



CREATIVE MULTIMEDIA, CINEMATIC ARTS AND STRATEGIC COMMUNICATION

LEADING THE
DIGITAL
FUTURE



WELCOME TO MMU!



Welcome to Multimedia University (MMU).

Choosing a university is an important milestone that marks the beginning of a meaningful academic and personal journey. At MMU, we are committed to providing an education that not only builds academic excellence but also nurtures character, confidence, and purpose.

Our programmes are designed to prepare students for a rapidly evolving world. Through a strong emphasis on industry engagement, hands-on learning, and innovative teaching, we ensure that our graduates are equipped with the knowledge, skills, and adaptability needed to succeed in their chosen fields.

Beyond academics, MMU offers a supportive and inclusive campus environment where students are encouraged to discover their strengths, pursue their passions, and grow as responsible global citizens. We take pride in fostering a community that values creativity, critical thinking, and lifelong learning.

We look forward to welcoming you into the MMU family and supporting you every step of the way.

Thank you.

Prof. Dato' Dr. Mazliham Mohd Su'ud
President/Chief Executive Officer
Multimedia University

CREATIVE MULTIMEDIA, CINEMATIC ARTS & STRATEGIC COMMUNICATION

At MMU, students are nurtured within a future-ready creative ecosystem that integrates Creative Multimedia, Cinematic Arts, and Strategic Communication. These domains are designed to cultivate innovative thinkers, skilled creators, and effective communicators who can thrive in today's dynamic creative and media industries.



MMU's Art and Design programme has been ranked among the top 101–150 globally in the QS World University Rankings by Subject 2026. Through the Faculty of Creative Multimedia (FCM) and the Faculty of Cinematic Arts (FCA), students experience immersive, studio-based learning that blends artistic exploration with technical mastery. With strong emphasis on digital creativity and storytelling, programmes cover areas such as animation, visual effects, game design, digital media, filmmaking, and cinematic production. Learning is hands-on and industry-driven, supported by cutting-edge facilities, experienced academics, and strong industry collaborations that enhance professional readiness.

Our Strategic Communication programme offered by the Faculty of Applied Communication (FAC), equip students with the strategic insight, creativity, and analytical skills needed to excel in the communication and media landscape. Grounded in communication theory and enriched with practical application, students gain experience in strategic planning, creative development, research, and innovation. With strong industry and global partnerships, graduates are well prepared to navigate both current practices and emerging trends with confidence and impact.



WHY STUDY CREATIVE MULTIMEDIA, CINEMATIC ARTS & STRATEGIC COMMUNICATION AT MMU?

- The first university tailored specifically for the **digital creative content industry**.
- The **only Southeast Asian university** in collaboration with the **University of Southern California (USC)** to develop the Cinematic Arts Degree.
- The **first university** in Malaysia to pioneer a model for **virtual reality education**.
- **Internationally acclaimed** design and **film student projects**, recognized and awarded in both local and global competitions.
- The first **Malaysian university** to focus on strategic communication and the **only university in the Alliance of GLU** that offers communication programmes.
- **Real life industry exposure** via projects that are mentored by NGOs and industry leaders in media and PR
- **International cultural exchange** opportunities with foreign universities that expose our students to **cross-cultural and global communication**

AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK

- Listed among the **Top Malaysian Private Universities** in THE World University Rankings 2026
- Awarded **Self-Accreditation Status**, 2017 by Malaysian Qualification Agency
- Rose among the **Top Malaysian Private Universities** in QS Asia University Rankings 2026
- Emerged as the leading **Government-Linked University (GLU)** and among **Top 3** in Malaysia in THE Interdisciplinary Science Rankings 2026
- Attained in **Competitive Mature University Category** under the SETARA rating by Ministry of Higher Education (MoHE)
- Achieved **CXP Best Customer Experience Awards** for four consecutive years (2021-2024)
- Retained **Gold Award** under the **Education and Learning** at Putra Brand Awards 2025
- Employer's Preferred University** awarded by Talentbank for two consecutive years 2024- 2025 (Champion in Animation and 6 star rating in Arts & Design, Communication & Broadcasting, Computing & IT, Economics, Engineering (Mechanical) and Law)
- Achieved a high graduate employability rate of **99.5%** in 2025, according to the MOHE Tracer Study System
- Awarded **Premier Digital Tech Institution (PDTI) Status** since 2017 by Ministry of Higher Education (MoHE) and Malaysia Digital Economy Corporation (MDEC)
- Won **Best Institution Award** at the Anugerah Keusahawanan Kementerian Pendidikan Tinggi (KPT) 2023
- MMU's Art and Design programme has been ranked among the **top 101-150** globally in the **QS World University Rankings by Subject 2026**.



Your success begins here!

Multimedia University (MMU) is a leading university in Malaysia and we are also listed in global rankings namely QS World University Rankings 2026 and Times Higher Education (THE) World University Rankings 2026. At MMU, our diversity is what makes us unique where you will study alongside with approximately 2,300 international students from 84 countries.

Our university also has strong collaborations and engagement with industry partners, providing students with unparalleled opportunities to gain real-world insights and hands-on experience. Through internships, industry projects, workshops, and mentorship programs, you will be able to apply your knowledge in practical settings, develop professional skills, and build valuable networks that can shape your future career. These partnerships ensure that your learning experience is not only academic but also relevant to the evolving demands of the workforce, preparing you to excel in a competitive and dynamic global environment.

