

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

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

apu.edu.my

DESIGN & MEDIA



- > BA (HONS) IN INDUSTRIAL DESIGN
- > BA (HONS) IN DIGITAL ADVERTISING
- > BA (HONS) IN ANIMATION
- > BA (HONS) IN VISUAL EFFECTS

Unleash Your Creativity and Discover a Different Realm of Knowledge

APU - RANKED UNDER 2021 QS WORLD UNIVERSITY RANKINGS - ASIA



APU is Ranked No.1 for International Students, No.1 for Inbound Exchange, and is amongst the Top 50 Universities for International Faculty. APU is also Ranked amongst the Top 350 Universities.

APIIT RATED 6-STARS (OUTSTANDING) RATING



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

APU AWARDED 5-STAR (EXCELLENT) RATING



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

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



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

DESIGN & MEDIA



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

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



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

BA (HONS) IN **INDUSTRIAL DESIGN**

BA (HONS) IN **VISUAL EFFECTS**

BA (HONS) IN **ANIMATION**

BA (HONS) IN **DIGITAL ADVERTISING**



Experience APU's Iconic Campus

Malaysia's Award Winning University



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

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

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

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



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



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



Our School of Media, Arts and Design



100%

Employed by Graduation*

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

Nurturing Professionals for Global Careers

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



Industry Ready Graduates

The APU Career Centre connects and engages with over 10,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.



Outstanding Support

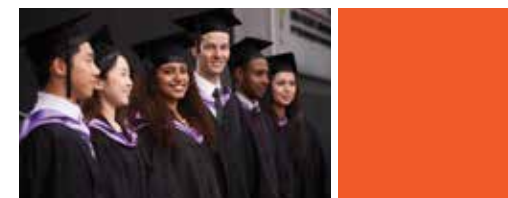
Regardless of the programme you choose, you will be supported by highly qualified and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.



Work-ready, World-ready

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

Employers are demanding that graduates not just have qualifications, but also have the experience and ability to contribute to the workplace. To meet these demands, APU develops programmes and partnerships with academic and industry partners, with a heavy focus on applied learning. This helps to ensure that the skills and knowledge taught at APU are up-to-date and in high demand.





Rated No.1

in Asia and Malaysia
for Multicultural Learning Experience*

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

A Truly International Community

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

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A Vibrant Community of Students from the World

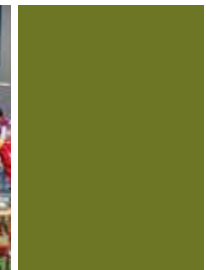
With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.



With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.

Student Welcome Team

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



Student Life @ APU

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



World-class Facilities @ APU

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

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Cutting-Edge Technologies

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



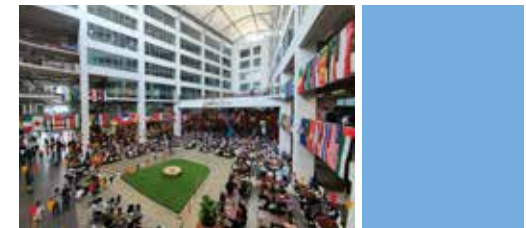
APU, as Malaysia's leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware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



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

An Integrated Community

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



Social Interaction Platforms

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



Our Partner in Quality

De Montfort University (DMU), UK

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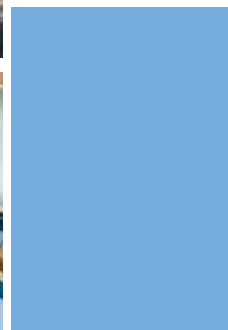
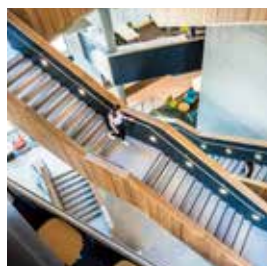
About DMU

De Montfort University Leicester (DMU) is a public university in the city of Leicester, England. Established in 1870, DMU is celebrating its 150 years anniversary as of 2020. DMU has approximately 27,000 full and part-time students and 3,240 staff. The university is organised into four faculties: Art, Design, and Humanities (ADH); Business and Law (BAL); Health and Life Sciences (H&LS); and Computing, Engineering and Media (CEM). DMU is also a member of the Association of Commonwealth Universities.



