



HAN CHIANG UNIVERSITY COLLEGE OF COMMUNICATION

SCHOOL OF APPLIED CREATIVE ARTS AND DESIGN

PROSPECTUS



HCUC AT A GLANCE

For 100 years, Han Chiang has been pioneering affordable yet quality education for the benefit of its community. A not-for-profit institution steeped in the tradition of cultivating leaders of the future, Han Chiang University College of Communication (HCUC) is committed to the highest standard of excellence in teaching and learning.

As the first university college of communication in Malaysia, HCUC prides itself on the holistic education it offers through a variety of foundation, diploma and undergraduate programmes in Communication and Media studies. Our graduates shine through their excellent accomplishments both on and off campus, and are highly sought after in the corporate world.

HCUC also offers distinguished diploma and undergraduate programmes in a wide range of disciplines including Business and Management as well as Applied Creative Arts and Design. We are also the first in northern Malaysia to offer diploma and bachelor degree and postgraduate programmes in Chinese Studies.

A degree conferred by HCUC stands far beyond a qualification. Our industry-oriented programmes, coupled with our passion to nurture well-rounded graduates mean that HCUC graduates are distinctly competent in their respective fields and ready to take on challenges that come their way.

The academics in HCUC leverage on their vast industrial experience to provide our students with quality education. We never cease to innovate, learn and support one another to transform lives. We equip and empower our students with one common goal in mind: To prepare them for what is ahead so that they can make a difference and create a positive impact on the society and the world beyond.

Our graduates shine through their excellent accomplishments both on and off campus, and are highly sought after in the corporate world.

In HCUC, we help you get the most out of every opportunity presented to you throughout your time with us. It is our aim to create graduates who are well-rounded and highly employable, work-ready and equipped with the ability to take on new challenges.

As HCUC moves forward and defines the future, we remain rooted to our history and steadfastly pursue future endeavours with the same perseverance and passion that have brought us to where we are today.

WHY CHOOSE HCUC?

Where Creative Minds Meet, Ideas Spark and Imaginations Soar

Everything we do in HCUC is focused on making sure that every student is well-positioned both academically and practically for the future. Here, we take learning far beyond the classroom, helping each student gain knowledge and experience to enhance their career prospects.

Quality Local and International Educators

We have a team of dedicated lecturers who not only have the wisdom and experience to teach, but also the passion to empower the future generation.

Experiential Learning

A process which enables students to develop knowledge, values and skills from direct experiences outside a traditional academic setting.

Bright Future Ahead

Whether you are stepping out to the corporate world or pursuing your postgraduate studies, we have the right network and contacts to help you kick-start your new chapter in life.

Comfortable Class Sizes

We conduct our lectures and tutorials in small classes, providing an infinitely adaptable learning experience with a low student-to-lecturer ratio.

Work Integrated & Industrial Oriented Curriculum

With the emphasis on practical training and connecting classroom theory with workplace applications, each curriculum is tailored to bring out the best in our students, to go beyond technicalities and to think intelligently, critically and creatively.

One Campus, Two Libraries

Students are able to benefit from both HCUC library and Penang Digital Library that is only a walking distance from HCUC. Students can access over 3,000 e-books and e-journals in this 24-hour operated library.

More Than Just Studies

In HCUC, we have a wide array of opportunities for students to develop and enhance their soft skills through student bodies, clubs and events.

INDUSTRY PARTNERSHIPS

At HCUC, we understand the importance of connecting students with industry professionals and cutting-edge technology. That is why we have formed partnerships with leading companies and organisations in a variety of industries, providing our students with unique opportunities to gain hands-on experience and make valuable connections.

Our industry partners bring a wealth of expertise and resources to our campus, offering internships, collaborative programmes, and other opportunities for students to gain practical experience in their field of study. These partnerships provide students with exposure to real-world challenges and solutions, helping them to develop the skills and knowledge they need to succeed in their careers.