The creative industry plays a vital role in driving economic growth and fostering social cohesion. At MMU, we are committed to nurturing talent in film, the arts, and communication at both regional and global levels. Our programmes emphasise creative expression, collaboration, and intercultural understanding, preparing students for the evolving creative landscape.

In today's media-driven world, the demand for skilled communicators continues to grow. The Faculty of Applied Communication equips students with industry-relevant knowledge and practical skills to become innovative professionals, ready to lead, create, and make an impact in the global communication industry.

RESEARCH-LED INDUSTRY-DRIVEN UNIVERSITY

As a research-led, industry-driven university, MMU organises its research activities under 7 dynamic Centres of Excellence (COE) which are the COE for Advanced Cloud, COE for Artificial Intelligence, COE for Intelligent Network, COE for Immersive Experience, COE for Robotics and Sensing Technologies, COE for Sustainability and Governance, and COE for Business Innovation and Communication.

Within these COEs, various research centres and labs exist to drive the research activities in these COEs and they work seamlessly across labs and COEs to conduct impactful research. These research centres and labs have dedicated physical facilities and spaces as well as administrative and professional support staff.

At MMU, we actively foster strong academia-industry collaborations to ensure our students are industry-ready and future-focused.

Well-rounded Education

Gain a solid foundation in your field while developing entrepreneurial skills and industry-relevant expertise, equipping you to thrive in today's competitive job market.

Industry on Campus

Benefit from direct access to our state-of-the-art labs, established through partnerships with leading global companies such as ZTE, HUAWEI, Microsoft, Intel, MCMC, AGMO Studio and many more.

Industry-Aligned Programmes

Our programmes are carefully designed to meet industry requirements, ensuring that your learning is directly applicable to real-world careers.

Ready For Industry

Ignite your entrepreneurial mindset through start-up initiatives from our Entrepreneurship Development Centre (EDC), giving you the tools and experience to innovate and succeed in real-world industries.

Industry-Leading Alumni

Join the ranks of our alumni who have become trendsetters and leaders in Malaysia's industries, shaping innovation and inspiring the next generation of professionals.

Transform Your Work Experience into Academic Achievement

MMU's Accreditation of Prior Experiential Learning (APEL) recognises your professional experience by converting it into academic credit, allowing access to degree or master's programs without traditional qualifications. This flexible, industry-aligned pathway saves time and cost while leading to a fully accredited qualification respected by employers and institutions worldwide.

PREPARING GRADUATES TO BE INDUSTRY READY AND VERSATILE

Gaining Industrial Experience Via I-CADET

The i-Cadet Programme is an initiative of MMU's Industry-University Partnership Programme, which aims to groom students into industry-ready graduates from the moment they began their degree programmes.

Through this initiative, MMU students would be groomed into industry-ready graduates tailored for their industries of choice. The programme will match students with suitable companies, and then, via a series of meetings and projects, would provide them with the actual working environment within their chosen company.

Developing Well Balanced Graduates Through PERMATA DUNIA PERSONA

MMU is deeply involved with the proper development and realization of human capital potential, as this would enable the university to satisfy the needs of the industries for capable manpower.

Our goal is to produce well-balanced graduates of good character that possess desirable qualities, such as having empathy, sensitivity, creativity, readiness, and resilience, as well as having sufficient technical competence. Such graduates from MMU are referred to as our Permata Dunia, and we are confident that such personages would become capable future leaders for their nation as well as their communities.

We contend that MMU is the best place for student development as we continually strive to bring out the best in each student; we imbue in them with deep knowledge of their respective fields of expertise via lectures, co-curricular activities, development initiatives, and lifestyle choices. MMU is fully committed to making every student's time in the university the best time of their lives.

Expanding Horizon With BYOC

Build Your Own Curriculum (BYOC) is a concept to enable students to imbue additional value into their graduation qualifications so that, upon completion of their studies, they would have better chances of having a career path that is not just financially rewarding, but also fulfilling.

The key to BYOC is allowing students to build curriculum in a guided and yet flexible way. Students may stack up courses based on the free elective slots they have, or by choosing a collective minor package offered by the faculties.

Fostering Future Entrepreneurs through eCadet

Our university is dedicated to nurturing dynamic and resilient student entrepreneurs, empowering them to become founders of high-value startups. Through the eCadet initiative, students will receive early exposure and invaluable insights into the realities of the business world and its ecosystem.

They will have the opportunity to cultivate professional networks, receive expert guidance, and enhance their startup skills by connecting with startups, companies, agencies, and accelerators.

A VIBRANT AND CONDUCTIVE CAMPUS LIFE

Our campus offers a dynamic environment that fosters both academic excellence and a fulfilling student life.



Intelligent and high-tech labs



Convenient and comfortable accommodation (on-campus and off-campus)



Digital libraries



Robo Space Smart Lab



e-Moot Court

Extensive infrastructure (campus-wide Wi-Fi, health clinics, mosques, 24-hour security, food & beverage outlets and more)



HySpace Lecture Classes



Set studio and post-production suite

PERMATA DUNIA TAKES ON THE WORLD

"MMU will help you stand out in a sea of sameness. There are so many of the same kinds of skills, applicants, and resumés out there. MMU students have a certain kind of special that makes them stand out in the industry."

