

CREATIVE MULTIMEDIA &  
CINEMATIC ARTS

LET'S BE  
**CREATIVE**  
TOGETHER





*This prospectus uses Augmented Reality to give the reader a glimpse of MMU's experience. First, you need to scan the QR code here to enable the camera via browser experience. Then, find the AR icon marker in this prospectus and scan it to bring the AR to life.*

## PRESIDENT'S WELCOME

“

Welcome to MMU!

We aspire to nurture young generation with future ready skills and prepare you to lead the digital future. Our cutting edge programmes are designed to fulfil the needs of the industry and to cater the demands of the future career.

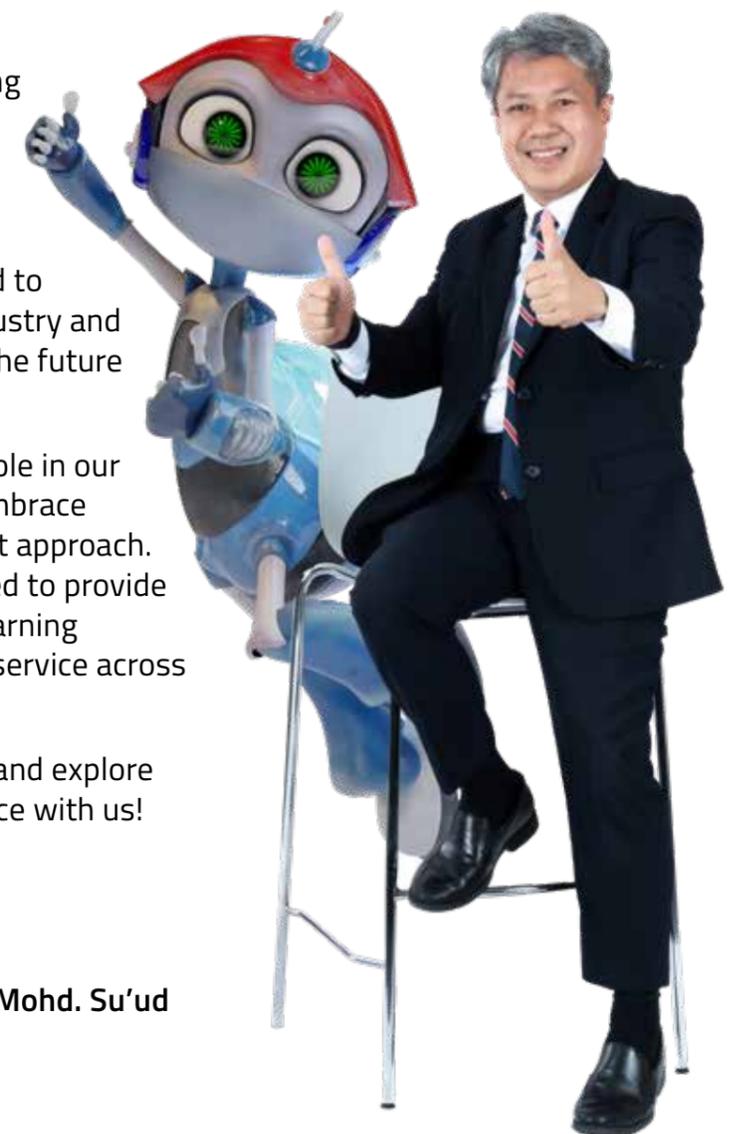
Education plays a major role in our lives, and it helps us to embrace good change with resilient approach. In MMU, we are committed to provide students with the best learning experience and excellent service across the university.

Let's join our community and explore rewarding study experience with us!

MMU is You!

”

**Prof. Dato' Dr. Mazliham Mohd. Su'ud**  
President/CEO



## CREATIVE MULTIMEDIA & CINEMATIC ARTS AT MMU

If you have your passion set on a career in creative multimedia and cinematic arts, MMU is the university for you. MMU offers award-winning, practical and industry-ready degrees that will allow you to make a real and lasting impact in the creative field.

We seek to empower our students with expertise and knowledge, and we are committed to an active and dynamic learning environment that will enhance your depth and perception as well as employability.

Both our Faculties of Creative Multimedia and Cinematic Arts incorporate constantly updated syllabi originating from reputable institutions across the world as well as our own R&D experts to properly reflect new knowledge and discoveries. Half of our full-time academic staff are international lecturers, along with guest lecturers from Thailand, Indonesia, the Philippines, and Singapore who will be able to impart real-life experience to your learning.

As part of MSC Malaysia, we utilise cutting-edge innovative technologies to keep you up-to-the-minute with current and future industry needs.



## WHY CREATIVE MULTIMEDIA & CINEMATIC ARTS AT MMU

- The **first university** structured towards the **digital creative content industry**
- The **only SEA university to collaborate with USC** (University of Southern California) to conduct a Cinematic Arts Degree
- **The only private university** in Malaysia to offer a major in **Virtual Reality**
- **Award-winning local and international** lecturers and mentors with **more than 100 international awards**
- **Excellent industry exposure for students** with industry experts as panel assessors for student projects
- **Cutting-edge technology** programmes (HTC Vive, Surface Studio, Nuke and Kinect)
- Our **student films** have been exhibited in prominent film festivals in Malaysia and internationally
- An **industry pioneer** that allows students to explore new frontiers in design technology
- **Active participation in industry workshops, competitions** and more than **10 major industry showcases** a year have resulted in numerous student awards
- **Experience final year abroad** via articulation programme



## AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK

- Be part of a globally ranked university that is listed in **QS World University Rankings 2021** and **THE World University Rankings 2021**.
- Study alongside **around 1,000 international students from 56 countries**
- Experience the **best and latest technologies from our collaborations** with **major ICT players** such as ZTE, Huawei, Nokia, Intel, Microsoft, Cisco and Motorola.
- **Gain opportunity to expand your study experience through our international linkages** with Northumbria University, Western Sydney University, University of Southern Queensland, Auckland University of Technology, Hull University, Manchester Metropolitan University, and University of Essex.



Awarded Self-Accreditation Status, 2017 Malaysian Qualifications Agency (MQA)



Top 10 among Universities in Malaysia, 2021



Awarded the 5-Star Rating in the SETARA 2019 by the Ministry of Higher Education (MoHE)



MMU's IT graduates are the most preferred by Malaysian firms - Frost & Sullivan Asia Pacific (MDEC's Malaysian Digital Talent Study 2017 Final Findings)



Awarded Premier Digital Tech Institution (PDTI) Status since 2017 by Ministry of Higher Education (MoHE) and Malaysia Digital Economy Corporation (MDEC)

## TOP MALAYSIAN UNIVERSITY\*



\*Top 10 in Times Higher Education (THE) World University Rankings 2021 among all universities in Malaysia.