SCHOOL OF APPLIED CREATIVE ARTS AND DESIGN

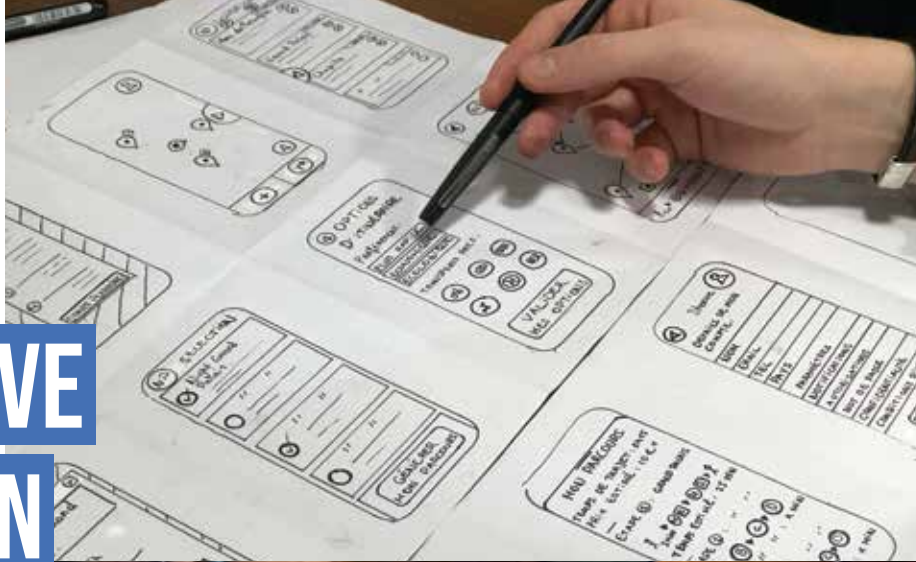
The creative industry has recently experienced a resurgence in popularity and the demand for versatile and skilled design professionals has made creative arts and design a rewarding career path for many students.

Our years of industry experience and knowledge have given our students an advantage in the industry and many have gone on to have successful careers both locally and internationally.

The School of Applied Creative Arts and Design teaches students a variety of skills and approaches to problem solving that are transferable to the creative sector. Ranging from the crucial design fundamentals to more sophisticated skills like 3D modelling and animation, audio and video editing, programming and interactive design, students will be equipped with the necessary skills required when they take their first step into the creative industry.

Versatile skill set and wide range of career options

Our programmes are designed to equip students with a multitude of skills and knowledge which will allow them to excel in the creative industry. From pure graphic design, web development, creative marketing and advertising to video and 3D production, our graduates are more than capable of holding their own in the industry.



Experienced industry partners

The School of Applied Creative Arts and Design has strong partnerships with some of the most prominent players in the creative sector that provide insights on the latest trends, industry standards and feedback on our curriculum, hence ensuring that our courses stay relevant and up to date and in line with the current practice of the industry. They also provide guidance and mentorship to our students in navigating the creative industry and provide work training for them. Some of our partners include Filamen, T-Creative, Blank Canvas, Rtist, AEIOU Studio, Kenray Communications and many more.

ALUMNI TESTIMONIAL

Ruey Kung

Senior Creative Designer, T Creative Limited (Hong Kong)

It was an honour and pleasure for me to be part of SACAD. The class is very interesting and wonderful. Lecturers are very dedicated to teaching, and thanks to them, I was able to discover many design skills and softwares that help to build my future career. It was definitely a fun journey, especially on how to be creative and inspirational. The whole programme is positively challenging, and it will shape you up as a prominent designer. I enjoyed this programme tremendously.



Milo Khoo

Chief Technology Officer Aicode Sdn. Bhd.

The School of Applied Creative Arts and Design taught me a lot about the real industry level skill set and knowledge. I am extremely grateful to my lecturers for their patience and commitment not only to teach us but also groom us to be industry ready. Their professional experience is what makes this programme unique and constructive. I want to say a big thank you for all the help and support I've gotten throughout my diploma years.



