　Gold Award
2018　-　Gold Award
2018　-　Silver Award
2018　-　Silver Award
2018　-　Silver Award
2018　-　Silver Award
2018　-　Silver Award
2018　-　Silver Award
2018　-　Bronze Award
2016　-　Silver Award
2016　-　Bronze Award
2016　-　Bronze Award
2016　-　Bronze Award

CREST-INTEL INDUSTRY-UNIVERSITY CHALLENGE
2018　-　Champion
2017　-　1st Runner Up
2017　-　Consolation Prize

SCHNEIDER ELECTRIC'S 'GO GREEN IN THE CITY' COMPETITION-MALAYSIA
2018　-　1st Runner-up
2016　-　1st Runner-up
2016　-　2nd Runner-up
2015　-　1st Runner-up
2014　-　1st Runner-up

I DARE YOU CHALLENGE
2018　-　1st Runner Up
2018　-　Consolation Prize
2018　-　Best Supporting University

UNIMAKER CENTRAL REGION COMPETITION
2018　-　Champion

UNIKL BUSINESS SCHOOL MANAGEMENT & ENTREPRENEURSHIP CONFERENCE
2018　-　Best Research Paper Award (Postgraduate)

ASIAN DOMINATOR CRICKET CUP
2018　-　Champion

DISRUPT-IT CHALLENGE (DIC)
2018　-　1st Place

SAS NATIONAL FINTECH CHALLENGE
2018　-　1st Place

ASEAN VIRTUAL BUSINESS PLAN COMPETITION
2018　-　1st Place

FAMELAB MALAYSIA
2018　-　Audience Choice Award

HACKING, DEFENCE AND FORENSICS COMPETITION
2018　-　Champion

APPRENTICE INNOVATION & RESEARCH EXHIBITION (AIREX)
2018　-　Champion

HACK@10 CYBERSECURITY COMPETITION
2018　-　Champion
2018　-　2nd Runner Up
2018　-　10th Place

"HACK FOR GOOD" CHALLENGE
2018　-　3rd Place

INTERNATIONAL FESTIVAL OF INNOVATION ON GREEN TECHNOLOGY (I-FINOG)
2018　-　Gold Award
2018　-　Bronze Award

ASEAN DATA SCIENCE EXPLORERS
2018　-　2nd Runner Up

FISHERTHON
2018　-　2nd Place
2018　-　3rd Place

SUKAN INSTITUTI PENDIDIKAN TINGGI (SUKIPT)
2018　-　Bronze (Cricket)

INNOVATE MALAYSIA FINALS
2018　-　Winner

PRIDE INNOVATION & TRANSFORMATION CHALLENGE
2018　-　Champion
2018　-　1st Runner Up

INTERNATIONAL RESEARCH AND INNOVATION SYMPOSIUM AND EXPOSITION
2018　-　Gold Award
2018　-　Silver Award
2018　-　Bronze Award

H-INOVASI
2017　-　'Best of the Best' Award
2017　-　Gold Award
2017　-　Gold Award
2017　-　Gold Award

CREST INDUSTRY DATA ANALYTICAL CHALLENGE
2017　-　Silver Award

THE GREAT LAB SUMMER WORKSHOP
2017　-　1st Place (Track 2)
2017　-　3rd Place (Track 3)

ABB INTERVASITY INNOVATION CHALLENGE
2017　-　Champion
2016　-　Grand Prize

SEDEX (SCIENCE AND ENGINEERING DESIGN EXHIBITION CUM COMPETITION)
2017　-　Silver Medal
2017　-　Silver Medal
2017　-　Bronze Medal
2016　-　Gold Medal
2016　-　Gold Medal
2016　-　Bronze Medal

YOUNG INTERNATIONAL INNOVATION EXHIBITION (YIIX)
2017　-　Silver Medal
2017　-　Silver Medal
2017　-　Bronze Medal

HEP-IPTS DEBATE COMPETITION
2017　-　1st Runner Up
2012　-　Champion of HEP- IPTS Debate Competition
2012　-　Best Speaker Award
2011　-　Champion of HEP- IPTS Debate Competition

AWARDS AND ACHIEVEMENT

INTERNATIONAL INTELLECTUAL EXPOSITION (IIEX)
2017　-　Gold Medal
2017　-　Best Poster Prize
2017　-　Bronze Medal
2017　-　Bronze Medal

ASIAN YOUTH INNOVATION AWARDS & EXPO
2017　-　Silver Medal
2017　-　Bronze Medal

I-HACK
2016　-　Champion (Forensic Challenge)
2016　-　Champion (Hack & Defence)

BIG APP CHALLENGE
2016　-　Champion
2016　-　1st Runner Up
2016　-　2nd Runner Up
2015　-　Top 5 Finalist
2014　-　1st Runner-up

DIGITAL GAMES COMPETITION
2016　-　Champion
2016　-　1st Runner Up

JOM HACK: SMART CITIES WITH LORA
2016　-　1st Place

INTERNATIONAL FEDERATION FOR INFORMATION PROCESSING (IFIP) INTERNATIONAL YOUNG IT AWARDS
2016　-　Best Student IT Project award

MAPCU-APU TAEKWONDO CHAMPIONSHIP 2016
2016　-　National Champion

GREENTECH YOUTH INNOVATION CHALLENGE
2016　-　2nd Place

ENTERPRISE RESOURCE MANAGEMENT CHALLENGE
2016　-　3rd Place
2016　-　4th Place
2016　-　5th Place