There is strong societal value for the creative industry in its potential to contribute to economic growth as well as social cohesion. At MMU, our mission is to nurture the development of film and the arts not only in Malaysia, but also in the ASEAN region and globally.

We explore creative expression, intercultural dialogue and collaboration in a way that is both informative and rewarding to you, both as a student and a future member of the creative industry.



# AN ENTREPRENEURIAL UNIVERSITY WITH INDUSTRY-READY PROGRAMMES

## Well-rounded Education

Be empowered with the fundamentals of your field of study that also incorporate entrepreneurial skills and expertise which are relevant to your respective industries and job markets.

## Industry on Campus

Be connected and gain benefit from our state-of-the-art labs established by our industry collaboration with ZTE, HUAWEI, Microsoft, Intel and many more.

## Ready for Industry

Be enthused with Start-up Schemes from the Entrepreneurship Development Centre (EDC) and nurture your entrepreneurship mindset.

# A UNIVERSITY THAT IS AN INDUSTRY TRENDSETTER

- We offer programmes which are tailored to the industry's needs.
- Nearly 50% of our programmes are developed for fast growing industries.
- We produce graduates who are setting new standards in Malaysia's industries. Among our successful alumni are Mohd Nizam Abd Razak (the creator of BoBoiBoy, who has boosted the animation industry in Malaysia), Muhammad Usamah Zaid Yasin (Founder & Executive Director of Wau Animation that produces Ejen Ali), Tan Aik Keong (Director of Agmo Studio, a multi-award winning mobile app development company), Ko Chuan Zhen (CEO and co-founder of Plus Solar Systems, a multi-award winning clean energy company in Malaysia) and many more.

One of the university's primary objectives is to be able to **inspire & innovate others.**

We understand that the future lies in technology, and we are adamant to help shape future leaders who will help in making a better tomorrow.

## A VIBRANT AND CONDUCTIVE CAMPUS LIFE

- Convenient and comfortable accommodation – on-campus and off-campus.
- Intelligent and high-tech labs.
- Digital libraries.
- Set studio and post-production suite.
- Over 100 clubs and societies.
- Extensive infrastructure – campus-wide Wi-Fi, health clinics, mosques, 24-hour security, food & beverage outlets and more.
- Comprehensive Sports Centre – track & field, indoor sports arena, gym as well as an olympic-sized swimming pool.



“ If you want to be a successful film maker, MMU is one of the best universities in Malaysia for you to gain knowledge. The lecturers are well experienced and MMU always exposes its students to the latest technologies and motivates its students to strive for excellence. ”

**Mohd Ghazzali Abu Bakar**  
a.k.a Ghaz Abu Bakar (fdam)  
Founder of  
*The Media Hustler Sdn. Bhd.*  
(Director of *Polis Evo*, Malaysia's  
highest-grossing film in 2015)



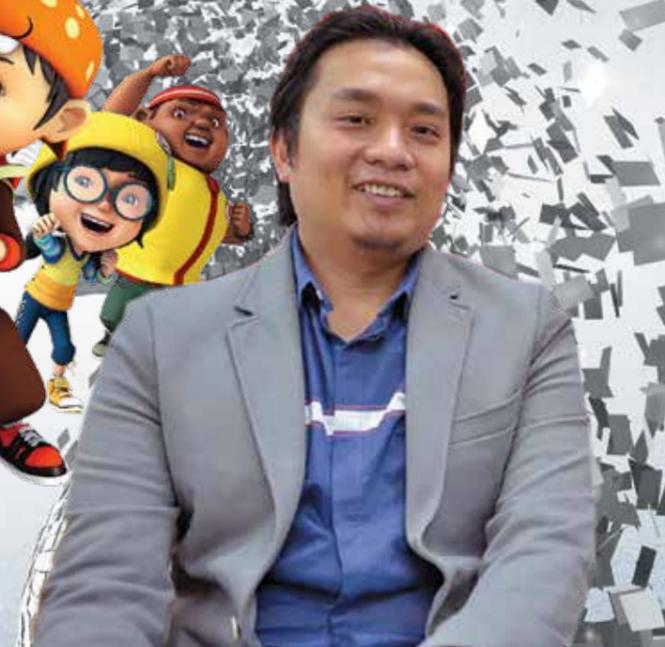
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## MMU Alumni

“ My industry colleagues and I find that MMU graduates are well-rounded, knowledgeable, skillful and have a strong foundation in the creative arts. The industry truly appreciates MMU graduates due to these qualities. ”

**Mohd Nizam Abd Razak**  
Managing Director (Founder) of  
*Animosta Studios Sdn. Bhd.*  
(Creator of the popular *BoBoiBoy*  
animated series and movie)





## FACULTY OF CREATIVE MULTIMEDIA

### Cyberjaya Campus

Sprawled over **808,440** square metres and housing **28** academic and support buildings, our Cyberjaya campus is home to the Faculty of Creative Multimedia.



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## FOUNDATION IN CREATIVE MULTIMEDIA (R2/010/3/0158) 12/23 (A9392)

The role of this one-year Foundation Programme (Pre-University/Alpha) is to provide suitable ground and basic skills in analogue (sketching, drawing, painting) and digital, basic computer graphics application and media production technique. Design Theories and application of Critical Thinking methods occur throughout the three trimesters in all of the subjects, including Design, Drawing, Photography, Computer Graphics, Humanities and English. Elements and Principles of Design are emphasised in the 2D, 3D and 4D design projects.

### PROGRAMME STRUCTURE

Trimester 1	Trimester 2	Trimester 3
<ul style="list-style-type: none"> <li>Visual Research &amp; Communication 1</li> <li>Life Drawing</li> <li>Basic Photography</li> <li>Computer Graphics 1</li> </ul>	<ul style="list-style-type: none"> <li>Visual Research &amp; Communication 2</li> <li>Figure Drawing</li> <li>Creative Photography 1</li> <li>Computer Graphics 2</li> </ul>	<ul style="list-style-type: none"> <li>Visual Research &amp; Communication 3</li> <li>Creative Drawing</li> <li>Creative Photography 2</li> <li>Computer Graphics 3</li> </ul>
<b>CORE SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Design and Art Appreciation</li> <li>Basic Sound Design</li> </ul>		
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Creative English</li> <li>General English</li> </ul>		

*Note: The course offered is subject to trimester intake (Trimester 1, Trimester 2 or Trimester 3)*

## BACHELOR OF MULTIMEDIA (HONS.) ANIMATION (R2/213/6/0157) 06/24 (A10482)

Founded as BMm (Hons) (Film & Animation) in 1997, this programme focuses on the art & design of Animation, Visual Effects & Film Language. The programme initially started in Melaka under the Faculty of Media Arts & Sciences, later moved to Cyberjaya under the new Faculty of Creative Multimedia, in the year 1999. The programme was created to be the catalyst for the Animation industry in Malaysia.

