

DEPARTMENT OF DESIGN & VISUAL COMMUNICATION

STUDENT HANDBOOK



EDITORIAL BOARD ACKNOWLEDGEMENT

Design and Visual Communication Department would like to express our sincere appreciation to all those involved in producing the Student handbook

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Published by:

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First Publication 2016

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ISBN 978-967-14160-3-7



CONTENTS

ABOUT POLITEKNIK IBRAHIM SULTAN	10
MISSION & VISION	11
CORPORATE LOGO	12
PIS ORGANIZATIONAL CHART	13
PIS FLOOR PLAN	14
POLITEKNIK IBRAHIM SULTAN ACADEMIC TEAM	15
Department of Mathematic, Science & Computer	16
General Studies Department	18
POLITEKNIK IBRAHIM SULTAN NON ACADEMIC TEAM	19
Student Affair Department (JHEP)	20
Financial Assistance / Scholarship	20
Liaison and Industrial Training Unit	21-22
Psychology & Career Unit	23
Library	24
Tracer Study & Alumni	25
Sports Unit	26
Co-Curriculum Unit	27
Students' Residential College	28
Others Facilities	29
Smart Home	30
OUTCOME-BASED EDUCATION (OBE)	31
Mission	32
Vision	32
What is OBE?	32
Why OBE?	32
The element of OBE	33
Constructive Element Process	33-34
The OBE impact	34
BLENDED LEARNING	35
PORTAL CIDOS E-LEARNING POLITEKNIK MALAYSIA	36



DEPARTMENT OF DESIGN AND VISUAL COMMUNICATION	37
About JRKV	38
Purpose	39
BACHELOR OF DESIGN IN VISUAL COMMUNICATION & NEW MEDIA WITH HONOURS	40
Introduction	41
Synopsis	42
Job Prospect	43
Vision	44
Mission	44
Programme Aims	44
Programme Educational Objectives (PEO)	44
Programme Learning Outcome (PLO)	45
Bachelor Design Programme Lecturers	45
DIPLOMA IN GRAPHIC DESIGN	46
Introduction	47
Synopsis	47
Job Prospect	48
Vision	48
Mission	48
Programme Aims	48
Programme Educational Objectives (PEO)	49
Programme Learning Outcome (PLO)	49
Graphic Design Programme Lecturers	50
Programme Structure	51-53
Course Synopsis and Course Learning Outcome	54-65



DIPLOMA IN INDUSTRIAL DESIGN	66
Introduction	67
Synopsis	67
Job Prospect	68
Vision	68
Mission	68
Programme Aims	68
Programme Educational Objectives (PEO)	69
Programme Learning Outcome (PLO)	69
Industrial Design Programme Lecturers	70
Programme Structure	71-73
Course Synopsis and Course Learning Outcome	74-83
DIPLOMA IN FASHION DESIGN & CLOTHING	84
Introduction	85
Synopsis	85-86
Job Prospect	86
Vision	86
Mission	86
Programme Aims	87
Programme Educational Objectives (PEO)	87
Programme Learning Outcome (PLO)	87
Fashion Design & Clothing Lecturers	88
Programme Structure	89-91
Course Synopsis and Course Learning Outcome	92-103
	104



SIJIL KEMAHIRAN REKABENTUK FESYEN DAN PAKAIAN	104
Pengenalan	105
Sinopsis	105
Prospek Pekerjaan	105
Visi	106
Misi	106
Matlamat Program (PAI)	106
Objektif Pendidikan Program (PEO)	106
Hasil Pembelajaran Program (PLO)	107
Senarai Pensyarah Program.....	108
Struktur Program	108-109
Sinopsis Kursus dan Hasil Pembelajaran Program (PLO)	110-115
SIJIL KEMAHIRAN REKABENTUK GRAFIK	116
Pengenalan	117
Sinopsis	117
Prospek Pekerjaan	117
Visi	118
Misi	118
Matlamat Program (PAI)	118
Objektif Pendidikan Program (PEO)	118
Hasil Pembelajaran Program (PLO)	119
Senarai Pensyarah Program.....	120
Struktur Program	120-121
Sinopsis Kursus dan Hasil Pembelajaran Program (PLO)	122-127



Hjh Rashidah Binti Mustapa
Director of Politeknik Ibrahim Sultan

Assalamualaikum w.b.t dan Salam Sejahtera Salam Muafakat Johor

Politeknik Ibrahim Sultan is a premier polytechnic that offers a variety of programmes to meet the needs and requirements of the industry today. To uphold its responsibilities, PIS will always ensure its courses offered are constantly in line with the mission and vision of the Ministry of Higher Education in developing vibrant, talented and creative human capital.

PIS facilitates teaching and learning needs with adequate and advanced technologies to improve the quality of the graduates for their future advancement. We provide diversified opportunities to the students to be in the vanguard of a new field and help them gain experience by encouraging the students to participate in designing and creating innovation from time to time.

PIS offers Skills Certificate, Diploma, Advanced Diploma and Bachelor's Degree programmes. The Skills Certificate programmes take two (2) years of completion which is equivalent to 4 semesters whilst Diploma programmes will take three (3) years for students to complete. Advanced Diploma is only offered to diploma graduates from any polytechnics.

Every student is required to undergo an Industrial Training. Students will attend their Industrial Training programme in semester three (3) for Certificate programmes and some will be in semester 4 or semester 6 for Diploma programmes. The main objective of Industrial Training is to provide students with the real-world working environment and nurture their self-confidence and teamwork.

As for Bachelor's Degree programmes, students will complete the programme in 2+1 (6 semesters). Two (2) year of studies will be in campus and one (1) year in the industry (work-based learning/WBL).

PIS has also introduced Blended Learning courses as the current approach in the teaching and learning process. This teaching and learning method integrates a mixture of online mode and on-site mode of learning with a weightage of 30%-80% course and the rest of the activities' content are managed and completed online. The approach complements the face to face contact learning to expose the students to a more dynamic and meaningful means of learning.

It is hoped that this handbook will provide adequate information about PIS and its programmes. It will serve as a reference book that will guide the students throughout their studies here. It will aid the students in planning their activities, goals and further achievements in the near future.

As the director of Politeknik Ibrahim Sultan, I would like to welcome all of you to PIS and wish you all the best.

Wassalam.



Dr. Beh Cheng Seiw
Head of Department

My warmest greetings and salam sejahtera to all,

Since its establishment, Department of Design and Visual Communication (JRKV), Polytechnic Ibrahim Sultan has strived to become a centre of excellence in creative design industry by nurturing high quality graduates and conducting research in areas of design, bussiness and technology. JRKV provides a full range of educational programmes in training and developing talents and professionals who are capable in creating knowledge and bringing new energy to creative industries.

Surveys have consistenly found our graduates to be the highest practical value to employers. In addition, our students are praised for their quality, professionalism and adaptability. While we strive to equip students with professional knowledge, we are also firmly committed to providing an all-rounded education to provide them with global outlook, critical and creative thinking, communication skill, amongst other important attributes.

JRKV is equipped with computer labs, classrooms, industrial workshop, design studios, silk screen and batik workshop and sewing lab. Creativity and innovative is something that we can promise to our students, so that they can compete in the global marketplace. Welcome to the world of creativity, the Department of Design and Visual Communication (JRKV), Polytechnic Ibrahim Sultan.

ABOUT POLITEKNIK IBRAHIM SULTAN



Politeknik Ibrahim Sultan (formerly known as Politeknik Johor Bahru) opened its doors to students in July 1998 at the Technical School before moving to Johor Bahru permanent campus in June 1999. The planning of the Politeknik Ibrahim Sultan began in 1991 with the efforts to identifying a suitable site in Lot 1957, Mukim Plentong. A 100 acres of oil palm plantation site, was finally chosen as the location for PJB permanent campus which was near to the Pasir Gudang industrial area.

Polytechnic Johor Bahru (PJB) officially changed its name to Politeknik Ibrahim Sultan (PIS) on 15th December 2011. PIS consists of six academic departments and supported by two others department: General Studies department and Mathematics, Science and Computer department. Below is the list of programme offered:

Department of Design and Visual Communications

- Diploma in Graphic Design
- Diploma in Industrial Design
- Diploma in Fashion Design & Clothing
- Special Skill Certificate (Graphic Design)
- Special Skill Certificate (Fashion Design)
- Bachelor of Art (Hons) Visual Communication And New Media

Department of Mechanical Engineering

- Diploma in Mechanical Engineering
- Diploma in Mechanical Engineering (Manufacturing)
- Diploma in Mechanical Engineering (Material)
- Diploma in Mechatronic Engineering
- Advanced Diploma in Mechatronic Engineering

**Department of
Tourism and Hospitality**

- Diploma in Hotel & Catering Management
- Diploma in Tourism Management
- Diploma in Event Management
- Special Skill Certificate (Hotel & Catering Management)
- Bsc (Hons.) International Tourism & Hospitality Management

**Department of
Electrical Engineering**

- Diploma in Electronic Engineering (Control)
- Diploma in Electronic Engineering (Communication)
- Diploma in Electric and Electronic Engineering

PIS has produced a total of 25,744 graduates to date, to meet the nation's human capital market. By offering high-impact program, PIS is able to produce employable graduates with high employability skills and entrepreneurial skills. This has boosted the Polytechnic's image to a higher level.

PIS was awarded the premier polytechnic title on the 25th of February 2010. The status has created a platform for the polytechnic to promote the institution as a leading institution for the education in technical and vocational training (TVET) in the southern region.

In the beginning of 2012, the ministry has coordinated the entry of students into three Premier Polytechnic: Politeknik Ungku Omar (Perak), Politeknik Johor Bahru (Johor) and Politeknik Sultan Salahuddin Abdul Aziz Shah (Selangor) through Student Entry Management Division, Ministry of Higher Education.

In addition, PIS is also one of the few institutions that offer higher education opportunities to students with disabilities (special needs) (OKU). This will give them the opportunity to receive training appropriate to their capabilities. This is supported by a conducive learning environment complete with high-tech workshops, computer labs, library and wireless internet facilities to make the learning climate more transformative, creative and innovative. In addition, lecturers are committed to be an important asset in developing knowledgeable, highly skilled and competitive students.

Meanwhile, creative design is the major niche area of Politeknik Ibrahim Sultan. The vision of Politeknik Ibrahim Sultan is to become the Centre of Excellence for Education and training in engineering, design and hospitality and aims to produce graduates whom are competent, honourable and responsible in line with the national education philosophy.

VISION

A leader of TVET in Asia Pacific by 2020

MISSION

To foster active collaborations with other institutions in order to enhance the graduates' marketability in the workforce and meet the target set by Malaysian Polytechnic
To earn local and international recognitions for students, staff and institution
To excel in the creative design field with the embedded characteristics of engineering and hospitality

CORPORATE LOGO

Blue

Refers to the polytechnic management who are responsible for the underlying unity within the framework and clear direction of the institution.

TiffanyBlue

Refers to polytechnic is under the patronage of the Sultan of Johor.

Grey

Represent the polytechnic continuous academic activities, which is always upgraded and capable to face any challenge in the future.

TYPOGRAPHIC DESIGN & WORD

P.I.S : the main element, was created and reconstructed by using Goudy Old Style font, is a symbols of education direction policy of Polytechnic Malaysia and the Johor State Government to develop highly educated and skilled human capital.

The capital I and S was a short form of Ibrahim Sultan. They are coloured with tiffany blue to reflect the polytechnic is under the auspices of the Sultan of Johor.

The word POLITEKNIK IBRAHIM SULTAN was created from Bookman Old Style font, clearly represent the name of His Royal Highness of Johor.

It also best represents this polytechnic generally as an education institution with the recognition of the Sultan of Johor.



THE PHILOSOPHY OF COMBINATION

The combination of the globe, the map of Johor State and the word of Johor (in Arabic Calligraphy) symbolizes Politeknik Ibrahim Sultan as an institution that supports the overall of the Dasar Pendidikan and global, and will always devoted to uphold accuracy of the east and religious.

The capital 'P' in the word of POLITEKNIK is coloured in grey, is a symbolic of the old Politeknik Johor Bahru (PJB) as one of the important things to remembered and to be kept as a good memory.

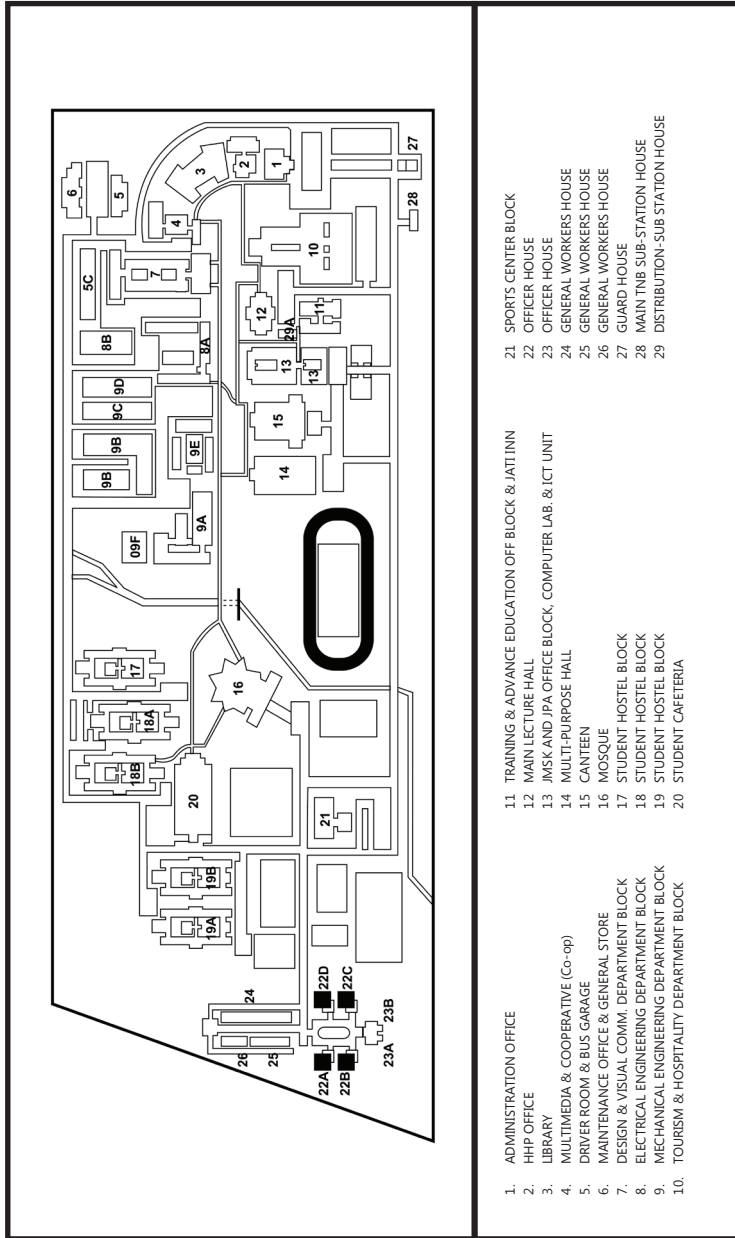
MOTTO

"PENERAJU ILMU SEJAGAT" means LEADER Of GLOBAL KNOWLEDGE, refers to an adaptation of all mission and the goal of Politeknik Ibrahim Sultan as an education institution which then become an education center, providing knowledge and skills to create an integrity of the nation's human capital.

PIS ORGANIZATIONAL CHART



PIS FLOOR PLAN



POLITEKNIK IBRAHIM SULTAN
ACADEMIC TEAM





Department of Mathematics, Science & Computer (JMSK) is a support department that provides a systematic learning of Science and Mathematics Engineering courses that form the core of the engineering students' academic achievement. The department is also responsible for providing computer facilities to all Polytechnic Ibrahim Sultan students, aside from providing basic teaching the latest computer technology.

The department was established in 1998 and there are 31 lecturers and 1 lab assistant working under this department. JMSK office located at the front of the Department of General Studies and ICT Unit, Polytechnic Ibrahim Sultan. Currently, there are 5 computer laboratory, 1 science laboratory and 4 classrooms available in this department.

JMSK lead by the Head of Department and assisted by a Head of Computer Course, a Head of Science Course and a Head of Mathematic Course. Teaching and Learning Process are carried out by lecturers according to the syllabus to provide an efficient and effective learning process.

FACILITIES

5 Computer Laboratory (CAD 1, CAD 3, CAD 4, GCL 1 and GCL 2)

Laboratory facilities have not restricted its use at the departmental level only, but the other departments were also given permission use this laboratory for their teaching & learning process or sometimes used for any external or internal courses.

Each computer laboratory has 40 computers linked to the server and each of the laboratories equipped with LCD Projector and Direct Projector.



Engineering Science Laboratory

There is an Engineering Science Laboratory provided in this department for teaching and learning process for the Engineering Science subjects. This laboratory is able to accommodate of 40 students at one time.



Classroom (BKGCL1, BKGCL2, BKCAD2B, BKCAD3)

There are four classrooms in this department and each can accommodate 40 students at one time.



COURSE STRUCTURE

The department provide three types of courses like Engineering Mathematics, Engineering Science for JKE and JKM students while Computer Application (BK102) for JRKV and JPH students.

Session Jun 2015

Code	Course	Semester	Department
DBM1013	Engineering Mathematics 1	1	JKM/JKE
DBM2013	Engineering Mathematics 2	2	JKM/JKE
DBM3013	Engineering Mathematics 3	3 & 5	JKM
DBM3023	Electrical Engineering Mathematics	5	JKE
DBS1012	Engineering Science	1	JKM/JKE
BA104	Advanced Engineering Mathematis (for advance Diploma students)	1	JKM
BK102	Computer application (for special skill certificate students)	1	JRKV//JPH



General Studies Department (JPA) is another academic department that supports the main academic departments, in order to balance student needs to become better in academic, attitude and moral. It offers courses that cover topics and discussion of the elements of life such as values, principles, morals and skills base on mastery of the history of human civilization. The studies cover courses such as Pengajian Malaysia, communicative English, Sains, Teknologi dan Kejuruteraan Islam, Seni dalam Islam, Pelancongan dan Hospitaliti dalam Islam and Penyiaran dan Komunikasi dalam Islam. The department provides a language laboratory with complete visual aids to ensure that the learning process is delivered effectively.

Code	Course	Semester
DUB1012	Pengajian Malaysia	1
DUE1012	Communicative English 1	1
DUA2012	Sains, Teknologi dan Kejuruteraan Islam	2
DUB2012	Nilai Masyarakat Malaysia (Pelajar Bukan Islam sahaja)	2
DUE3012	Communicative English 2	3
DUE5012	Communicative English 3	5
DUA6022	Komunikasi dan Penyiaran Islam	6

POLITEKNIK IBRAHIM SULTAN
NON ACADEMIC TEAM



STUDENT AFFAIRS DEPARTMENT (JHEP)

The Student Affairs Department is responsible for managing student admission and registration, financial assistance and scholarships, students' welfare and discipline and The Student Representative Committee.

Change of Programme Process

Students who wish to change their programme of study may apply to do so through this department (subject to approval from JPP). Students must forward their application through their current academic department. Please contact our Student Affair Officer (Admission & Data) at 07-261 1032 or 07—2611070 for further information.

Transferring Process (to Other Polytechnics)

Students who wish to transfer to other polytechnics may apply to do so through this department (subject to approval from JPP). Normally, approval will be granted based on case basis. Applications without strong justifications shall not be approved. Students must forward their application through their current academic department. Please contact our Student Affair Officer (Admission & Data) at 07-261 1032 or 07—261 1070 for further information.

FINANCIAL ASSISTANCE / SCHOLARSHIPS

PIS does not provide any financial assistance or scholarships. Students may apply for financial assistance or scholarships from other entities like PTPTN, State Foundation (Yayasan Negeri), JPA and other public and private agencies on their own. Students may get guidance from the Welfare and Discipline officer on the ways to get financial help. Please contact our Student Affair Officer (Welfare and Discipline) at 07-261 1032 or 07—2611070 for further information

Sponsorship Information

Bil	Agency	Estimated Amount per year
1	National Higher Education Fund Corporation (PTPTN)	RM 5,000
2	Ministry of Higher Education (KPTM)	RM 3,000
3	Public Services Department (JPA)	RM 5,000
4	State Foundations	RM 2,000 – RM 3,000
5	Majlis Amanah Rakyat (MARA)	RM 5,000
6	KUOK Foundation	RM 5,000

The Student representative Committee (JPP)

The Student Representative Committee or Jawatankuasa Perwakilan Pelajar (JPP) members Are selected through a campus election or through selection by the Chief Executive under Act 174 (Sect. 7, clause III). The objective of this committee is to develop talented student leaders, to plan and to organize various student activities, to help fellow students to access all the facilities at PIS, to encourage active participation of students from various ethnics and religious background in student activity and to communicate with PIS management regarding students' welfare. Students are encouraged to participate in various students' activities to develop their soft skills. For further information you may call 07-261 1032 or 07-261 1070.

Fee

Registration	Hostel Accommodation	Academic
Approximately RM 600.00 (first semester students only)	RM 60.00 - RM 630 per semester	RM 200.00 per semester

LIASON AND INDUSTRIAL TRAINING UNIT

Industrial training is part of the polytechnic, Ministry of Higher Education Malaysia curriculum requirement which must be fulfilled by all students before they are awarded with the certificate or diploma. Students from certificate courses are required to undergo industrial training during semester 4 (for Certificate and Special Education) and semester 6 (for Diploma).

Objective

To ensure that eligible students are able to go for practical training in a good organization/company and to ensure good contact between the PIS with a company / agency can be maintained.

Industrial Training Objectives

To make sure students get better exposure to the real working environment related to the course they took. Thus, they able to broaden and strengthen the knowledge they have acquired at the Politeknik Ibrahim Sultan

Service

1. Provide an industrial training place.
2. Students placement
3. Company/agency visit and observation.
4. Recall students who are completing their practical training.
5. Registration for students who are completing their training.
6. Print out the industrial training slip for the students who complete their training.
7. Give advice and counselling for students who have problems.

General Regulation for Industrial Training

1. Students **can only re-sit once** for their industrial training once during their studies.
2. Industrial training dropouts:
 - Failed to present for industrial training at a specified date.
 - Terminated by the company/agency.
 - Bring down the good name of the polytechnic during industrial training.
 - Trying to cheat or steal during industrial training.
- Evaluation under the pass.

PSYCHOLOGY AND CAREER UNIT

The Psychology & Career Unit provides facilities where the students are encouraged to maximize their potential. The Unit also aimed to nurture good mental health among students of the Politeknik Ibrahim Sultan. The Psychology Officer or the Psychology Supervisor is available to the students to discuss and share information on education, academic purposes, vocational and technical, personal matters, emotions, social and health problems.

The main objective of The Psychology & Career Unit is to help students to get better understanding on themselves so that they can resolve any problems faced. Group activities are also planned from time to time, to develop communication and interaction skills, leadership skills, management and administration skills. Using this approach, it is hoped that the concept of awareness and responsibilities are nurtured to the students.

The Psychology Officer also offers on information regarding career building, where information on jobs available is updated from time to time as well as arranging interviews for the final semester students. Counseling session is also given to guide the students in career building. Students are encouraged to explore their skills and use them for further self-improvement.

Services

- Counseling Services are handled through individual or grouped counseling session.
- Guidance and Enrichment Service is given through talks, seminars, workshops and forums.
- Prevention activities like health programs covering physical and mental, drugs and AIDS/HIV prevention, stress management and others are organized
- Career field like preparing interview with companies and handling career and motivational talks.
- Listing final year students to IPTA and IPTS for chances of further studies

Operating Hour

Sunday - Wednesday	8.00 am - 5.00 pm
Thursday	8.00 am - 3.30 pm

Any matters regarding students/staff specific needs, kindly refer to Psychology Officer as below:

Cik Norashikin binti Awang Kechik

Psychology Officer (S 41)
Phone no. (O) : 07-2612005
E-mail: norashikin@pis.edu.my

Puan Siti Farahsuhana binti Amdan

Psychology Officer (S 41)
Phone no. (O) : 07-2612005
E-mail: farahsuhana@pis.edu.my

Puan Norfairus binti Mohd Khalid

Psychology Officer (S 41)
Phone no. (O) : 07-2612005
E-mail: norfairus@pis.edu.my

LIBRARY

Politeknik Ibrahim Sultan's Library functions as a catalyst to the success of students in the future. It began its operations in September 1998 with only 4,120 books, now has a total of 42,182 copies. Two-storey library building with this unique design, stately in an area of 100 acres and has been equipped with all the furniture and equipment including computers needed to assist system operation. The library is able to accommodate up to a total of 800 students at any one time.