De Montfort University (DMU) is ranked Gold in the Teaching Excellence Framework (TEF), the only UK Government-endorsed measure of teaching quality in higher education.*

** Office for Students (2017)*



Celebrating 150 Years

- DMU has 150 years of history in providing higher education to students from around the globe.
- DMU was placed in the top 20 universities for Graduate Prospects in The Sunday Times Good University Guide 2020, a measure of how employable DMU students are on leaving university.
- DMU was named the first ever University of the Year for Social Inclusion in The Sunday Times Good University Guide, earning the award for a commitment to diversity, teaching excellence, and because of the success of DMU students in exams and their graduate job prospects.
- DMU adds £500m to the UK economy annually, according to a report by independent analysts Regeneris.
- Each year, international students from more than 130 countries choose to study at DMU.



Double your Advantage

APU-DMU Dual Degree Programme

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APU-DMU Dual Degree Programme

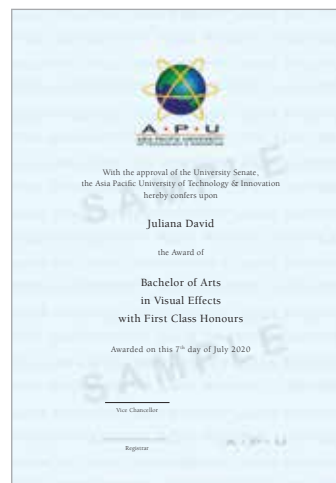
- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- Both degrees are recognised locally & internationally.
- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).



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**DE MONTFORT
UNIVERSITY
LEICESTER**





PORTFOLIO DEVELOPMENT PROGRAMME

MODULE NAME:

Drawing Development and Exploration

Synopsis

In this module you will be able to explore and expand a range of art and design drawing skills that will lead to the development of a good portfolio that demonstrates the use of a range of media and processes. You will be expected to continue the work developed during taught sessions through further tasks that will enable you to build and collate various artworks from other media besides drawing, such as: photography of 3D physical model, digital artwork, sketches, research, writing, illustration, painting, material research, and more.

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Objectives

The objectives of this module are to:

- Prepare for working in a design environment, observing health and safety requirements and understanding responsibilities when developing creative skills.
- Create awareness about the importance of a portfolio when studying and working in creative areas -from degree to employment.
- Provide the fundamental art and design skills for the entry requirement of the degree programs.
- Enhance your knowledge of creative practice relating to art and design and associated employment routes.
- Prepare you in the management of your own creative development.



What is a portfolio?



Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more.

Why do I need to submit Portfolio?

It is to measure how far you have learnt about art and design field, and it is also for the entry requirement for the BA (Hons) in Industrial Design, BA (Hons) in Visual Effects, BA (Hons) in Animation and BA (Hons) in Digital Advertising degree programmes.

Why do I also need to be interviewed to get into the degree programme?

Because we need to find out about your interest and potentiality related in design particular field.



I only have 'O' Level qualification and I don't have a portfolio, what should I do?

You have to take the Design Foundation Programme before enrolling into the Design Degree Programme.

What if I already have a qualification of 'A' Level, but I still don't have a portfolio?

We are offering a Portfolio Development Programme for students who require an insight to art & design field, and students are required to build their own portfolio as an outcome of the programme.



How long is the duration of the short course?

The short course will take 6 weeks to complete. (Please see the details)



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Content Outline of the Module

WEEK	TOPICS		
01	Introduction and Exploration of Drawing Skills & Sketching Techniques		
02	Still Life Drawing and Perspective Drawing		
03	Introduction to Digital Imaging and Creative Study		
04	Human Figure Drawing and Rendering Still Life		
05	Drawing Project		
06	Submission and Presentation		

Description of Projects

- Your work should be presented in a professional way, with supporting written material that justifies your choices and contextualizes the work – this may be in the form of annotations, short case studies, essays or reports. Your tutor will guide you regarding the requirements for each brief.
- Your work must be put arranged in a portfolio suitable for presentation at interviews.
- If you are aiming for Product Design, you will be required to create a drawing project of “New Personal Communication Device”.
- If you are aiming for Transport Design, you will be required to create a drawing project of “New Personal Transportation Device”.
- If you are aiming for Animation, you will be required to create a storyboard of “Thinking Outside of the Box”. You should imagine a matchbox and a single match next to it. Visualize how the match gets back in the box. Remember the match is a character that has a need to get back into the box for a reason.
- If you are aiming for Visual Effects, you will be required to create a perspective drawing project of “Environment Design”. The drawing must include an environment in a traditional market with people selling and buying on the scene. Please consider the use of perspective techniques for expressing your ideas.
- If you are aiming for Digital Advertising, you will be required to create a concept drawing project of “Magazine Advertisement”. The drawing must include an energy drink product and all the visual concepts associated with it.