VJ Anand
- FCM First Batch Alumni

Chief Creative Officer & Co-Founder of Ballsy, Singapore



Joining the Strategic Communications program was the best decision I made for my career path. No matter what your passion is, mastering the art of communication will amplify your impact and open doors to limitless opportunities. It unlocked a world of endless possibilities and transformed me into a strategic storyteller, armed with the skills to captivate audiences and drive impactful change in my daily tasks. From developing compelling campaigns to mastering the art of digital communication, every aspect of the program equipped me with the expertise to thrive in today's ever-evolving communications landscape. If you're ready to unleash your potential and embark on an exciting journey, don't miss the opportunity to be a part of this program. Your future starts here.

Sophiya Rose Elena Binti Ahmad Latifi

Bachelor of Communication (Strategic Communication) (Hons.)

Executive, Design Lead (Social Media Manager) Petroliaam Nasional Berhad (PETRONAS)



"My time at Multimedia University was filled with amazing memories and lifelong friendships. I am grateful for the education and experiences that shaped my journey."

Ms. Zulaikha Zakaria
- FCA First Batch Alumni

Role: Astro Shaw (Development/Writer Associate)
Director/Writer: Projek: High Council, Projek: EXIT, Kudrat 1968
Writer: Pusaka, Rahsia, Keluang Man



Spending four years at Multimedia University has had a profound impact on me, molding me in ways that no other educational institution could. Throughout my journey from the foundation year to the degree year, MMU has played a pivotal role in shaping my personal development. The guidance and expertise of the esteemed educators at MMU have continuously contributed to enhancing and redefining my growth, even to this present day.

Siti Ayu Nazirah Binti Rohaizan

Bachelor of Communication (Strategic Communication) (Hons.)

Senior Executive, Communications CITRINE



FACULTY OF CREATIVE MULTIMEDIA

Cyberjaya Campus

Known for nurturing creative talent in areas such as animation, digital media, branding and creative advertising, the Faculty of Creative Multimedia (FCM) combines creativity with technology to provide students with hands-on experience and opportunities to work on real-world projects.

With guidance from experienced lecturers and strong industry links, it prepares students to build solid portfolios and succeed in the creative industry both locally and globally.



FOUNDATION IN CREATIVE MULTIMEDIA

(R3/0011/3/0200) 12/28 (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"> Visual Research & Communication 1 Life Drawing Basic Photography Computer Graphics 1 Basic Sound Design Popular Culture Studies 	<ul style="list-style-type: none"> Storytelling and Mythology 	<ul style="list-style-type: none"> Visual Research & Communication 2 Figure Drawing Creative Photography Computer Graphics 2 Design & Art Appreciation Critical Thinking & Reasoning
CORE SUBJECTS <ul style="list-style-type: none"> English for Creative Purposes, Social and Emotional Health 		

Note: The courses offered are subject to trimester intake (Trimester 1, Trimester 2 or Trimester 3).

BACHELOR IN ANIMATION (HONOURS)

(R3/0211/6/0027) 06/29 (A10482)

This three-year Animation programme is focused on giving life to imaginative characters and visualizing creative scenes that transcend the limits of live-action storytelling. The programme is designed to groom students to develop their creative and artistic senses, foster their own interests, and build their portfolios and reels by instilling various skills that fit the requirements of the animation industry.

The courses are taught by professional mentors in an industry-oriented environment to help them gain invaluable insight from top industry leaders. Our students are also trained in fundamental skill sets for animation pipelines that can contribute to a variety of career paths. With a strong and well-established alumni body, the programme has a respectable local and international presence, winning many awards at animation festivals throughout the world.

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"> Animation Design Animation Design 2 3D Modelling for Animation Visual Storytelling Film Studies Basic Compositing 3D Surfacing Media Culture Media Aesthetics Acting for Animation 	<ul style="list-style-type: none"> Animation Design 3 Animation Design 4 Animation & Setup Effects Simulation Advanced Character Animation Look Development Screenwriting Semiotic Studies Sound Design 1 	<ul style="list-style-type: none"> Animation Design Project 1 Animation Design Project 2 Animation Entrepreneurship Design Research Sound Design 2 Media Law Media Anthropology Internship Programme
ELECTIVE SUBJECTS <ul style="list-style-type: none"> Visual and Corporate Identity Information Visualization Spatial Audio Motion Capture Project Management Data Visualization 		
UNIVERSITY SUBJECTS AND MATA PELAJARAN UMUM (MPU) <ul style="list-style-type: none"> Integrity and Leadership Philosophy and Current Issues Appreciation of Ethics and Civilizations Bahasa Kebangsaan A (Students without credit in BM at SPM Level) Bahasa Melayu Komunikasi 2 (International students) Character Building Sustainable Society Fundamentals of Digital Competence with Basic Programming 		

Note: The above programme structure serves as a guide. Courses may differ according to intake.