**Career Prospects: Modeler, Texturing Artist, Animator, Storyboard Artist, Rigging Artist, Technical Director, Creative Director, Designer, Screenwriter, Concept Artist, Composer, Art Director, Lighting Artist, Render Artist, 3D Artist, 2D Artist, Editor.**

### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Animation Design 1</li> <li>Animation Design 2</li> <li>3D Modelling for Animation</li> <li>Visual Storytelling</li> <li>Film Studies</li> <li>Basic Compositing</li> <li>3D Surfacing</li> <li>Media Culture</li> <li>Media Aesthetics</li> <li>Sound Design 1</li> </ul>	<ul style="list-style-type: none"> <li>Animation Design 3</li> <li>Animation Design 4</li> <li>Acting for Animation</li> <li>Animation &amp; Setup</li> <li>Effects Simulation</li> <li>Advanced Character Animation</li> <li>Look Development</li> <li>Screenwriting</li> <li>Semiotic Studies</li> <li>Media Anthropology</li> <li>Internship Training</li> </ul>	<ul style="list-style-type: none"> <li>Animation Design Project 1</li> <li>Animation Design Project 2</li> <li>Animation Entrepreneurship</li> <li>Design Research</li> <li>Sound Design 2</li> <li>Media Law</li> </ul>
<b>ELECTIVE SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Corporate Identity</li> <li>Motion Capture</li> <li>Diagram Design</li> <li>Project Management</li> </ul>		
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Workplace Communication</li> <li>Hubungan Etnik (Local Student)</li> <li>Tamadun Islam dan Tamadun Asia (Local Student)</li> <li>Pengajian Malaysia 3 (International Student)</li> <li>Bahasa Melayu Komunikasi 2 (International Student)</li> <li>Introduction to Multicultural Studies in Malaysia</li> <li>Co-Curriculum</li> <li>Foreign Languages</li> <li>Bahasa Kebangsaan A (Local without credit in SPM Bahasa Melayu)</li> </ul>		

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*



### BACHELOR OF MULTIMEDIA (HONS.) VISUAL EFFECTS (N/231/4/0339) 05/24 (MQA/PSA12186)

BMm (Hons) Visual Effects is a specialised course which allows the students to focus on all aspects of visual effects (VFX) work, from pre-production, production to post-production, and is designed to spearhead the VFX local industry.

**Career Prospects:** *Visual Effects Supervisor, Technical Director, Director, Modeler, Texturing Artist, Compositor, Rigging Artist, Creative Director, Designer, Screenwriter, Concept Artist, Art Director, Lighting Artist, Render Artist, 3D Artist, 2D Artist, Editor, Cinematographer, Director of Photography*

#### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Visual Effects Design 1</li> <li>Visual Effects Design 2</li> <li>3D Modelling for Animation</li> <li>Visual Storytelling</li> <li>Film Studies</li> <li>Basic Compositing</li> <li>3D Surfacing</li> <li>Media Culture</li> <li>Media Aesthetics</li> <li>Sound Design 1</li> </ul>	<ul style="list-style-type: none"> <li>Visual Effects Design 3</li> <li>Visual Effects Design 4</li> <li>Animation &amp; Setup</li> <li>Production for Visual Effects</li> <li>Effects Simulation</li> <li>Advanced Compositing</li> <li>Look Development</li> <li>Screenwriting</li> <li>Semiotics Studies</li> <li>Media Anthropology</li> <li>Internship Training</li> </ul>	<ul style="list-style-type: none"> <li>Visual Effects Design Project 1</li> <li>Visual Effects Design Project 2</li> <li>Animation Entrepreneurship</li> <li>Design Research</li> <li>Sound Design 2</li> <li>Media Law</li> </ul>
<b>ELECTIVE SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Corporate Identity</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Diagram Design</li> <li>Motion Capture</li> </ul>	
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Workplace Communication</li> <li>Hubungan Etnik (Local Student)</li> <li>Tamadun Islam dan Tamadun Asia (Local Student)</li> <li>Pengajian Malaysia 3 (International Student)</li> </ul>	<ul style="list-style-type: none"> <li>Bahasa Melayu Komunikasi 2 (International Student)</li> <li>Introduction to Multicultural Studies in Malaysia</li> <li>Co-Curriculums</li> <li>Foreign Languages</li> </ul>	<ul style="list-style-type: none"> <li>Bahasa Kebangsaan A (Local without credit in SPM Bahasa Melayu)</li> </ul>

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### BACHELOR OF MULTIMEDIA (HONS.) ADVERTISING DESIGN (R2/214/6/0097) 06/24 (A10483)

Advertising Design is a three-year degree programme focused on producing creative advertising content. Students are trained to master persuasive communication through design and multimedia applications. This programme emphasises on the understanding of branding, positioning, advertising strategy, media applications and product solutions. The creative process and final artwork are given great emphasis in order for our students to develop and enhance their skills and abilities to excel in this field.

We aim to develop graduates with intellectual capabilities in developing creative ideas in advertising communications, and who are technically capable in developing those ideas into working output.

**Career Prospects:** *Art Director/Designer/Manager in publications/corporate and communication departments/advertising agencies/design houses/production houses/retail; or Manager, Designer, Art Director for film/animation/music production houses and broadcast agencies; or Manager of art/design/branding for retail/entrepreneurs/product designs; or Manager, Designer for advertising related activities for small businesses; online/print/exhibition/outdoor/web advertising.*

#### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Advertising Design 1</li> <li>Advertising Design 2</li> <li>Web Design</li> <li>Environmental Design</li> <li>3D Modelling and Printing</li> <li>Internet and Mobile Application</li> <li>Video Production</li> <li>Mobile App Design &amp; Development</li> <li>Media Culture</li> <li>Media Aesthetics</li> </ul>	<ul style="list-style-type: none"> <li>Advertising Design 3</li> <li>Advertising Design 4</li> <li>Audio Visual for Advertising</li> <li>Integrated Marketing Communication</li> <li>Video Production for Advertising</li> <li>E-Marketing</li> <li>Multimodal Interaction Design</li> <li>Sound Design 1</li> <li>Semiotic Studies</li> <li>Media Anthropology</li> <li>Internship Training</li> </ul>	<ul style="list-style-type: none"> <li>Advertising Design Project 1</li> <li>Advertising Design Project 2</li> <li>Interactive Technology for Advertising</li> <li>Design Research</li> <li>Sound Design 2</li> <li>Media Law</li> </ul>
<b>ELECTIVE SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Corporate Identity</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Diagram Design</li> <li>Motion Capture</li> </ul>	
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Workplace Communication</li> <li>Hubungan Etnik (Local Student)</li> <li>Tamadun Islam dan Tamadun Asia (Local Student)</li> <li>Pengajian Malaysia 3 (International Student)</li> <li>Bahasa Melayu Komunikasi 2 (International Student)</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Multicultural Studies in Malaysia</li> <li>Co-Curriculums</li> <li>Foreign Languages</li> <li>Bahasa Kebangsaan A (Local without credit in SPM Bahasa Melayu)</li> </ul>	

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Articulation Pathway :





### BACHELOR OF MULTIMEDIA (HONS.) MEDIA ARTS (R2/214/6/0098) 06/24 (A10481)

This three-year Media Arts programme emphasises the creation of new forms of communication art enabled by computing technologies. The programme offers an inter/multidisciplinary approach to media creation that fosters individual exploration, experimentation and creative technologies practice. The word 'media' relates to mediums of communication; while 'art' emphasises the use of these mediums to create, express and challenge.