You will need a variety of drawing media, your tutor will advise you, but it will typically comprise:

- A range of pencils of different grades
- Eraser
- Ruler (steel rule is best for cutting)
- Color pencils
- Watercolors and brushes
- Sketchbooks - A3 size minimum
- Cutter and cutting mat
- Glue and/or double-sided tape



INVICTUS

APU/APIIT Concept Car "Invictus" is the CHAMPION

of Proton DRB-HICOM Creative Car Challenge 2018!



Stylish, Dynamic Sedan - The INVICTUS

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



A close-up photograph of several hands stacked on top of each other in a huddle. The hands are of different skin tones and are wearing various colored sleeves (yellow, grey, red, white) and multiple colorful bangles. The background is a soft, out-of-focus grey.

COLLABORATIVE INDUSTRIAL PARTNERS

Synopsis

In this module you will be able to explore and expand a range of art and design drawing skills that will lead to the development of a good portfolio that demonstrates the use of a range of media and processes. You will be expected to continue the work developed during taught sessions through further tasks that will enable you to build and collate various artworks from other media besides drawing, such as: photography of 3D physical model, digital artwork, sketches, research, writing, illustration, painting, material research, and more.



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



Mira Digital comprises of several people who have been in the Visual Effects industry in Malaysia for more than 10 years. Since 2013, Mira Digital has worked on several local and international films, advertisements, TV series and occasionally on contents as well.

Have won an award for Best Visual Effects in Asia Pacific Film Festival 2018 for the local film Interchange. SOMAD has been associated with Mira Digital in knowledge sharing and guidance for VFX and Animation programmes. As an active IAP member Mira Digital has been curating the syllabus to ensure it meets the industry standards.



A Social Intelligence and Digital Marketing agency with over 200 brands coverage across APAC, providing Social Media Listening, Social Media Monitoring, and Consultancy services enabling brands to gain insights on their own digital marketing performance and compare with other brands in the industry. Wisesight covers contents across various platforms including social media channels, local forums, blogs and news sites to gain in-depth and relevant insights for brands. Wisesight has been an active IAP member of SOMAD for Digital Advertising Programme and have been training our students via internship programmes.



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



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



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



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



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

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



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

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



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

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

Kuno

keep it fresh

THE JAMES DYSON AWARD

CHAMPION OF SUSTAINABLE DESIGN

National Winner of the James Dyson Award 2020 (Malaysia)



Sustainable Innovation: KUNO Zero-Energy Cooler Fridge

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



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THIS IS

Industrial Design



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

: BA (Hons) in Industrial Design

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

Programme Description

Course Duration: 3 years

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

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

understand a problem to the fullest extent, then craft a solution that skillfully responds to the unique needs of a user.

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

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

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

theories and knowledge that are essential in the world of Industrial Design. The student will be able to specialised in 1 main area in their final year. They can choose from the 4 main specialism are which are: Specialism in Product Design, Specialism in Furniture Design, Specialism in Transport Design and Specialism in Sustainable Design.



Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects and a Credit in Bahasa Melayu and a Pass in English at SPM level.
- 2 Passes in A-Level with a Pass in English at SPM/ O-Level/ IGCSE or its equivalent.
- 5 Grade B's in UEC.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous internal interview or submitting a relevant portfolio.
- Equivalent qualification and / or experience which is recognized by the Senate / institution.