Jiang Jia Lei

Creative Director, 璟创广告企业 (China)

For international students who are worried if studying abroad is a very difficult path, you don't have to. Choosing Han Chiang University College of Communication made me feel like I am at home. Everything is good and I am extremely happy that I chose to study in the School of Applied Creative Arts and Design. Not only are the lecturers here friendly and experienced, but they are also very helpful. I was fortunate enough to be involved in several projects recommended by them. I had the best years and I am so grateful to them for the knowledge and skills I learnt.





DIPLOMA IN MULTIMEDIA COMMUNICATION DESIGN

(R2/02111/4/0344) (02/29) (A4536)

The **Diploma in Multimedia Communication Design** is designed to provide our graduates with skills and competencies that are highly sought after by prospective employers. It aims at producing graduates who have a mastery of a range of multimedia design skills, supported by professional skills in the area of visual communication, computing, animation, multimedia production and design management.

The Diploma in Multimedia Communication Design focuses on maximising the potential of multimedia as an effective communication tool through the design of content, appropriate use of audio/video technologies and its presentation in business, computing technology for developing interactivity in consumer fields and as a medium of creative expression.

The programme provides students with industry-standard skills in areas ranging from the most recent software and hardware to emerging trends and technologies. With the rapid evolution of the design and creative sectors, the programme enables students to address difficulties using the information and skillsets they have acquired. The programme also provides students with a solid basis for pursuing a bachelor's degree in related fields.

Students are required to undergo a 12-week industrial training in the creative design industries, thus enhancing their employability.

Entry Requirement

- Pass SPM with minimum 3 Credits OR
- Pass UEC with minimum 3 Credits

*Additional requirement: Pass an interview (online / conventional) OR submission of student's portfolio, to be determined by the HCUC as required.

Duration

2 Years

Intakes

January, April, August

Courses

YEAR 1

Computer Software Application
Communicative English
Design Fundamentals
Visual Studies
Computer Aided Design
Introduction to Multimedia
Photography
Computers & Computing
Typography
Elements of Multimedia
Spoken English I
Multimedia Web Authoring
Basic Writing & Study Skills
Penghayatan Etika dan Peradaban/
BM Komunikasi 1
Integriti dan Antirasuah/Co-curriculum
Time Management/Bahasa Kebangsaan A
The Morality of Ethics
Elective

YEAR 2

Multimedia Technology & Management
Audio & Video for Multimedia
Animation Techniques
Interface & Interactive Multimedia Design
Advanced Multimedia Technology
Spoken English II
Editorial Design
Computer Games Design
Multimedia in Training & Education
Creative Multimedia Project Part I
Creative Multimedia Project Part 2
English for IT & Multimedia
Industrial Training



DIPLOMA IN VISUAL ARTS & DESIGN

(R/213/4/0313) (08/29) (MQA/FA8378)

The **Diploma in Visual Arts & Design** equips students with theoretical knowledge and technical skills relevant to media arts and design in line with the digital illustration and animation industry requirements. At the same time, students will explore a wide range of artistic mediums, techniques and theories, gaining a solid foundation in the principles of visual arts and design. From traditional drawing and painting to digital illustration and multimedia, students will develop versatile skills that will enable them to bring their artistic visions to life.

One of the highlights of this programme is the opportunity to work closely with experienced lecturers who are practising artists and designers themselves. Their expertise and guidance will inspire students to push the boundaries of their creativity and develop their own unique artistic style. Moreover, students will collaborate with the industry, by engaging in constructive critiques and stimulating discussions that foster a supportive and vibrant artistic community.

Upon successful completion of the Diploma in Visual Arts and Design, students will possess a diverse portfolio of work that showcases their artistic prowess and design skills. Whether you aspire to become a professional artist, graphic designer, illustrator, or pursue further studies in the field of visual arts, this diploma will equip them with the necessary tools and knowledge to launch a successful career in the ever-evolving world of art and design. With the rapid growth of the digital art and animation field in Malaysia, the strong foundation in digital illustration and graphic design gained through this programme also primes students for further studies in related areas, producing high quality graduates to serve the industry.

Students are required to undergo a 10-week industrial training in the creative design industries, thus enhancing their employability.