Objectives

1. Identify, collect, store, manage, prepare and disseminate appropriate resources, quality and up to date in all the programs offered at the Polytechnic.
2. Provide excellent library services in accordance with the development of information technology.
3. Creating a conducive environment to nurture and cultivate interest in science.
4. Assist in creating a semi-professional creative energy and competitive and high personality

Facilities

1. Exhibition Hall
2. Photocopy Machine
3. Locker
4. OPAC System
5. Wi-Fi
6. Carrel Desk

Services

1. Circulation
2. Series
3. Special Collection
4. MYLIB Data Base
5. Discussion Room
6. Carrel Room

Operating Hour

Sunday - Wednesday	9.00 am - 7.00 pm
Thursday	9.00 am - 3.30 pm
Friday & Public Holiday	Closed

Staff

Mr. Rowland Arah

Librarian S44
Contact No. : 07-261 1405

Pavilah binti Hassan

Assistant Librarian S32
Contact No. : 07-261 1404

Rosnita binti Jumri@Jumari

Library Assistant S17
Contact No. : 07-261 1404 / 2994

Norsuhana binti Mohammad

Library Assistant S17
Contact No. : 07-261 1404 / 2994

Noraishah binti Zainal

Library Assistant S17
Contact No. : 07-261 1404 / 2994

Emy Noraziah A/P Atan

Library Assistant S17
Contact No. : 07-261 1404 / 2994

Norazah binti Muhammad Zin

Library Assistant S17
Contact No. : 07-261 1404 / 2994

Hanim binti Baen

Office Assistant
Contact no. : 07-261 1404 / 2994

For any further information, please refer to PIS Official Website or Library Unit reference book.

TRACER STUDY AND ALUMNI

Tracer study and Alumni Unit is responsible for regulating the data and activities of graduate students. Under this unit there are two officers in charge, the Tracer Study and Alumni Officer.

Students who have completed their studies are required to complete a Tracer Study Questionnaire, which is compulsory. They had to do so to prevent their certificates from the resistant. The questionnaire was specially designed to get some responses from the graduates in terms of improving the quality of delivery and services at Polytechnic.

Polytechnic Alumni Association was officially established under (ROS) on July 16, 2008. It was officiated by YB Dato 'Seri Khaled bin Nordin, Minister of Higher Education Malaysia on 12 September 2008. All graduates are required to be members of the association.

The main objective of the organization is to create close networking between members of the Politeknik Ibrahim Sultan Alumni. It is also a platform for Politeknik Ibrahim Sultan graduates to gather and share their experiences in their careers. In addition, alumni organizations undertakes activities that can strengthen the relationship of like camping, banquets, meetings and other activities that may be perceived beneficial to members organizations.

This unit always expects all the graduates to support and take part in its attempt on tracking polytechnic graduates and alumni organizations to elevate Polytechnic as a better institution of all time.

SPORTS UNIT

Sports Unit is responsible for managing and coordinating all activities and sports facilities for the use of students and staff in the polytechnics

Objectives

Sports Unit has outlined four objectives:

1. Prepare and coordinate programs and the promotion of sports in line with the policy of acculturation IPT sports.
2. Form the Polytechnic of quality athletes, competitive and able to excel.
3. Developing human resources related to sports and sports environment of excellence.
4. Sports Unit in managing resources efficiently and effectively.

Functions

1. Prepare athletes for tournament or competition
2. Manage the internal level sports tournaments and Polytechnic KPTM
3. Plan and implement development programs and acculturation sports and sports training.
4. Managing sport facilities and equipment.

Facilities

- Sports Complex (Badminton court, Squash and Gymnasium)
- Tennis Court
- Basketball Court
- Volleyball court
- Football field
- Archery field, etc.



CO-CURRICULUM UNIT

The Co-curriculum unit was responsible to support the academic departments in managing Uniformed Unit, sports and Club Association. The focus is on preparing the best knowledge and better experience inside and outside the classroom for mental development, interest, skills, physical and spiritual and formation of aesthetic values.

CLO (Uniformed Unit)

1. Indicate the specific skills learned
2. Implement activities based on a learned skill.

CLO (Sports)

1. Demonstrate competence in the specific skills learned.
2. Collaborated to organize activities by mastering the skills learned.1.

CLO (Club Association)

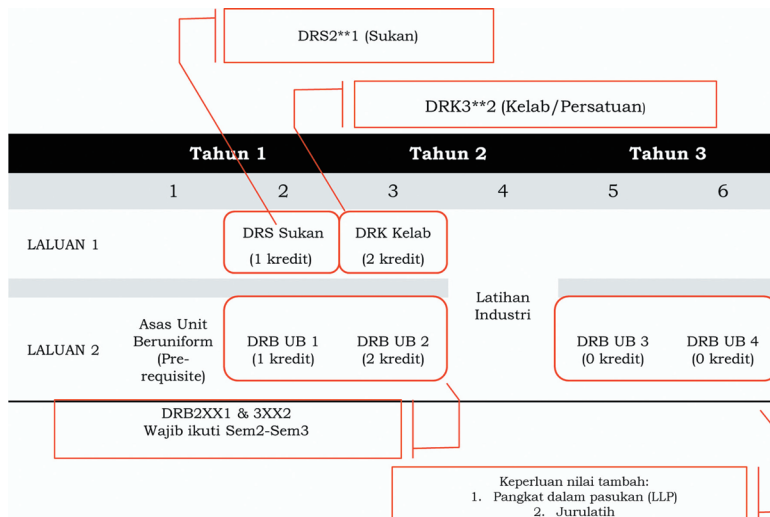
1. Demonstrate competence specific skills learned.
2. Organize activities based on the skills they have learned.

Staff

1. En. Jumaat bin Hasim (Head of Unit Co-curriculum)
2. En. Ahmad Zia bin Mhd Yusof (Head of Co-curriculum Courses)

Officer

1. En. Mohd Norazizul Fadli bin Abu Bakar (JKM)
2. En. Saiful Anuar bin Abd. Karim (JKE)
3. En. Aziz bin Abdullah (JRKV)
4. Cik Shufiah binti Mustapa (JPH)



STUDENTS' RESIDENTIAL COLLEGE

Politeknik Ibrahim Sultan, Students Residential College began its operations in July 1998 with a capacity of only 300 students at one time. To meet current needs, it provides student accommodation in a larger capacity of 1242 students one time. Residence colleges can accommodate up to 688 female students with three blocks of hostel and a total of 554 male students with two blocks of hostel.

5 blocks of hostel are provided:

Hi-Tech	Hi-Tech 1 (HT1) : (278 people)
	Hi-Tech 2 (HT2) : (276 people)
	Hi-Tech 3 (HT3) : (272 people)
Info-Tech	Info-Tech 1 (IF1) : (208 people)
	Info-Tech 2 (IF2) : (208 people)

Each room that accommodates two students and it is equipped with;

- 2 units of beds and mattresses
- 2 chairs and a desk study
- 2 units of the closet
- 2 units bookshelves
- 2 units of fluorescent lamps
- 1 ceiling fan

Facilities

- Each level of the building is equipped with a shower room, washing room and toilet.
- There is a room to revise and watch television (Recreation Room) in each block of the hostel.
- Each hostel block also provides self-service washing machine and drinking water filters.
- Cafeteria is located between hostel blocks that serve foods and operates from 7.30 am to 11.00 pm.
- A small sundry is provided for the convenience of students to buy basic necessities.
- Vending machine for reloads is also provided to students.
- Endowment established aims for students to discuss, revise and play.
- PIS mosque is situated near residential college students is the main centre for Muslim students in carrying out the activities and matters pertaining to religion.

Hostel Development Project through PFI

PFI hostel fully complete in April 2016. The hostel will begin its operation in June 2016 Session. The 10-story building will be able to accommodate 1000 students at a time. Every floor has 16 rooms, which can accommodate six student per room and a room for four students. Every room is equipped with:

- Beds and pillows
- Chair and study
- Metal wardrobes
- Dustbin
- Curtains
- Fluorescent lighting
- Ceiling fan

Other facilities included:

- Two Recreational Room
- Warden's office
- Three canteens locate in front of PFI Hostel blocks.
- Every floor is equipped with bathroom, laundry room, ironing room and drying clothes area
- Three lifts
- PA system
- One CCTV unit

OTHER FACILITIES

1. Mosque
2. Transportation (Busses - 3 and Coaster - 1)
3. Wi-Fi service
4. Coop
5. Photocopy and Printing Centre
6. Top-up Kiosk and Vending Machine
7. Main Lecture Hall
8. Multipurpose Hall
9. Cafeteria
10. Food Stall
11. Tailor Shop -Poly Boutique
12. Incubator
13. Parking Lot
14. Gazebo
15. Bank Islam ATM

SMARTHOME

SMARTHOME is a fully furnished homestay service provided by Marbleplan Property Sdn. Bhd with the collaboration of Koperasi Politeknik Ibrahim Sultan Johor Bahru Berhad and supported by the Ministry of Higher Education. Located 2km from the polytechnic, this SMARTHOME offers students the accommodation package as low as they can get. It is situated at Flat Taman Cendana, Pasir Gudang Johor.

Facilities

1 unit House :

- 3 Bedroom complete with 1 double-decker + 1 single bed + 3 wardrobe in each room
- mattress/bed sheet/pillow/pillowcase
- Dining room + dining table + kitchen cupboard
- 2 toilet
- Hall with sofa and TV set
- Study hall + study table
- Balcony
- High-speed internet service
- 24 hours security system
- Cafeteria
- Shop mart
- Cybercafé
- Prayer Room
- Laundry Multipurpose
- Hall Parking Lot
- Recreational Area
- ASTRO

For further information, please contact :

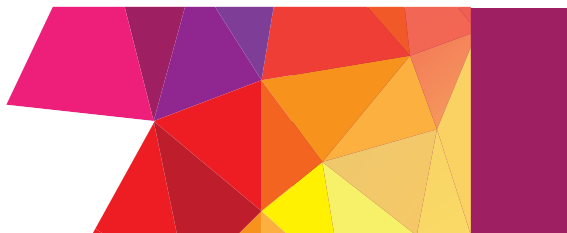
SMARTHOME Blok 2,3 & 4,
Jalan Cendana 1,
Flat Taman Cendana,
81700 Pasir Gudang, Johor
Tel: 07-2515093 Hp:019-7447247
Fax: 07-2515102

www.smarthomes.my
SmartHomes for IPT and IPTS students

or forward to Koperasi Politeknik Ibrahim Sultan Johor Bahru Berhad for any details.

OUTCOME - BASED EDUCATION

OBE



OUTCOME-BASED EDUCATION (OBE)

Outcome-Based Education means clearly focusing and organizing everything in an educational system around what is essential for all students to be able to do successfully at the end of their learning experiences. This means starting with a clear picture of what is important for students to be able to do, then organizing the curriculum, instruction and assessment to make sure this learning ultimately happens "(Spady 1994, 1)

MISSION

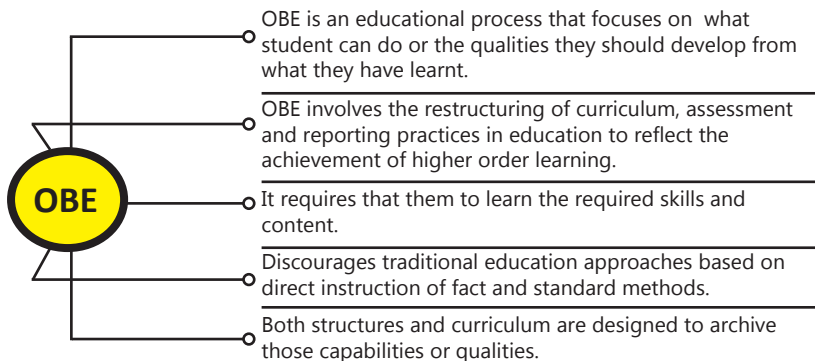
Break through the border to build a transformative and creative learning environment to generate innovation-led economy.



VISION

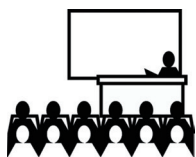
The major driver of innovation human capital through education and training to meet the needs of transformational global workforce by 2015

What is OBE?



Why OBE?

1. Transformation in Education



Conventional Education:
Teacher Centered



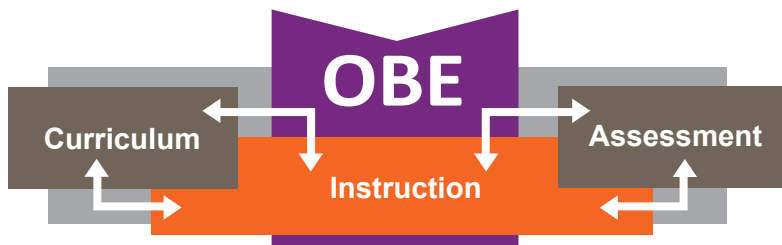
Outcome-Based Education:
Students Centered

2. Learning Role

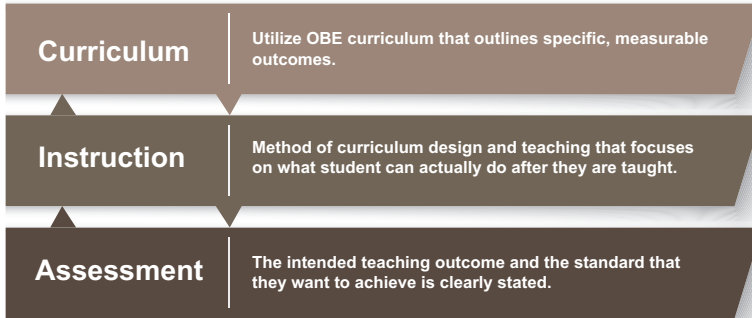


ELEMENTS	TEACHER-CENTERED	STUDENT-CENTERED
Knowledge	Transmitted from instruction	Constructed by students
Student Participation	Passive	Active
Role of Lecturer	Leader/Authority	Facilitator/Partner in Learning
Role of Assessment	Few Test, Mainly for Grading	Many Tests, for Ongoing Feedback
Emphasis	Learning Correct Answers	Developing Deeper Understanding
Assessment Method	One-Dimensional testing	Multidimensional testing
Academic Culture	Competitive, Individualistic	Collaborative, Supportive

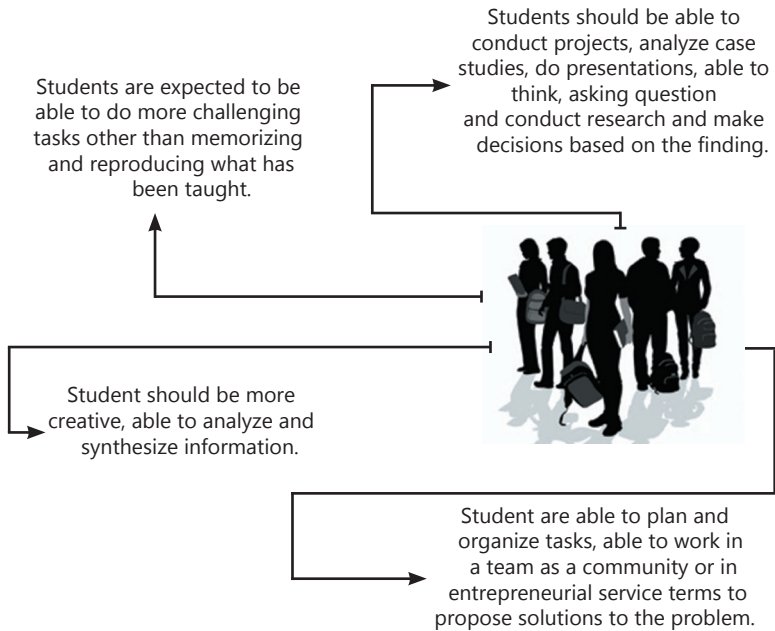
The element of OBE : Constructive Element Process



Constructive Element Process



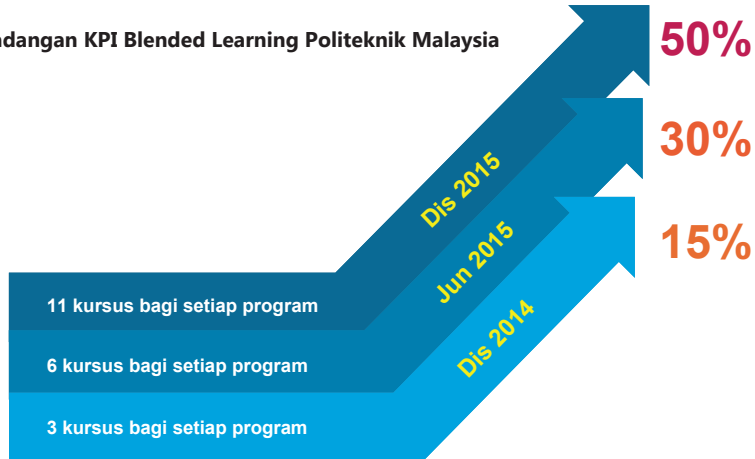
The OBE impact



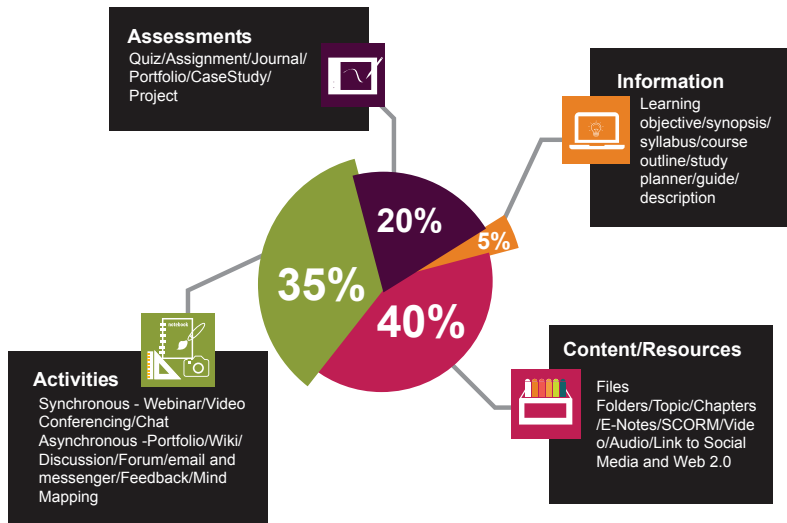
PEMBELAJARAN TERADUN (BLENDED LEARNING)

This teaching and learning method integrates a mixture of online mode and onsite mode of learning with a weightage of 30% - 80% course and activity content which is managed online. These teaching approach either facilitates or replace the face to face contact learning.

Cadangan KPI Blended Learning Politeknik Malaysia

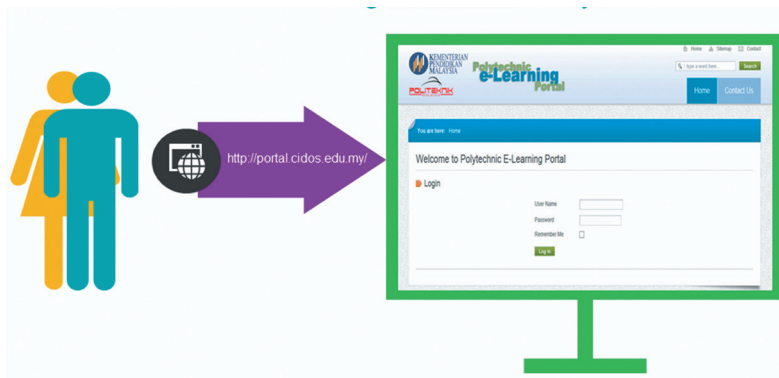


Petunjuk minimum mod pembelajaran teradun bagi menyokong pembelajaran bersempena



PORTAL CIDOS E-LEARNING POLITEKNIK MALAYSIA

<http://portal.cidos.edu.my>





DEPARTMENT OF
**DESIGN & VISUAL
COMMUNICATION**

ABOUT JRKV



Department of Design and Visual Communication is the first design department established under the Malaysia Open in 1998. In the early years it was known as a Design Department which offers only two programmes which are Graphic Design programme and Industrial Design Programme. In 2005, the Department of Design decided to re-brand its name by changing it to the Department of Design and Visual Communications (JRKV). The re-branding of its name has merged Fashion and Apparel Design Programme in under one roof which was previously under the Department of Tourism and Hospitality. JRKV stands for Jabatan Rekabentuk dan Komunikasi Visual, still remains today. Programmes offered in this department are based on creativity and the creation of new or the old creation though the new based on innovation and technology with the guidance of an experienced and dedicated lecturers. There are three diploma programmes, certificate programmes and 2 Special Skills Polytechnic (Special Student Admission of students - deaf and dumb students). Programmes offered are as follows:

- **Diploma in Graphic Design**
- **Diploma in Industrial Design**
- **Diploma in Fashion Design & Clothing**
- **Certificate in Polytechnic Special Skills (Graphic Design)**
- **Certificate in Polytechnic Special Skills (Fashion Design & Clothing)**

On February 25, 2010, Politeknik Ibrahim Sultan was given credentials to be upgraded as a premier polytechnic. In line with the letter of acceptance, new dimensions have been introduced including strengthening the role of industry in education and training. Thus, Centre of Technology (COT) has been built to cater the needs of the students' learning and training. Through the field - creative design, JRKV is identified and has been chosen to be the main thrust area (niche area) at the Politeknik Ibrahim Sultan.

PURPOSE

The purposes of the Department of Design and Visual Communication are:

- To produce graduates who are creative, innovative and dedicated towards excellence in the particular field.
- To enable the graduates to adapt with the changes in social development, environment and technology.
- To develop graduates who are creative and innovative in the field of painting techniques, design and layout design.
- To equip graduates with leadership skills, entrepreneurship and effective communication skills and to prepare the graduates in the global market namely in industry and business field.



**BACHELOR OF DESIGN IN
VISUAL COMMUNICATION
& NEW MEDIA
WITH HONOURS**

INTRODUCTION

The creative industry has become an increasingly important component in modern post-industrial knowledge-based economy. Not only does it account for higher than average growth in job opportunities, it can also be a vehicle of cultural identity that plays an important role in fostering cultural diversity. The Bachelor of Design in Visual Communication & New Media with Honours is based on the concept of Work-Based-Learning (WBL) and is management oriented to prepare students for positions in the creative industry sectors. Acknowledged as one of the fastest growing sectors in the economy, high quality visual communication design opens the door to a range of existing and rewarding employment opportunities within the creative industry.

Therefore, it is our aim to produce designers, who can plan, organize and implement programmes and facilities to ensure the success of this industry. The programme is a dynamic combination of specialist knowledge, practical skills, creative and critical awareness to prepare graduates for the challenges that are demanded by today's intensively competitive and globalised marketplace. It also offers an academically rich and visually diverse environment for the students to enhance their understanding of graphic communication and to develop their abilities as an innovative designer. The programme is designed to prepare students to pursue responsibilities in the related fields of visual communication such as advertising, corporate communication, branding, publishing and planning through a blend of coursework, industrial placements, research, entrepreneurship and projects.

This Bachelor's Degree Programme will enhance students' interpersonal skills and provide them with a strong background and marketable skills in building a successful career in the local and international creative industry. These essential qualities are especially gained through the WBL programmes. We aim to provide high quality education to those who wish to pursue a career in the creative industry. This programme covers a wide range of studies in visual communication, including hands-on practical and digital experiences.

SYNOPSIS

The Bachelor of Design in Visual Communication & New Media with Honours programme provides students with an understanding of the complexity of the local and international creative industry, multidisciplinary skills and the ability to critically examine the influence and impact of design. Students will also develop the knowledge and skills necessary for management positions within the industry such as knowledge and technical skills, critical thinking, creativity and innovative skills, contextual understanding, entrepreneurship, lifelong learning, industrial development and research methodology skills.

The Institution recognises the importance of practical experience and its value to employers. The industrial placement with its WBL emphasis holds a significant place in this degree as it allows students to obtain first-hand exposure before taking up employment after graduation. The WBL will take place at the end of the study for a duration of one year to expose students with the actual working environment. Students have the opportunity to work in any creative companies and agencies as part of the WBL programme.

The programme's dynamic combination of specialist knowledge and skills prepares graduates for the challenges of creative thinking that are demanded by today's intensively competitive and global marketplace. The course encourages the development of concept, research, experimentation, analysis and critical awareness, which combines creativity and digital technology knowledge and skills to develop excellent visual communication design projects. The programme provides a rounded experience in visual communication design whilst allowing specialisation in the areas of Branding, Publishing, Advertising or Corporate Identity.