BACHELOR IN VISUAL EFFECTS (HONOURS)

(R/0211/6/0026) 05/29 (MQA/SWA12186)

This programme is a specialized course which allows students to focus on all aspects of visual effects (VFX) work. Our all-inclusive course structure prepares students for the VFX industry by equipping them with skills in pre-production, production, and post-production. Students develop skills in key VFX areas such as production planning, matte painting, compositing, VFX on-set production, effects simulation, 3D lighting and rendering, etc. Our graduates work in multinational film and VFX houses abroad, as well as play prominent roles in shaping the local VFX 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
<ul style="list-style-type: none"> Visual Effects Design Visual Effects Design 2 3D Modelling for Animation Visual Storytelling Film Studies Basic Compositing 3D Surfacing Media Culture Media Aesthetics Production for Visual Effects 	<ul style="list-style-type: none"> Visual Effects Design 3 Visual Effects Design 4 Animation & Setup Effects Simulation Advanced Compositing Look Development Screenwriting Semiotics Studies Sound Design 1 	<ul style="list-style-type: none"> Visual Effects Design Project 1 Visual Effects Design Project 2 Animation Entrepreneurship Design Research Sound Design 2 Media Law Media Anthropology Internship Programme
ELECTIVE SUBJECTS • Visual and Corporate Identity • Information Visualization • Spatial Audio • Motion Capture • Project Management • Data Visualization		
UNIVERSITY SUBJECTS AND MATA PELAJARAN UMUM (MPU) • Integrity and Leadership • Philosophy and Current Issues • Appreciation of Ethics and Civilizations • Bahasa Kebangsaan A (Students without credit in BM at SPM Level) • Bahasa Melayu Komunikasi 2 (International students) • Character Building • Sustainable Society • Fundamentals of Digital Competence with Basic Programming		

Note: The above programme structure serves as a guide. Courses may differ according to intake.

BACHELOR OF MULTIMEDIA (HONOURS) ADVERTISING DESIGN

(R3/0211/6/0097) 06/29 (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 the intellectual capacity to generate creative ideas in advertising communications, and who are technically capable of transforming those ideas into impactful outputs.

Career Prospects: Art Director, Graphic Designer, Creative Director, Marketing Manager, Brand Manager, Content Creator, Multimedia Specialist, Digital Marketing Specialist, Advertising Account Manager, UI/UX Designer, Video Editor, Exhibition Designer, Packaging Designer, Advertising Production Manager

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> Advertising Design Advertising Design 2 Web Design Experiential Brand Activation 3D Modelling and Printing Internet and Mobile Application Video Production Mobile App Design & Development Media Culture Media Aesthetics 	<ul style="list-style-type: none"> Advertising Design 3 Advertising Design 4 Audio Visual for Advertising Video Production for Advertising Integrated Marketing Communication Digital Marketing Multimodal Interaction Design Sound Design 1 Semiotic Studies 	<ul style="list-style-type: none"> Advertising Design Project 1 Advertising Design Project 2 Interactive Technology for Advertising Design Research Sound Design 2 Media Law Media Anthropology Internship Programme
ELECTIVE SUBJECTS • Visual and Corporate Identity • Information Visualization • Spatial Audio • Motion Capture • Project Management • Data Visualization		
UNIVERSITY SUBJECTS AND MATA PELAJARAN UMUM (MPU) • Integrity and Leadership • Philosophy and Current Issues • Appreciation of Ethics and Civilizations • Bahasa Kebangsaan A (Students without credit in BM at SPM Level) • Bahasa Melayu Komunikasi 2 (International students) • Character Building, Sustainable Society • Fundamentals of Digital Competence with Basic Programming		

Note: The above programme structure serves as a guide. Courses may differ according to intake.



BACHELOR IN IMMERSIVE MEDIA DESIGN (HONOURS)

(R3/0211/6/0048) 06/29 (A10481)

This multidisciplinary programme focuses on exploring the convergence of art, design and technology to create immersive and engaging digital experiences. Students enrolled in the programme will be exposed to concepts and technical skills vital in the creation of both tangible and intangible media, from virtual reality (VR) and augmented reality (AR) applications, interactive installations and user experience design. The range of skills gained by the graduates of this programme will prepare them for diverse career paths in various industries from entertainment, gaming, app design, marketing and more.

Career Prospects: Creative Technologist, New Media Artist, Visual Artist & Designer, Media Engineer, VR/AR Designer and Developer, Metaverse Asset Creator, 3D Visualizer, Game Developer, Game Level Designer, Interaction Designer, User Interface/ User Experience (UI/UX) Designer, Industrial Designer.

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> Immersive Media Design Immersive Media Design 2 Visual Programming New Media Technology Idea Visualization Multimodal Interaction Design Media Culture Media Aesthetics Internet & Mobile Application 3D Creation Fundamentals 	<ul style="list-style-type: none"> Immersive Media Design 3 Immersive Media Design 4 Interface Modelling Emergent Technologies Web Design Sound Design 1 Semiotic Studies Video Production Digital Fabrication & Prototyping Game Scripting 	<ul style="list-style-type: none"> Immersive Media Design Project 1 Immersive Media Design Project 2 Art in Electronic Media Media Anthropology Design Research Media Law Internship Programme
ELECTIVE SUBJECTS • Visual and Corporate Identity • Information Visualization • Spatial Audio • Motion Capture • Project Management • Data Visualization		
UNIVERSITY SUBJECTS AND MATA PELAJARAN UMUM (MPU) • Integrity and Leadership • Philosophy and Current Issues • Appreciation of Ethics and Civilizations • Bahasa Kebangsaan A (Students without credit in BM at SPM Level) • Bahasa Melayu Komunikasi 2 (International students) • Character Building • Sustainable Society • Fundamentals of Digital Competence with Basic Programming		

Note: The above programme structure serves as a guide. Courses may differ according to intake.