The course is conducted in an exciting environment where theories and practices can be challenged and ideas flow. The programme foregrounds experimental media creation and the results emerge in interactive systems, websites, games, installations, galleries, performances and sometimes public spaces. We strive to create socially and culturally relevant objects, experiences and spaces. Our graduates make significant contributions to the creative, cultural and multimedia industries.

**Career Prospects:** Creative Technologist, New Media Artist, Event/Gallery Curator, DJ/VJ, Multimedia Designer, New Media Innovators & Media Scientist, Visual Artist & Designer, Media Engineer.

#### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Media Arts Design 1</li> <li>Media Arts Design 2</li> <li>Visual Programming</li> <li>Digital Imaging Art</li> <li>3D Modelling and Printing</li> <li>Internet and Mobile Application</li> <li>Video Production</li> <li>Mobile App Design and Development</li> <li>Media Culture</li> <li>Media Aesthetics</li> </ul>	<ul style="list-style-type: none"> <li>Media Arts Design 3</li> <li>Media Arts Design 4</li> <li>Interaction Design</li> <li>New Media Technology</li> <li>Real-time Expression</li> <li>Generative Art and Design</li> <li>Multimodal Interaction Design</li> <li>Sound Design 1</li> <li>Semiotic Studies</li> <li>Media Anthropology</li> <li>Internship Training</li> </ul>	<ul style="list-style-type: none"> <li>Media Arts Design Project 1</li> <li>Media Arts Design Project 2</li> <li>Media and Networking</li> <li>Art in Electronic Media</li> <li>Design Research</li> <li>Media Law</li> </ul>
<b>ELECTIVE SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Corporate Identity</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Diagram Design</li> <li>Motion Capture</li> </ul>	
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Workplace Communication</li> <li>Hubungan Etnik (Local Student)</li> <li>Tamadun Islam dan Tamadun Asia (Local Student)</li> <li>Pengajian Malaysia 3 (International Student)</li> <li>Bahasa Melayu Komunikasi 2 (International Student)</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Multicultural Studies in Malaysia</li> <li>Co-Curriculums</li> <li>Foreign Languages</li> <li>Bahasa Kebangsaan A (Local without credit in SPM Bahasa Melayu)</li> </ul>	

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Articulation Pathway:



Scan the code to learn more



### BACHELOR OF MULTIMEDIA (HONS.) VIRTUAL REALITY (R2/213/6/0142) 04/24 (A9393)

We are committed to producing Virtual Reality specialists who are proficient in creating real-time application to content through experiential design. The three-year Virtual Reality programme trains students to start their project by researching the subject matter and designing the virtual world, interaction and interface. In the second stage, they begin to create the 3D world and breathe life into it by putting colours, sound and avatar that will engage with the user. The user is not just merely passive but highly interacting with the environment. The experience is enhanced through immersive and non-immersive technology.

**Career Prospects:** Asset Modeller, Texture and Lighting Artist, Technical Artist, 3D Visualizer, Game Developer, Game Level Designer, 3D Environment Artist, Simulation Artist, VR Walk-through Expert, User Experience Designer, Interaction Designer, Programmer, System Analyst, Project Manager.

#### MAJOR & CORE SUBJECTS

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Virtual Reality Design 1</li> <li>Virtual Reality Design 2</li> <li>Spatial Drawing</li> <li>Simulation Modelling 1</li> <li>Internet &amp; Mobile Application</li> <li>3D Modelling &amp; Printing</li> <li>Video Production</li> <li>Interaction Studies</li> <li>Media Culture</li> <li>Media Aesthetics</li> </ul>	<ul style="list-style-type: none"> <li>Virtual Reality Design 3</li> <li>Virtual Reality Design 4</li> <li>Behavioural Modelling</li> <li>Experiential Studies</li> <li>Simulation Modelling 2</li> <li>Simulation Scripting</li> <li>Reality Virtuality</li> <li>Sound Design 1</li> <li>Semiotic Studies</li> <li>Media Anthropology</li> <li>Internship Training</li> </ul>	<ul style="list-style-type: none"> <li>Virtual Reality Design Project 1</li> <li>Virtual Reality Design Project 2</li> <li>Virtual Reality Technology</li> <li>Design Research</li> <li>Sound Design 2</li> <li>Media Law</li> </ul>

#### ELECTIVE SUBJECTS

- Corporate Identity
- Project Management
- Diagram Design
- Motion Capture

#### UNIVERSITY SUBJECTS

- Workplace Communication
- Hubungan Etnik (Local Student)
- Tamadun Islam dan Tamadun Asia (Local Student)
- Pengajian Malaysia 3 (International Student)
- Bahasa Melayu Komunikasi 2 (International Student)
- Introduction to Multicultural Studies in Malaysia
- Co-Curriculums
- Foreign Languages
- Bahasa Kebangsaan A (Local without credit in SPM Bahasa Melayu)

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### BACHELOR OF MULTIMEDIA (HONS.) INTERFACE DESIGN (R2/214/6/0122) 07/27 (A11438)

This three-year programme emphasises the effective interaction between user and product to ensure the consumers and product features are integrated with the technology used. The elements of user interaction such as usability, user experience, screen design, ergonomic and user-centered design will be emphasised in product development studies where the digital approach is implemented across all levels. This includes the use of 3D printing for rapid prototyping and model making, digital sketching for an idea development, 3D modelling for final design analysis, and virtual reality for product presentation (for function, usage and technical specification).

We also analyse user feedback for the final prototype to assess the effectiveness of the new design to the target user. Each final design will be patented to protect the students' rights for the purposes of commercialisation. Through this multifaceted approach, we believe the students will be well prepared to enter the real working environment.