JOB PROSPECT

Upon completion of the Bachelor of Design in Visual Communication & New Media with Honours programme, graduates will have a wide range of career opportunities such as advertising or media agencies, graphic design firms/studios, editorial and publication companies, as well as in government organisations. The industrial placement and WBL programme will provide opportunities for students to establish contacts with potential future employers. Graduates will also be able to take up middle management positions in the following operational departments of the creative industry sector.

GOVERNMENT (9)	CORPORATE (24)	SELF-EMPLOYED (8)
1. Ministry of Education	1. Graphic Designer	1. Design Consultant
2. Ministry of Communication & Multimedia Malaysia	2. Type Designer	2. Design Services
3. Ministry of Tourism & Culture Malaysia	3. Print Designer	3. Event Management Consultant
4. Kraftangan Malaysia	4. Packaging Designer	4. Advertising Firm
5. Istana Budaya Malaysia	5. Publication Designer	5. Printing Firm
6. MiMOS Malaysia	6. Branding & Identity Designer	6. Free Lancer
7. (National R&D Center in ICT)	7. Corporate Comm. Designer	7. Entrepreneurship
8. Suruhanjaya Komunikasi & Multimedia Malaysia/Majlis Rekebentuk Malaysia (MRM)	8. In-House Design Consultant	8. Retail Entrepreneurship
9. Multimedia Development Corporation (MDeC)	9. Digital Printer	
	10. Event Designer	
	11. Photographer	
	12. Film Director	
	13. Illustrator	
	14. Visual Artist	
	15. Exhibition Designer	
	16. Magazine Stylist	
	17. DTP Artist	
	18. Window Display Artist	
	19. Art Director	
	20. Design Director	
	21. Creative Director	
	22. Display Artist	
	23. Video Director	
	24. Animation Designer	
Total : 45 Job Title		

VISION

To create the next generation of design professionals that are able to fulfil the global demands and build the tradition of excellence.

MISSION

In order to achieve the vision, the institution offers a comprehensive curriculum encompassing design knowledge and practical skills through the approaches of WBL and progressive student-centred teaching and learning environment.

PROGRAMME AIMS

Graduates of the Bachelor of Design in Visual Communication & New Media with Honours from the Polytechnics, under the Ministry of Education will possess knowledgeable and skilful technical attributes with excellent attitude to adapt themselves to the new technological advancement and challenges in the creative industry. Our department remains committed to be recognized as a premier school of integrated design for its innovations, creative collaborations and passions for explorations.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The Bachelor of Design in Visual Communication & New Media with Honours programme shall produce professionals who are:

1. knowledgeable and skilful in visual communication design and new media attributes to make tangible contributions to the creative and innovative industries and the visual culture.
2. dedicated, independent, creative and practical with critical and inquiring minds to continuously enhance their knowledge and skills in the relevant disciplines in the fast moving creative industries.
3. good team members, and able to display good work ethics as well as communicate effectively in both visual and verbal aspects.
4. competent to demonstrate successful career advancement, managerial skills and entrepreneurship elements.

PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, graduates will be able to:

1. synthesise relevant knowledge and understanding, attribute and skills effectively within the context of creative and innovative practices in graphic design and new media;
2. apply critical, contextual, historical, conceptual and ethical judgments into practices within the disciplinary areas of studies;
3. articulate and communicate ideas and information of design comprehensively in visual, oral and written forms;
4. develop skills in research through analyses of information and experiences, formulate independent judgements, and articulate reasoned arguments via reflection, review and evaluation of creative design and media works;
5. demonstrate social skills and responsibilities towards society and environment within design practices;
6. apply, consolidate and extend their learning in different contextual frameworks and situations within graphic and new media;
7. self-motivate and demonstrate managerial and entrepreneurial skills in graphic, advertising and/or media career development;
8. demonstrate professionalism in accordance with ethical and legal principles in line with the designer's code of conduct; and
9. demonstrate leadership, teamwork, and interpersonal skills in design practices.

BACHELOR OF DESIGN IN VISUAL COMMUNICATION & NEW MEDIA WITH HONOURS PROGRAMME LECTURERS

Bil	Name	Tel. No.(07-261)
1	Hamidon Bin Saniman Head of Programme	1602
2	Dr. Beh Cheng Siew	1602
3	Mazlisa Binti Mohd Isa	1602
4	Zahana Binti Yusoff	1602
5	Nurulaini Idaya Binti Muhammad	1602
6	Umi Kalthom Binti Ramin	1602
7	Maria Binti Mohammad	2603

An abstract, light gray wireframe structure composed of interconnected lines and dots, resembling a complex geometric or network diagram. It is positioned in the upper and lower portions of the page, partially overlapping a central black banner. The structure consists of numerous nodes (dots) connected by thin lines, forming a series of irregular polygons and triangles. The overall shape is roughly rectangular but with jagged, irregular edges. The dots are small and light gray, and the lines are thin and light gray. The structure is centered horizontally and occupies most of the vertical space above and below the banner.

**DIPLOMA IN
GRAPHIC DESIGN**

INTRODUCTION

GRAPHIC DESIGN is a creative process that combines art and technology to communicate ideas using a variety of media, processes and techniques. It has expanded beyond its traditional boundaries and now encompasses motion graphic, environmental communication and new media. Graduates will produce design work that displays innovation and creativity. This programme is also combining the awareness of the cultural, economic and social conditions of graphic design for national and international markets. Students will learn graphic design concepts, history and the appreciation of an aesthetic value.

In order to keep abreast with rapid technological advancements and evolving requirements in industries today, Curriculum Development and Evaluation Division (CDED), Department of Polytechnic Education (DPE) collaborates with Private Higher Learning Institutions, Public Higher Learning Institutions and industries in developing and reviewing the curriculum of Diploma in Graphic Design. This collaboration aims to prepare and equip the students with recent knowledge, skills and technology to meet the rigorous challenges within the field of graphic design. As undergo, design skill is emphasized to fulfill the growing demand in graphic industries to be function more creatively and effectively in the workplace.

SYNOPSIS

The area of study encompasses foundation of arts, design communications, technology and business practices. This programme offers fundamental courses such as Art History, Fundamental of Art and Design and Fundamental of Drawing. The courses offered in corporate areas are Introduction to Graphic Design, Digital Imaging, Typography, Advertising, Corporate Identity Design, Digital Illustration, Desktop Publishing, Web Design, Motion Graphic, Environmental Graphic, Photography as well as Packaging Design. In addition, this programme also offered Communicative English, Entrepreneurship and Occupational Safety and Health (OSHA).

The programme will take five academic semesters and one semester of field placement (industrial training) at relevant companies and agencies during fourth semester to gain practical experiences in the design world. Above all, the emphasis is placed on event management and portfolio and presentation techniques that show the abilities of the students to translate creative visions into eye-catching print and web-based layouts and designs.

JOB PROSPECT

Graduates of this programme are qualified to hold a post in a middle position or work as freelancers for the position such as:

Graphic Designer

- Illustration
- Advertising
- Corporate Identity
- Packaging
- Desktop Publishing
- Visual Merchandising
- Photography

New Media Designer

- Animation
- Multimedia
- Interactive

VISION

To be Malaysia's number one provider of an innovative human capital through transformational education and training for the global workforce for 2015.

MISSION

Breaking boundaries for the creation of transformative and creative learning environment for an innovation led economy

PROGRAMME AIMS

Graduates of Diploma in Graphic Design will be equipped with a firm foundation in art and design as well as multi-skills acquired by graphic designers. This programme aims to produce graduates who are knowledgeable and skillful in various graphic design trends and concepts. Graduates are trained to develop their creativity, innovative skills and aesthetic value in the design area using traditional media and computer technology. Graduates are also capable of meeting the needs of industry by providing them with basic entrepreneurship and soft skills.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Diploma in Graphic Design shall produce graduates who are:

1. Knowledgeable and skillful in both manual and digital skills in graphic design field to make tangible contributions and meet new challenges in the graphic design industry.
2. Excellence in communication and leadership skills to interact effectively and to be a responsible team member.
3. Able to practice good work ethics, promote good morality and behavior and continuously enhance their knowledge and skills.
4. Equipped with basic entrepreneurship knowledge in order to enhance their competency and able to work independently in line with the industry requirements.

PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, graduates will be able to:

1. Acquire and apply knowledge of design and visual communication fundamentals to graphic design field.
2. Demonstrate comprehensive technical expertise in graphic design.
3. Communicate effectively both in written and spoken form with designers, other professionals and community.
4. Identify, formulate and provide creative, innovative and effective solution to graphic design problems.
5. Function individually or in teams, effectively, with a capability to be a leader.
6. Recognize the need for and to engage in, life-long learning and professional development.
7. Self-motivate and enhance entrepreneurship skills for career development.
8. Understand and commit professionally, ethically and with humane responsibility, in line with the designer's code of conduct.
9. Realize and demonstrate effective leadership responsibility.

GRAPHIC DESIGN PROGRAMME LECTURERS

Bil	Name	Tel. No. (07-261)	Email@1govuc.gov.my
1	Ismalyza Binti Mt. Arif Head of Programme	1602	ismalyza.poli
2	Badrul Hisham Bin Shaharin	1602	badrulhisham.poli
3	Azman Bin Aziz	2603	
4	Izwan Bin Abdul Ghafar	2603	izwan.poli
5	Johaini Bin Ibrahim	1602	johaini.poli
6	Khatijah Binti Md. Saad (Cuti Belajar)		khatijah.poli
7	Mazlisa Binti Mohd Isa	1602	malisa_isa.poli
8	Mohd Nizam Bin Saleh @ Japri	2603	mohdnizam.poli
9	Mohd Redzuan Bin Husaini	1602	redzuanhusaini.poli
10	Mohd Ridzuan Bin Khalid (Cuti Belajar)		rizuan.poli
11	Mohd Safirul Bin Md Zin	2603	safirul.poli
12	Muhammad Azmil Bin Abdul Aziz	2603	azmilaziz.poli
13	Muhammad Imran Bin Ismail	1602	imran.poli
14	Nurhamizah Binti Misuan	2603	nurhamizah.poli
15	Nurul Aini Binti Mohamed	2603	ainimohamed.poli
16	Suzarina Binti Suboh	1602	
17	Nurulkusuma Binti Adnan	1602	nurulkusuma.poli
18	Renukha A/P Prelatha	2603	renukha.poli
19	Rohaida Bt Razi	2603	rohaidarazi.poli
20	Rohaidah Bt Mohd Yusoff	1602	rohaidah.poli
21	Siti Nur Sa`adah Binti Masri	1602	sitinur.poli
22	Suhaila Bt. Basar	1602	suhailabasar.poli
23	Zulkefli Bin Amdan	1602	zulkefliamdan.poli

PROGRAMME STRUCTURE

Semester 1

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUB 1012	Pengajian Malaysia	Comp	-	1	0	2	2
DUE 1012	Communicative English 1	Comp	-	1	0	2	2
DRB 1XX0	Asas Unit Beruniform	Comp	-	0	2	0	0
DUW 1012	Occupational, Safety & Health	CC	-	2	0	0	2
DVI 1012	Art History	DC	-	2	0	0	2
DVD 1013	Fundamentals of Art & Design	DC	-	1	4	0	3
DVV 1013	Fundamentals of Drawing	DC	-	1	4	0	3
DVG 1012	Fundamentals of Digital Photography	DC	-	1	2	0	2
DVG 1022	Prologue to Graphic Design	DC	-	1	2	0	2
TOTAL				26			18

Semester 2

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUA 2042	Seni Dalam Islam	Comp	-	1	0	2	2
DUB 2012	Nilai Masyarakat Malaysia	Comp	-	1	0	2	2
DRS 2XX1	Sukan	Comp	-	0	2	0	1
DRB 2XX1	Unit Beruniform 1	Comp		0	2	0	1
DVG 2012	Fundamental of Typography	DC	-	1	2	0	2
DVG 2022	Digital Imaging	DC	-	1	2	0	2
DVG 2032	Digital Illustration	DC	-	1	2	0	2
DVG 2043	Illustration	DC	-	1	4	0	3
DVG 2053	Desktop Publishing	DC	-	1	4	0	3
	Elective 1	El	-	1	2	0	2
TOTAL				27			17

STR : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
El : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

Semester 3

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUE3012	Communicative English 2	Comp	-	1	0	2	2
DRB3XX2	Unit Beruniform 2	Comp	-	0	4	0	2
DRK3XX2	Kelab / Persatuan	Comp	-	0	4	0	2
DVG3013	Creative Typography	DC	DVG2012	1	4	0	3
DVG3022	Interactive Media	DC	-	1	2	0	2
DVG3033	Fundamental of Advertising Design	DC	-	1	4	0	3
DVG3043	Corporate Identity Design	DC	DVG2032	1	4	0	3
TOTAL				25			15

Semester 4

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUE5012	Communicative English 3	Comp	-	1	0	2	2
DVV5013	Event Management	CC	-	1	4	0	3
DPB2012	Entrepreneurship	CC	-	2	1	0	2
DVG5013	Web Design	DC	DVG3022	1	4	0	3
DVG5023	Creative Advertising	DC	DVG3033	1	4	0	3
DVG5032	Motion Graphic	DC	-	1	2	0	2
DVG5042	Packaging Design	DC	-	1	4	0	3
TOTAL				29			18

Semester 5

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUA 6022	Komunikasi dan Penyiaran Islam	Comp	-	1	0	2	2
DVG6012	Creative Digital Photography	DC	-	1	2	0	2
DVG6025	Graphic Design Project	DC	ALL DISCIPLINE CORE COURSE	1	7	0	5
DVG6032	Portfolio & Presentation Technique	DC	-	1	2	0	2
DVG6042	Environmental Graphic	DC	-	1	2	0	2
	Elective 2	EL	-	1	2	0	2
TOTAL				23			15

Semester 6

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUT 40110	Industrial Training	Comp	-	0	0	0	10

STR : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
EL : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

COURSE SYNOPSIS AND COURSE LEARNING OUTCOMES (CLO)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DVD1013 FUNDAMENTAL OF ART & DESIGN	<p>FUNDAMENTAL OF ART & DESIGN introduces the basic elements and principles of art and design. The elements and principles used in visual communications and design determine the styles and trends that form the essences of all aspects in design application. These introduce students to a wide range of artistic and design techniques.</p> <p>CREDIT (S) :3 PREREQUISITE (S) :NONE</p>	<ol style="list-style-type: none"> 1.identify the purpose and terminology of art and design. (C1, PLO1) 2.manipulates appropriately the elements and principles of art and designing produce an aesthetic artwork. (P4, PLO2) 3.demonstrate elements and principles of design in a project. (A3, PLO4)
1	DVG1012 FUNDAMENTAL OF DIGITAL PHOTOGRAPHY	<p>FUNDAMENTALS OF DIGITAL PHOTOGRAPHY offers a basic photography with creative techniques. It includes the learning process on handling and operating camera. This course also covers the history and the development of photography from conventional to digital technology. All basic aspects in photography are covered including technical and compositional know-how skills.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.identify the history and development of photography. (C1, PLO1) 2.explain the photography technology and its components . (C2, PLO1) 3.perform the basic techniques of handling camera and photo-retouching. (P4, PLO2) 4.display high quality photos composition in various themes. (P3, PLO2)
1	DVG1022 PROLOGUE TO GRAPHIC DESIGN	<p>PROLOGUE TO GRAPHIC DESIGN introduces graphic design as a broad discipline that encompasses many different aspects and elements. Students will be exposed to the history of graphic design from early to 20th century and introduce to the icons of graphic design. However, the current issues and trends of graphic design will continuously discuss to create an awareness of a design that may be philosophical sensory, aesthetic, emotional or political in nature.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.explain specifically on the history of graphic design. (C2, PLO1) 2.recognise clearly the prominent figures field with the cultural relevance and social significance of current graphic design trend or issues. (C2, PLO1) 3.construct artwork by applying the graphic design process. (P3, PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DVI1012 ART HISTORY	<p>ART HISTORY is an overview of history of art starting from the Pre-Historic age until the twentieth century. It is an intensive study of the fundamentals and vocabulary of art focusing on the historical, cultural and stylistic context. Students are to explore various art styles, techniques, media and leading artists throughout the different art movements.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.explain clearly the origins of the art and recognize specifically the art culture during the early civilization and medieval times. (C1, PLO1) 2.discuss Islamic art and Eastern art throughout the history. (C2,PLO1) 3.describe appropriately art movement during Renaissance until the 19th century. (C2,PLO1) 4.analyse specifically the art movement and famous artwork during the 20th century. (C4,PLO1)
1	DVV1013 FUNDAMENTAL OF DRAWING	<p>FUNDAMENTAL OF DRAWING introduces students to the basic drawing by using various techniques and mediums in drawing. Experiences will be gained from exploring and viewing the physical environment and development of the drawn image.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.identify clearly of the basic drawing using a various type of tools through the aesthetic values of drawing from the previous artist artwork. (C1, PLO1) 2.sketch clearly using a full range of values with the various types of media by following measurements methods. (P3, PLO2) 3.make an aesthetic drawing by exploring various techniques according to the four themes of drawing. (P4, PLO2)
1	DUIW1012 OCCUPATIONAL SAFETY & HEALTH	<p>OCCUPATIONAL SAFETY AND HEALTH course is designed to impart understanding of the self-regulatory concepts and provisions under the Occupational Safety & Health Act (OSHA). This course presents the responsibilities of employers and employees in implementing and complying with the safety procedures at work. This course provide an understanding of the key issues in OSH management, incident prevention, Emergency Preparedness and Response (EPR), fire safety, occupational first aid, Hazard Identification, Risk Assessment and Risk Control (HIRARC) and guide the students gradually into this multi-disciplinary science.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Identify the OSH legislation and its compliance in Malaysia. (LD1, C2, PLO1) 2. Explain briefly incident hazards, risks and safe work practices in order to maintain health and safe work environment. (LD1, C2, PLO1) 3. Discuss cooperatively in responding to an accident action at workplace. (LD1, LD4, C3, A2, PLO1) 4. Adhere to the safety procedures in respective fields. (LD8, A3, PLO8)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DUB1012 PENGAJIAN MALAYSIA	<p>PENGAJIAN MALAYSIA memupuk penghayatan ke arah melahirkan generasi yang cintakan negara. Kursus ini juga dapat mendidik kelompok masyarakat yang mempunyai daya juang yang tinggi dan mampu menghadapi cabaran di peringkat antarabangsa. Kursus ini memberi penghayatan tentang sejarah dan politik, perlembagaan Malaysia, kemasyarakatan dan perpaduan, pembangunan negara dan isu-isu keprihatinan negara. Objektif kursus ini adalah untuk melahirkan warganegara yang setia dan cintakan negara, berwawasan serta bangga menjadi rakyat Malaysia.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Menerangkan dengan baik sejarah bangsa dan negara. 2.Menghuraikan struktur pentadbiran negara dan Perlembagaan Malaysia. 3.Melaksanakan satu program berkaitan kenegaraan ke arah peningkatan patriotisme pelajar.
1	DUE1012 COMMUNICATIVE ENGLISH 1	<p>COMMUNICATIVE ENGLISH 1 focuses on speaking skills for students to develop the ability to communicate effectively and confidently in group discussions and in a variety of social interactions. It is designed to provide students with appropriate reading skills to comprehend a variety of texts. It is also aimed to equip students with effective presentation skills.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.apply appropriate communication skills in discussions and conversations. 2.comprehend selected texts using appropriate reading skills. 3.interpret current issues / topics of interest in written form. 4.apply effective presentation skills.
1	DRB1000 ASAS BADAN BERUNIFORM	<p>Memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT (S) : 0 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Menunjukkan kemahiran khusus yang dipelajari. (LD2, P2, PLO2) 2.Melaksanakan aktiviti-aktiviti berdasarkan penguasaan kemahiran yang dipelajari. (LD4, LD9, A2, PLO4)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DVG2012 FUNDAMENTAL OF TYPOGRAPHY	<p>FUNDAMENTAL OF TYPOGRAPHY introduces typefaces in visual communication. The study focuses on the principles, anatomy and manipulating creatively the typefaces for visual communication purpose. The evolution of ancient writing to printed-typefaces and the art of calligraphy are explored for further understanding to be applied for graphic design items.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.appreciate (be aware of) the development and various usage of typography in the media of graphic information communication. (A1, PLO3) 2.distinguish significant characteristics of the letter forms through the analysis of anatomies letters. (C4, PLO1) 3.manipulate letterforms and their essential characteristics to create visual information that embraced specific messages and meanings. (P4, PLO2)
2	DVG2022 DIGITAL IMAGING	<p>DIGITAL IMAGING exposes students to basic digital tools and techniques in editing and manipulating images. Students are taught the fundamental skills of scanning images, manipulating complex visuals and effects, utilizing image editing and manipulating software. Formats of output images in the form of media and medium are taught as well.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.describe correctly the characteristics of digital images, different file formats, hardware and software used in digital application. (C1, PLO1) 2.implement digital image editing and techniques creatively in creating digital art. (C3, PLO1) 3.manipulate creatively a composition utilizing digital tools and features in an experimental visual manipulation and effects. (P3, PLO2) 4.comply digital imaging artwork using a variety of image manipulation technique.(A2, PLO2)
2	DVG2032 DIGITAL ILLUSTRATION	<p>DIGITAL ILLUSTRATION covers the techniques of digital raster and vector illustration. This course also provides the skills and techniques in digital approach. The evolution of communication using digital illustration and the trends in current market are explored for further understanding.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.define the evolution of communicate and the current digital illustration trends. (C1, PLO1) 2.apply the skills and techniques in digital illustrations. (C3, PLO2) 3.manipulates creative artwork for various purpose using digital illustration technique. (P3, PLO4)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DVG2043 ILLUSTRATION	<p>ILLUSTRATION introduces students to illustration practices and techniques using a combination of materials and media approaches within a creative studio environment. Students learn technical skills and explore a broad range of ideas, directions and techniques to form individuality in illustration style.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. explain clearly the evolution and development of illustration practices. (C2, PLO1) 2. manipulates a different material and media to produce illustrations. (P3, PLO2) 3. comply high quality illustration using various techniques. (A2, PLO2)
2	DVG2053 DESKTOP PUBLISHING	<p>DESKTOP PUBLISHING focuses on the study in desktop publishing design and the basic structural layout and the development of grid in the modern graphic design. Specific types of publishing software, especially Quark Xpress and InDesign are practiced to produce desktop publishing layouts and learn the workflows of conventional and digital prepress production.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. explain clearly the terminologies in desktop publishing and printing. (C2, PLO1) 2. apply and practice the grid layout system publishing design. (C3, PLO2) 3. manipulates the use of grid system, types and anatomy of grid. (P3, PLO2) 4. demonstrate systematically the workflow and procedures of prepress production. (A3, PLO4)
2	DUB2012 NILAI MASYARAKAT MALAYSIA	<p>NILAI MASYARAKAT MALAYSIA membincangkan aspek sejarah pembentukan masyarakat Malaysia, nilai-nilai agama serta adat resam dan budaya masyarakat majmuk. Selain itu, pelajar diberi kefahaman mengenai tanggungjawab individu dalam kehidupan dan cabaran-cabaran dalam membangunkan masyarakat Malaysia.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Menerangkan sejarah pembentukan masyarakat dan nilai agama di Malaysia. 2. Menghubung kait tanggungjawab individu dalam kehidupan masyarakat dan Negara. 3. Mengenal pasti cabaran-cabaran dalam membangunkan masyarakat Malaysia.

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DRS2001 SUKAN	CREDIT (S) : 0 PREREQUISITE (S) : NONE	<ol style="list-style-type: none"> 1. Mempamerkan kompetensi kemahiran khusus yang dipelajari. (LD2, P2,) 2. Bekerjasama menganjurkan aktiviti berdasarkan penguasaan kemahiran yang dipelajari. (LD4, LD9, A2,)
2	DRB2001 UNIT BERUNIFORM 1	<p>UNIT BERUNIFORM 1 memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT (S) : 1 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan penguasaan kemahiran khusus yang dipelajari. (LD2, P2,) 2. Melaksanakan aktiviti-aktiviti berdasarkan penguasaan kemahiran yang dipelajari. (LD4, LD9, A2)
2	DUA2042 SENI DALAM ISLAM	<p>SENI DALAM ISLAM memberi pengetahuan tentang konsep Islam sebagai al-Din dan seterusnya pandangan Islam mengenai seni Islam. Ia juga menjelaskan mengenai bidang-bidang kesenian Islam, tokoh-tokoh yang terlibat dalam kesenian serta isu-isu kontemporari yang berkaitan dengan seni Islam.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Menghuraikan konsep Islam sebagai cara hidup. 2. Menjelaskan konsep seni dalam Islam. 3. Membincangkan prinsip syariah dan kaedah fiqh dalam seni menurut perspektif Islam.