DIPLOMA IN 3D MODELLING & ANIMATION

(R/02111/4/0169) 05/27 (MQA/SWA8497)

This two-and-a-half-year program is dedicated to developing knowledge and skills that integrate academic studies with a diverse array of creative 3D animation tools and new media technology. The syllabus is designed to enable students to complete 3D animation projects that not only showcase their skills but also contribute to building a professional portfolio, preparing them for a seamless transition into the industry workforce.

Career Prospects: 3D Animator, Storyboard Artist, Lighting & Rendering 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, Motion Capture Artist.

Upon completion of the Diploma programme, you have the option to pursue a related Degree programme offered by the Faculty of Creative Multimedia.

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> 3D Modelling Animation Foundation 3D Lighting 3D Dynamics 3D Texturing Digital Imaging Techniques Vector Illustration Techniques Drawing Fundamental Design Fundamental Digital Photography 	<ul style="list-style-type: none"> Animation Design 1 Animation Design 2 3D Animation 3D Character Setup Digital Sound Production Video Production Process Motion Graphic Application Motion Capture Digital Storyboarding Design Appreciation Industrial Training 	<ul style="list-style-type: none"> 3D Modelling & Animation Project
ELECTIVE SUBJECTS • Introduction to Computer Application • Generative AI for Creative Professional • Project Management • 3D Motion Graphics • Introduction to 3D Printing		
UNIVERSITY SUBJECTS AND MATA PELAJARAN UMUM (MPU) • Philosophy and Current Issues • Bahasa Kebangsaan A (Students without credit in BM at SPM Level) • Bahasa Melayu Komunikasi 1 (International students) • Basic Academic Writing • Personal Social Responsibility • Character Building • Sustainable Society		

Note: The above programme structure serves as a guide. Courses may differ according to intake.

DIPLOMA IN CREATIVE MULTIMEDIA

(R/0211/4/0073) 11/29 (MQA/SWA12833)

The programme is designed to nurture a creative mindset and the ability to solve design problems through creative conventions. It focuses on empowering key visual components and practical processes to address complex communication issues. Additionally, it aims to establish creative design innovations that are translated into entertainment, advertising, online media, motion graphics, and multimedia applications to meet various industry needs.

This programme is designed based on contemporary digital media trends. It covers a wide spectrum of digital media technical modules, including 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 have the option to pursue a related Degree programme offered by the Faculty of Creative Multimedia.

PROGRAMME STRUCTURE

Year 1	Year 2
<ul style="list-style-type: none"> • 3D Basics • Visual Communication • Graphic Design • Creative Multimedia Design 1 • Visual Programming • Vector Illustration Techniques 	<ul style="list-style-type: none"> • Drawing Fundamental • Web Development • Digital Imaging Techniques • Design Fundamental • Digital Photography
<ul style="list-style-type: none"> • Information Design • Mobile Apps Design & Development • Creative Multimedia Design 2 • Generative Audiovisual • Creative Multimedia Project • Digital Sound Production 	<ul style="list-style-type: none"> • Video Production Process • Motion Graphic Application • Digital Storyboarding • Design Appreciation • Entrepreneurship • Industrial Training
ELECTIVE SUBJECTS	• Introduction to Computer Application • Generative AI for Creative Professional
UNIVERSITY SUBJECTS AND MATA PELAJARAN UMUM (MPU)	• Philosophy and Current Issues • Bahasa Kebangsaan A (Students without credit in BM at SPM Level) • Bahasa Melayu Komunikasi 1 (International students) • Basic Academic Writing • Personal Social Responsibility • Character Building • Sustainable Society

Note: The above programme structure serves as a guide. Courses may differ according to intake.

DIPLOMA IN CREATIVE AUDIO

(R/0211/4/0070) 07/29 (MQA/SWA12396)

Creative Audio is the art of integrating industry-relevant technologies for audio creation, synthesis, and engineering into a cohesive and innovative form. This program goes beyond technical aspects; it delves into the analysis of audio usage with these techniques across diverse industries, identifying the characteristics and processes that contribute to their success.

Students will have the opportunity to not only understand these principles theoretically but also apply them practically. Through this programme, they will gain the skills needed to produce sound design for film, television, games, and animation, demonstrating their understanding and proficiency in the field of audio production.

Career Prospects: *Sound Engineer, Post-Production Specialist, Mastering Engineer, Music Producer, Live Sound Engineer, Music Performer, Sound Designer, Game Audio Specialist, Dialogue Editor, Broadcast Engineer, Podcast Producer, Voiceover Engineer, Audio Technology Developer, AR/VR Audio Specialist, Educator/Lecturer, Audio Researcher, Studio Owner, Freelance Sound Engineer, Audio Branding Specialist.*