HILTI INTERNATIONAL INDUSTRIAL MOBILE APPLICATION COMPETITION
2016　-　Top 10 Finalist

GAMIFICATION HACKATHON
2016　-　Champion
2016　-　Gold Medal

ANGELHACK GLOBAL HACKATHON (MALAYSIA)
2016　-　Grand Prize

INNOVATIVE PRACTICES IN EDUCATION & INDUSTRY EXHIBITION (I-PEINX)
2016　-　Bronze Award

MATERIALS LECTURE COMPETITION (MLC)
2016　-　First Prize
2014　-　Second Prize

INDONESIA CAPITAL MARKET STUDENT STUDIES (ICMSS) INTERNATIONAL CONFERENCE
2016　-　Best Presenter Award

E-GENTING PROGRAMMING COMPETITION (R&D DIVISION, EGENTING)
2015　-　Distinction Award for 'Software Program Design and Development'
2015　-　Merit Award for 'Software Program Design and Development'
2014　-　Merit Award for 'Software Program Design and Development'
2014　-　Merit Award for 'Software Program Design and Development'
2006　-　First Prize for 'Software Program Design and Development'
2004　-　First Prize for 'Software Program Design and Development'
2003　-　First Prize for 'Software Program Design and Development'
2002　-　Merit Award for 'Software Program Design and Development'

E-GENTING BUG HUNT
2014　-　First Prize
2014　-　Second Prize
2014　-　Third Prize

INTERNATIONAL CONFERENCE ON INFORMATION, SYSTEM AND CONVERGENCE APPLICATIONS (ICISCA)
2015　-　1 Gold Award
2015　-　1 Bronze Award

BANK NEGARA MALAYSIA MUSEUM ART GALLERY "DOODLE COMPETITION"
2015　-　3rd Place

1WORLD CULTURE FESTIVAL
2016　-　Judges Special Award of Nusantara Singing Category
2016　-　1st Runner Up of International Category
2015　-　Champion of Nusantara Singing Category
2015　-　Champion of Nusantara Singing Category
2015　-　1st Runner Up of Nusantara Singing Category
2015　-　Best Performance Award of Nusantara Singing Category
2015　-　2nd Runner Up of International Singing Category

CIMA GLOBAL BUSINESS CHALLENGE MALAYSIA
2015　-　Finalist
2014　-　1st Runner-up

PATHFINDER ROBOT COMPETITION
2015　-　1st Runner-up
2015　-　Creativity Award

UTP-HAX NATIONAL HACKING COMPETITION
2015　-　1st Runner-up
2014　-　1st Runner-up
2014　-　4th Place
2014　-　1st Runner-up

CME GLOBAL TRADING CHALLENGE
2014　-　4th Place

MAKEWEEKEND ROBOTICS CHALLENGE 2013
2013　-　Winner of Water Drone Competition
2013　-　Winner of Awesomeness Challenge

MALAYSIA CYBERSECURITY AWARDS (CYBERSECURITY MALAYSIA)
2013　-　Award for 'Information Security Training Provider of the Year'
2012　-　Award for 'Information Security Training Provider of the Year'
2009　-　Award for 'Information Security Training Provider of the Year'

THE BRANDLAUREATE –SMES BEST BRANDS AWARDS
2012　-　Winner of Corporate Branding Award in Education

MICROSOFT IMAGINE CUP (MICROSOFT INC.)
2012　-　Winner of Microsoft Imagine Cup (Malaysia)
2012　-　Top Award for 'MDeC Special Innovation'
2011　-　Winner of Microsoft Imagine Cup (Malaysia)
2011　-　1st Runner-up of Microsoft Imagine Cup (Malaysia)
2011　-　2nd Runner-up of Microsoft Imagine Cup (Malaysia)
2011　-　Top Award for 'MDeC Special Innovation'
2011　-　Top Award for 'Presentation Superstars'
2010　-　Winner of Microsoft Imagine Cup (Malaysia)
2010　-　Top 6 finalists at World Championship in Poland
2010　-　Top Award for 'Best Presentation Team'
2010　-　Top Award for 'Best Implementation of Multipoint'
2004　-　3rd Prize Award for 'System Government Elections Software'

MALAYSIAN GREENTECH AWARDS 2012 (MINISTRY OF ENERGY, GREEN TECHNOLOGY & WATER)
2012　-　Silver Award for 'GreenTech University'

MSC-IHL BUSINESS PLAN COMPETITION (INSTITUTIONS OF HIGHER LEARNING BUSINESS PLAN COMPETITION BY MULTIMEDIA DEVELOPMENT CORPORATION)
2012　-　Merit prize for Business Idea Category
2005　-　Grand prize for Business Idea Category
2005　-　Merit prize for Business Plan Category

NAPEI AWARDS (NATIONAL ASSOCIATION OF PRIVATE EDUCATION INSTITUTIONS, MALAYSIA)
2011　-　Award for Educational Excellence
2007　-　Award for Educational Excellence
2004　-　Award for Educational Excellence

For more awards listing, please visit APU website.

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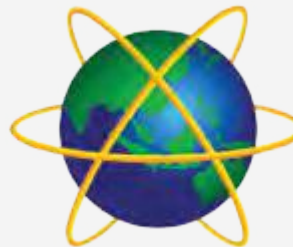
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