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
3	DVG3022 INTERACTIVE MEDIA	<p>INTERACTIVE MEDIA emphasizes on interactivity techniques and composition. Besides providing a comprehensive explanation of the meaning and the content of multimedia, students also have the opportunity to learn methods of organizing content and designing interfaces. The products of interactive CD-ROM for variety purposes content are to be created as the students' final project.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. identify clearly the theories and concepts of interactive media currently practiced in the industry. (C1, PLO1) 2. interpret the methods of organizing contents and interface designs. (C2, PLO4) 3. manipulates effectively skills and knowledge of multimedia interactive application software. (P3, PLO2) 4. build a creative interactive media application. (P3, PLO2)
3	DVG3033 FUNDAMENTAL OF ADVERTISING DESIGN	<p>FUNDAMENTALS OF ADVERTISING DESIGN introduces the basic process of producing an advertisement for products or services. This course provides the fundamental skills needed in creating advertisements. It also looks into the evolution of advertising and the different functions of advertisement. Various design skills and advertising ethics are used in creating different types of advertisements.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. explain the basics and the functional of advertising in current market. (C2, PLO1) 2. identifies various types of print media advertising. (P1, PLO1) 3. display an understanding of a comprehensive advertising. (P3, PLO4)
3	DVG3043 CORPORATE IDENTITY DESIGN	<p>CORPORATE IDENTITY DESIGN covers a research on visual potential of words and symbols into creating corporate identities and images for business communication. Students are exposed to research methodology, specifically on companies' services so that they have full understanding of the functions and identity of a designed logo.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : DVG2032 DIGITAL ILLUSTRATION</p>	<ol style="list-style-type: none"> 1. identify clearly the corporate identity and their functions (C1, PLO1) 2. determine the steps to produce a successful logo, symbol or icon (C2, PLO4) 3. constructs a set of corporate identity design elements in the continuous design process as the identity for the corporation (P3, PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
3	DVG3013 CREATIVE TYPOGRAPHY	<p>CREATIVE TYPOGRAPHY is an extended study of FUNDAMENTALS OF TYPOGRAPHY, cover an experiment of letterforms in visual communication. The study focuses on typography as form, typographic principles, text organization and hierarchy, legibility and readability and letter spacing. Throughout the term, an exploration in various aspects of digital typography is apply to improving the quality of information and communication.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : DVG2012 FUNDAMENTALS OF TYPOGRAPHY</p>	<ol style="list-style-type: none"> 1. employ different print types and various options of its family to attain appropriate intention of information message and visual hierarchy. (C3,PLO1) 2. manipulates the application of type measurements and grids system in text layout to achieve maximum legibility and readability for both on screen and print media. (P3, PLO1) 3. comply typographic grids and measuring aspects in organising text to create visual impact of text composition for specific message(s) and meaning(s) in visual information communication design. (A2, PLO2)
3	DUE3012 COMMUNICATIVE ENGLISH 2	<p>COMMUNICATIVE ENGLISH 2 emphasize the skills required the workplace to describe products or services as well as processes or procedures. It also focuses on the skills to give and respond to instructions. This course will also enable students to make and reply to enquiries and complaints.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Describe products or services related to their field of studies using appropriate language. 2. Transfer information on processes or procedures using appropriate language from non-linear to linear form. 3. Listen and respond to enquiries using appropriate language. 4. Make and respond to complaints using appropriate language.
4	DVG5013 WEB DESIGN	<p>WEB DESIGN exposes students to the applications and processes used for developing web page. The manipulation of image, content and latest web design trend will be emphasized. User interface design principle and structuring information method are introduced for better understanding and preparation to the web design process.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : DVG3022 INTERACTIVE MEDIA</p>	<ol style="list-style-type: none"> 1. describe briefly the background history, applications and categories of web page. (C1, PLO1) 2. determine content for various web pages. (C2, PLO1) 3. manipulates knowledge of typography, illustrations and digital images to build the web pages. (P3, PLO2) 4. build a website to suit the current trend according to the needs of electronic media production industry. (P4, PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
4	DUE5012 COMMUNICATIVE ENGLISH 3	<p>COMMUNICATIVE ENGLISH 3 aims to develop the necessary skills in students to carry out a mini project as well as job hunting. Students will learn to present ideas through the use of graph and charts. Students will learn the process of job hunting which includes job search strategies and making enquiries. They will also learn to write resumes and cover letters. The students will develop skills to introduce themselves, highlight their strengths and abilities, present ideas, express opinions, and respond appropriately during job interviews.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : DUE3012 COMMUNICATIVE ENGLISH 2</p>	<ol style="list-style-type: none"> 1. Describe information contained in graph and charts effectively. 2. Apply job hunting mechanics appropriately. 3. Respond to interview questions using appropriate language when applying for jobs.
4	DVV5013 EVENT MANAGEMENT	<p>EVENT MANAGEMENT course provides students with the skill and knowledge required to succeed in the fast-paced and exciting industry of event management. Students develop a strong foundation for planning events and acquire skills and knowledge in marketing, sponsorship, event logistics, risk management, budgeting and people management. Students work in teams to plan and execute various types of events carried throughout the semester.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Identify various types of events in event management. (C1, PLO1) 2. Organise at least one mini event and one major event successfully throughout the course. (P4, PLO7, PLO9) 3. Analyse the event successfulness through conducting a thorough post-mortem. (A5, PLO4)
4	DPB2012 ENTREPRENEURSHIP	<p>ENTREPRENEURSHIP focuses the principles and concept of entrepreneurship. This course concentrates on the systematic methods of getting business ideas. This course also prepares the students on ways to conduct and control the business including fundamental of management, marketing and financing. It also emphasizes on the preparation of business plan, thus developing their entrepreneurial skills.</p>	<ol style="list-style-type: none"> 1. Explain clearly the concept of entrepreneurship, process and procedures involved in developing effective business plan 2. Work cooperatively in group to complete the assigned project based on entrepreneurial skills 3. Present business plan creatively using knowledge gained via group

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4	DVG5023 CREATIVE ADVERTISING	<p>CREATIVE ADVERTISING is an extended study from ADVERTISING DESIGN. This course exposes students to the online advertising. In addition, it also distinguishes the advertisement space and specification suitable for interactive media. Unique Selling Proposition (USP) and Emotional Selling Proposition (ESP) are introduced for better understanding and preparation to the design process. The students are also equipped with basic copywriting skills.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : DVG3033 FUNDAMENTALS OF ADVERTISING DESIGN</p>	<ol style="list-style-type: none"> 1. explain USP (Unique Selling Proposition), ESP (Emotion Selling Proposition) and the basic of advertising copywriting (C1,PLO1) 2. distinguish the interactive and alternative media used in online advertising (C4,PLO2) 3. organize design process to produce online advertisement (P3,PLO4)
4	DVG5032 MOTION GRAPHIC	<p>MOTION GRAPHIC exposes students to the applications used in industry for developing motions for broadcast identification, opening titles, as well as the production of animated graphics. The manipulation of typography, illustrations and images will be emphasized following the latest trends. Students are required to produce series of motion graphics for variety purposes content as their project.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. describe briefly the background history, the applications and the basic elements for developing motion graphics. (C1,PLO1) 2. implement the elements and application in developing the various contents of motion graphics. (C3,PLO4) 3. manipulates creatively knowledge of typography, illustrations and digital images in the production of motion graphics. (P3,PLO2) 4. construct a motion graphics project appropriately to suit the current trend according to the needs of electronic media production industry. (P4,PLO4)
4	DVG5042 PACKAGING DESIGN	<p>PACKAGING DESIGN focuses on the creative aspects of combining the application of graphic and packaging in the creation of product identity for the purpose of selling. Visual communication skills, design principles and processes are emphasized in producing product packaging and labelling. Economical, practical and visual attractive products identities are the key aspects in packaging design.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. define the meaning, purpose and commercial functions of packaging design. (C1,PLO1) 2. identify the common packaging materials, basic form, the elements and principles of packaging design. (P1,PLO2) 3. construct mock-up and label for packaging design. (P3,PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
5	DUA6022 KOMUNIKASI DAN PENYIARAN ISLAM	<p>KOMUNIKASI DAN PENYIARAN ISLAM menfokuskan kepada penguasaan konsep, kemahiran komunikasi dan penyiaran Islam bagi meningkatkan kefahaman pelajar secara holistik terhadap kursus ini.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Menjelaskan konsep komunikasi dan penyiaran dalam Islam. 2. Menghubung kait isu-isu semasa dalam komunikasi Islam. 3. Menunjukkan kemahiran pengurusan dakwah dalam bidang penyiaran Islam.
5	DVG6012 CREATIVE DIGITAL PHOTOGRAPHY	<p>CREATIVE DIGITAL PHOTOGRAPHY is the continuation of FUNDAMENTALS OF DIGITAL PHOTOGRAPHY which focuses on effective photography techniques. This course emphasizes commercial photography needs in the graphic industry field. The module allows exploration in concept, mood in photography and explores the use of advanced digital camera controls and software editing techniques. This course will also focus on the creative development and design processes.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. explain in details the concepts related to the practice of studio photography. (C2, PLO1) 2. prepare a variety of concepts, techniques and approaches to commercial photography appropriately. (P2, PLO2) 3. present photographic images for major project, portfolio and graphic application properly in a professional manner. (A2, PLO8)
5	DVG6032 PORTFOLIO AND PRESENTATION	<p>PORTFOLIO AND PRESENTATION TECHNIQUE focuses on understanding the purpose of a portfolio throughout the process of producing portfolio. The skills and techniques are taught and students are to present a comprehensive graphic designer's portfolio, thus to expose them to the preparation of job interview.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. recognize clearly the best portfolio in search of jobs for the creative field. (C2, PLO1) 2. organize in details a collection of documentation and artwork that reflects professional achievements. (P4, PLO2) 3. exhibit own comprehensive of portfolio presentation method based on the student specific area of study with an effective presentation techniques. (A5, PLO4)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
5	DVG6025 GRAPHIC DESIGN PROJECT	<p>GRAPHIC DESIGN PROJECT focuses on idea and concept development in producing visual communication, reflecting effective design skills in one of the following categories; Corporate Communication & Branding, Advertising & New Media Design and Illustration & Packaging Design. It starts with data collecting, identifying concept and followed by design process. Subsequently, students are encouraged to collaborate and attach with commercial or non-commercial industries which will expose them to cultural trends, product/design commercialization, technological development and current issues. Throughout the process of producing this design project, the new media will be widely explored and used. (Industrial visit recommended)</p> <p>CREDIT (S) : 5 PREREQUISITE (S) : ALL DISCIPLINE CORE COURSE</p>	<ol style="list-style-type: none"> 1. analyze clearly the target market, current issues, current graphic design trend and technology development to generate design concept and proposal. (C4, PLO4) 2. construct design creatively for graphic design project. (P4, PLO2) 3. display finished artwork and prepare for an exhibition (VISCOM SHOW). (A5, PLO8)
5	DVG6042 ENVIRONMENTAL GRAPHICS	<p>ENVIRONMENTAL GRAPHICS introduces the fundamental process of creating signage systems pertaining to environmental design. This course covers the theory of signage system, design procedures, construction process and project. It also deals with the impact of visual perception on the readability and legibility of effective signage, and the visual understanding in three-dimensional environmental graphics. Students will be trained to master the fundamental skills in developing a complete signage system for particular environment.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. identify clearly the importance of environmental graphic design. (C1, PLO1) 2. analyze clearly the theory of signage system. (C4,PLO4) 3. construst properly the functional three-dimensional environmental graphics signage. (P7,PLO2)

An abstract, light gray wireframe structure composed of interconnected lines and dots, resembling a complex geometric or molecular model. It is positioned in the upper and lower portions of the page, partially overlapping a central black banner. The structure consists of numerous vertices connected by thin lines, forming a series of irregular polygons and triangles. The overall shape is somewhat elongated and has a sense of depth and complexity.

**DIPLOMA IN
INDUSTRIAL DESIGN**

INTRODUCTION

DIPLOMA IN INDUSTRIAL DESIGN is interdisciplinary of design stream in which students participate actively with planning and developing a wide variety of goods. It is concerned of aesthetic appearance as well as functional efficiency. The programme concentrates on design development, sketching, and 3D modeling, rendering techniques, presentation, human factors, communication skills, aesthetics and technical documentation. Students will be exposed to theory and practice with a strong emphasis on design skills such as relationship between aesthetics versus form and function, techniques in problem solving , integrating design and technology, manufacturing, business and marketing.

Industrial design is applied not only in consumer products but also in furniture, office equipment, medical equipment, tools, safety equipment, architectural product, interior, packaging, transportation, electronic communications equipment, bathroom and lighting fixtures, furniture, hardware, tableware, automobiles, interaction and also interfacing design. Students should not only emphasize product appearance but also consider the conditions in which products are sold. Under prevailing standards of design, a product should have beauty of lines, colour, proportion, and textures, high efficiency and safety of operation, convenience or comfort in use, ease of maintenance and repair, durability, and expression of function in terms of form. The relative importance of any of these standards may vary depending on the object. Students of this program are also required to process an artistic ability, combined knowledge of engineering principles and materials, production techniques and cost, and basic entrepreneur skills. Furthermore, industrial design is the key to figure modern world lifestyle.

SYNOPSIS

This programme provides knowledge and skills in theory and practice with a strong emphasis on design skills such as techniques in problem solving, technical drawing and model building with a specific preminence on design technology. The courses offered in this programme are Art History, Fundamentals of Drawing, Fundamentals Art & Design, Industrial Design , Experimental Construction, Materials and Manufacturing Processes, Model Making, Rendering Techniques, Technical Drawing, Workshop Practice, Digital Imaging, Rapid Prototyping and 3D Computer Modelling. This programme also provides the students with value-added and transferable skills which enable them to adapt and adopt to new technologies. In addition to the technical courses, students are also taught English for Communicatve Purposes, Entrepreneurship, Event Management, Computer Application, Art History, Islamic Studies or Moral Studies, Islamic Civilization, Occupational Safety and Health (OSHA), Co-Curriculum, entrepreneurship and soft skills.

JOB PROSPECT

Graduates of this programme are qualified to hold a profession that creates opportunities for the following positions:

- Assistant Product Designer
- Assistant 3D Visualizer
- Assistant Signage Designer
- Assistant Furniture Designer
- Draughts Person
- Model Maker
- Rapid Prototype Technician
- Visualizer/ Illustrator

VISION

To be Malaysia's number one provider of an innovative human capital through transformational education and training for the global workforce for 2015.

MISSION

Breaking boundaries for the creation of transformative and creative learning environment for an innovation led economy.

PROGRAMME AIMS

Diploma in Industrial Design equips graduates with knowledge and skills acquired by industrial designers. This programme aims to produce creative and innovative graduates who are focused and dedicated to excel in industrial design field and be able to meet changes in social, environment and technological development. Graduates are equipped with leadership skills, entrepreneurial skills and effective communication skills as a preparation for the global market in the industry and business environment.

PROGRAMME EDUCATIONAL OUTCOME (PEO)

Diploma in Industrial Design shall produce graduates who are:

1. Knowledgeable in Industrial Design discipline and able to adapt with new design technology advancement and challenges in creativity design works.
2. Excellence in communicative and leadership skills to interact effectively and able to work using critical thinking and solve problem using a various skill.
3. Able to practice good work ethics, responsibility, professional behaviour and continuously enhance their knowledge and skills.
4. Equipped with basic entrepreneurship knowledge in order to enhance their competency and able to work independently in line with the industry requirements.

PROGRAMME LEARNING OUTCOME (PLO)

Upon completion of the programme, graduates will be able to:

1. Acquire and apply knowledge of fundamental of arts to Industrial Design field.
2. Demonstrate comprehensive technical skills in Industrial Design.
3. Communicate effectively both in written and spoken form with Industrial Designers, other professionals and community.
4. Identify, formulate and provide creative, innovative and effective solution Industrial Design problems.
5. Function individually and in teams, effectively with the capability to be a leader.
6. Recognize the need for and to engage in life-long learning and professional development.
7. Self motivated and enhance entrepreneurship skills for career development.
8. Understand and commit professionally, ethically and with humane responsibility in line with the Industrial Designer's code of conduct.
9. Realize and demonstrate effective leadership responsibility.

INDUSTRIAL DESIGN PROGRAMME LECTURERS

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25	Zulkifli Bin Md.Yusoff	1602	-

PROGRAMME STRUCTURE

Semester 1

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DRB1XX0	Asas Unit Beruniform	Comp	-	0	2	0	0
DUB1012	Pengajian Malaysia	Comp	-	1	0	2	2
DUE1012	Communicative English 1	Comp	-	1	0	2	2
DVI1012	Art History	DC	-	2	0	0	2
DUW1012	Occupational Safety & Health	CC	-	2	0	0	2
DVD1013	Fundamental Of Art & Design	DC	-	1	4	0	3
DVV1013	Fundamental Of Drawing	DC	-	1	4	0	3
DVI1023	Workshop Practice	DC	-	1	4	0	3
TOTAL					25		17

Semester 2

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUA2042	Seni Dalam Islam*	Comp	-	1	0	2	2
DUB2012	Nilai Masyarakat Malaysia**	Comp	-	1	0	2	2
DRB2XX1	Unit Beruniform 1	Comp	-	0	2	0	1
DRS2XX1	Sukan	Comp	-	0	2	0	1
DVI2012	Technical Drawing	DC	-	1	2	0	2
DVI2023	Model Making	DC	-	1	4	0	3
DVI2033	Industrial Design 1	DC	-	1	4	0	3
DVI2042	Experimental Construction	DC	-	1	2	0	2
DVI2052	Rendering Techniques	DC	-	1	3	0	2
	Elective 1	El	-	1	2	0	2
TOTAL					28		17

STR : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
Sp : Specialisation
El : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

Semester 3

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUE 3012	Communicative English 2	Comp	-	1	0	2	2
DRB 3XX2	Unit Beruniform 2	Comp	-	0	4	0	2
DRK 3XX2	Kelab / Persatuan	Comp	-	0	4	0	2
DVI 3012	Materials and Manufacturing Processes	DC	-	3	0	0	2
DVI 3034	Industrial Design 2	DC	DVI2033	1	6	0	4
DVI 3044	CAD	DC	DVI2012	1	6	0	4
DVG 2022	Digital Imaging	DC	-	1	2	0	2
TOTAL				27			16

Semester 4

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUE 5012	Communicative English 3	Comp	-	1	0	2	2
DVV 5013	Event Management	CC	-	1	4	0	3
DPB 2012	Entrepreneurship	CC	-	2	1	0	2
DVI 5012	Rapid Prototyping	DC	-	2	1	0	2
DVI 5024	3D Computer Modelling	DC	DVI3044	1	6	0	4
DVI 5034	Industrial Design 3	DC	DVI3014	2	5	0	4
TOTAL				28			17

STR : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
Sp : Specialisation
El : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

Semester 5

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUA 6022	Komunikasi dan Penyiaran Islam	Comp	-	1	0	2	2
DVI 6014	Advanced 3D Computer Modelling	DC	DVI5024	1	6	0	4
DVI 6035	Industrial Design 4	DC	DVI5034	2	6	0	5
DVG 5052	Visual Merchandising	DC	-	1	2	0	2
	Elective 2	DC	-	1	2	0	2
TOTAL				24			15

Semester 6

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUT 40110	Industrial Training	Comp	-	0	0	0	10

STR : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
Sp : Specialisation
El : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

COURSE SYNOPSIS AND COURSE LEARNING OUTCOMES (CLO)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DVD1013 FUNDAMENTAL OF ART & DESIGN	<p>FUNDAMENTAL OF ART & DESIGN introduces the basic elements and principles of art and design. The elements and principles used in visual communications and design determine the styles and trends that form the essences of all aspects in design application. These introduce students to a wide range of artistic and design techniques.</p> <p>CREDIT (S) :3 PREREQUISITE (S) :NONE</p>	<ol style="list-style-type: none"> 1.identify the purpose and terminology of art and design. (C1, PLO1) 2.manipulates appropriately the elements and principles of art and designing produce an aesthetic artwork. (P4, PLO2) 3.demonstrate elements and principles of design in a project. (A3, PLO4)
1	DVL1012 ART HISTORY	<p>ART HISTORY is an overview of history of art starting from the Pre-Historic age until the twentieth century. It is an intensive study of the fundamentals and vocabulary of art focusing on the historical, cultural and stylistic context. Students are to explore various art styles, techniques, media and leading artists throughout the different art movements.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.explain clearly the origins of the art and recognize specifically the art culture during the early civilization and medieval times. (C1, PLO1) 2.discuss Islamic art and Eastern art throughout the history. (C2,PLO1) 3.describe appropriately art movement during Renaissance until the 19th century. (C2,PLO1) 4.analyse specifically the art movement and famous artwork during the 20th century. (C4,PLO1)
1	DUW1012 OCCUPATIONAL SAFETY & HEALTH	<p>OCCUPATIONAL SAFETY AND HEALTH course is designed to impart understanding of the self-regulatory concepts and provisions under the Occupational Safety & Health Act (OSHA). This course presents the responsibilities of employers and employees in implementing and complying with the safety procedures at work. This course provide an understanding of the key issues in OSH management, incident prevention, Emergency Preparedness and Response (EPR), fire safety, occupational first aid, Hazard Identification, Risk Assessment and Risk Control (HIRARC) and guide the students gradually into this multi-disciplinary science.</p> <p>CREDIT(S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Identify the OSH legislation and its compliance in Malaysia 2. Explain briefly incident hazards, risks and safe work practices in order to maintain health and safe work environment . 3. Discuss cooperatively in responding to an accident action at workplace 4. Adhere to the safety procedures in respective fields

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DVV1013 FUNDAMENTAL OF DRAWING	<p>FUNDAMENTAL OF DRAWING introduces students to the basic drawing by using various techniques and mediums in drawing. Experiences will be gained from exploring and viewing the physical environment and development of the drawn image.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.identify clearly of the basic drawing using a various type of tools through the aesthetic values of drawing from the previous artist artwork. (C1, PLO1) 2.sketch clearly using a full range of values with the various types of media by following measurements methods. (P3, PLO2) 3.make an aesthetic drawing by exploring various techniques according to the four themes of drawing. (P4, PLO2)
1	DVII023 WORKSHOP PRACTICE	<p>WORKSHOP PRACTICE is an introduction to the equipment and tools that are involved in the fabricating process of modeling and prototyping. Its aim is to execute safety requirements and workshop ethics. Students will have to go through practical sessions to acquire their skills and knowledge on the application of the hand tools and machining techniques.</p>	<ol style="list-style-type: none"> 4.Explain specifically the safety requirements and workshop ethics.(C2, PLO1) 5.Follow correctly the safety requirements and workshop ethics in the workshop. (A3, PLO8) 6.Adapt the appropriate materials and processes in woodwork, metalwork and plastic work. (P6,PLO2) 7.Demonstrate the appropriate usage of hands tools, power tools and machinery.P5, PLO2)
1	DUB1012 PENGAJIAN MALAYSIA	<p>PENGAJIAN MALAYSIA memupuk penghayatan ke arah melahirkan generasi yang cintakan negara. Kursus ini juga dapat mendidik kelompok masyarakat yang mempunyai daya juang yang tinggi dan mampu menghadapi cabaran di peringkat antarabangsa. Kursus ini memberi penghayatan tentang sejarah dan politik, perlembagaan Malaysia, kemasyarakatan dan perpaduan, pembangunan negara dan isu-isu keprihatinan negara. Objektif kursus ini adalah untuk melahirkan warganegara yang setia dan cintakan negara, berwawasan serta bangga menjadi rakyat Malaysia.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Menerangkan dengan baik sejarah bangsa dan negara . 2.Menghuraikan struktur pentadbiran negara dan Perlembagaan Malaysia 3.Melaksanakan satu program berkaitan kenegaraan ke arah peningkatan patriotisme pelajar