**Career Prospects:** Designer for product design, furniture design, transport design, 3D Object-based Designer, Interface Designer, UI/UX Designer, Academician

#### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Interface Design 1</li> <li>Interface Design 2</li> <li>Idea Visualization</li> <li>Rapid Modeling</li> <li>Creative Presentation Techniques</li> <li>CAD Drawing</li> <li>3D Modelling and Printing</li> <li>Interaction Studies</li> <li>Media Culture</li> <li>Media Aesthetics</li> </ul>	<ul style="list-style-type: none"> <li>Interface Design 3</li> <li>Interface Design 4</li> <li>Structure Design</li> <li>Interface Modelling</li> <li>Material &amp; Manufacturing Processes</li> <li>Human Factors &amp; Universal Usability</li> <li>Multimodal Interaction Design</li> <li>Sound Design 1</li> <li>Semiotic Studies</li> <li>Media Anthropology</li> <li>Internship Training</li> </ul>	<ul style="list-style-type: none"> <li>Interface Design Project 1</li> <li>Interface Design Project 2</li> <li>Interface Programming &amp; Layout</li> <li>Market &amp; Design Studies</li> <li>Design Research</li> <li>Media Law</li> </ul>
<b>ELECTIVE MODULES</b>		
<ul style="list-style-type: none"> <li>Corporate Identity</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Diagram Design</li> <li>Motion Capture</li> </ul>	
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Workplace Communication</li> <li>Hubungan Etnik (Local Student)</li> <li>Tamadun Islam dan Tamadun Asia (Local Student)</li> <li>Pengajian Malaysia 3 (International Student)</li> <li>Bahasa Melayu Komunikasi 2 (International Student)</li> <li>Introduction to Multicultural Studies in Malaysia</li> <li>Co-Curriculums</li> <li>Foreign Languages</li> <li>Bahasa Kebangsaan A (Local without credit in SPM Bahasa Melayu)</li> </ul>		

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### DIPLOMA IN 3D MODELLING & ANIMATION (N/213/4/0005) 05/22 (MQA/PA8497)

This two-and-a-half-year programme is a university-industry collaboration programme. It focuses on knowledge and skills development that integrates academic studies with an extensive mixture of creative 3D animation tools and new media technology. The syllabus is designed to enable students to complete 3D animation projects that showcase their skills and create a professional portfolio.

**Career Prospects:** 3D Animator, Storyboard Artist, Lighting & Rendering Artist, Compositor, Layout Artist, FX Artist, Production Designer, 3D Artist, Graphic Designer, 3D Game Designer, Video Editor, Sound Designer, Digital Artist, Mobile App Designer, Photographer, Videographer, Motion Capture Artist.

Upon completion of the Diploma programme, you can opt for a related Degree programme from the Faculty of Creative Multimedia.

#### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>3D Modelling</li> <li>Animation Foundation</li> <li>3D Rendering &amp; Compositing</li> <li>3D Dynamics</li> <li>Computer Graphics 1</li> <li>Computer Graphics 2</li> <li>Drawing Fundamental</li> <li>Design Fundamental</li> <li>Internet Application</li> <li>Digital Photography</li> </ul>	<ul style="list-style-type: none"> <li>Animation Design 1</li> <li>Animation Design 2</li> <li>3D Animation</li> <li>3D Character Setup</li> <li>Digital Sound Production</li> <li>Video Production Process</li> <li>Motion Graphic Application</li> <li>Motion Capture</li> <li>Digital Storyboarding</li> <li>Design Appreciation</li> <li>Industrial Training</li> </ul>	<ul style="list-style-type: none"> <li>3D Modelling &amp; Animation Project</li> </ul>
<b>ELECTIVES</b>		
<ul style="list-style-type: none"> <li>Project Management</li> <li>Introduction to 3D Printing</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Game Programming</li> <li>Introduction to Computer Application</li> </ul>	<ul style="list-style-type: none"> <li>Creative Thinking</li> <li>E-Commerce</li> </ul>
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Basic Academic Writing</li> <li>Personal Social Responsibility</li> <li>Pengajian Malaysia (Local Student)</li> <li>Bahasa Melayu Komunikasi 1 (International Student)</li> <li>Family &amp; Society in Malaysia</li> </ul>		

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*



### DIPLOMA IN CREATIVE MULTIMEDIA (N/213/4/0356) 11/24 (MQA/PSA12833)

The programme focuses on nurturing creative mindset and the ability to solve design problems through creative conventions; the ability to empower key visual components and practical processes in solving complex communication issues; as well as establish creative design innovations which purposes translated into entertainment, advertising, online media, motion graphics and multimedia application provided to a range of industry needs. Creative Multimedia programme is designed based on contemporary digital media trend, covers a wide spectrum of digital media technical modules ranging from computer graphics, digital imaging, videography and interactive media.

**Career Prospects:** *New Media Artist, UX/UI Interface Designer, Real-time Event Designer, Online Media Designer, Projection Mapping Artist, Concept Artist, Visualiser, Multimedia Designer, Graphic Designer, Web Designer, Layout Artist, Videographer, Video Editor, Video Composer, 2D Animator, 3D Animator, Modeler, Storyboard Artist, Art Director, Creative Director, CG Supervisor, Effects Designer, Environment Designer, Video Game Animator, Video Game Artist, Visual Effects Artist, Entrepreneur, Illustrator, Photographer*

Upon completion of the Diploma programme, you can opt for a related Degree programme from the Faculty of Creative Multimedia.

#### PROGRAMME STRUCTURE

Year 1	Year 2
<ul style="list-style-type: none"> <li>3D Modelling</li> <li>Visual Communication</li> <li>Graphic Design</li> <li>Visual Programming</li> <li>Computer Graphics 1</li> <li>Computer Graphics 2</li> <li>Drawing Fundamental</li> <li>Design Fundamental</li> <li>Internet Application</li> <li>Digital Photography</li> <li>Digital Storyboarding</li> <li>Creative Design 1</li> </ul>	<ul style="list-style-type: none"> <li>Creative Design 2</li> <li>Creative Multimedia Project</li> <li>Information Design</li> <li>Generative Audio Visual</li> <li>Digital Sound Production</li> <li>Video Production Process</li> <li>Motion Graphic Application</li> <li>Apps Design &amp; Development</li> <li>Entrepreneurship</li> <li>Design Appreciation</li> <li>Industrial Training</li> </ul>
<b>ELECTIVES</b>	
<ul style="list-style-type: none"> <li>Introduction to Computer Application</li> </ul>	<ul style="list-style-type: none"> <li>Creative Thinking</li> <li>E-Commerce</li> </ul>
<b>UNIVERSITY SUBJECTS</b>	
<ul style="list-style-type: none"> <li>Basic Academic Writing</li> <li>Personal Social Responsibility</li> <li>Pengajian Malaysia (Local Student)</li> </ul>	<ul style="list-style-type: none"> <li>Bahasa Melayu Komunikasi 1 (International Student)</li> <li>Family &amp; Society in Malaysia</li> </ul>

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*



### DIPLOMA IN DIGITAL MOTION GRAPHIC (N/213/4/0006) 06/22 (MQA/PA8498)

This is an immersive programme that focuses on visual design and technical skills with a diversity of usages in digital multimedia application. Designed to merge creative skills with industry professionalism, this two-and-a-half-year programme will enable students to complete motion graphic projects that showcase their skills and create a professional portfolio for future job applications.