** A Pass in an interview and a drawing test is required for BA (Hons) in Industrial Design.*

English Requirements (only applicable to International Students)

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



PORTFOLIO REQUIRED

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



BA (Hons) in **Industrial Design** (N/213/6/0345)(07/24)(MQA/PA11898)

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

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

Career Options :

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

Programmes and Module Details

Level 01

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

Level 02

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

Internship (16 Weeks)

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

Level 03

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

MQA Compulsory Subjects

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

- Ethnic Relations (M'sian Students)
- Islamic & Asian Civilisation (M'sian Students)
- Malaysian Studies (Int'l Students)
- Malay Communication Language (Int'l Students)



Common Modules

- Creative Project
- Presentation Techniques
- Trend and Visual Thinking
- Design History and Context
- Digital Illustration

Specialised Modules

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

Common Modules

- Ergonomics
- Digital Design Project
- Model Making
- Universal Design
- Manufacturing Process

Specialised Modules

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

**Choose 1 module depending on chosen specialisation*

Common Modules

- Research Project Report
- Exhibition Design
- Design Futures

Specialised Modules

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

** Projects unique to specialism*



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THIS IS

Visual Effects



: BA (Hons) in Visual Effects

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

Programme Description

Course Duration: 3 years

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

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

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

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

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



PORTFOLIO REQUIRED

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes in A-Level.
- 5 Grade B's in UEC.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous internal interview or submitting a relevant portfolio.
- Equivalent qualification and / or experience which is recognized by the Senate / institution.

English Requirements (only applicable to International Students)

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

BA (Hons) in **Visual Effects**

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

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

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

Career Options :

- > 2D Artist
- > Previs Artist
- > 3D Generalist
- > Modeller
- > Lighting Artist
- > Matchmove Artist
- > Matte Painter
- > Story Board Artist
- > Rigger
- > Animator
- > Motion Graphics Artist
- > Digital Composer
- > Producer
- > Technical Director
- > Concept Artist
- > Roto Artist
- > Texture Artist
- > VFX Coordinator
- > Creative Director

Programmes and Module Details

Level 01

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

Level 02

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

Internship (16 Weeks)

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

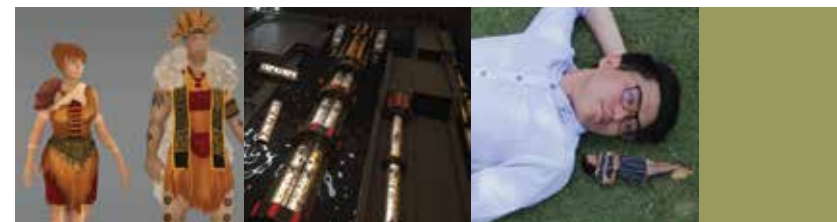
Level 03

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

MQA Compulsory Subjects

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

- Ethnic Relations (M'sian Students)
- Islamic & Asian Civilisation (M'sian Students)
- Malaysian Studies (Int'l Students)
- Malay Communication Language (Int'l Students)



Common Modules

- Creative Project
- Illustration for Concept Art
- Cinema Film Analysis
- 3D Pipeline

Specialised Modules

- Advance 3D Pipeline
- Digital Illustration
- Digital Compositing
- Motion Graphics

Common Modules

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

Specialised Modules

- Character Concept Design
- Advanced Digital Compositing
- Set Design
- Digital Sculpting
- CGI Production

Common Modules

- Sound Design
- Animation Techniques for Games
- Research Project Report
- Exhibition Design

Specialised Modules

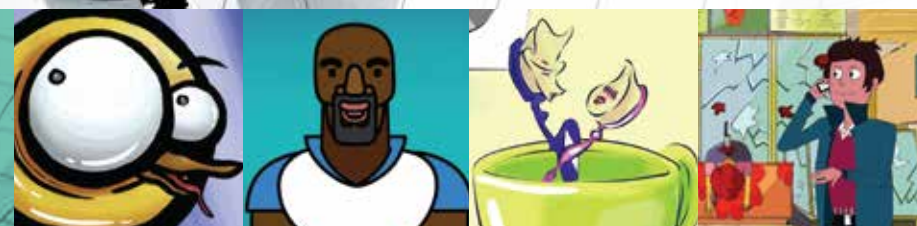
- Team VFX Project: Proposal
- Team VFX Project: Production
- VFX Project: Proposal
- VFX Project: Production

- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum



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THIS IS Animation



: BA (Hons) in Animation

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

Programme Description

Course Duration: 3 years

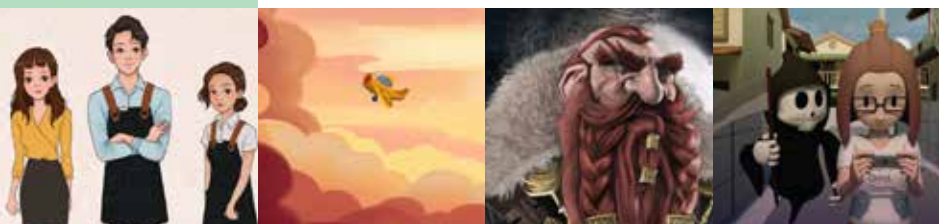
Animation is one of the fastest-growing industries worldwide. It has been a huge technological development in the last decade, from traditional 2D hand-drawn to digital 3D animation. In today's digital world, the application of animation isn't simply restricted to films. It facilitates exciting career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

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

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

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

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



PORTFOLIO REQUIRED

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes in A-Level.
- 5 Grade B's in UEC.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous internal interview or submitting a relevant portfolio.
- Equivalent qualification and / or experience which is recognized by the Senate / institution.

English Requirements (only applicable to International Students)

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

BA (Hons) in **Animation** (N/213/6/0343)(07/24)(MQA/PA11863)

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

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

Career Options :

- | | |
|---------------------------|---------------------------|
| > 2D Animator | > 3D Technical Artist |
| > 3D Animator | > Visual Effect Artist |
| > Concept Artist | > Motion Graphic Designer |
| > Storyboard Artist | > Composer |
| > 3D Modeller | > Video Editor |
| > Production Designer | > Script Writer |
| > Look Development Artist | > Production Coordinator |
| > Set Designer | > Animation Director |
| > 2D Rigging Artist | > Producer |

Programmes and Module Details

Level 01

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

Level 02

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

Internship (16 Weeks)

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

Level 03

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



Common Modules

- Illustration for Concept Art
- 3D Pipeline
- Creative Project

Specialised Modules

- Animation Principles
- Digital 2D Animation
- Digital 3D Animation
- Sculpture for Animation
- Motion Graphics

Common Modules

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

Specialised Modules

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

Common Modules

- Sound Design
- Animation Techniques for Games
- Research Project Report
- Design Futures
- Exhibition Design

Specialised Modules

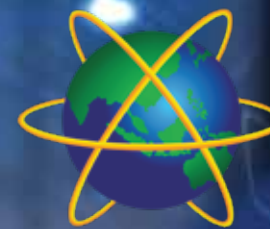
- Animation Project :Proposal
- Animation Project :Production
- Team Animation Project : Proposal
- Team Animation Project : Production

MQA Compulsory Subjects

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

- Ethnic Relations (M'sian Students)
- Islamic & Asian Civilisation (M'sian Students)
- Malaysian Studies (Int'l Students)
- Malay Communication Language (Int'l Students)

- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum



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12



THIS IS

Digital Advertising



: BA (Hons) in Digital Advertising

(N/213/6/0344)(07/24)(MQA/PAT1897)

Programme Description

Course Duration: 3 years

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

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

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

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



PORTFOLIO REQUIRED

Entry Requirements:

- A Pass in Matriculation or Foundation studies with minimum CGPA of 2.00.
- A Pass in STPM with a minimum Grade C (GP 2.00) in any 2 subjects.
- 2 Passes in A-Level.
- 5 Grade B's in UEC.
- A Diploma in Design & Media or equivalent with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 but above 2.00 may be admitted subject to a rigorous internal interview or submitting a relevant portfolio.
- Equivalent qualification and / or experience which is recognized by the Senate / institution.