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DUE1012 COMMUNICATIVE ENGLISH 1	<p>COMMUNICATIVE ENGLISH 1 focuses on speaking skills for students to develop the ability to communicate effectively and confidently in group discussions and in a variety of social interactions. It is designed to provide students with appropriate reading skills to comprehend a variety of texts. It is also aimed to equip students with effective presentation skills.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply appropriate communication skills in discussions and conversations . 2. Respond to selected texts using appropriate reading skills 3. Respond to current issues / topics of interest in written form 4. Apply effective presentation skills
1	DRB 1XXX0 ASAS UNIT BERUNIFORM	<p>Memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT (S) : 0 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Menunjukkan kemahiran khusus yang dipelajari . 2. Melaksanakan aktiviti-aktiviti berdasarkan penguasaan kemahiran yang dipelajari
2	DV2012 TECHNICAL DRAWING	<p>TECHNICAL DRAWING develops students' skills and abilities to read and manually produce technical drawing according to the required standard by using appropriate technical drawing equipment.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 3. Use correctly the drafting equipment. (C3, PLO1) 4. Explain appropriately the technical drawing. (P2, PLO2) 5.3. Complete an accurate technical drawing according to the technical drawing standard. (P4, PLO2)
2	DUB2012 NILAI MASYARAKAT MALAYSIA	<p>NILAI MASYARAKAT MALAYSIA membincangkan aspek sejarah pembentukan masyarakat Malaysia, nilai-nilai agama serta adat resam dan budaya masyarakat majmuk. Selain itu, pelajar diberi kefahaman mengenai tanggungjawab individu dalam kehidupan dan cabaran-cabaran dalam membangunkan masyarakat Malaysia.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Menerangkan sejarah pembentukan masyarakat dan nilai agama di Malaysia. (LD1, C2,) 2. Menghubung kait tanggungjawab individu dalam kehidupan masyarakat dan negara. (LD1, LD5, C3, A3,) 3. Mengenal pasti cabaran-cabaran dalam membangunkan masyarakat Malaysia. (LD1, LD6, C4, A3,)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DVI2023 MODEL MAKING	<p>MODEL MAKING introduces the process of fabricating a 3 dimensional model or prototype to visualize the physical form for evaluation and presentation purposes. This module will develop skills and explore on techniques and methods for model making and fabricating prototype. It also exposes the students to information needed before model making or prototype.</p> <p>CREDIT (S) : 3 PRE-REQUISITE(S) : DVI1023 WORKSHOP PRACTICE</p>	<ol style="list-style-type: none"> 1. Describe specifically the types of materials and safety in the processes of building or fabricating a model / prototype.(C1, PLO1) 2. Choose the appropriate skills in planning and preparing for model making process. (C3, PLO1) 3. Combine the optimum knowledge and skills in producing or fabricating model and prototype. (P7, PLO2)
2	DVI2033 INDUSTRIAL DESIGN 1	<p>INDUSTRIAL DESIGN 1 is an introduction to basic aspects of industrial design in order to develop an ability to solve problems of very low complexity involving theoretical, methodologies, and application to three dimensional design problems. The student will explore the product design that influences the design thinking process and practice.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Describe the relevant terminology and design aspects in Industrial Design field.(C1,PLO1) 2. Apply knowledge, skills and design consideration in Industrial Design process. (C3,PLO1) 3. Compose the design following the phases stated in the design process to create a tangible product. (P7,PLO2) 4. Organize a high quality presentation highlighting the produced design. (A4, PLO4)
2	DRB2001 UNIT BERUNIFORM 1	<p>UNIT BERUNIFORM 1 memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT (S) : 1 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan penguasaan kemahiran khusus yang dipelajari. (LD2, P2,) 2. Melaksanakan aktiviti-aktiviti berdasarkan penguasaan kemahiran yang dipelajari. (LD4, LD9, A2,)
2	DVI2052 RENDERING TECHNIQUES	<p>RENDERING TECHNIQUES is an exploration of a variety of rendering and sketching techniques using various tools and media to visualize design. The purpose of this course is to expose the students to effective 2D visual communication techniques.</p> <p>CREDIT (S) : 2 PRE-REQUISITES : NONE</p>	<ol style="list-style-type: none"> 1. Identify specifically materials and tools for rendering techniques. (C1,PLO1) 2. Apply various media correctly for 2D visual presentation through rendering techniques. (P6,PLO2) 3. Compose an effective presentation layout.(P7,PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DVI2042 EXPERIMENTAL CONSTRUCTION	<p>EXPERIMENTAL CONSTRUCTION is an exploration of 2 dimensional and 3 dimensional media. The purpose of this course is to create/form products and structures from given objects.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Explain clearly the elements needed in creative activity. (C2,PLO1) 2.Identify the terms used in 3 dimensional form.(C1, PLO1) 3.Adapt the elements needed in creative activity such as lines, planes, volumes, value, textures and colors. (P6, PLO2) 4.Construct a model from proposal design professionally.(P7, PLO2)
2	DUA2042 SENI DALAM ISLAM	<p>SENI DALAM ISLAM memberi pengetahuan tentang konsep Islam sebagai al-Din dan seterusnya pandangan Islam mengenai seni Islam. Ia juga menjelaskan mengenai bidang-bidang kesenian Islam, tokoh-tokoh yang terlibat dalam kesenian serta isu-isu kontemporari yang berkaitan dengan seni Islam.</p> <p>CREDIT : 2 PRE REQUISITE : NONE</p>	<ol style="list-style-type: none"> 1.Menghuraikan konsep Islam sebagai cara hidup. 2.Menjelaskan konsep seni dalam Islam. 3.Membincangkan prinsip syariah dan kaedah fiqh dalam seni menurut perspektif Islam.
2	DRS2001 SUKAN	<p>CREDIT (S) : 0 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Mempamerkan kompetensi kemahiran khusus yang dipelajari. (LD2, P2,) 2.Bekerjasama menganjurkan aktiviti berdasarkan penguasaan kemahiran yang dipelajari. (LD4, LD9, A2,)
3	DVI3012 MATERIALS AND MANUFACTURING PROCESSES	<p>MATERIALS AND MANUFACTURING PROCESSES introduces students to materials, processes, techniques and equipment commonly used for manufacturing products. This includes explanation about the material and production aspects to be considered when designing any products. Factory or plant visit is required for students to have better understanding about production processes.</p> <p>CREDIT (S) :2 PREREQUISITE (S) :NONE</p>	<ol style="list-style-type: none"> 1. explain the design consideration in designing a product.(C2,PLO1) 2. identify the appropriate materials and processes for product design. (C1, PLO1) 3. explain the material properties and material selection in designing a product and design considerations towards product design.(C2, PLO1) 4. analyze the role and application of engineering materials and its production processes for an industrial designer.(C4,PLO1)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
3	DVI3044 CAD	<p>CAD introduces students to 2 dimensional computer-aided drafting used primarily to produce technical drawings. The course is structured in a practical sequence; General procedures for using the computer interface, setting up and creating drawings, and advanced features such as dimension and plotting.</p> <p>CREDIT(S) : 4 PREREQUISITE (S) : DVI2012 TECHNICAL DRAWING</p>	<ol style="list-style-type: none"> 1. Use correctly the CAD system and the principle components to apply geometric constructions, multi-view projections and 3 dimensional views wisely to create technical drawings.(C3,PLO1) 2. Construct a complete technical drawing by using the editing method, dimension and tolerance, layers, colors, line and text. (P7,PLO2) 3. Arrange the correct layout on plotting.(P7,PLO2) 4. Construct an individual 3d modeling by applying a suitable application and techniques. (P7,PLO2)
3	DUE3012 COMMUNICATIVE ENGLISH 2	<p>COMMUNICATIVE ENGLISH 2 emphasize the skills required the workplace to describe products or services as well as processes or procedures. It also focuses on the skills to give and respond to instructions. This course will also enable students to make and reply to enquiries and complaints.</p> <p>CREDIT : 2 PRE REQUISITE : NONE</p>	<ol style="list-style-type: none"> 1. Describe products or services related to their field of studies using appropriate language 2. Transfer information on processes or procedures using appropriate language from non-linear to linear form. 3. listen and respond to enquiries using appropriate language. 4. Make and respond to complaints using appropriate language.
3	DVI3034 INDUSTRIAL DESIGN 2	<p>INDUSTRIAL DESIGN 2 introduces students to furniture design, which requires the application of the design process. Ergonomics and anthropometric aspects are the factors to be considered as their design exercises. This course is a design exercises which develops specific knowledge and skills in model making.</p> <p>CREDIT (S) : 4 PREREQUISITE (S) : DVI2033 INDUSTRIAL DESIGN 1</p>	<ol style="list-style-type: none"> 1. Identify the different terminology of ergonomics, anthropometric in the industrial design work process. (C1,PLO1,PLO4) 2. Construct precisely a scaling model by applying the ergonomics aspects. (P4,PLO2) 3. Compose design skills and knowledge in construction and fabrication of a model from their design proposal.(P7,PLO2) 4. Organize a high quality presentation highlighting the produced design. (A4, PLO6)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
3	DVG2022 DIGITAL IMAGING	<p>DIGITAL IMAGING exposes students to basic digital tools and techniques in editing and manipulating images. Students are taught the fundamental skills of scanning images, manipulating complex visuals and effects, utilizing image editing and manipulating software. Formats of output images in the form of media and medium are taught as well.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. describe correctly the characteristics of digital images, different file formats, hardware and software used in digital application. (C1, PLO1) 2. implement digital image editing and techniques creatively in creating digital art. (C3, PLO1) 3. manipulate creatively a composition utilizing digital tools and features in an experimental visual manipulation and effects. (P3, PLO2) 4. comply digital imaging artwork using a variety of image manipulation technique.(A2, PLO2)
4	DVI5012 RAPID PROTOTYPING	<p>This course introduces to the fundamental, principles and application of Rapid Prototyping. The student will also learn the working system of major Rapid Prototyping such as Stereolithography (SLA), Solid Ground Curving, Laminated Object Manufacturing, Fused Deposition Modeling, Selective Laser Sintering and Three Dimensional Printing.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain correctly the definition, types and the roles of prototypes. (C1,PLO1) 2. Recognize the development of rapid prototyping technology and make comparison between manual and virtual prototypes. (C1,PLO1) 3. Describe correctly the four key aspects of rapid prototyping and identify precisely three main media of rapid prototyping. (C2,PLO1) 4. Differentiate between direct and indirect benefits of rapid prototyping. (P1,PLO2)
4	DVI5024 3D COMPUTER MODELLING	<p>3D Computer Modelling is an advanced modelling, rendering and technical software package for industrial design. The module focuses on software interfaces, technical drawings, special drawing applications, 3 dimensional CAD features, 3 dimensional modelling and rendering.</p> <p>CREDIT (S) : 4 PREREQUISITE (S) : DVI3044 CAD</p>	<ol style="list-style-type: none"> 5. Use 3D software user interface correctly in order to produce the 2D sketching and 3D modelling accurately using the 3D software tools. (C3,PLO1). 6. Construct part modelling to advanced part modelling using the right tools in the 3D software. (P7,PLO2) 7. Assemble precisely the modelling parts using the right tools in the 3D software.(P4,PLO2) 8. Analyze the advanced modelling using the appropriate tools in the 3D software.(P6,PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
4	DVI5034 INDUSTRIAL DESIGN 3	<p>INDUSTRIAL DESIGN 3 develops the knowledge and skills to enhance student understanding and command of the design process. It requires the application of design process to solve the design problems. It provides experience in investigating the requirements of particular group of end-users and exploring the development of product form to meet these requirements. Students will understand and improve their skills in producing 2 dimensional visual and 3 dimensional visual for the end product.</p> <p>CREDIT(S) : 4 PREREQUISITE (S) : DVI3014 INDUSTRIAL DESIGN 2</p>	<ol style="list-style-type: none"> 1. Recognize the information related to the brief given. (C2,PLO1) 2. Formulate problem solutions by creatively generating ideas & evaluating it according to the criteria's given in the design brief. (P7,PLO2) 3. Manipulate the proposed design into 2D illustration, 3D visual form and visual presentation design using appropriate techniques, methods or media. (P5, PLO2) 4. Organize a high quality presentation highlighting the produced design. (A4, PLO6)
4	DUE5012 COMMUNICATIVE ENGLISH 3	<p>COMMUNICATIVE ENGLISH 3 aims to develop the necessary skills in students to carry out a mini project as well as job hunting. Students will learn to present ideas through the use of graph and charts. Students will learn the process of job hunting which includes job search strategies and making enquiries. They will also learn to write resumes and cover letters. The students will develop skills to introduce themselves, highlight their strengths and abilities, present ideas, express opinions, and respond appropriately during job interviews.</p> <p>CREDIT: 2 PRE REQUISITE: DUE 3012 COMMUNICATIVE ENGLISH 2</p>	<ol style="list-style-type: none"> 1. Describe information contained in graph and charts effectively. 2. Apply job hunting mechanics appropriately. 3. Respond to interview questions using appropriate language when applying for jobs.
4	DPB2012 ENTREPRENEURSHIP	<p>ENTREPRENEURSHIP focuses the principles and concept of entrepreneurship. This course concentrates on the systematic methods of getting business ideas. This course also prepares the students on ways to conduct and control the business including fundamental of management, marketing and financing. It also emphasizes on the preparation of business plan, thus developing their entrepreneurial skills.</p>	<ol style="list-style-type: none"> 1. Explain clearly the concept of entrepreneurship, process and procedures involved in developing effective business plan 2. Work cooperatively in group to complete the assigned project based on entrepreneurial skills. 3. Present business plan creatively using knowledge gained via group

4	DVV5013 EVENT MANAGEMENT	<p>EVENT MANAGEMENT course provides students with the skill and knowledge required to succeed in the fast-paced and exciting industry of event management. Students develop a strong foundation for planning events and acquire skills and knowledge in marketing, sponsorship, event logistics, risk management, budgeting and people management. Students work in teams to plan and execute various types of events carried throughout the semester.</p> <p>CREDIT (S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Identify various types of events in event management. (C1, PLO1) 2. Organise at least one mini event and one major event successfully throughout the course. (P4, PLO7, PLO9) 3. Analyse the event successfulness through conducting a thorough post-mortem. (A5, PLO4)
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SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
5	DVG5052 VISUAL MERCHANDISING	<p>VISUAL MERCHANDISING is designed to expose students to practise producing actual visual displays using the effective strategies in visual merchandising. It provides the basic framework in which merchandisers can plan and construct visual displays that will enhance the selling of the merchandise and ideas.</p> <p>CREDIT(S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. recognize the roles, purposes and types of visual merchandise in the retail organization. (C1,PLO1) 2. identify the various types of consumers and markets in visual merchandising. (C2,PLO1) 3. construct creatively visual merchandising planning and design. (P3,PLO2)
5	DVI6035 INDUSTRIAL DESIGN 4	<p>INDUSTRIAL DESIGN 4 provides students understanding in industrial design process. This course covers the application of products development process that includes the ability in producing design such as presentation techniques, technical drawing in CAD, 3D modelling and report writing. At this level, students are required to perform an advanced in design and communication skills.</p> <p>CREDIT (S) : 5 PREREQUISITE (S) : DVI5034 INDUSTRIAL DESIGN 3</p>	<ol style="list-style-type: none"> 4. Apply basic research techniques, organize and analyze data to generate design concept and proposal. (C3,PLO1) 5. Construct realistic ideas into sketching, rendering and mock up by applying the right design process methods. (P7,PLO2) 6. Build model, scale model or prototype precisely referring to the technical drawings, mock up and 3D rendering. (P5,PLO2) 7. Organize a high quality presentation highlighting the produced design. (A4,PLO6)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
5	DUA6022 KOMUNIKASI DAN PENYIARAN ISLAM	<p>KOMUNIKASI DAN PENYIARAN ISLAM menfokuskan kepada penguasaan konsep, kemahiran komunikasi dan penyiaran Islam bagi meningkatkan kefahaman pelajar secara holistik terhadap kursus ini.</p> <p>CREDIT : 2 PRE REQUISITE : NONE</p>	<ol style="list-style-type: none"> 1. Menjelaskan konsep komunikasi dan penyiaran dalam Islam. 2. Menghubung kait isu-isu semasa dalam komunikasi Islam. 3. Menunjukkan kemahiran pengurusan dakwah dalam bidang penyiaran Islam.
5	DVI6014 ADVANCED 3D COMPUTER MODELLING	<p>Advance 3D Computer Modelling is a modelling, rendering and technical software package for industrial design. The module focuses on software interfaces, technical drawings, special drawing applications, 3 dimensional CAD features, 3 dimensional modelling and rendering.</p> <p>CREDIT (S) :4 PREREQUISITE (S) : DVI5024 3D COMPUTER MODELLING</p>	<ol style="list-style-type: none"> 1. use 3D software user interface correctly to achieve precise 3D modelling. (C3, PLO1) 2. construct curve geometry and sketch geometry accurately using the software. (P4,PLO2) 3. build solid modelling, wire frame and surface design accurately using the software.(P5,PLO2) 4. assemble 3D model parts accurately and generate technical drawings precisely using the software.(P5,PLO2)



**DIPLOMA IN
FASHION DESIGN
& CLOTHING**

INTRODUCTION

DIPLOMA IN FASHION DESIGN AND CLOTHING is a programme that involves design and garment construction. It combines visual research and theoretical content in the development of fashion design which includes history, drawing, design, production, textile and business practices. Students are required to create and produce functional fashion clothing that is not only beneficial to the society but also enhances the aesthetic values. Throughout the programme, students are expected to design various types of garments in made-to-measure and ready-to-wear methods. The programme also encourage students to develop their own individuality and commercial viability.

In order to keep abreast with rapid technological advancements and evolving requirements in industries today, Curriculum Development and Evaluation Section, Department of Polytechnic Education has reviewed the curriculum of Diploma in Fashion Design and Clothing. Department of Polytechnic Education collaborates with the industries, Private Higher Learning Institutions and Public Higher Learning Institutions to review the curriculum of this programme. This collaboration aims to equip students with latest knowledge, relevant skills and attitudes to meet global challenges and requirements of the fashion industry.

This curriculum is also reviewed according to the competency standard which is developed by the Curriculum Development and Evaluation Section. This competency standard integrates with the Body of Knowledge which is recommended by National Association School of Art and Design (NASAD) and Career and Technical Education, USA (CTE) and Malaysia Qualification Accreditation (MQA) to ensure that the competency standard is relevant to the industrial needs. This is equally true, as there is a rapid growing demand for knowledgeable and highly skilled workforce that can adapt to concurrence advancement of the fashion industry.

SYNOPSIS

The programme is designed to cover all the major areas in fashion production, including design, illustration, pattern drafting, garment construction and entrepreneurship. Design courses are carried out in studios and garment construction courses are carried out in workshops. The programme focuses on the skills and knowledge in handling machines, applying techniques, selection of materials, color and texture. Others are concerned with research, observation and experiment to create product. Through final project, students will be evaluated for all their aptitudes and skills learned throughout the programme. They are also encouraged to stretch their creative ideas to develop their own individual style as they move toward presenting their final collection.

The programme takes six semesters to complete; five academic semesters and industrial training during the 4th semester at relevant companies. In the final semester, the students are required to complete a final project which will also measure their knowledge and skills acquired throughout their studies. The students' final collections will be exhibited professionally (fashion show/exhibition) at the end of the programme. The courses offered in this programme are Art History, Fundamentals of Drawing, Fundamentals Art & Design, Introduction to Pattern & Garment Construction, Fundamental of Fashion Design, Pattern Drafting & Garment Construction, Fashion Illustration, History of Clothing, Textile Studies, Fashion Design, Pattern Development & Garment Construction, Garment Production

Organisation, Digital Fashion Design, Textile Design, Fashion Design & Portfolio, Advance Pattern Development Garment Construction, Embroidery and Visual Merchandising.

This programme also provides the students with value-added and transferable skills which enable them to adapt to new technologies. In addition, students are also taught Communicative English for, Seni Dalam Islam, Pengajian Malaysia, Occupational Safety and Health (OSHA), Co-Curriculum, Entrepreneurship and Event Management.

JOB PROSPECT

Diploma in Fashion Design and Clothing provides students with integrated knowledge and skills required in the fashion industry. Students should have the talents, aspirations and the abilities which can be applied to a range of careers in the fashion industries. Potential jobs include:

Fashion Design & Production

- Fashion Designer
- Costume Designer
- Design Room Assistant
- Production Supervisor
- Pattern Maker
- Sample Maker
- Entrepreneur
- Assistant Visual Merchandiser
- Fashion Illustrator
- Assistant Event Coordinator
- Wardrobe Assistant
- Embroiderer

VISION

To be Malaysia's number one provider of an innovative human capital through transformational education and training for the global workforce for 2015

MISSION

Breaking boundaries for the creation of transformative and creative learning environment for an innovation led economy

PROGRAMME AIMS

Graduates of Diploma in Fashion Design and Clothing will be able to demonstrate creative and innovative ideas in producing fashion products. Graduates are equipped with essential skills and knowledge for career within the fashion industries and can produce functional fashion clothing that is not only beneficial to the society but also enhances its aesthetic values. They will be able to practice good work ethics, promote good morality, portrays positive attitude and adapt to new changes at the workplace. The graduates will be aware of and able to appreciate social and environmental changes that would affect future fashion trend. They will also acquire basic entrepreneurial skills to prepare themselves for the upcoming challenges in the fashion business environment.

PROGRAMME EDUCATION OBJECTIVE (PEO)

Diploma in Fashion Design and Clothing shall produce graduates who are:

1. Knowledgeable and technically competent in fashion design discipline in-line with the industry requirement.
2. Effective in communication and demonstrate good leadership quality in an organization.
3. Capable to solve fashion design problems innovatively, creatively and ethically through sustainable approach.
4. Able to demonstrate entrepreneurship skills and recognize the need of lifelong learning for successful career advancement.

PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, graduates will be able to:

1. Acquire and apply knowledge of fashion design and clothing field.
2. Demonstrate comprehensive expertise in fashion design and garment construction.
3. Communicate effectively both in written and spoken form with designers, other professionals and community.
4. Identify, formulate and provide creative, innovative and effective solution to fashion design and clothing problems.
5. Function individually or in teams, effectively, with a capability to be a leader.
6. Recognize the need for and to engage in, life-long learning and professional development.
7. Self-motivate and enhance entrepreneurship skills for career development.
8. Understand and commit professionally, ethically and with humane responsibility, in line with the designer's code of conduct.
9. Realize and demonstrate effective leadership responsibility.