PROGRAMME STRUCTURE

Year 1	Year 2
<ul style="list-style-type: none"> • Audio Fundamental • Signal Flow & Studio Equipment • Introduction to Digital Audio • Digital Audio Workstation • Recording Techniques • Studio Acoustic • Music Copyright Laws & Protection 	<ul style="list-style-type: none"> • Creative Audio Design 1 • Music Fundamental & Appreciation • Digital Imaging Technique • Web Development • Digital Photography
<ul style="list-style-type: none"> • Creative Audio Design 2 • MIDI Theory & Audio Synthesis • Audio Signal Processing • Creative Audio Project • Audio Mixing & Mastering 	<ul style="list-style-type: none"> • Live Sound Production • Entrepreneurship • Video Production Process • Digital Storyboarding • Industrial Training
ELECTIVE SUBJECTS	• Introduction to Computer Application • Generative AI for Creative Professional • Project Management • 3D Motion Graphics • Introduction to 3D Printing
UNIVERSITY SUBJECTS AND MATA PELAJARAN UMUM (MPU)	• Philosophy and Current Issues • Bahasa Kebangsaan A (Students without credit in BM at SPM Level) • Bahasa Melayu Komunikasi 1 (International students) • Basic Academic Writing • Personal Social Responsibility • Sustainable Society

Note: The above programme structure serves as a guide. Courses may differ according to intake.



FACULTY OF CINEMATIC ARTS

Cyberjaya Campus

Three reasons why you should study Cinematic Arts at MMU

World Class Filmmaking program in South East Asia

FCA syllabus mirrors USC School of Cinematic Arts CA's curriculum design and best practices. USC helped develop the Faculty of Cinematic Arts film program during the first five years of establishment. With 85 years of experience and a long list of Academy Award-winning alumni, USC is consistently rated the number one film school in the world.

Innovative Block Teaching Approach

FCA uses a block teaching method which runs like a masterclass. It focuses the students on a single course at a time, to ensure maximum understanding. The Two-week workshops are taught by professionals from the industry, both local and international filmmakers, visiting professors and experienced full-time lecturers.

State of the Art Facilities

The Faculty of Cinematic Art features state of the art film making facilities such as Cinema, Sound Stage and Sound Studio.



Note:

Prospective students who are interested to pursue Bachelor of Cinematic Arts need to take Foundation in Creative Multimedia.

FOUNDATION IN CREATIVE MULTIMEDIA*

(R3/0011/3/0200) 12/28 (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"> • Visual Research & Communication 1 • Life Drawing • Basic Photography • Computer Graphics 1 • Basic Sound Design • Popular Culture Studies 	<ul style="list-style-type: none"> • Storytelling and Mythology 	<ul style="list-style-type: none"> • Visual Research & Communication 2 • Figure Drawing • Creative Photography • Computer Graphics 2 • Design & Art Appreciation • Critical Thinking & Reasoning
UNIVERSITY SUBJECTS • English for Creative Purposes, Social and Emotional Health		

Note: The courses offered are subject to trimester intake (Trimester 1, Trimester 2 or Trimester 3).
* This foundation program is offered by the Faculty of Creative Multimedia.

DIPLOMA IN CINEMATOGRAPHY

(R/0216/4/0003) 02/30 (MQA/SWA13431)

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
<ul style="list-style-type: none"> • Ideation • Artistic Visualisation • Creative Expression • Art History • Literary Readings • Introduction to Philosophy • Basic Photography • Visual Engineering 	<ul style="list-style-type: none"> • Lighting Design 1 • Storytelling Through The Lense • Pop Culture • Persuasive Media • Camera Operation • Pitching & Fundraising • Creative Leadership
<ul style="list-style-type: none"> • Short Media Content • Lighting Design 2 • Colour Grading • History of Cinema • Distribution Landscape • Cinema and Sociology 	
UNIVERSITY SUBJECTS • Basic Academic Writing OR • Family and Society in Malaysia • Character Building • Sustainable Society • Falsafah dan Isu Semasa OR • Bahasa Melayu Komunikasi 1 • Personal Social Responsibility	

Note: The above programme structure serves as a guide. Courses may differ according to intake.

BACHELOR IN CINEMATIC ARTS (HONOURS)

(R2/0211/6/0121) 01/28 (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
<ul style="list-style-type: none"> Cinematic Arts Production 1 Film Study 1 Production Management Principles of Directing and Acting Screenwriting Fundamentals Cinematic Arts Production 2 Film Study 2 Lighting Post Production 1 Sound Design Workplace Communication 	<ul style="list-style-type: none"> Genre Filmmaking Production Genre Filmmaking Theory Production Design and Art Direction Advanced Screenwriting Advanced Cinematography Documentary Production Documentary Theory Advanced Producing Advanced Post Production Electives* Media Law Landscape 	<ul style="list-style-type: none"> Cinematic Arts Final Production 1 (FYP1) Cinematic Research Project On Set Practice Film Business Cinematic Arts Final Production 2 (FYP2) Cinematic Applications Portfolio Preparations Internship
ELECTIVE SUBJECTS	<ul style="list-style-type: none"> Social Media Content Creation Directors Sound Design 2 Asian Cinema Documentary Photography Immersive Cinema Advance Colour Grading 	
UNIVERSITY SUBJECTS	<ul style="list-style-type: none"> Character Building Sustainable Society Falsafah dan Isu Semasa Penghayatan Etika dan Peradaban (Local) Bahasa Melayu Komunikasi 2 (International Student) Integrity and Leadership Bahasa Kebangsaan A (Local) Foreign Language (Local and International) Personal Social Responsibility 	

Note: The above programme structure serves as a guide. Courses may differ according to intake.