Entry Requirement

- Pass SPM with minimum 3 Credits OR
- Pass UEC with minimum 3 Credits

*Additional requirement: Pass an interview (online / conventional) OR submission of student's portfolio, to be determined by the HCUC as required.

Duration

2 Years

Intakes

January, April, August

Courses

YEAR 1

Computer Software Application
Drawing I
Photography I
History of Visual Communication
Graphic Design and Layout
Communicative English
Design Elements & Principles
Spoken English I
Drawing II
Typography in Design
Corporate Identity Design
Design Process & Management
Packaging Design
Visual Communication Design Theory and Practice
Basic Writing & Study Skills
Penghayatan Etika dan Peradaban/
BM Komunikasi 1
Integriti dan Antirasuah/Co-curriculum
Time Management/Bahasa Kebangsaan A
The Morality of Ethics
Elective

YEAR 2

Digital Design I
Advertising I
Photography II
Editorial & Informational Design
Motion Graphic Design
Professional Practice
Spoken English II
Advertising II
Digital Design II
Digital Illustration
Final Year Project I
Final Year Project II
Elective
Industrial Training



BACHELOR OF ARTS (HONOURS) IN CREATIVE MULTIMEDIA

(R/213/6/0287) (01/28) (MQA/FA7671)

The **Bachelor of Arts (Honours) in Creative Multimedia** equips students with theoretical knowledge and practical skills relevant to creative multimedia in the areas of application development, digital animation, web development, interactive design and new media art.

Graduates of this programme will be able to undertake exciting and challenging careers in the vibrant multimedia industry. The in-depth knowledge and broad skill set gained through this programme also prime students for advanced studies in related disciplines.

The Bachelor of Arts (Honours) in Creative Multimedia programme ensures that students have in-depth knowledge, understanding and skills to work in the creative industry upon graduation.

Students are required to undergo a 16-week industrial training in the creative design industries, thus enhancing their employability.

Entry Requirement

- **Sijil Tinggi Persekolahan Malaysia (STPM)**
 - Pass with minimum of 2 Grade C
- **Foundation / Matrikulasi**
 - Pass with minimum CGPA 2.00
- **Diploma**
 - Pass in Diploma in a related field with minimum CGPA 2.00
- **Unified Examination Certificate (UEC)**
 - Pass with a minimum of 5 Grade B

*Additional requirement: Pass an interview (online / conventional) OR submission of student's portfolio, to be determined by the HCUC as required.

Duration

3 Years (Full Time)
Diploma in a related fields - 2 years (subject to credit transfer granted)

Intakes

April, August, November

Courses

YEAR 1

Design Principles
Photography
Visual Arts Studies
English for Communication
Digital Audio Design
Introduction to Graphic Design
Introduction to Web Design
Introduction to Corporate Identity & Branding
3D Modelling Techniques
Introduction to Digital Video
Presentation Skills
Creative Typography
Negotiation Skills/Bahasa Kebangsaan A
Religious Philosophy
Integriti dan Antirasuah/Self-development

YEAR 2

Creative Communication Design
Web Development
3D Animation
Interactive Media I
Public Speaking
Research Methodology
Programming Fundamental
Interactive Media II
Advanced Digital Audio Design
Academic Writing
Elective 1
Penghayatan Etika dan Peradaban/
BM Komunikasi 2
Falsafah dan Isu Semasa

YEAR 3

Object Oriented Programming
Digital Video
Creative Multimedia Project Part 1
Creative Multimedia Project Part 2
Advanced 3D Animation
Elective 2
Industrial Training

DUAL AWARDS

With our new dual award programmes offered by the Schools of Communication & Media, Business & Management as well as Applied Creative Arts & Design, students can now enjoy better opportunities when they graduate from HCUC.

Students under the dual award programmes are presented with the option to study one semester in the University of Southern Queensland (UniSQ), Australia. This opportunity allows students to immerse themselves in an exciting experience of studying abroad. Students pursuing the dual award programmes will be granted recognition from both HCUC and UniSQ upon completion of their studies at HCUC.