FASHIN DESIGN AND CLOTHING PROGRAMME LECTURERS

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28	Siti Zaitul Hajar binti Hassan	2603	sitizaitulhajar.poli
29	Suhaili bint Salleh	1602	shailisalleh.poli
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32	Nora Hidayah Binti Mohd yasin	1602	

PROGRAMME STRUCTURE

Semester 1

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUB1012	Pengajian Malaysia	Comp	-	1	0	2	2
DUE1012	Communicative English 1	Comp	-	1	0	2	2
DRB1XX0	Asas Unit Beruniform	Comp	-	0	2	0	0
DUW1012	Occupational, Safety & Health	CC	-	2	0	0	2
DVI1012	Art History	DC	-	2	0	0	2
DVD1013	Fundamental of Art & Design	DC	-	1	4	0	3
DVV1013	Fundamental of Drawing	DC	-	1	4	0	3
DVF1014	Introduction to Pattern & Garment Construction	DC	-	1	6	0	4
TOTAL				27			18

Semester 2

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUA2042	Seni Dalam Islam*	Comp	-	1	0	2	2
DUB2012	Nilai Masyarakat Malaysia **	Comp	-	1	0	2	2
DRB2XX1	Unit Beruniform 1	Comp	-	0	2	0	1
DRS2XX1	Sukan	Comp		0	2	0	1
DVF2014	Pattern Drafting & Garment Construction	DC	DVF1014	1	6	0	4
DVF2023	Fundamentals of Fashion Design	DC	-	1	4	0	3
DVF2033	Fashion Illustration	DC	-	1	4	0	3
DVF2042	Textile Studies	DC	-	2	0	0	2
DVF2052	History of Clothing	DC	-	2	0	0	2
TOTAL				26			20

STR : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
Sp : Specialisation
El : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

Semester 3

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUE3012	Communicative English 2	Comp	-	1	0	2	2
DRB3XX2	Unit Beruniform 2	Comp	-	0	4	0	2
DRK3XX2	Kelab / Persatuan	Comp	-	0	4	0	2
DVF3014	Pattern Development & Garment Construction	DC	DVF2014	1	6	0	4
DVF3023	Fashion Design	DC	DVF2023	1	4	0	3
DVF3033	Digital Fashion Design	DC	DVF2033	1	4	0	3
DVF3042	Embroidery	DC	-	0	4	0	2
	Elective 1	EL	-	1	2	0	2
TOTAL					31		18

Semester 4

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUE5012	Communicative English 3	Comp	-	1	0	2	2
DVV5013	Event Management	CC	-	1	4	0	3
DPB2012	Entrepreneurship	CC	-	2	1	0	2
DVF5014	Advanced Pattern Development & Garment Construction	DC	DVF3014	1	7	0	4
DVF5023	Fashion Design & Portfolio	DC	DVF3023	1	4	0	3
DVF5032	Textile Design	DC		1	2	0	2
TOTAL					27		16

- STR** : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
Sp : Specialisation
El : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

Semester 5

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUA6022	Komunikasi dan Penyiaran Islam	Comp	-	1	0	2	2
DVF6015	Fashion Project	DC	ALL DISCIPLINE CORE COURSE	1	8	0	5
DVF6022	Garment Production Organisation	DC	-	2	0	0	2
DVF6032	Fashion Retailing	DC	-	2	0	0	2
	Elective 2	EL	-	1	2	0	2
TOTAL				27			16

Semester 6

COURSE CODE	COURSE	STR	PREQ	L	P	T	C
DUT 40110	Industrial Training	Comp	-	0	0	0	10

STR : Structure
Comp : Compulsory
CC : Common Core
DC : Discipline Core
Sp : Specialisation
El : Elective
PREQ : Prerequisite (s)
L : Lecture
P : Practical/Lab
T : Tutorial
C : Credit

COURSE SYNOPSIS AND COURSE LEARNING OUTCOMES (CLO)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DVD1013 FUNDAMENTAL OF ART & DESIGN	<p>FUNDAMENTAL OF ART & DESIGN introduces the basic elements and principles of art and design. The elements and principles used in visual communications and design determine the styles and trends that form the essences of all aspects in design application. These introduce students to a wide range of artistic and design techniques.</p> <p>CREDIT (S) :3 PREREQUISITE (S) :NONE</p>	<ol style="list-style-type: none"> 1.identify the purpose and terminology of art and design. (C1, PLO1) 2.manipulates appropriately the elements and principles of art and designing produce an aesthetic artwork. (P4, PLO2) 3.demonstrate elements and principles of design in a project. (A3, PLO4)
1	DVI1012 ART HISTORY	<p>ART HISTORY is an overview of history of art starting from the Pre-Historic age until the twentieth century. It is an intensive study of the fundamentals and vocabulary of art focusing on the historical, cultural and stylistic context. Students are to explore various art styles, techniques, media and leading artists throughout the different art movements.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.explain clearly the origins of the art and recognize specifically the art culture during the early civilization and medieval times. (C1, PLO1) 2.discuss Islamic art and Eastern art throughout the history. (C2,PLO1) 3.describe appropriately art movement during Renaissance until the 19th century. (C2,PLO1) 4.analyse specifically the art movement and famous artwork during the 20th century. (C4,PLO1)
1	DUWI1012 OCCUPATIONAL SAFETY & HEALTH	<p>OCCUPATIONAL SAFETY AND HEALTH course is designed to impart understanding of the self-regulatory concepts and provisions under the Occupational Safety & Health Act (OSHA). This course presents the responsibilities of employers and employees in implementing and complying with the safety procedures at work. This course provide an understanding of the key issues in OSH management, incident prevention, Emergency Preparedness and Response (EPR), fire safety, occupational first aid, Hazard Identification, Risk Assessment and Risk Control (HIRARC) and guide the students gradually into this multi-disciplinary science.</p> <p>CREDIT(S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Identify the OSH legislation and its compliance in Malaysia 2.Explain briefly incident hazards, risks and safe work practices in order to maintain health and safe work environment . 3.Discuss cooperatively in responding to an accident action at workplace 4.Adhere to the safety procedures in respective fields

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DVV1013 FUNDAMENTAL OF DRAWING	<p>FUNDAMENTAL OF DRAWING introduces students to the basic drawing by using various techniques and mediums in drawing. Experiences will be gained from exploring and viewing the physical environment and development of the drawn image.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.identify clearly of the basic drawing using a various type of tools through the aesthetic values of drawing from the previous artist artwork. (C1, PLO1) 2.sketch clearly using a full range of values with the various types of media by following measurements methods. (P3, PLO2) 3.make an aesthetic drawing by exploring various techniques according to the four themes of drawing. (P4, PLO2)
1	DUE1012 COMMUNICATIVE ENGLISH 1	<p>COMMUNICATIVE ENGLISH 1 focuses on speaking skills for students to develop the ability to communicate effectively and confidently in group discussions and in a variety of social interactions. It is designed to provide students with appropriate reading skills to comprehend a variety of texts. It is also aimed to equip students with effective presentation skills.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Apply appropriate communication skills in discussions and conversations 2.Respond to selected texts using appropriate reading skills 3.Respond to current issues / topics of interest in written form 4.Apply effective presentation skills
1	DRB 1XXX0 ASAS UNIT BERUNIFORM	<p>Memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT (S) : 0 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Menunjukkan kemahiran khusus yang dipelajari . 2.Melaksanakan aktiviti-aktiviti berdasarkan penguasaan kemahiran yang dipelajari

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
1	DVF1014 INTRODUCTION TO PATTERN AND GARMENT CONSTRUCTION	<p>INTRODUCTION TO PATTERN AND GARMENT CONSTRUCTION is an introduction to basic pattern making techniques and garment construction processes. Students will be able to recognize and handle various types of equipment, tools and machines used in pattern and garment production. Standard size women's basic blocks, collars and sleeves will be developed as well as performing basic dart manipulation process. Students will also able to develop an analytical approach to garment assembly process when producing various basic samples and practice correct techniques of lay planning and cutting.</p> <p>CREDIT (S) : 4 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. identify correctly various types and use of sewing tools, equipment and supplies used in the sewing lab.(C3,PLO1) 2. Draft basic block and apply pattern manipulation accurately by using the right pattern making and dart manipulation techniques.(P4,PLO2) 3. Apply the correct process of pattern lay plan and sewing techniques to construct samples from various types of fabrics, parts, and functions.(P4,PLO2)
1	DUB1012 PENGAJIAN MALAYSIA	<p>PENGAJIAN MALAYSIA memupuk penghayatan ke arah melahirkan generasi yang cintakan negara. Kursus ini juga dapat mendidik kelompok masyarakat yang mempunyai daya juang yang tinggi dan mampu menghadapi cabaran di peringkat antarabangsa. Kursus ini memberi penghayatan tentang sejarah dan politik, perlembagaan Malaysia, kemasyarakatan dan perpaduan, pembangunan negara dan isu-isu keprihatinan negara. Objektif kursus ini adalah untuk melahirkan warganegara yang setia dan cintakan negara, berwawasan serta bangga menjadi rakyat Malaysia.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Menerangkan dengan baik sejarah bangsa dan negara . 2. Menghuraikan struktur pentadbiran negara dan Perlembagaan Malaysia 3. Melaksanakan satu program berkaitan kenegaraan ke arah peningkatan patriotisme pelajar

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DVF2014 PATTERN DRAFTING AND GARMENT CONSTRUCTION	<p>PATTERN DRAFTING AND GARMENT CONSTRUCTION introduces students to pattern drafting derived from individual body measurements. Students are required to produce three pairs of popular traditional garments which include Baju Kurung, Baju Melayu and Baju Kebaya. A report on details of production and costing will be produced upon completion of each garment. Students are also able to perform basic pattern alteration process for simple fitting problems.</p> <p>CREDIT (S) : 4 PREREQUISITE (S) : DVF1014 INTRODUCTION TO PATTERN AND GARMENT CONSTRUCTION</p>	<ol style="list-style-type: none"> 1.Explain briefly the history, characteristics and parts of Baju Kurung, Baju Melayu and Baju Kebaya in Malaysia.(C2, PLO1) 2.Produce a complete Baju Kurung, Baju Melayu and Baju Kebaya based on individual body measurement by applying correct drafting and construction process. (P4, PLO2) 3.Apply suitable basic alteration process to solve various fitting problems on basic blocks.(C3, PLO4)
2	DVF2023 FUNDAMENTALS OF FASHION DESIGN	<p>FUNDAMENTALS OF FASHION DESIGN is an introduction to fashion terminology, designs, trends and fashion cycles, social and cultural significant of clothing as well the element and principles of fashion design. Research is conducted on high street retail outlets to get information on trends, manufacturing, finishes, trimmings, fabrics, silhouette, sizing, pricing, muse and company profile. Students are required to create a new collection based on the findings through sketchbook and produce storyboard, illustration, flat and technical to summarize the final collection.</p> <p>CREDIT (S) : 3 PRE-REQUISITE (S) : DVD1013 FUNDAMENTALS OF ART AND DESIGN DVV1013 FUNDAMENTALS OF DRAWING</p>	<ol style="list-style-type: none"> 1. Identify clearly the fashion terminology, language, types and market of garments in the fashion industry. (C1,PLO1) 2. Relate the element and principles of design in fashion design correctly. (C3,PLO1) 3. Create basic women's wear collection by applying the correct research process and idea development. (P7,PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DVF2033 FASHION ILLUSTRATION	<p>FASHION ILLUSTRATION exercises the skills of drawing fashion figures and details of clothing; experimenting with media and surfaces; and presenting illustration work professionally. Fashion figure with clothing and details are approached through series of simplified techniques. Mixed-media techniques are introduced by adding alternative approach to the methods of presenting illustration. Contemporary mixed-media approached is subjected to student's creativity. Flat drawings of illustrated garment help to extract understanding of clothing details and styles. All illustrations should be presented on mounted presentation.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : DVV1013 FUNDAMENTALS OF DRAWING</p>	<ol style="list-style-type: none"> 1. Illustrate figures with simplify techniques of drawing and depiction of moods and character in fashion illustration. (P3, PLO2) 2. Render accurate sample of media effects and textures on various surfaces. (P3, PLO2) 3. Illustrate a complete stylized clothing figure by using various types of tools and media. (P3, PLO2) 4. Create a complete fashion figure illustration by using various mixed mediatechniques. (P7, PLO2)
2	DVF2042 TEXTILE STUDIES	<p>TEXTILE STUDIES focuses on the basic understanding of textile and its performance. Students will be introduced to various types of fabric, fibers, yarns, and fabrics finishes. It also covers the interrelationship among the components and their impact on product performance. Students will also be introduced to various fabric care symbols and interpretation.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Identify various types of yarns, fibers, fabric construction structure and its characteristic. (C1, PLO1) 2. Explain properly the textile cleaning methods, various fabric care symbols and their meaning. (C2, PLO1) 3. Explain briefly the environmental and health effects arising from textile industry. (A2, PLO8)
2	DVF2052 HISTORY OF CLOTHING	<p>HISTORY OF CLOTHING is a study on the basic function of clothing and the evolution of fashion throughout the history. Student will explore the history of clothing chronologically from the prehistoric times until the 20th century. The course focuses on the types and characteristics of clothing as well as the influences and the evolution which developed the cycle of clothing throughout the centuries.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. Identify correctly the basic aspects of clothing functions. (C1, PLO1) 2. Identify the types and characteristics of clothing worn throughout the pre-historic period until the 20th century. (C4, PLO1) 3. Describe briefly the influences and evolution which developed the cycle of clothing throughout the centuries. (C4, PLO1)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
2	DUB2012 NILAI MASYARAKAT MALAYSIA	<p>NILAI MASYARAKAT MALAYSIA membincangkan aspek sejarah pembentukan masyarakat Malaysia, nilai-nilai agama serta adat resam dan budaya masyarakat majmuk. Selain itu, pelajar diberi kefahaman mengenai tanggungjawab individu dalam kehidupan dan cabaran-cabaran dalam membangunkan masyarakat Malaysia.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Menerangkan sejarah pembentukan masyarakat dan nilai agama di Malaysia.(LD1, C2,) 2.Menghubung kait tanggungjawab individu dalam kehidupan masyarakat dan negara. (LD1, LD5, C3, A3,) 3.Mengenal pasti cabaran-cabaran dalam membangunkan masyarakat Malaysia.(LD1, LD6, C4, A3,)
2	DRS2001 SUKAN	<p>CREDIT (S) : 0 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Mempamerkan kompetensi kemahiran khusus yang dipelajari. (LD2, P2,) 2.Bekerjasama menganjurkan aktiviti berdasarkan penguasaan kemahiran yang dipelajari. (LD4, LD9, A2,)
2	DRB2001 UNIT BERUNIFORM 1	<p>UNIT BERUNIFORM 1 memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT (S) : 1 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1.Mempamerkan penguasaan kemahiran khusus yang dipelajari. (LD2, P2,) 2.Melaksanakan aktiviti-aktiviti berdasarkan penguasaan kemahiran yang dipelajari. (LD4, LD9, A2,)
2	DUA2042 SENI DALAM ISLAM	<p>SENI DALAM ISLAM memberi pengetahuan tentang konsep Islam sebagai al-Din dan seterusnya pandangan Islam mengenai seni Islam. Ia juga menjelaskan mengenai bidang-bidang kesenian Islam, tokoh-tokoh yang terlibat dalam kesenian serta isu-isu kontemporari yang berkaitan dengan seni Islam.</p> <p>CREDIT: 2 PRE REQUISITE: NONE</p>	<ol style="list-style-type: none"> 1.Menghuraikan konsep Islam sebagai cara hidup. 2.Menjelaskan konsep seni dalam Islam. 3.Membincangkan prinsip syariah dan kaedah fiqh dalam seni menurut perspektif Islam.

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
3	DVF3014 PATTERN DEVELOPMENT AND GARMENT CONSTRUCTION	<p>PATTERN DEVELOPMENT AND GARMENT CONSTRUCTION is an introduction to industrial manufacturing standard and garment construction. Three basic garments consist of skirt, dress and shirt will be developed based on given design. Standard size basic bodice block will be manipulated to create the designs. Garments will then be constructed and finished by applying industrial assembly techniques. A complete report for the whole development of the garment production process will be produced. Students will manually grade basic bodice, sleeve and skirt block for various sizes.</p> <p>CREDIT (S) :4 PREREQUISITE (S) : DVF2014 PATTERN DRAFTING AND GARMENT CONSTRUCTION</p>	<ol style="list-style-type: none"> 1. use manufacturing standards such as seam and stitch classification correctly in producing garment specification documentation. (C3, PLO1) 2. construct accurate graded production patterns manually suitable for use in the garment industry. (P4, PLO2) 3. produce a skirt, dress and shirt by applying the right pattern manipulation and construction process. (P6, PLO2)
3	DVF3023 FASHION DESIGN	<p>FASHION DESIGN introduces the students to the process of designing a fashion product. The process begins with interpreting the brief and analyzing the various forecast sources in the fashion industry. The student will conduct research and present their findings in various types of boards. Then they will then develop design idea and construct the final fashion product.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : DVF2023 FUNDAMENTALS OF FASHION DESIGN</p>	<ol style="list-style-type: none"> 1. conduct a comprehensive research to create new design ideas. (C4,PLO1) 2. visualize researched design ideas clearly using suitable presentation boards. (A5, PLO3) 3. create an original fashion product from ideas developed through inspiration and research. (C6,PLO4)
3	DVF3033 DIGITAL FASHION DESIGN	<p>DIGITAL FASHION DESIGN introduces students to illustration practices and techniques using various tools and digital technology approach within a creative studio environment. Students learn technical skills and explore broad-range ideas, directions and techniques to form their own styles.</p> <p>CREDIT(S) : 3 PREREQUISITE (S) : DVF2033 FASHION ILLUSTRATION</p>	<ol style="list-style-type: none"> 1. produce technical drawing and corporate identity items using vector software to create digital drawing artwork.(P3, PLO2) 2. produce editorial illustration using bitmap software to create digital painting artwork.(P3, PLO2) 3. create own distinct style to create illustration and compile creatively individual portfolio by applying suitable digital application and techniques. (P7,PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
3	DVF3042 EMBROIDERY	<p>EMBROIDERY is an introduction to conventional hand, beadwork, machine and computer embroidery. It initiates creative ideas of embroideries in a form of art work and textural embellishment on various surfaces. Conventional or basic hand, and machine techniques will be taught as an introductory by producing series of small samples. The final project is an experimental embroidery product by combining various techniques learned. Students are given the freedom to design and produce embroidery artwork or surface embellishment derived from their own creativity.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. produce samples of basic hand and beadwork embroidery correctly by using the right tools and techniques.(P3, PLO2) 2. produce samples of machine and digital embroidery stitches correctly by using the right tools, machines and sewing techniques.(P3, PLO2) 3. create final product by applying and combining various embroidery and embellishment techniques.(P7, PLO2)
3	DUE3012 COMMUNICATIVE ENGLISH 2	<p>COMMUNICATIVE ENGLISH 2 emphasize the skills required the workplace to describe products or services as well as processes or procedures. It also focuses on the skills to give and respond to instructions. This course will also enable students to make and reply to enquiries and complaints.</p> <p>CREDIT : 2 PRE REQUISITE : NONE</p>	<ol style="list-style-type: none"> 1. Describe products or services related to their field of studies using appropriate language 2. language. 3. Transfer information on processes or procedures using appropriate language from 4. non-linear to linear form 5. Listen and respond to enquiries using appropriate language. 6. Make and respond to complaints using appropriate language.

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
4	DVF5023 FASHION DESIGN AND PORTFOLIO	<p>FASHION DESIGN & PORTFOLIO is where students have to develop their final collection for DVF6015 Fashion Project. The collection consist of at least four (4) men's or women's outfits to show their design ideas based on market needs, function, subject matter/ inspiration and trends research. Knowledge of all design courses beforehand is expected to be applied in this collection. The project begins with preparing a proposal followed by research, design and developed ideas to create the collection for their final project in semester six. Process of developing the collection will be compiled and presented professionally in a portfolio.</p> <p>CREDIT (S) : 3 PREREQUISITE (S) : DVF3023 FASHION DESIGN</p>	<ol style="list-style-type: none"> 1. conduct a comprehensive research and exploration of inspiration to create new design ideas and corporate identity. (C6,PLO1) 2. visualised researched design ideas clearly using storyboards. (A5,PLO3) 3. create a complete final collection from ideas developed through research and inspiration.(C5,PLO4) 4. present a complete portfolio of the final collection using suitable tools and materials. (A3,PLO6)
4	DVF5032 TEXTILE DESIGN	<p>TEXTILE DESIGN generates students' knowledge by letting them to experiment with various methods of textile design. Students must carry out research and utilize source of inspiration before creating designs. Various drawing, printing and weaving techniques manually will be carried out to familiarize the students with the processes. Students will then create their own textile designs by combining various processes learn throughout the course.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. identify clearly various types of textile design motifs and Malaysia traditional textile. (C1, PLO1) 2. produce creative batik, printing, and weaving samples by using suitable tools, materials and techniques.(P4, PLO2) 3. produce a marketable textile product using batik, printing and weaving techniques. (P7, PLO2)
4	DPB2012 ENTREPRENEURSHIP	<p>ENTREPRENEURSHIP focuses the principles and concept of entrepreneurship. This course concentrates on the systematic methods of getting business ideas. This course also prepares the students on ways to conduct and control the business including fundamental of management, marketing and financing. It also emphasizes on the preparation of business plan, thus developing their entrepreneurial skills.</p>	<ol style="list-style-type: none"> 1. Explain clearly the concept of entrepreneurship, process and procedures involved in developing effective business plan 2. Work cooperatively in group to complete the assigned project based on entrepreneurial skills 3. Present business plan creatively using knowledge gained via group

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
4	DUE5012 COMMUNICATIVE ENGLISH 3	<p>COMMUNICATIVE ENGLISH 3 aims to develop the necessary skills in students to carry out a mini project as well as job hunting. Students will learn to present ideas through the use of graph and charts. Students will learn the process of job hunting which includes job search strategies and making enquiries. They will also learn to write resumes and cover letters. The students will develop skills to introduce themselves, highlight their strengths and abilities, present ideas, express opinions, and respond appropriately during job interviews.</p> <p>CREDIT : 2 PRE REQUISITE : DUE 3012 COMMUNICATIVE ENGLISH 2</p>	<ol style="list-style-type: none"> 1. Describe information contained in graph and charts effectively. 2. Apply job hunting mechanics appropriately. 3. Respond to interview questions using appropriate language when applying for jobs.
4	DVF5014 ADVANCE PATTERN DEVELOPMENT AND GARMENT CONSTRUCTION	<p>ADVANCE PATTERN DEVELOPMENT AND GARMENT CONSTRUCTION introduces students to tailoring and draping methods of garment making. Students will be exposed to advance two dimensional and three dimensional pattern making as well as tailoring method of garment construction. They will learn how to create basic blocks and simple styles by applying draping technique and finally make a dress using that method. The students will also learn how to draft a women's tailored jacket and construct both garments by applying tailoring assembly process. Finally, students will have to produce a report of the whole development process of the garments.</p> <p>CREDIT (S) : 4 PREREQUISITE (S) : DVF3014 PATTERN DEVELOPMENT AND GARMENT CONSTRUCTION</p>	<ol style="list-style-type: none"> 1. construct a complete women's tailored jacket with the correct drafting techniques and tailored sewing process. (P4, PLO2) 2. form basic bodice, skirt, torso, sleeve, collar, neckline and design line using draping technique.(P5, PLO2) 3. produce a dress by applying draping and tailored sewing techniques.(P7 , PLO2)

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
4	DVV5013 EVENT MANAGEMENT	<p>EVENT MANAGEMENT course provides students with the skill and knowledge required to succeed in the fast-paced and exciting industry of event management. Students develop a strong foundation for planning events and acquire skills and knowledge in marketing, sponsorship, event logistics, risk management, budgeting and people management. Students work in teams to plan and execute various types of events carried throughout the semester.</p> <p>CREDIT (S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Identify various types of events in event management. (C1, PLO1) 2. Organise at least one mini event and one major event successfully throughout the course. (P4, PLO7, PLO9) 3. Analyse the event successfulness through conducting a thorough post-mortem. (A5, PLO4)
5	DVF6032 FASHION RETAILING	<p>FASHION RETAILING covers the role of fashion within the retail sector. Students will learn to recognize fashion trends and the way these trends affect the retail products and services. Students will understand the importance of retail image and the need to be consistent with the product range of its intended market and students will explore how fashion retail promotion is of particular importance in successful fashion retailing.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. define accurately fashion retailing, its functions and merchandise blend and the impact of fashion trends on retail products and services. (C1, PLO1) 2. explain correctly how retailers use multiple selling channels to reach their customers. (C2, PLO1) 3. explain clearly how fashion retailers develop their image and product range to meet the target market needs. (C4, PLO1) 4. analyze the elements of the promotional mix and types of media used in fashion retail advertising. (A4, PLO7)
5	DUA 6022 KOMUNIKASI DAN PENYIARAN ISLAM	<p>KOMUNIKASI DAN PENYIARAN ISLAM menfokuskan kepada penguasaan konsep, kemahiran komunikasi dan penyiaran Islam bagi meningkatkan kefahaman pelajar secara holistik terhadap kursus ini.</p>	<ol style="list-style-type: none"> 1. Menjelaskan konsep komunikasi dan penyiaran dalam Islam. 2. Menghubungkan kait isu-isu semasa dalam komunikasi Islam. 3. Menunjukkan kemahiran pengurusan dakwah dalam bidang penyiaran Islam.