**Career Prospects:** *Motion Graphic Artist, Composer, Layout Artist, FX Artist, Production Designer, 3D Artist, Graphic Designer, 3D Game Designer, Video Editor, Sound Designer, Digital Artist, Mobile App Designer, Photographer, Videographer, Web Designer, Motion Capture Artist, Visual Artist.*

Upon completion of the Diploma programme, you can opt for a related Degree programme from the Faculty of Creative Multimedia.

#### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>3D Modelling</li> <li>Animation Foundation</li> <li>3D Rendering &amp; Compositing</li> <li>3D Dynamics</li> <li>Computer Graphics 1</li> <li>Computer Graphics 2</li> <li>Drawing Fundamental</li> <li>Design Fundamental</li> <li>Internet Application</li> <li>Digital Photography</li> </ul>	<ul style="list-style-type: none"> <li>Motion Graphic Design 1</li> <li>Motion Graphic Design 2</li> <li>Interaction Studies</li> <li>3D Motion Graphic</li> <li>Digital Sound Production</li> <li>Video Production Process</li> <li>Motion Graphic Application</li> <li>Application Design</li> <li>Digital Storyboarding</li> <li>Design Appreciation</li> <li>Industrial Training</li> </ul>	<ul style="list-style-type: none"> <li>Motion Graphics Project</li> </ul>
<b>ELECTIVE SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Project Management</li> <li>Introduction to 3D Printing</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Game Programming</li> <li>Introduction to Computer Application</li> </ul>	<ul style="list-style-type: none"> <li>Creative Thinking</li> <li>E-Commerce</li> </ul>
<b>UNIVERSITY SUBJECTS</b>		
<ul style="list-style-type: none"> <li>Basic Academic Writing</li> <li>Personal Social Responsibility</li> <li>Pengajian Malaysia (Local Student)</li> </ul>	<ul style="list-style-type: none"> <li>Bahasa Melayu Komunikasi 1 (International Student)</li> <li>Family &amp; Society in Malaysia</li> </ul>	

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*



### DIPLOMA IN CREATIVE AUDIO (N/213/4/0351) 07/24 (MQA/PSA12396)

Creative Audio is the art of integrating industry-relevant technologies of audio creation, synthesis and engineering into a cohesive and innovative form. The programme also analyse the use of audio with these techniques, in the different industries and identify the characteristics and processes that make them successful.

The course will provide students with the opportunity to demonstrate their understanding of these principles at both theoretical and practical levels. They will be able to successfully implement them in the production of SOUND DESIGN for film, television, games and animation.

**Career Prospects:** Foley Recording Engineer or Mixer, Boom Operator, Dialog Editor, Game Audio Designer, Location Sound Specialist for films, Music Editor, Music Supervisor, Production Mixer, Sound Effects Editor, Sound Designer.

#### PROGRAMME STRUCTURE

Year 1	Year 2
<ul style="list-style-type: none"> <li>Signal Flow &amp; Studio Equipment</li> <li>Audio Fundamental</li> <li>Introduction to Digital Audio</li> <li>Digital Audio Workstation</li> <li>Recording Techniques</li> <li>Studio Acoustic</li> <li>Music Copyright Issues</li> <li>Computer Graphics 1</li> <li>Internet Application</li> <li>Digital Photography</li> <li>Creative Audio Design 1</li> <li>Music Fundamental &amp; Appreciation</li> <li>Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>Creative Audio Design 2</li> <li>Creative Audio Project</li> <li>MIDI Theory &amp; Audio Synthesis</li> <li>Audio Signal Processing</li> <li>Audio Mixing &amp; Mastering</li> <li>Live Sound Production</li> <li>Interaction Studies</li> <li>Digital Storyboarding</li> <li>Video Production Process</li> <li>Industrial Training</li> </ul>

#### ELECTIVE SUBJECTS

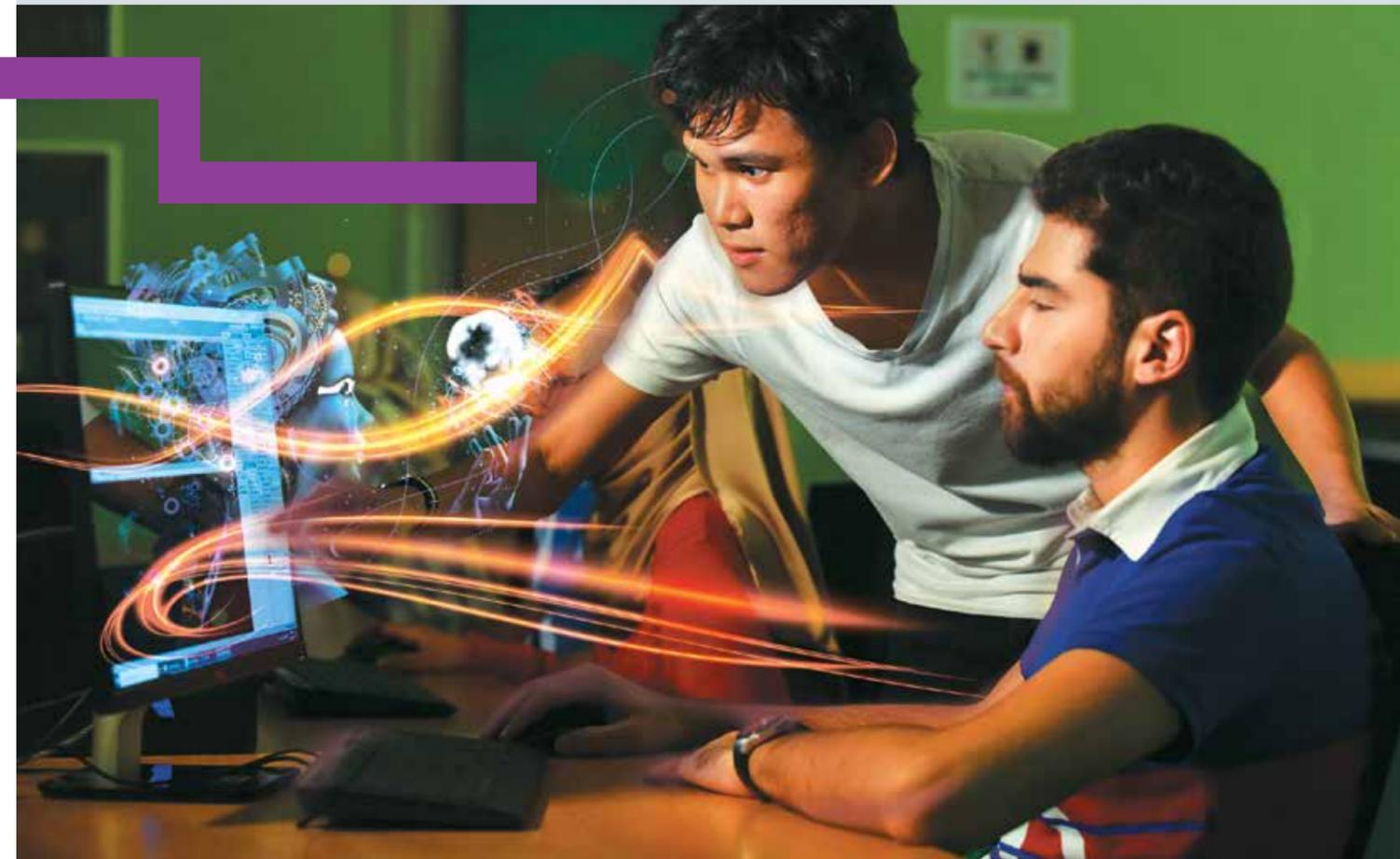
- Introduction to Computer Application
- Creative Thinking
- E-Commerce