ENTRY REQUIREMENTS

Campus	Programme	Minimum Entry Requirements
CYBERJAYA	Foundation <ul style="list-style-type: none"> Foundation in Creative Multimedia 	<ol style="list-style-type: none"> 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 three (3) subjects inclusive of English.
CYBERJAYA	Diploma <ul style="list-style-type: none"> Diploma in 3D Modelling and Animation Diploma in Creative Multimedia Diploma in Creative Audio Diploma in Cinematography 	<ol style="list-style-type: none"> 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 STPM or its equivalent with a minimum of Grade C (GP 2.00) in at least one (1) subject; OR Pass 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) trimester bridging programme; OR Pass SKM Level 3 or any qualifications equivalent to Certificate (Level 3, MQF) in a related field. OR Possess an APEL.A certificate from MQA for admission into Diploma programmes. <p>AND</p> <ol style="list-style-type: none"> Pass an interview OR submission of student's portfolio, to be determined by MMU as required.
CYBERJAYA	Bachelor <ul style="list-style-type: none"> Bachelor of Multimedia (Hons) Advertising Design Bachelor in Animation (Honours) Bachelor in Visual Effects (Honours) Bachelor in Immersive Media Design (Honours) Bachelor in Cinematic Arts (Honours) 	<ol style="list-style-type: none"> Pass Foundation/Matriculation studies in related field from a recognised institution. 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;* OR Pass DKM /DLKM/DVM with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 MUST have at least two (2) years of work experience in the related field. ** OR Possess an APEL.A certificate from MQA for admission into Bachelor programmes. For more information, please visit https://www.mmu.edu.my/apel-a/ <p>AND</p> <ol style="list-style-type: none"> Pass an interview OR submission of student's portfolio, to be determined by MMU as required. <p>*Candidates with CGPA below 2.50 may be admitted subject to a rigorous internal assessment process.</p> <p>**DKM /DLKM/DVM candidates may be required to undergo Bridging Programme as an additional requirement.</p>

FACULTY OF APPLIED COMMUNICATION

Cyberjaya Campus



Faculty of Applied Communication (FAC) focuses on developing students into skilled communicators equipped for today's media-driven world. The faculty emphasises real-world application, critical thinking, and creativity, while integrating digital and multimedia skills to ensure graduates are industry-ready and adaptable to evolving communication trends.

FOUNDATION IN COMMUNICATION

(R/0323/3/0005) 04/31 (MQA/SWA14410)

The Foundation in Communication (FiC) programme provides learners a basic understanding of the theories of communication as well as related skills in the area of communication. The contemporary and integrated modules of the programme are learner centered with an inductive teaching and learning approaches to promote inquiry-based and problem-based learning skills. This enhances cognitive development that enables lifelong learning. FiC also introduces learners to the beneficial entrepreneurial and innovative skills which ultimately can enable students to transform society and create sustainable development. The program is set to align with MMU's mission and vision while incorporating Sustainable Development Goals (SDG) and Environmental, Social & Governance (ESG) in students' class activities, project and assignments.

Additionally, the programme contains unique foundational digital skill sets that enable aspiring communication professionals to use relevant tools to generate digital content and solve realworld challenges.

PROGRAMME STRUCTURE

Trimester 1

- Communicative English
- Communication Studies
- Fundamentals of Visual Communication
- Discovering Mass Communication
- Reasoning and Advocacy
- Fundamentals of Media Writing

Trimester 2

- Social and Emotional Health
- Public Speaking
- Essential English
- Communication and Culture
- Introduction to Digital Content Entrepreneurship
- Digital Media Applications* or
- Social Network Application*

Trimester 3

- Academic English
- Fundamentals of Integrated Marketing Communication
- Fundamentals of Digital Journalism and Broadcast Management

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

* Optional (Pick One)

DIPLOMA IN APPLIED COMMUNICATION

(R/0323/4/0011) 09/29 (MQA/SWA12395)

The two-year programme focuses on developing students' practical knowledge of communication. It increases students' understanding and critical awareness of the dynamics of communication transformations and the potential this creates within various applied contexts.

Career Prospects: Corporate Communication Executive, Marketing and Communication Executive, Advertising and Marketing Executive, Media Analyst, Content Creator, Media Relations Personnel, Market Researcher, Public Relations Personnel, Brand Analyst, Copywriter, Events Coordinator, Social Media Executive.

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

PROGRAMME STRUCTURE

Year 1	Year 2
CORE	
<ul style="list-style-type: none"> • Fundamentals of Communication Theories • Digital Media and Culture • Introduction to Stakeholder Management • Essential Financial Communication • Fundamentals of Intercultural Communication • Consumer in Digital Age • Graphic Design • Media and Broadcasting • Public Relations • Essential Academic Writing • Visual Communication • Advertising in New Media 	<ul style="list-style-type: none"> • Strategic Communication and Digital Media • Viral Marketing Communication • Digital Journalism • Media Publishing and Design • Social Media Strategy • Digital Content Creation and Storytelling • Business Communication in the Digital Age • Corporate Event Planning • Media Law and Ethics • Internship • Final Year Project
ELECTIVE SUBJECTS	
<ul style="list-style-type: none"> • Persuasive Presentation • Computer Technology in New Media • Drama and Performance • Media and Entertainment Management 	<ul style="list-style-type: none"> • Personal Branding • Media Production • Copywriting • Digital Entrepreneurial Communication
MPU SUBJECTS	
<ul style="list-style-type: none"> • Character Building • Sustainable Society 	<ul style="list-style-type: none"> • Falsafah dan Isu Semasa (Philosophy and Current Issues) • Bahasa Melayu Komunikasi 1 (International Students) • Bahasa Kebangsaan A • Basic Academic Writing • Grooming and Professional Etiquette • Family and Society in Malaysia • Introduction to Cultural Practices in Malaysia • Fundamentals of Islamic Leadership in Malaysia • Personal Social Responsibility