A regional university based in Toowoomba, Queensland, UniSQ is one of Australia's leading universities offering quality education with the highest graduate employability rate in Queensland. It is renowned for its online and blended education, providing a supportive environment and student-focused teaching commitment to and learning.



Benefits

- * **Locally and internationally recognised certification from both institutions**
- * **Added value in academic qualifications which leads to better employability**
- * **Increased skill sets and employer links, both local and overseas**
- * **Flexible online learning (UniSQ courses)**
- * **Pathway for future postgraduate studies**

Programmes Offered

School of Communication & Media

- Bachelor of Communication & Media (BCNM) Advertising Major
- Bachelor of Communication & Media (BCNM) Journalism Major
- Bachelor of Communication & Media (BCNM) Public Relations Major
- Bachelor of Film and Screen Production (BFSP) Film Production or Screen Major
- Bachelor of Television and Radio Production (BTVR) Television Production or Radio Production Major

School of Applied Creative Arts & Design

- Bachelor of Film & Screen Production (BFSP) Screen Production Major

School of Business & Management

- Bachelor of Business (BBIZ) Human Resource Management or Emergent Leadership

Entry Requirement

C6 and above for SPM English 1119 or equivalent.

CAREER OPPORTUNITIES

Multimedia Communication Design

Graphic Designer
Multimedia Designer
Advertising Designer
Courseware Developer

Animator
Video Producer
Games Developer
App Developer



Visual Arts & Design

Creative Entrepreneur
Advertising Direction Designer
Social Media Content Designer
Branding Solution Designer

Product Packaging Designer
Motion Graphic Artist
Comic & Game Illustration Artist
Photographer & Videographer