#### UNIVERSITY SUBJECTS

- Basic Academic Writing
- Personal Social Responsibility
- Pengajian Malaysia (Local Student)
- Bahasa Melayu Komunikasi 1 (International Student)
- Family & Society in Malaysia

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*

## FACULTY OF CINEMATIC ARTS



## FOUNDATION IN CINEMATIC ARTS (N/213/3/0301) 12/21 (MQA/SWA8420)

The Foundation in Cinematic Arts provides a broad scope in the humanities and social sciences with an emphasis on the visual arts and story telling. Students gain basic knowledge and skills required for enrolling in a higher education degree programme in the fields of cinematic and other arts and media, such as the degree programmes offered at the Faculty of Cinematic Arts.

### PROGRAMME STRUCTURE

Trimester 1	Trimester 2	Trimester 3
<ul style="list-style-type: none"> <li>The Static Image</li> <li>Imagineering: Art as Tool</li> <li>Critical Thinking &amp; Reasoning</li> <li>Sociology in Contemporary Societies</li> <li>Storytelling &amp; Mythology</li> <li>Communicative English</li> </ul>	<ul style="list-style-type: none"> <li>The Sequential Image</li> <li>Digital Media Entrepreneurship</li> <li>Computer Graphics</li> <li>Comparative Philosophy</li> <li>Contemporary Asian Literature</li> <li>Essential English</li> </ul>	<ul style="list-style-type: none"> <li>The Moving Image</li> <li>The Language of Cinema</li> <li>Basic Accounting for Creative Business</li> <li>Introduction to Psychology</li> </ul>

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*

## DIPLOMA IN CINEMATOGRAPHY (N/213/4/0360) 02/25 (MQA/PSA13431)

Diploma in Cinematography is a programme that brings students on a journey to discover the art of storytelling through the craft of lighting and camera technology. Adopting a practical and theoretical approach, students will develop the competence of a professional cinematographer comfortable with the latest equipment, while seeking to advance the art form of Cinema.

The programme goes beyond the cinematographer's camera to explore the integral peripheral equipment used in the entire cinematography department. The practical stages of pre-production, production and post-production are covered, while the theory of image-making is investigated through film screenings, analysis and discussions.

**Career Prospects: Director of Photography, Cinematographer, Photographer, Videographer, Camera Operator, Lighting, Grip**

### PROGRAMME STRUCTURE

Year 1	Year 2
<p><b>CORE</b></p> <ul style="list-style-type: none"> <li>Ideation</li> <li>Artistic Visualisation</li> <li>Creative Expression</li> <li>Storytelling Through The Lense</li> <li>Pitching &amp; Fundraising</li> <li>Basic Photography</li> <li>Visual Engineering</li> <li>Lighting Design 1</li> <li>Camera Operation</li> <li>Art History</li> <li>Literary Readings</li> <li>Introduction to Philosophy</li> <li>Pop Culture</li> <li>Creative Leadership</li> <li>Persuasive Media</li> </ul>	<ul style="list-style-type: none"> <li>Sound Appreciation</li> <li>Short Media Content</li> <li>Final Year Project</li> <li>Color Grading</li> <li>Lighting Design 2</li> <li>Camera Technology</li> <li>History of Cinema</li> <li>Cinema and Sociology</li> <li>Social Media as Marketing Tools</li> <li>Industrial Training</li> </ul>

### UNIVERSITY SUBJECTS

- Basic Academic Writing
- Co-Curriculum
- Pengajian Malaysia / BM Komunikasi 1
- Family and Society in Malaysia

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*



## DIPLOMA IN DIGITAL CREATIVE PRODUCING (N/213/4/0361) 02/25 (MQA/PSA13432)

Diploma in Digital Creative Producing takes the art of storytelling into the realm of business and demystifies the creative process into practical skills of management and financing. With the creative industry expanding from movies into streaming platforms and beyond, more and more creative producers become in demand.

This programme centres on industry practice and approaches. Students will learn from practitioners and develop the skills necessary to become a visionary, risk taking and trendsetting creative producer.

**Career Prospects: Film Producer, Creative Producer, Executive Producer, Digital Content Producer, TV Producer, Production Manager, Social Media Content Producer**

### PROGRAMME STRUCTURE

Year 1	Year 2
<p><b>CORE</b></p> <ul style="list-style-type: none"> <li>Ideation</li> <li>Artistic Visualisation</li> <li>Creative Expression</li> <li>Storytelling Through The Lense</li> <li>Pitching &amp; Fundraising</li> <li>Creative Proposal Writing</li> <li>Production Management</li> <li>Data Management</li> <li>Creative Economy</li> <li>Art History</li> <li>Literary Readings</li> <li>Introduction to Philosophy</li> <li>Pop Culture</li> <li>Creative Leadership</li> <li>Persuasive Media</li> </ul>	<ul style="list-style-type: none"> <li>Sound Appreciation</li> <li>Short Media Content</li> <li>Final Year Project</li> <li>Cultural Entrepreneurship</li> <li>Malaysian Creative Scene</li> <li>Industry Technical Standards</li> <li>History of Cinema</li> <li>Cinema and Sociology</li> <li>Social Media as Marketing Tools</li> <li>Industrial Training</li> </ul>

### UNIVERSITY SUBJECTS

- Basic Academic Writing
- Co-Curriculum
- Pengajian Malaysia / BM Komunikasi 1
- Family and Society in Malaysia

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*

## BACHELOR OF CINEMATIC ARTS (HONS.) (R/213/6/0100) 01/23 (MQA/FA2287)

This three-year programme takes a comprehensive approach to the "script-to-screen" method of filmmaking, where students begin their studies with the basics of idea development right up to producing and showing work of their own. Cinematic Arts students are taught to merge theory and practice as well as work on short films, ranging from narrative fiction film and documentary to music video and interactive and experimental moving images.