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



BACHELOR IN COMMUNICATION (HONOURS) (STRATEGIC COMMUNICATION)

(R2/0323/6/0072) 04/30 (MQA/SWA4223)

The Bachelor of Communication (Strategic Communication) (Hons.) program equips students with the knowledge and skills to develop strategic communication solutions for societal challenges and organisational objectives. Combining creativity, innovation, and analytical expertise, it prepares graduates to excel in the rapidly evolving communication industry.

Career Prospects: *Public Relations Executive, Public Affairs Executive, Corporate Communication Executive, Media Relations Officer, Brand Executive, Communication Executive, Content Strategist, Copywriter, Digital Content Creator, Social Media Executive, Visual Storyteller, Campaign Executive, Marketing Communication Executive, Corporate Event Planner, Journalist, Broadcast Journalist, Internal and External Stakeholders Executive, Community Relations Executive and Sustainability Communication Executive.*

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
<ul style="list-style-type: none"> • Communication Theories • Social Media Strategies • Media Culture • Intercultural Communication • Academic Writing • Workplace Communication • Stakeholders Management • Public Relations Strategies • Media Law • Financial Communication • Mobile Journalism 	<ul style="list-style-type: none"> • Marketing Communication Strategies • Negotiation in Professional Context • Integrated Promotional Communication • Fundamentals of Strategic Communication • Corporate Communication • Digital Competency with Basic Programming • Brand Communication • Communication Research Methodology • Corporate Writing • Corporate Strategy 	<ul style="list-style-type: none"> • Capstone Project • Event Planning and Management • Corporate Advertising • Design Thinking for Strategic Communication • Internship • Sustainability Communication • Strategic Thinking and Planning • Crisis Communication Strategy
ELECTIVE SUBJECTS		
<ul style="list-style-type: none"> • Multimedia Applications for Communication • Creativity and Innovation • Office Application for Professionals 	<ul style="list-style-type: none"> • Corporate Training • Consumer Trends 	<ul style="list-style-type: none"> • Becoming a Leader • Professional Image and Etiquette
UNIVERSITY COURSES		
<ul style="list-style-type: none"> • Integrity and Leadership • Character Building • Sustainable Society 	<ul style="list-style-type: none"> • Falsafah dan Isu Semasa (Philosophy and Current Issues) • Penghayatan Etika dan Peradaban (Appreciation of Ethics and Civilizations) (Local Students) • Bahasa Melayu Komunikasi 2 (International Students) 	<ul style="list-style-type: none"> • Bahasa Kebangsaan A • Personal Social Responsibility

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

ENTRY REQUIREMENTS

Campus	Programme	Minimum Entry Requirements
CYBERJAYA	Foundation • Foundation in Communication	<ol style="list-style-type: none"> Pass SPM/O-Level or its equivalent with a minimum of five (5) credits including English; OR Pass UEC with a minimum of three (3) Bs including English.
CYBERJAYA	Diploma • Diploma in Applied Communication	<ol style="list-style-type: none"> Pass in SPM /O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects, inclusive of English; OR Pass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any one (1) subject including a minimum of Grade C in English at SPM/O-Level or its equivalent; OR Pass in STAM with a minimum Grade Maqbul (Pass) in any one (1) subject including a credit in SPM English or its equivalent; OR Pass UEC with a minimum of three (3) Bs including English; OR Pass SKM Level 3 or any qualifications equivalent to Certificate (Level 3, MQF) including Pass SPM with a credit in English or its equivalent; OR Pass a Certificate or its equivalent including a credit in English at SPM or its equivalent; OR Pass a Certificate in Media and Communication or its equivalent. OR Possess an APEL.A certificate from MQA for admission into Diploma programmes.
CYBERJAYA	Bachelor • Bachelor in Communication (Honours) (Strategic Communication)	<ol style="list-style-type: none"> Pass Matriculation / Foundation or its equivalent, with minimum CGPA 2.00 including a minimum of Grade C in English at SPM/O-Level or its equivalent; OR Pass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any two (2) subjects including a minimum of Grade C in English at SPM/O-Level or its equivalent; OR Pass A-Level with a minimum of Grade D in any two (2) subjects; OR Pass STAM with a minimum Grade Jayyid (Good) in two (2) subjects including a credit in SPM English or its equivalent; OR Pass UEC with a minimum of five (5) Bs including English; OR Pass a Diploma or its equivalent, with minimum CGPA 2.00 including a credit in English at SPM or its equivalent; OR Pass a Diploma in Media and Communication or its equivalent; OR Pass DKM/DLKM/DVM with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 MUST have at least two (2) years of work experience in the related field.* OR Possess an APEL.A certificate from MQA for admission into Bachelor programmes. For more information, please visit https://www.mmu.edu.my/apel-a/ <p><small>Note: *DKM /DLKM/DVM candidates may be required to undergo Bridging Programme as an additional requirement</small></p>









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