SEMESTER	CODE AND COURSE NAME	SYNOPSIS	COURSE LEARNING OUTCOMES (CLO)
5	DVF6022 GARMENT PRODUCTION ORGANISATION	<p>GARMENT PRODUCTION ORGANISATION introduces students to the various activities carried out during garment production in an apparel factory. It covers the administration and production activities, as well as the various equipment used in different departments. Students are also introduced to quality control, inspection methods and maintenance activities practiced in a clothing factory.</p> <p>CREDIT (S) : 2 PREREQUISITE (S) : NONE</p>	<ol style="list-style-type: none"> 1. explain in detail the administrative activities and operations carry out in each department of a clothing factory.(C2, PLO1) 2. identify clearly the basic quality standards and inspection methods used in the clothing industry.(C4, PLO1) 3. explain clearly the various maintenance procedures practised in a clothing factory. (C5, PLO1)
5	DVF6015 FASHION PROJECT	<p>FASHION PROJECT is where students have to produce their final collection consisting of at least four (4) men's or women's outfits. This collection is to show their own design ideas based on subject matter and trends research carried out during the previous semester in DVF5023 Fashion Design and Portfolio. Knowledge of all courses beforehand is expected to be applied in this project. For this course, students will continue realising their final designs from their research. They will create patterns and construct the garments by applying their own creativity and knowledge. Development of the collection will be compiled in a report form and the project items will be presented in a professionally prepared portfolio.</p> <p>CREDIT (S) : 5 PREREQUISITE (S) : ALL DISCIPLINE CORE COURSE</p>	<ol style="list-style-type: none"> 1. produce complete patterns from sketch and applying suitable pattern alteration process to get the perfect fit. (C6,PLO4) 2. construct all final garments using most suitable tools, machinery and sewing process based on design, fabric and function. (P7,PLO2) 3. prepare a complete report of the collection development and construction process in detail. (A4,PLO6) 4. prepare and present a professionally made portfolio by compiling all necessary items from the project. (A4,PLO3)



**SIJIL KEMAHIRAN
REKABENTUK FESYEN
DAN PAKAIAN**



PENGENALAN

Program Sijil Kemahiran Rekabentuk Fesyen dan Pakaian telah ditawarkan di politeknik untuk memberi peluang kepada graduan bermasalah pendengaran memperkembangkan potensi diri dan kerjaya di dalam bidang ini. Program ini menawarkan pelbagai kursus seperti Aplikasi Komputer, Keusahawanan, Asas Rekaan Fesyen, Pola Pakaian, Kajian Fabrik, Pembuatan Pakaian Wanita, Pembuatan Pakaian Lelaki, dan Peragaan Barangan. Pelajar juga diperkenalkan dengan beberapa kursus baru seperti Pembuatan Sampel Pakaian, Sulaman, Jahitan Kreatif dan Projek Fesyen yang dapat menjadi nilai tambah dalam program yang ditawarkan.

SINOPSIS

Sijil Kemahiran Rekabentuk Fesyen & Pakaian dibangunkan untuk memperkenalkan pelajar kepada trend semasa dalam industri fesyen dan peranan pakaian sebagai medium komunikasi, bukan sekadar keperluan asas. Pelajar didedahkan dengan kemahiran interpersonal serta pengetahuan asas keusahawanan dalam menghadapi cabaran dunia pekerjaan. Pelajar turut diperkenalkan dengan pembuatan sampel pakaian, teknik mendraf pola pakaian dan teknologi pembuatan pakaian. Pelajar akan diperkenalkan dengan pelbagai teknik prinsip asas rekaan dan kajian fabrik yang membantu pelajar mengenali jenis-jenis fabrik serta sumber pembuatannya. Kursus sulaman diperkenalkan sebagai elemen tambahan bagi menjana idea dan kreativiti pelajar dalam menghasilkan hiasan bertekstur yang pelbagai. Pelajar didedahkan kepada amalan dan strategi yang efektif dalam peragaan barangan. Kursus projek yang diperkenalkan di semester akhir memberi peluang kepada pelajar untuk mengaplikasikan segala elemen dan prinsip rekaan dalam menghasilkan koleksi rekaan pakaian akhir.

PROSPEK PEKERJAAN

Program ini melengkapkan pelajar dengan pengetahuan dan kemahiran yang diperlukan untuk menghasilkan tempahan pakaian, aksesori fesyen, perhiasan pada pakaian serta ilustrasi fesyen. Pengetahuan dan kemahiran yang dimiliki boleh diaplikasi kepada pelbagai cabang pekerjaan dalam industri fesyen dan membolehkan graduan untuk memulakan perniagaan sendiri berkaitan industri fesyen. Prospek pekerjaan meliputi:

- Usahawan
- Pembantu Pereka fesyen
- Tukang Jahit
- Pembantu Pereka Sulaman Pakaian
- Pembuat Sampel Pakaian
- Pembantu Pereka Aksesori Fesyen
- Pembantu Pembuat/Pemotong Pola Pakaian
- Penghias Barang Dagangan
- Pembantu Pereka Kostum
- Pembantu Pengurus Butik
- Pembantu Pereka Hiasan Dalaman
- Pembantu Perunding Imej

VISI

Penjana utama modal insan inovatif melalui pendidikan dan latihan transformasional bagi memenuhi keperluan tenaga kerja global menjelang 2015.

MISI

Menerobos sempadan untuk membina persekitaran pembelajaran transformatif dan kreatif ke arah menjana ekonomi yang dipimpin inovasi.

MATLAMAT PROGRAM (PAI)

Lulusan Sijil Kemahiran Rekabentuk Fesyen dan Pakaian dibekalkan dengan pengetahuan dan kemahiran bagi membolehkan mereka mempunyai sendiri yang kreatif, inovatif dan mempunyai jati diri dalam menghadapi arus globalisasi. Mereka boleh bekerja secara berpasukan dalam meningkatkan produktiviti organisasi. Mereka boleh berkomunikasi secara berkesan untuk menghadapi cabaran dan persaingan di dalam industri dan persekitaran. Selain itu, lulusan program ini juga boleh mengaplikasikan pengetahuan dan kemahiran mereka bagi menyesuaikan diri dengan masyarakat dan perubahan teknologi baru.

OBJEKTIF PENDIDIKAN PROGRAM (PEO)

Program Sijil Kemahiran Rekabentuk Fesyen dan Pakaian dapat :

1. Melahirkan graduan yang berpengetahuan dan berkemahiran asas dalam bidang Rekabentuk Fesyen dan Pakaian dan bidang-bidang lain yang dipelajari.
2. Mengaplikasikan pengetahuan dan kemahiran komunikasi serta ilmu keusahawanan di alam pekerjaan sebenar.
3. Menerapkan pelajar dengan nilai sendiri yang kreatif dan mempunyai jati diri dalam menghadapi arus perubahan semasa.
4. Melatih graduan dengan semangat kerja berpasukan ke arah meningkatkan produktiviti organisasi.

HASIL PEMBELAJARAN PROGRAM (PLO)

Setelah menamatkan program ini graduan Sijil Kemahiran Rekabentuk Fesyen dan Pakaian akan dapat:

1. Menunjukkan kefahaman pengetahuan asas dalam bidang Rekabentuk Fesyen dan Pakaian dan bidang-bidang lain yang dipelajari.
2. Melaksanakan kemahiran asas sebagai seorang pereka fesyen dan bidang-bidang lain yang dipelajari.
3. Mempraktikkan kemahiran berkomunikasi semasa menjalankan kerja-kerja lapangan.
4. Memberikan idea bagi menjana pemikiran kreatif dan inovatif untuk menyelesaikan masalah dalam bidang Rekabentuk fesyen dan pakaian.
5. Mempunyai kesedaran terhadap tanggungjawab sosial dan bersedia memberi sumbangan kepada masyarakat.
6. Mengenal pasti keperluan pembelajaran berterusan, mengurus maklumat dan pembangunan kerjaya melalui aktiviti pembelajaran sepanjang hayat.
7. Mengaplikasikan ilmu pengurusan keusahawanan dalam bidang Rekabentuk Fesyen dan Pakaian.
8. Menjadi individu yang berkeyakinan dan bertanggungjawab dalam melaksanakan kerja disamping mengamalkan nilai etika kerja secara profesional..
9. Menyesuaikan diri dalam persekitaran dan boleh bekerja secara berpasukan dan produktif.

KFP

PENSYARAH SIJIL KEMAHIRAN REKABENTUK FESYEN DAN PAKAIAN

Bil	Name	Tel. No.(07-261)
1	Azlina Binti Ahmad	1602
2	Dzaizatul Syima Binti Ab Razak	1602
3	Mastura Binti Abu Bakar	1602
4	Nadhzifatul khuzaimah Binti Mohd Dahlan	1602
5	Nor Azlinda Binti Gaman	1602
6	Nor Hidayah Binti Halim	2603
7	Siti Suhaila Binti Samian	1602
8	Siti Zatul Hajar Binti Hassan	2603
9	Suhaili Binti Salleh	1602

STRUKTUR PROGRAM

Semester 1

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUA1011	Pendidikan Islam* 1	1	1	0	1
SUB1011	Pendidikan Moral** 1	1	0	1	1
SUM1011	Bahasa Melayu 1	1	0	1	1
SUK/SUS1011	Ko-Kurikulum	0	2	0	1
SBK1021	Aplikasi Komputer	0	2	0	1
SVF1013	Asas Rekaan Fesyen	1	4	0	3
SVF1024	Pola Pakaian	1	6	0	4
SVF1034	Pembuatan Sampel Pakaian	1	6	0	4
SVF1042	Kajian Fabrik	1	2	0	2
TOTAL		30			17

Semester 2

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUA2011	Pendidikan Islam* 2	1	1	0	1
SUB2011	Pendidikan Moral** 2	1	0	1	1
SUE2011	English for Communication 1	1	0	1	1
SWK2021	Keselamatan dan Kesihatan Pekerjaan (OSH)	1	0	1	1
SVF2013	Rekaan Fesyen	1	4	0	3
SVF2024	Pembuatan Pakaian Wanita	1	6	0	4
SVF2033	Jahitan Kreatif	1	4	0	3
SVF2043	Sulaman	0	6	0	3
TOTAL		29			16

Semester 3

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUE3011	English for Communication 2	1	0	1	1
SUM3011	Bahasa Melayu 2	1	0	1	1
SPK3013	Keusahawanan	1	4	0	3
SVF3016	Projek Fesyen	0	12	0	6
SVF3024	Pembuatan Pakaian Lelaki	1	6	0	4
SVF3032	Peragaan Barangan	1	2	0	2
TOTAL		31			17

Semester 4

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUL40110	Latihan Industri	0	0	0	10
TOTAL					10

S : Syarahan
A : Amali / Makmal
T : Tutorial

SINOPSIS KURSUS DAN HASIL PEMBELAJARAN PROGRAM (PLO)

SEMESTER	KOD & NAMA KURSUS	SINOPSIS	HASIL PEMBELAJARAN PROGRAM (PLO)
1	SVF1013 ASAS REKAAN FESYEN	<p>PRINSIP ASAS REKAAN FESYEN melatih kemahiran dalam melukis figura fesyen pakaian dan mengembangkan daya kreativiti dengan mengenalpasti elemen dan prinsip seni reka dalam rekaan fesyen. Figura fesyen pakaian secara terperinci dapat dihasilkan melalui pendekatan teknik yang dipermudah menggunakan croquis. Ilustrasi pakaian dan lukisan kerja/flat dapat menambah kefahaman tentang struktur pakaian secara khusus.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Mengenal pereka fesyen semasa dan peluang bidang kerjaya dalam industri fesyen. (C1, PLO1) 2. Mengklasifikasikan elemen dan prinsip asas seni reka dalam rekaan fesyen. (C2,PLO1) 3. Menghasilkan figura fesyen yang lengkap berpakaian kasual atau pakaian formal dan pakaian tradisional di Malaysia beserta lukisan kerja/flat menggunakan pelbagai media, render mengikut tona, corak dan tekstur secara terperinci. (P2, PLO2)
1	SVF1024 POLA PAKAIAN	<p>POLA PAKAIAN adalah pengenalan kepada teknik mendraf pola pakaian. Penggunaan saiz standard dan teknik mengambil ukuran badan individu akan dipraktikkan. Pelajar akan menghasilkan pola blok asas badan bersaiz 12 serta membuat pengubahsuaian pada pola asas.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Mengetahui peralatan mendraf pola dan teknik mengambil ukuran badan serta kaedah mengaplikasikannya dalam pembuatan pola pakaian (C1, PLO1) 2. Mendraf blok pola asas badan pakaian wanita bersaiz 12 yang lengkap dengan mengaplikasi tanda-tanda pola pada blok. (P2, PLO2) 3. Mengaplikasi teknik pembuatan pola dan manipulasi lisu dengan betul pada manipulasi pola serta lengkap dengan tanda-tanda pola. (P3, PLO2)
1	SVF1042 KAJIAN FABRIK	<p>KAJIAN FABRIK adalah kursus yang memberi pendedahan kepada pelajar mengenai fabrik. Pelajar didedahkan mengenai gentian, yarn, fabrik, kemasan akhir dan tekstil. Pelajar juga mempelajari mengenai struktur pembinaan fabrik dan sifat-sifatnya serta penjagaan fabrik.</p> <p>KREDIT : 2 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 4. Memahami gentian dan struktur fabrik serta kaedah penjagaan fabrik. (C2,PLO1) 5. Mengenalpasti jenis gentian, pembinaan fabrik tenun, fabrik kait dan fabrik bukan tenun berdasarkan struktur dan sifat-sifatnya. (P3,PLO2) 6. Melaporkan cara penjagaan fabrik dan simbol penjagaan fabrik dengan betul. (A2,PLO6)

SEMESTER	KOD & NAMA KURSUS	SINOPSIS	HASIL PEMBELAJARAN PROGRAM (PLO)
1	SVF1034 PEMBUATAN SAMPEL PAKAIAAN	<p>PEMBUATAN SAMPEL PAKAIAAN adalah pengenalan kepada pembuatan pakaian serta pendedahan kepada jenis-jenis mesin jahit dan peralatan yang digunakan untuk menjahit. Bahan jahitan lain dan trimin yang digunakan untuk menghasilkan pakaian serta proses menjahit setiap bahagian pakaian akan diperkenalkan. Pelajar akan menghasilkan dan mengetahui dengan lebih mendalam tentang proses membuat sampel jahitan, trimin dan bahagian-bahagian pakaian dengan teknik jahitan yang betul.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menyenaikan dengan betul jenis-jenis dan kegunaan mesin jahit, peralatan menjahit serta trimin dalam proses pembuatan pakaian. (C1,PLO1) 2. Menggunakan dengan betul pelbagai jenis mesin jahit, alat menjahit dan trimin dalam proses pembuatan pakaian. (P2,PLO2) 3. Menghasilkan sampel jahitan trimin dan bahagian pakaian yang betul menggunakan proses dan teknik menjahit yang sesuai. (P2,PLO2)
1	SUA 1011 PENDIDIKAN ISLAM 1	<p>PENDIDIKAN ISLAM 1 memperkenalkan kepada pelajar tentang cara hidup I yang lengkap dan sempurna melalui penghayatan konsep akidah, ibadah (toharao) dan akhlak Islam.</p> <p>CREDIT: 1 PRE REQUISITE: NONE</p>	<ol style="list-style-type: none"> 1. Menyenaikan Rukun Iman dan Rukun Islam dengan tepat. 2. Menunjuk cara pelaksanaan toharao dengan betul 3. Membincangkan isu-isu semasa berkaitan dengan akhlak
1	SUB 1011 PENDIDIKAN MORAL 1	<p>PENDIDIKAN MORAL 1 memberikan kefahaman kepada pelajar tentang peranan individu dalam hidup bermasyarakat. Kursus ini juga mendedahkan kepada pelajar mengenai cabaran dan isu-isu moral dalam mewujudkan masyarakat Malaysia yang harmoni.</p> <p>CREDIT: 1 PRE REQUISITE: NONE</p>	<ol style="list-style-type: none"> 1. Menyenaikan peranan individu dalam kehidupan masyarakat. 2. Menjelaskan elemen-elemen yang mencabar nilai-nilai moral 3. Mengenalpasti isu-isu moral semasa
1	SUM 1011 BAHASA MELAYU 1	<p>BAHASA MELAYU 1 memberi pengetahuan penggunaan Bahasa Melayu yang betul. Penekanan kepada penggunaan tatabahasa yang betul mengukut situasi sebenar dan menyebarkan maklumat dengan cara yang berkesan.</p> <p>CREDIT: 1 PRE REQUISITE: NONE</p>	<ol style="list-style-type: none"> 1. Menulis semula dengan menggunakan tatabahasa dan struktur ayat yang betul untuk menghasilkan penulisan yang berkesan. 2. Membina struktur ayat yang betul untuk menghasilkan penulisan. 3. Mengenalpasti maklumat penting daripada sumber yang dibaca dan ditonton kemudian menulis semula dalam ayat yang betul.

SEMESTER	KOD & NAMA KURSUS	SINOPSIS	HASIL PEMBELAJARAN PROGRAM (PLO)
2	SVF2033 JAHITAN KREATIF	<p>JAHITAN KREATIF membentuk kreativiti pelajar dalam menghasilkan pelbagai rekaan produk jahitan kreatif yang mempunyai nilai komersial. Pelajar akan melalui proses pembelajaran bermula dengan pemilihan alatan dan bahan-bahan yang digunakan. Seterusnya, pelajar dibimbing untuk menghasilkan rekaan, mendraf pola dan teknik-teknik pembuatan produk yang betul. Di akhir kursus, pelajar akan mempunyai koleksi produk jahitan kreatif sendiri yang boleh digunakan untuk mengembangkan lagi potensi karier mereka.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menyatakan pelbagai jenis produk rekaan komersial dan penggunaan bahan-bahan bagi menghasilkan jahitan kreatif. (C1, PLO1) 2. Menghasilkan produk jahitan kreatif pada bahagian hiasan dalaman dan barang-barang kraf. (P2,PLO2)
2	SVF2013 REKAAN FESYEN	<p>REKAAN FESYEN merupakan pendedahan awal kepada pelajar dalam menghasilkan rekaan pakaian. Pelajar mempelajari jenis-jenis dan cara penyediaan kertas cadangan awal, melakukan kajian dan membuat perkembangan idea bagi mendapat rekaan akhir. Pelajar juga didedahkan dengan penghasilan portfolio sebagai persembahan tugas akhir.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Mengenal dengan jelas perbezaan antara fesyen dan pakaian serta perkembangannya dari semasa ke semasa. (C1, PLO 1) 2. Mereka cipta rekaan pakaian melalui perkembangan idea berdasarkan hasil dapatan kajian. (P2,PLO2) 3. Menghasilkan portfolio akhir yang lengkap menggunakan alatan dan bahan yang bersesuaian. (C3,PLO1)
2	SVF2024 PEMBUATAN PAKAIAN WANITA	<p>TEKNOLOGI PEMBUATAN PAKAIAN memperkenalkan pelajar kepada kaedah mendraf pola dan juga menghasilkan pakaian mengikut ukuran badan individu. Pelajar dikehendaki menghasilkan tiga pakaian iaitu sepasang baju kurung, sepasang kebaya ,dan slek wanita. Laporan terperinci tentang proses pengeluaran dan pengiraan kos akan dihasilkan setelah setiap pakaian siap dijahit.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menghasilkan kaedah pembuatan pakaian yang lengkap seperti mendraf pola, menggunting fabrik dan menjahit pakaian. (P2, PLO2) 2. Menyediakan laporan yang terperinci mengikut spesifikasi yang ditetapkan berdasarkan turutan proses pembuatan pakaian. (C3, PLO1)

SEMESTER	KOD & NAMA KURSUS	SINOPSIS	HASIL PEMBELAJARAN PROGRAM (PLO)
2	SUB2011 PENDIDIKAN MORAL 2	<p>PENDIDIKAN MORAL 2 memberi pengetahuan tentang penggunaan teknologi maklumat dan kesannya ke atas generasi pada masa kini. Penekanan kursus adalah untuk memberi penerangan tentang kesan kemajuan sains dan teknologi maklumat terhadap manusia. Kursus ini juga membincangkan isu-isu moral semasa dan menyatakan budaya kerja positif serta peranan individu dalam kerjaya.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menerangkan dengan jelas tentang kemajuan teknologi maklumat dengan cara yang betul. 2. Menjelaskan peranan individu dalam mengamalkan budaya kerja secara positif. 3. Menerangkan isu-isu semasa berkaitan dengan moral dengan jelas.
2	SVF2043 SULAMAN	<p>SULAMAN adalah subjek yang menjana idea pelajar dalam menghasilkan pelbagai hiasan bertekstur. Pelajar akan diperkenalkan dengan pelbagai teknik jahitan sulaman seperti sulaman benang, sulaman reben dan sulaman manik serta menghasilkan pelbagai sampel sulaman. Di akhir pembelajaran, pelajar akan dapat menghasilkan rekaan sulaman menggunakan gabungan teknik-teknik sulaman yang dipelajari. Pelajar diberi kebebasan untuk membuat rekaan dan mengaplikasikan hasil jahitan sulaman di atas pakaian siap.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menghasilkan pelbagai sampel yang betul bagi jahitan sulaman benang, sulaman reben dan sulaman manik dengan menggunakan peralatan yang sesuai dalam kerja sulaman. (P2,PLO2) 2. Menggabungkan pelbagai teknik yang betul dalam menghasilkan kerja sulaman. (P3, PLO2)
2	SUA2011 PENDIDIKAN ISLAM 2	<p>PENDIDIKAN ISLAM 2 memperkenalkan konsep ibadah yang merangkumi adab-adab, tanggungjawab suami isteri dan pendidikan anak-anak yang perlu diamalkan dalam kehidupan seharian. Kursus ini juga mendedahkan kepada pelajar mengenai isu-isu semasa yang berkaitan dengan perkahwinan sebagai panduan hidup.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menunjuk cara pelaksanaan ibadah solat dengan tertib. 2. Menjelaskan adab-adab pergaulan dalam Islam 3. Membincangkan isu-isu semasa berkaitan dengan perkahwinan.

SEMESTER	KOD & NAMA KURSUS	SINOPSIS	HASIL PEMBELAJARAN PROGRAM (PLO)
2	SWK2021 KESELAMATAN & KESIHATAN PEKERJAAN (OSH)	<p>JAHITAN KREATIF membentuk kreativiti pelajar dalam menghasilkan pelbagai rekaan produk jahitan kreatif yang mempunyai nilai komersial. Pelajar akan melalui proses pembelajaran bermula dengan pemilihan alatan dan bahan-bahan yang digunakan. Seterusnya, pelajar dibimbing untuk menghasilkan rekaan, mendraf pola dan teknik-teknik pembuatan produk yang betul. Di akhir kursus, pelajar akan mempunyai koleksi produk jahitan kreatif sendiri yang boleh digunakan untuk mengembangkan lagi potensi karier mereka.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Memahami konsep keselamatan dan kesihatan pekerjaan. (C2, PLO1) 2. Menerangkan secara bertulis peraturan yang sesuai bagi membentuk persekitaran tempat kerja yang selamat. (C2, PLO1) 3. Mengenalpasti bahaya dan risiko di tempat kerja serta tindakan yang sesuai jika berlaku kemalangan di tempat kerja. (P2, PLO2) 4. Mempelajari ergonomik serta asas pertolongan cemas yang betul. (P2, PLO2)
2	SVG2044 ILUSTRASI	<p>ILUSTRASI memberi pendedahan kepada pelajar mengenai amalan dan penghasilan secara manual teknik ilustrasi menggunakan kombinasi pelbagai bahan serta pendekatan aplikasi teknologi digital. Pelajar akan mempelajari kemahiran teknikal dan mengeksplorasi idea-idea yang luas, mencari arah tuju serta teknik-teknik yang dapat membentuk gaya ilustrasi sendiri pada masa akan datang.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Mengenal secara am jenis-jenis ilustrasi yang terdapat di dalam bidang rekaan. (C1,PLO 1) 2. Mengaplikasikan sepenuhnya pelbagai media dan teknik dalam menghasilkan ilustrasi. (P1, PLO 2) 3. Menghasilkan ilustrasi 2D dengan menggunakan bahan dan teknik yang bersesuaian. (P1, PLO 4)
2	SUE2011 ENGLISH FOR COMMUNICATION 1	<p>ENGLISH FOR COMMUNICATION 1 is to enhance student's abilities to read and write in the English language. In this course, students will be dealing with two types of document: notices/ posters as well as emails. Exposure will be given not only the understanding of these document but also the production of them.</p> <p>CREDIT : 1 PRE REQUISITE : NONE</p>	<ol style="list-style-type: none"> 1. Extract the important/ desired information from the provided notices/posters 2. Produce attractive and informative notices/ posters. 3. Reply to and write comprehensible emails.