English Requirements (only applicable to International Students)

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

BA (Hons) in **Digital Advertising**

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

Programme Objectives / Learning Outcomes

This Programme is Specifically Designed to Provide Students with :

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

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

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

Career Options :

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

Programmes and Module Details

Level 01

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

Level 02

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

Internship (16 Weeks)

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

Level 03

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

MQA Compulsory Subjects

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

- Ethnic Relations (M'sian Students)
- Islamic & Asian Civilisation (M'sian Students)
- Malaysian Studies (Int'l Students)
- Malay Communication Language (Int'l Students)



Common Modules

- Trends and Visual Thinking
- Motion Graphics
- Creative Project
- Project Management
- Digital Illustration

Specialised Modules

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

Common Modules

- From Script to Screen
- Digital Film Production
- Creativity and Innovation
- Visual Culture

Specialised Modules

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

Common Modules

- Research Project Report
- Exhibition Design
- Design Futures

Specialised Modules

- Integrated Marketing Communications
- Digital Advertising: Individual Professional Project
- Digital Advertising Analytics
- Digital Advertising: Team Professional Project



I am APU

WHAT DO
OUR ALUMNI SAY...

What Do Our Alumni Say...

AKIF RASHDAN BIN ROSLAN (Malaysia)

BA (Hons) Animation, Class of 2020
Animator - Animonsta Studios

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

CLARA ANGCELINA (Indonesia)

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

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

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

TANELI RIIKONEN (Finland)

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

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

MITSUKI ITANI (Japan)

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

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

What Do Our Alumni Say...

MISHAN JAYASHANGKAR (Malaysia)

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

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

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

LEE KIAN CHONG (Malaysia)

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

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

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

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

SHARON NG YEN PENG (Malaysia)

BA (Hons) Animation, Class of 2016
Character Effect Artist - Silver Ant Sdn Bhd

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

Making History - Awards and Achievements



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

JAMES DYSON AWARD MALAYSIA

2020 - Champion

MALAYSIAN ACTUARIAL STUDENTS ASSOCIATION (MASA) HACKATHON

2020 - Champion, 1st Runner Up and 2nd Runner Up

INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS

2020 - Best Innovation Award

2019 - Best Innovation Prize

AWS BUILD ON, MALAYSIA

2020 - Champion and Best Innovation Award

ATOS GLOBAL IT CHALLENGE

2020 - Champion

2016 - 1st Runner Up

F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE

2020 - Champion

2018 - Champion and 2nd Place

2017 - Champion

2016 - Champion

HILTI GLOBAL IT COMPETITION

2020 - Champion and 1st Runner Up

CYBERSECURITY EXCELLENCE AWARDS

2020 - Gold Winner (Best CyberSecurity Education Provider in Asia)

2019 - Gold Winner (Best CyberSecurity Education Provider)

ACCA POWER OF ETHICS COMPETITION

2020 - Champion of 'Most Creative Promotional Video'

2020 - 1st Runner Up of 'Best In-Campus Promotional Campaign'

ALIBABA GET GLOBAL CHALLENGE (MALAYSIA)

2020 - People's Choice Award

MALAYSIA RESEARCH ASSESSMENT (MYRA®) RATINGS 2020

2020 - Special Award (Best Achievement)

MALAYSIA TECHNOLOGY EXPO (MTE)

2020 - 2 Special Awards, 5 Silver, 2 Bronze and 1 Merit Award

2018 - Silver

REGIONAL CYBER CHALLENGE (RCC)

2019 - Champion

2019 - 1st Runner Up

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL)

2019 - 2 Gold and 1 Silver

2018 - 2 Gold and 1 Silver

INTERNATIONAL ENERGY INNOVATION COMPETITION (EIC) SINGAPORE

2019 - 3 Merit Prize

2016 - 4th Place

2015 - 1st Runner-up and 4th Place

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA (MULTIMEDIA DEVELOPMENT CORPORATION)

2019 - Winner of 'Best of Tertiary Student Project'

2016 - Top Award for 'Best of Tertiary Student Project'

2013 - Top Award for 'Best of Tertiary Student Project'

2012 - Top Award for 'Best of Tertiary Student Project'

2011 - Winner of 'Special Jury Award' by the Prime Minister

2011 - Top Award for 'Best of Tertiary Student Project'

2011 - Merit Award for 'Best of Tertiary Student Project'

2011 - Merit Award for 'Best of Tertiary Student Project'

2010 - Top Award for 'Best of Tertiary Student Project'

2008 - Top Award for 'Best of e-Inclusion & e-Community'

2005 - Top Award for 'Best of Applications & Infrastructure Tools'

2004 - Top Award for 'Best of Education & Training'

2004 - Top Award for 'Best of Applications & Infrastructure Tools'

2004 - Merit Award for 'Best of Research & Development'