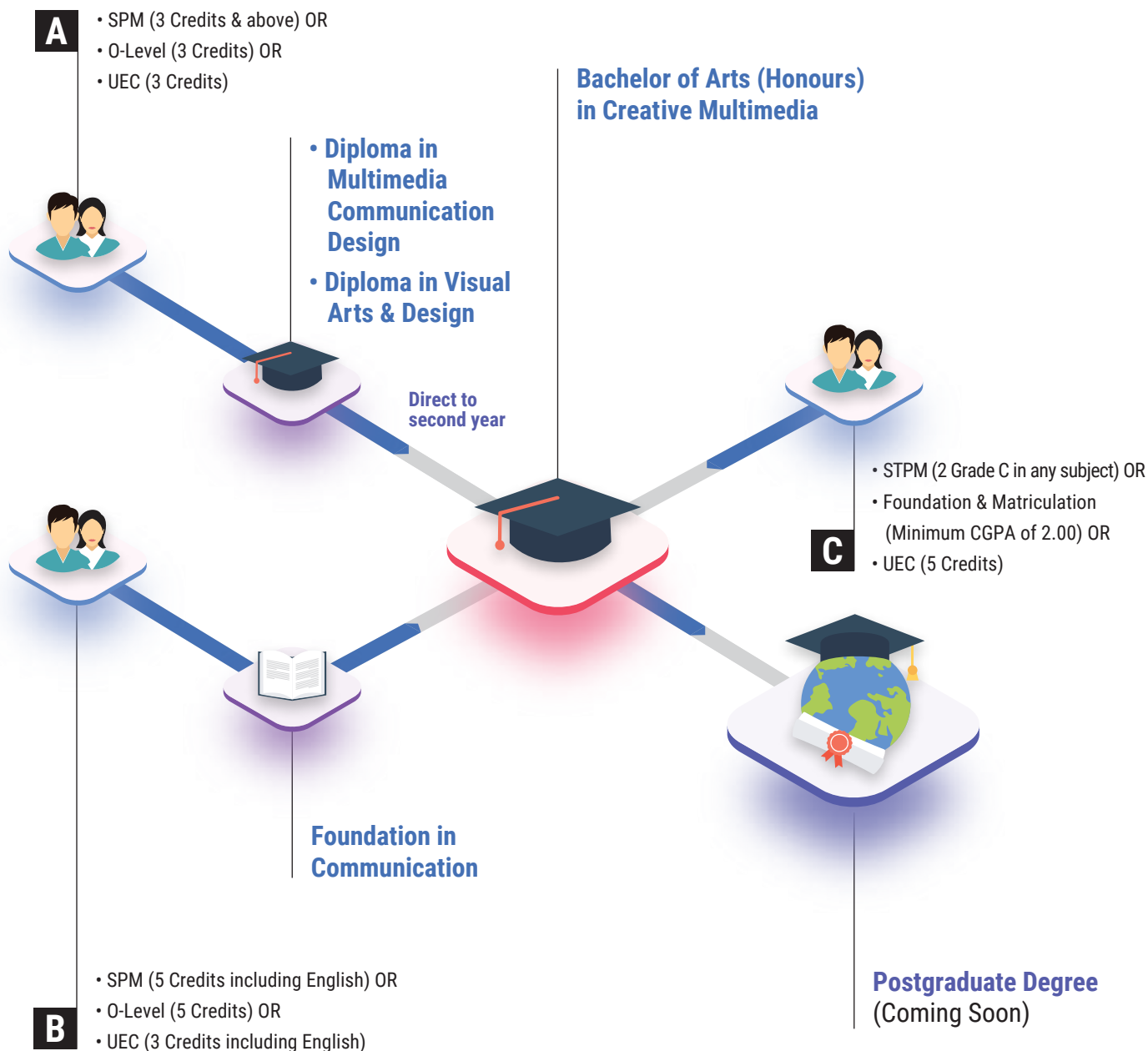
Creative Multimedia

Web Designer/Developer
Multimedia Designer
Animator
Art/Creative Director
3D Artist

Graphic Designer
Mobile Application Developer
Video Editor
Filmmaker
Advertising Designer



APPLIED CREATIVE ARTS & DESIGN PATHWAYS AT HCUC





APPLYING TO HCUC & FINANCIAL AID

Visit Our Campus

If HCUC is the ideal choice to further your education, drop by HCUC where our education counsellors are available for a one-to-one discussion.

Scholarship & Bursary

Paying for your education should be a partnership between you, your family and your education institution. In HCUC, we are committed to provide assistance to promising individuals who possess the potential to excel in their academics, but are facing financial challenges.

Alternatively, Malaysian students can also apply for financial aid from national bodies such as the National Higher Education Fund Corporation (Perbadanan Tabung Pendidikan Tinggi Nasional; PTPTN) and the Employee's Provident Fund (EPF). You may refer to our Bursary & Scholarship flyer for more information.

HCUC is also one of two private institutions of higher education that is eligible for 1-Bita, a one-off RM1,000 scholarship programme initiated by the Penang State Government for students.



HOW TO APPLY



Choose your programme

This booklet provides an overview of the programmes we offer. You may check out the respective programme booklets for more details and intake months.



Check your programme entry requirements

Before applying to HCUC, kindly ensure that you are eligible for entry and meet the English language requirements (for dual awards). You may reach out to our education counsellors if you are in doubt.



Submit your application

You may fill in the online application form which is available on our website and submit it together with the relevant documents.



Application outcomes

All applications will be acknowledged and assessed for eligibility. The application processing time can take up to 1 week. Application processing times can also be affected by failure to provide relevant documents. Successful applicants will be sent a letter of offer.



Acceptance

Once you have accepted the letter of offer, you may proceed to pay your fees and arrange for accommodation (if necessary).

FACILITIES

Join a community of learners and leaders at HCUC, where we believe that student success starts with the right environment. Our facilities are designed to support your academic and personal growth, with everything you need to thrive.

From spacious classrooms and cutting-edge labs to comfortable study spaces and lounges, you'll have access to all the resources you need to succeed.

Our library is your hub for research and learning, with a collection of books, journals, and electronic resources that is second to none. And if you need a break from your studies, you can join student organisations, attend events, or just relax in one of our many common areas.



GET IN TOUCH WITH US!

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