SEMESTER	KOD & NAMA KURSUS	SINOPSIS	HASIL PEMBELAJARAN PROGRAM (PLO)
3	SVF3024 PEMBUATAN PAKAIAN LELAKI	<p>PEMBUATAN PAKAIAN LELAKI memperkenalkan pelajar kepada kaedah mendraf pola dan juga menghasilkan pakaian mengikut ukuran badan individu. Pelajar dikehendaki menghasilkan tiga pakaian iaitu sepasang baju Melayu Cekak Musang dan kemeja lelaki. Laporan terperinci tentang proses pengeluaran dan pengiraan kos akan dihasilkan setelah setiap pakaian siap dijahit.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menghasilkan kaedah pembuatan pakaian yang lengkap seperti mendraf pola, menggunting fabrik dan menjahit pakaian. (P2, PLO2) 2. Menyediakan laporan yang terperinci mengikut spesifikasi yang ditetapkan berdasarkan turutan proses pembuatan pakaian. (C3, PLO1)
3	SVF3032 PERAGAAN BARANGAN	<p>PERAGAAN BARANGAN mendedahkan pelajar berkenaan konsep dan definisi peragaan barangan, kaedah memperkenalkan peragaan barangan serta tujuan peragaan barangan. Kursus ini turut membincangkan berkenaan cara peragaan dan penggunaan prinsip-prinsip seni reka dalam peragaan barangan.</p> <p>KREDIT : 2 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menerangkan definisi peragaan barangan dengan tepat berkaitan promosi outlet perniagaan. (C2,PLO1) 2. Menyesuaikan kaedah dan tujuan peragaan barangan dalam perniagaan.(P1,PLO2) 3. Mengaplikasikan dengan betul penggunaan prinsip seni reka dalam peragaan barangan.(P1,PLO2)
3	SVF3016 PROJEK FESYEN	<p>PROJEK FESYEN merupakan tugas yang akan dihasilkan oleh pelajar sebagai projek akhir mereka, iaitu menyiapkan sepasang pakaian akhir iaitu pakaian malam atau kasual yang lengkap . Pengetahuan dalam kursus-kursus terdahulu diaplikasikan sebagai keperluan bagi melaksanakan kursus ini. Projek ini dimulakan dengan memberi brif projek, menyediakan portfolio iaitu menjalankan kajian, menyenaraikan idea, menghasilkan rekaan pakaian, menjahit pakaian akhir, pembentangan portfolio dan laporan akhir.</p> <p>KREDIT : 6 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menumpukan proses pengumpulan bahan kajian dan lakaran perkembangan rekaan pakaian. (P3,PLO2) 2. Menghasilkan pakaian melalui proses yang lengkap seperti mendraf pola, menggunting fabrik dan menjahit pakaian. (P2, PLO2) 3. Menghasilkan portfolio dan laporan mengikut spesifikasi yang ditetapkan berdasarkan perkembangan rekaan dan turutan proses pembuatan pakaian. (C3, PLO1)



**SIJIL KEMAHIRAN
REKABENTUK GRAFIK**



PENGENALAN

Program Sijil Kemahiran Rekabentuk Grafik mampu menyumbang tenaga pekerja separuhmahir dalam bidang industri kreatif negara. Pengetahuan dan kemahiran yang diperolehidapat menyediakan pelajar supaya mampu berdaya saing seiring dengan permintaantenaga kerja dalam bidang rekabentuk grafik. Program ini dibangunkan untuk memberilebih penekanan kepada kemahiran praktikal. Selain itu juga program ini dapatmelahirkan pekerja yang mampu bergaul dan berkerjasama dengan pekerja normal.Pelajar juga didedahkan dengan pengetahuan terkini dalam bidang rekabentuk grafik.

SINOPSIS

Sijil Kemahiran Rekabentuk Grafik adalah satu program peringkat sijil yang ditawarkan di bawah Program Sijil Kemahiran Politeknik. Tempoh pengajian adalah selama dua (2) tahun. Pelajar juga akan mengikuti program latihan industri selama enam (6) bulan semasa di semester empat (4). Program ini mendedahkan pelajar kepada asas rekabentuk dalam aspek teori dan amali. Pelajar akan mengikuti sesi pembelajaran seperti kelas teori dan amali di bilik kuliah, studio rekabentuk dan makmal komputer. Kandungan utama program ini meliputi kursus Asas Seni dan Rekabentuk, Komputer Grafik, Fotografi Digital, Tipografi, Rekabentuk Identiti Korporat, Rekabentuk Penerbitan, Rekabentuk Pembungkusan, Ilustrasi, Rekabentuk Pengiklanan, Rekabentuk Multimedia dan Portfolio. Kursus-kursus tersebut dapat menyediakan pengetahuan asas dalam bidang grafik dan kemahiran teknikal bagi memenuhi permintaan industri masa kini.

PROSPEK PEKERJAAN

Program ini melengkapkan pelajar dengan pengetahuan dan kemahiran yang boleh diaplikasikan dalam bidang pekerjaan yang berkaitan dengan Rekabentuk Grafik yang mana membolehkan para lulusan memulakan kerjaya mereka dalam industri yang berkaitan. Peluang pekerjaan di dalam Sijil Kemahiran Rekabentuk Grafik ini ialah:

- Pembantu Pereka Grafik
- Assistant DTP Artist
- Jurufoto
- Pembantu Percetakan
- Pelukis Ilustrasi
- Assistant Display Artist
- Usahawan dalam bidang grafik

VISI

Penjana utama modal insan inovatif melalui pendidikan dan latihan transformasional bagi memenuhi keperluan tenaga kerja global menjelang 2015.

MISI

Menerobos sempadan untuk membina persekitaran pembelajaran transformasional dan kreatif ke arah menjana ekonomi yang dipimpin inovasi.

MATLAMAT PROGRAM (PAI)

Graduan yang menamatkan program ini akan memperolehi pengetahuan dan kemahiranteknikal dalam bidang rekabentuk grafik bagi membolehkan mereka mempunyai sendiri yang kreatif dan inovatif. Pelajar boleh mengaplikasikan kemahiran yang diperolehi dengan lebih yakin untuk menyumbangkan idea kepada masyarakat dan memenuhi keperluan tenaga kerja dalam pasaran semasa. Mereka boleh bekerja secara berpasukan dalam meningkatkan produktiviti organisasi. Kemahiran keusahawanan dan pembelajaran sepanjang hayat membantu pelajar menjadi lebih berdikari dan mampu mengikut arus globalisasi.

OBJEKTIF PENDIDIKAN PROGRAM (PEO)

Program Sijil Kemahiran Rekabentuk Grafik dapat :

1. Melahirkan graduan yang berpengetahuan dan berkemahiran asas dalam bidang Rekabentuk Grafik dan bidang-bidang lain yang dipelajari.
2. Mengaplikasikan pengetahuan dan kemahiran komunikasi serta ilmu keusahawanan di alam pekerjaan sebenar.
3. Menerapkan pelajar dengan nilai sendiri yang kreatif dan mempunyai jati diri dalam menghadapi arus perubahan semasa.
4. Melatih graduan dengan semangat kerja berpasukan ke arah meningkatkan produktiviti organisasi.

HASIL PEMBELAJARAN PROGRAM (PLO)

Di akhir program ini, graduan akan dapat:

1. Menunjukkan kefahaman pengetahuan asas dalam bidang Rekabentuk Grafik dan bidang-bidang lain yang dipelajari.
2. Melaksanakan kemahiran asas sebagai seorang pereka grafik dan bidang-bidang lain yang dipelajari.
3. Mempraktikkan kemahiran berkomunikasi semasa menjalankan kerja-kerja lapangan.
4. Memberikan idea bagi menjana pemikiran kreatif dan inovatif untuk menyelesaikan masalah dalam bidang Rekabentuk Grafik.
5. Mempunyai kesedaran terhadap tanggungjawab sosial dan bersedia memberi sumbangan kepada masyarakat.
6. Mengenal pasti keperluan pembelajaran berterusan, mengurus maklumat dan pembangunan kerjaya melalui aktiviti pembelajaran sepanjang hayat.
7. Mengaplikasikan ilmu pengurusan keusahawanan dalam bidang Rekabentuk Grafik.
8. Menjadi individu yang berkeyakinan dan bertanggungjawab dalam melaksanakan kerja disamping mengamalkan nilai etika kerja secara profesional.
9. Menyesuaikan diri dalam persekitaran dan boleh bekerja secara berpasukan dan produktif.

PENSYARAH SIJIL KEMAHIRAN REKABENTUK GRAFIK

Bil	Name	Tel. No.(07-261)
1	Ismalyza Binti Mt. Arif Head of Programme	1602
2	Khatijah Binti Md. Saad (Cuti Belajar)	1602
3	Rohaidah Binti Mohd Yusoff	1602
4	Badrul Hisham Bin Shaharin	1602
5	Johaini Bin Ibrahim	1602
6	Mohd Redzuan Bin Husaini	1602
7	Muhammad Azmil Bin Abdul Aziz	2603
8	Mohd Safirul Bin Md Zin	2603
9	Mohd Nizam Bin Saleh @ Japri	2603

STRUKTUR PROGRAM

Semester 1

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUA1011	Pendidikan Islam 1*	1	1	0	1
SUB1011	Pendidikan Moral 1**	1	0	1	1
SUM1011	Bahasa Melayu 1	1	0	1	1
SBK1021	Aplikasi Komputer	0	2	0	1
SUK/SUS1011	Ko-Kurikulum	0	2	0	1
SVG1014	Asas Seni dan Rekabentuk	1	6	0	4
SVG1024	Komputer Grafik	1	6	0	4
SVG1033	Fotografi Digital	1	4	0	3
SVG1043	Tipografi	1	4	0	3
TOTAL			33		18

S : Syarahan

A : Amali / Makmal

T : Tutorial

***Untuk pelajar beragama Islam**

**** Untuk pelajar bukan beragama Islam**

Semester 2

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUA2011	Pendidikan Islam 2*	1	1	0	1
SUB2011	Pendidikan Moral 2**	1	0	1	1
SUE2011	English for Communication 1	1	0	1	1
SWK2021	Keselamatan dan Kesihatan Pekerjaan (OSH)	1	0	1	1
SVG2014	Rekabentuk Identiti Korporat	1	6	0	4
SVG2023	Rekabentuk Penerbitan	1	4	0	3
SVG2033	Rekabentuk Pembungkusan	1	4	0	3
SVG2044	Ilustrasi	1	6	0	4
TOTAL		30			17

Semester 3

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUE3011	English for Communication 2	1	0	1	1
SUM3011	Bahasa Melayu 2	1	0	1	1
SPK3013	Keusahawanan	1	4	0	3
SVG3014	Rekabentuk Pengiklanan	1	6	0	4
SVG3023	Rekabentuk Multimedia	1	4	0	3
SVG3033	Portfolio	1	4	0	3
TOTAL		26			15

Semester 4

KOD KURSUS	KURSUS	JAM PERTEMUAN			KREDIT
		S	A	T	
SUL40110	Latihan Industri	0	0	0	10
TOTAL					10

S : Syarahan
A : Amali / Makmal
T : Tutorial

SINOPSIS KURSUS DAN HASIL PEMBELAJARAN PROGRAM(CLO)

SEMESTER	KOD KURSUS DAN NAMA KURSUS	SYNOPSIS	HASIL PEMBELAJARAN PROGRAM (CLO)
1	SVG1014 ASAS SENI DAN REKABENTUK	<p>ASAS SENI DAN REKABENTUK mendedahkan pelajar secara menyeluruh dalam semua aspek penghasilan lukisan. pelbagai media lukisan akan didedahkan kepada pelajar, aplikasi dan cara penggunaan juga didedahkan. Pelajar meningkatkan kemahiran melukis dan faham tentang penggunaan garisan, ruang, isipadu dan kadar banding dengan cekap.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menerangkan elemen dan prinsip asas seni dan rekabentuk dengan lebih terperinci dalam penghasilan projek seni visual. (C2,PLO1) 2. Mengaplikasikan elemen dan prinsip dalam karya 2D dan 3D. (P1,PLO2) 3. Menggunakan dengan lebih efektif pelbagai bahan dan teknik dalam menghasilkan sesebuah karya seni.(P4,PLO2)
1	SVG1024 KOMPUTER GRAFIK	<p>KOMPUTER GRAFIK memberi tumpuan kepada memperkenalkan jenis-jenis perisian komputer grafik untuk menghasilkan rekaan. Pelajar-pelajar akan diperkenalkan kepada asas penggunaan perisian seperti Adobe Photoshop, Adobe Illustrator dan Adobe Indesign. Pelajar juga didedahkan kepada proses-proses merekabentuk untuk menghasilkan rekaan mengikut perisian yang sesuai.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. menyatakan dengan jelas maksud komputer grafik dan jenis-jenis perisian komputer grafik. (C1,PLO1) 2. mengenalpasti dengan jelas asas penggunaan perisian komputer grafik. (P3, PLO2) 3. menghasilkan rekaan grafik mengikut kesesuaian setiap perisian. (P2, PLO4)
1	SVG1033 FOTOGRAFI DIGITAL	<p>FOTOGRAFI DIGITAL memperkenalkan teori,prinsip dan menegaskan prinsip-prinsip ini dalam aplikasi fotografi digital. Kursus ini menekankan kepada penggunaan dan teknik kamera digital SLR. Kursus ini juga mendedahkan pelajar kepada peralatan asas digital dan proses asas photo-retouching menggunakan perisaian yang sesuai serta percetakan hasil gambar.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Mengenal secara am teknik dan peralatan asas fotografi digital serta teknologinya. (C1,PLO1) 2. Mengaplikasi secara efektif dalam menghasilkan komposisi fotografi yang berkualiti. (P1,PLO2) 3. Mengenalpasti perisian yang sesuai bagi tujuan proses photo-retouching serta percetakan gambar.(P3,PLO2)

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1	SVG1043 TIPOGRAFI	<p>TIPOGRAFI memperkenalkan bentuk huruf (letterforms) dalam komunikasi visual. Kursus ini memfokus kepada tipografi sebagai bentuk, prinsip tipografi, organisasi teks dan hierarki, grid tipografi, kejelasan dan jarak antara huruf. Menerangkan penggunaan bentuk huruf (letterforms) dalam komunikasi visual dengan lebih mendalam. Kursus ini menfokus kepada penggunaan teknologi dalam rekabentuk tipografi.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Mengenal secara umum tentang evolusi dan fungsi tipografi dalam komunikasi visual.(C1, PLO 1) 2. Mengenalpasti dengan jelas anatomi, terminologi, klasifikasi dan ukuran asas tipografi untuk penggunaan praktikal dalam rekabentuk grafik. (C4, PLO 2) 3. Menghasilkan dengan terperinci rekaan huruf sebagai satu bentuk seni dalam komunikasi visual.(P2, PLO 4) 4. Menggunakan secara efektif rekabentuk tipografi yang dapat memberi kesan visual. (P4, PLO 4)
1	SUA1011 PENDIDIKAN ISLAM 1	<p>PENDIDIKAN ISLAM 1 memperkenalkan kepada pelajar tentang cara hidup I yang lengkap dan sempurna melalui penghayatan konsep akidah, ibadah (toharaoh) dan akhlak Islam.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menyenaikan Rukun Iman dan Rukun Islam dengan tepat. 2. Menunjuk cara pelaksanaan toharaoh dengan betul 3. Membincangkan isu-isu semasa berkaitan dengan akhlak
1	SUB1011 PENDIDIKAN MORAL 1	<p>PENDIDIKAN MORAL 1 memberikan kefahaman kepada pelajar tentang peranan individu dalam hidup bermasyarakat. Kursus ini juga mendedahkan kepada pelajar mengenai cabaran dan isu-isu moral dalam mewujudkan masyarakat Malaysia yang harmoni.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menyenaikan peranan individu dalam kehidupan masyarakat. 2. Menjelaskan elemen-elemen yang mencabar nilai-nilai moral 3. Mengenalpasti isu-isu moral semasa

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1	SUM1011 BAHASA MELAYU 1	<p>BAHASA MELAYU 1 memberi pengetahuan penggunaan Bahasa Melayu yang betul. Penekanan kepada penggunaan tatabahasa yang betul mengukut situasi sebenar dan menyebarkan maklumat dengan cara yang berkesan.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menulis semula dengan menggunakan tatabahasa dan struktur ayat yang betul untuk menghasilkan penulisan yang berkesan. 2. Membina struktur ayat yang betul untuk menghasilkan penulisan. 3. Mengenalpasti maklumat penting daripada sumber yang dibaca dan ditonton kemudian menulis semula dalam ayat yang betul.
2	SVG2014 REKABENTUK IDENTITI KORPORAT	<p>REKABENTUK IDENTITI KORPORAT memberi pendedahan kepada pelajar tentang komunikasi melalui identiti korporat. Kursus ini juga menyentuh tentang elemen-elemen grafik dalam menghasilkan satu identiti korporat yang mampu menyampaikan mesej tertentu kepada kumpulan sasaran.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menerangkan secara ringkas konsep dan fungsi identiti korporat (C2,PLO1) 2. Membuat kajiselidik dan koleksi data satu imej korporat. (P1, PLO2) 3. Menghasilkan logo yang berkualiti dan satu set identiti korporat. (P2, PLO4)
2	SVG2023 REKABENTUK PENERBITAN	<p>REKABENTUK PENERBITAN adalah proses merekabentuk layout bahan bercetak untuk tujuan penerbitan seperti buku, majalah, buletin, brochure dan seumpamanya dengan menggunakan perisian yang sesuai. Pelajar juga akan didedahkan dengan proses penerbitan dari peringkat editorial (pre-press) hingga ke peringkat produksi (post press).</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. menerangkan dengan jelas istilah dalam rekabentuk penerbitan. (C2,PLO1) 2. mengaplikasi sistem grid, jenis dan anatomi grid dalam rekabentuk penerbitan. (P1, PLO2) 3. menghasilkan bahan penerbitan secara sistematik mengikut aliran kerja dan prosedur prepress. (P2, PLO4)

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2	SVG2033 REKABENTUK PEMBUNGKUSAN	<p>REKABENTUK PEMBUNGKUSAN merupakan salah satu cabang dalam rekabentuk grafik. Pelajar akan didedahkan kepada pengetahuan konsep pembungkusan dan peranannya yang bukan sekadar membungkus. Penekanan kepada elemen-elemen grafik, rekabentuk dan bahan yang digunakan menjadi objektif utama dalam merekabentuk sesuatu pembungkusan untuk memenuhi kehendak pengguna dan pasaran semasa.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menerangkan secara ringkas konsep rekabentuk pembungkusan yang bersesuaian dengan jenis produk. (C2, PLO1) 2. Mengenalpasti elemen-elemen pembungkusan dalam merekabentuk sesuatu pembungkusan. (P3, PLO2) 3. Menghasilkan rekabentuk pembungkusan dalam bentuk 2 dimensi dan 3 dimensi secara sistematik. (P2, PLO4)
2	SVG2044 ILUSTRASI	<p>ILUSTRASI memberi pendedahan kepada pelajar mengenai amalan dan penghasilan secara manual teknik ilustrasi menggunakan kombinasi pelbagai bahan serta pendekatan aplikasi teknologi digital. Pelajar akan mempelajari kemahiran teknikal dan mengeksplorasi idea-idea yang luas, mencari arah tuju serta teknik-teknik yang dapat membentuk gaya ilustrasi sendiri pada masa akan datang.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Mengenal secara am jenis-jenis ilustrasi yang terdapat di dalam bidang rekaan. (C1, PLO 1) 2. Mengaplikasikan sepenuhnya pelbagai media dan teknik dalam menghasilkan ilustrasi. (P1, PLO 2) 3. Menghasilkan ilustrasi 2D dengan menggunakan bahan dan teknik yang bersesuaian. (P1, PLO 4)
2	SWK2021 KESELAMATAN & KESIHATAN PEKERJAAN (OSH)	<p>KESELAMATAN DAN KESIHATAN PEKERJAAN (OSH) memberi pengetahuan kepada pelajar tentang peraturan dan keselamatan di tempat kerja serta penekanan kepada bahaya, risiko yang ada. Selain itu pelajar didedahkan tentang tanggungjawab majikan dan pekerja dalam mengamalkan cara kerja yang selamat serta pencegahan kemalangan, ergonomik dan pertolongan cemas.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Memahami konsep keselamatan dan kesihatan pekerjaan. (C2, PLO1) 2. Menerangkan secara bertulis peraturan yang sesuai bagi membentuk persekitaran tempat kerja yang selamat. (C2, PLO1) 3. Mengenalpasti bahaya dan risiko di tempat kerja serta tindakan yang sesuai jika berlaku kemalangan di tempat kerja. (P2, PLO2) 4. Mempelajari ergonomik serta asas pertolongan cemas yang betul. (P2, PLO2)

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2	SUE2011 ENGLISH FOR COMMUNICATION 1	<p>ENGLISH FOR COMMUNICATION 1 is to enhance student's abilities to read and write in the English language. In this course, students will be dealing with two types of document: notices/posters as well as emails. Exposure will be given not only the understanding of these document but also the production of them.</p> <p>CREDIT : 1 PRE REQUISITE : NONE</p>	<ol style="list-style-type: none"> 1. Extract the important/ desired information from the provided notices/posters 2. Produce attractive and informative notices/ posters. 3. Reply to and write comprehensible emails.
2	SUB2011 PENDIDIKAN MORAL 2	<p>PENDIDIKAN MORAL 2 memberi pengetahuan tentang penggunaan teknologi maklumat dan kesannya ke atas generasi pada masa kini. Penekanan kursus adalah untuk memberi penerangan tentang kesan kemajuan sains dan teknologi maklumat terhadap manusia. Kursus ini juga membincangkan isu-isu moral semasa dan menyatakan budaya kerja positif serta peranan individu dalam kerjaya.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menerangkan dengan jelas tentang kemajuan teknologi maklumat dengan cara yang betul. 2. Menjelaskan peranan individu dalam mengamalkan budaya kerja secara positif. 3. Menerangkan isu-isu semasa berkaitan dengan moral dengan jelas.
2	SUA2011 PENDIDIKAN ISLAM 2	<p>PENDIDIKAN ISLAM 2 memperkenalkan konsep ibadah yang merangkumi adab-adab, tanggungjawab suami isteri dan pendidikan anak-anak yang perlu diamalkan dalam kehidupan seharian. Kursus ini juga mendedahkan kepada pelajar mengenai isu-isu semasa yang berkaitan dengan perkahwinan sebagai panduan hidup.</p> <p>KREDIT : 1 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menunjuk cara pelaksanaan ibadah solat dengan tertib. 2. Menjelaskan adab-adab pergaulan dalam Islam 3. Membincangkan isu-isu semasa berkaitan dengan perkahwinan.

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3	SVG3023 REKABENTUK MULTIMEDIA	<p>REKABENTUK MULTIMEDIA memfokus pada persekitaran multimedia, perkembangan teknologi digital dan multimedia serta perisian (software) yang berkaitan serta membincangkan tujuan dan kategori persembahan multimedia. Penekanan diberikan kepada penggunaan elemen-elemen multimedia dan juga penjelasan tentang pengaplikasiannya didalam rekabentuk antaramuka laman web.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menerangkan secara am konsep dan kepentingan rekabentuk multimedia dalam industri masakini (C2, PLO1) 2. Mengenalpasti elemen-elemen multimedia di dalam merekabentuk. (P3 , PLO2) 3. Menghasilkan antaramuka multimedia yang sistematik dan mesra pengguna. (P2,PLO2-)
3	SVG3033 PORTFOLIO	<p>PORTFOLIO memberi pendedahan kepada pelajar tentang tujuan utama menghasilkan portfolio adalah sebagai persediaan untuk menghadapi temuduga dan permohonan pekerjaan. Pelajar akan membuat perancangan dan mengenalpasti isi kandungan portfolio serta memilih hasil karya terbaik untuk dijadikan koleksi dalam portfolio. Pelajar juga akan mempelajari strategi bagi menghasilkan portfolio. Pelajar akan menghasilkan portfolio dalam bentuk portfolio bercetak dan online portfolio.</p> <p>KREDIT : 3 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Membincangkan secara am tentang tujuan mengadakan portfolio. (C2,PLO 1) 2. Menyusun dengan lengkap isi kandungan portfolio mengikut format yang telah ditetapkan. (P2,PLO 2) 3. Menghasilkan portfolio bercetak dan online secara sistematik. (P2, PLO 4)
3	SVG3014 REKABENTUK PENGIKLANAN	<p>REKABENTUK PENGIKLANAN mendedahkan pelajar kepada asas pengiklanan dalam mengiklankan produk, perkhidmatan ataupun kempen. Penekanan turut diberikan kepada definasi dan peranan iklan dalam pasaran. Disamping mengetahui bentuk-bentuk pengiklanan, pelajar juga turut dilengkapkan dengan kemahiran dalam proses menghasilkan sesuatu iklan.</p> <p>KREDIT : 4 PRASYARAT : TIADA</p>	<ol style="list-style-type: none"> 1. Menyatakan dengan jelas bentuk dan jenis pengiklanan (C1,PLO1) 2. menerangkan secara terperinci elemen dan konsep dalam merekabentuk pengiklanan yang komprehensif (C2,PLO1) 3. menghasilkan iklan yang efektif untuk sesuatu produk atau perkhidmatan melalui media cetak (P2,PLO4)