Mentorship from full-time lecturers and industry professionals accelerates the synergy of theory and practice and stimulate critical reflection, intellectual growth and interpersonal communication; thus helping students to realise their personal goals and develop into well-rounded members of our increasingly global society.

**Career Prospects:** *Film Director, Film Producer, Script writer, Film Editor, Film & Television Production, Television Programming, Showrunner, Advertising, Post Production, Screenwriting for Film & Television, Documentary Filmmaking, Film Education, Culture & Creative industry.*

### PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<b>CORE</b>		
<ul style="list-style-type: none"> <li>Cinematic Arts Design 1</li> <li>Film Study 1</li> <li>Production Management</li> <li>Principles of Directing and Acting</li> <li>Screenwriting Fundamentals</li> <li>Cinematic Arts Design 2</li> <li>Film Study 2</li> <li>Lighting</li> <li>Post Production 1</li> <li>Sound Design</li> </ul>	<ul style="list-style-type: none"> <li>New Modes Production</li> <li>New Modes of Cinema</li> <li>Production Design and Art Direction</li> <li>Visual Effects</li> <li>Documentary Production</li> <li>Fundamentals of Documentary</li> <li>Asian Cinema</li> <li>Internship</li> </ul>	<ul style="list-style-type: none"> <li>Cinematic Arts Design Project 1 (FYP1)</li> <li>Cinematic Research Project</li> <li>Professional Practice and Management</li> <li>Cinematic Arts Design Project 2 (FYP2)</li> <li>Cinematic Applications</li> <li>Portfolio Preparations</li> <li>TV Production</li> <li>Media Law</li> </ul>
<b>ELECTIVE COURSES</b>		
<ul style="list-style-type: none"> <li>Motion Capture</li> <li>Directors</li> <li>Costume Design and Make-up</li> <li>Animation</li> <li>Mobile Cinema</li> <li>Sound Design 2</li> <li>Intro. To Special Effect</li> <li>Zombies, Monsters, Cyborgs</li> </ul> <p>**Choose 1 only</p>	<ul style="list-style-type: none"> <li>Advanced Post-Production</li> <li>Advanced Screenwriting</li> <li>Advanced Cinematography</li> <li>Advanced Producing</li> </ul> <p>**Choose 2 only</p>	
<b>UNIVERSITY COURSES</b>		
<ul style="list-style-type: none"> <li>Workplace Communication</li> <li>Hubungan Etnik (Local)</li> <li>Pengajian Malaysia 3 (International)</li> <li>Tamadun Islam dan Tamadun Asia (Local)</li> <li>Bahasa Melayu Komunikasi 2 (International)</li> <li>Stress and Wellbeing among Malaysian</li> <li>Co-Curriculum</li> <li>Bahasa Kebangsaan A (local)</li> <li>Foreign Languages (Local and International)</li> </ul>		

*Note: The above programme structure serves as a guide. Course may differ according to intakes.*

## MINIMUM ENTRY REQUIREMENTS

### FACULTY OF CREATIVE MULTIMEDIA

#### Diploma in 3D Modelling and Animation, Diploma in Digital Motion Graphic, Diploma in Creative Audio & Diploma in Creative Multimedia

- Pass SPM/O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects; OR
- Pass UEC with a minimum of Grade B in at least three (3) subjects ; OR
- Pass in STPM or its equivalent with a minimum of Grade C (GP 2.00) in at least one (1) subject; OR
- Pass in STAM with Grade of Maqbul (Pass); OR
- Recognised Creative Multimedia Certificate or its equivalent; OR
- Recognised related Technical and Vocational Certificate or its equivalent with one (1) year relevant work experience or one (1) semester bridging programme; OR
- Sijil Kemahiran Malaysia (SKM) Level 3 and Sijil Pelajaran Malaysia (SPM) with at least 1 credit.

#### Foundation in Creative Multimedia

- Pass SPM/O-Level or its equivalent with a minimum of Grade C in at least five (5) subjects, inclusive of Mathematics and English; OR
- Pass UEC with a minimum of Grade B in at least four (4) subjects inclusive of Mathematics and English; OR
- Other equivalent qualification recognised by the Malaysian Government.

#### Bachelor of Multimedia (Hons.) Advertising Design, Bachelor of Multimedia (Hons.) Animation, Bachelor of Multimedia (Hons.) Visual Effects, Bachelor of Multimedia (Hons.) Media Arts, Bachelor of Multimedia (Hons.) Interface Design & Bachelor of Multimedia (Hons.) Virtual Reality

- Pass Foundation/Matriculation studies in related field from a recognised institution\*  
\*Candidates from non-related field may be admitted subject to a rigorous internal assessment process; OR
- Pass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any two (2) subjects; OR
- Pass A-Level with a minimum of Grade D in any two (2) subjects; OR
- Pass UEC with a minimum of Grade B in at least five (5) subjects inclusive of English; OR
- Recognised Creative Multimedia Diploma or its 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 assessment process.

### FACULTY OF CINEMATIC ARTS

#### Foundation in Cinematic Arts

- Pass SPM/O-Level or its equivalent with a minimum of Grade C in at least five (5) subjects inclusive of English; OR
- Pass UEC with a minimum of Grade B in at least four (4) subjects inclusive of English; OR
- Other equivalent qualification recognised by the Malaysian Government.

#### Diploma in Cinematography and Diploma in Digital Creative Producing

- Pass SPM/O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects; OR
- Pass UEC with a minimum of Grade B in at least three (3) subjects ; OR
- Pass in STPM or its equivalent with a minimum of Grade C (GP 2.00) in at least one (1) subject; OR
- Pass in STAM with Grade Maqbul (Pass) OR
- Recognised Creative Multimedia Certificate or its equivalent; OR
- Recognised related Technical and Vocational Certificate or its equivalent with one (1) year relevant work experience or one (1) semester bridging programme; OR
- Sijil Kemahiran Malaysia (SKM) Level 3 and Sijil Pelajaran Malaysia (SPM) with at least 1 credit.

#### Bachelor of Cinematic Arts (Hons)

- Pass Foundation/Matriculation studies in related field from a recognised institution\*  
\*Candidates from non-related field may be admitted subject to a rigorous internal assessment process; OR
- Pass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any two (2) subjects; OR
- Pass A-Level with a minimum of Grade D in any two (2) subjects; OR
- Pass UEC with a minimum of Grade B in at least five (5) subjects inclusive of English; OR
- Recognised Creative Multimedia Diploma or its 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 assessment process.





www.mmu.edu.my

**MULTIMEDIA UNIVERSITY** [DU001(B)]

**Cyberjaya Campus (Main)**  
Persiaran Multimedia,  
63100 Cyberjaya, Selangor,  
Malaysia

Get in touch

1 300 800 668

info@mmu.edu.my

 mmu.malaysia  
 mmumalaysia

**SUSTAINABLE DEVELOPMENT GOALS**