2003 - Merit Award for 'Best of Research & Development'

2002 - Merit Award for 'Best of Smart Learning Applications'

2001 - Merit Award for 'Best of Smart Learning Applications'

2000 - Merit Award for 'Best of Smart Learning Applications'

2000 - Top Award for 'Best of Student Projects'

1999 - Merit Award for 'Best of Student Projects'

INTERNATIONAL INNOVATION, CREATIVITY AND TECHNOLOGY EXHIBITION (i2CreaTE)

2019 - Gold Medal

2019 - Silver Medal

3 DAYS OF CODE CHALLENGE

2019 - Champion and 1st Runner Up

2018 - 2nd Runner Up and Special Prize

Making History - Awards and Achievements



APIIT Education Group is the proud recipient of **PRIME MINISTER'S AWARD**

and Export Excellence Award (Services) for Industry Excellence Awards - March 2011

The APIIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation was selected to receive the Prime Minister's Industry Excellence Award from among nearly 30 other award recipients in 8 different categories. The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister's Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)

- 2019 - 1 Gold Award for the Invention, Innovation and Technology category
- 2018 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2018 - 1 Silver Award for the Invention, Innovation and Technology category
- 2018 - 1 Silver Award for the Invention, Innovation and Technology category
- 2017 - 1 Silver Award for the Invention, Innovation and Technology category
- 2016 - 1 Gold Award for the Invention, Innovation and Technology category
- 2016 - 1 Silver Award for the Invention, Innovation and Technology category
- 2016 - Best Green Invention Award
- 2015 - 1 Gold Award for the Invention, Innovation and Technology category
- 2015 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2014 - 1 Gold Award for the Invention, Innovation and Technology category
- 2014 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2013 - 2 Silver Medals for the Invention, Innovation and Technology category
- 2013 - 2 Gold medals for the innovator category

CYBER HEROES COMPETITION

- 2019 - Champion and Most Valuable Player (MVP)
- 2017 - 3rd & 4th Place

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

- 2019 - Champion

WORLD SKILLS MALAYSIA (CLOUD COMPUTING) LEAGUE

- 2019 - Champion

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD

- 2019 - Gold Award
- 2018 - Gold Award
- 2017 - Gold Award
- 2016 - Gold Award
- 2015 - Gold Award
- 2014 - Gold Award

GEMILANG BUS DESIGN COMPETITION

- 2019 - 1st Place and 3rd Place

NATIONAL MATHEMATICS COMPETITION

- 2019 - Champion and Consolation Prize
- 2018 - Champion
- 2017 - 2nd Runner Up

KPMG CYBER SECURITY CHALLENGE

- 2019 - 1st Runner Up
- 2018 - Top University Award
- 2018 - Champion ("APT, Malware & Cyber powered by FireEye" track)
- 2018 - Champion ("Engineering & Cyber - powered by IET" track)
- 2018 - 2nd Runner Up (Cyber Security Challenge 2018 - National Finals)

FUSIONEX DATA CHALLENGE

- 2019 - 1st Runner Up

TERADATA UNIVERSE DATA ANALYTICS CHALLENGE

- 2019 - Winner of 'Best People's Choice Award'

OPEN GOV ASIA RECOGNITION FOR EXCELLENCE

- 2019 - Recognition for Excellence

INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS

- 2019 - Best Innovation Prize'

BURSA MALAYSIA NATIONAL INVESTMENT DEBATE CHALLENGE

- 2019 - 2nd Runner Up

ASEAN VIRTUAL BUSINESS PLAN COMPETITION

- 2018 - 1st Place

CIMB 3D CONQUEST

- 2018 - Champion (Data Science)
- 2018 - 2nd Runner Up (Coding)
- 2018 - 4th Runner Up (Coding)

PROTON DRB-HICOM CREATIVE CAR CHALLENGE

- 2018 - Champion
- 2018 - Third Prize (Design Battle)

PRIDE INNOVATION AND TRANSFORMATION CHALLENGE

- 2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)

- 2018 - Champion and 1st Runner Up

SINCHEW EDUCATION AWARD

- 2018 - Outstanding Educational Institution: Private University
- 2018 - Product Award

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OF INFORMATION TECHNOLOGY

APIIT EDUCATION GROUP

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