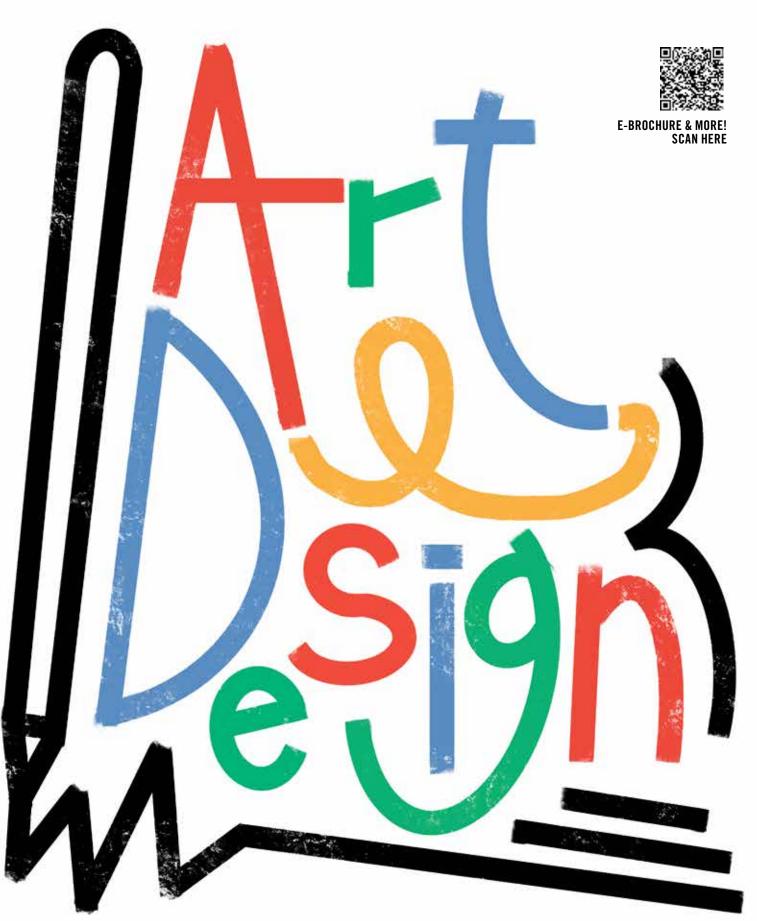


INTI Center of Art & Design

YOUR FUTURE BUILT TODAY



A decade of designing good and beyond

# YOUR FUTURE BUILT TODAY

At INTI, our mission is to equip students with competencies for tomorrow, fostering leaders, innovators, and game-changers. We are committed to providing support and resources for the workplace of the future.





INTI International University Awarded QS Rising Star 2025



QS Asia University Rankings 2024





#### REALISTIC CURRICULUM BY INDUSTRY PROFESSIONALS

To ensure students are job-ready on graduation, the curriculum is regularly vetted and assessed based on input from industry representatives. INTI also holds an annual Industry Advisory Board evaluation where invited leaders and employers give their input in regards to the needs of the working world and what the industry needs from graduates. This is reflected in the curriculum, with students being given regular exposure via realistic work projects with employers as well as international study tours and field trips where they can gain further exposure and insight.

Students have the opportunity to visit world-famous centres of design in South East Asia and the UK. Due to the rigorously intense curriculum, class sizes are kept small to ensure maximum effectiveness for students. Students are also granted access to an international virtual classroom where invited lecturers worldwide are able to teach remotely to offer truly world-class education under one roof.

#### EXTENSIVE INTERDISCIPLINARY PROJECTS WITH EMPLOYERS

Students are given extensive exposure to real-world projects during the course of their programme along with the opportunity to work with fellow students from different artistic disciplines. Students from the fashion design programme were selected as Royale Demure designers to work on the MF Cosmetique launching project. The Royale Demure is the first crowdfunding platform in Malaysia that is specific to fashion design collection.

The World Wildlife Fund (WWF) has also collaborated with INTI, working with its students to accomplish a revamp of their PJCC office which now enjoys eye-catching, attractive visuals that mirror the values of the organisation. INTI is also a regular participant at the Malaysian Fashion Week and two of its students won  $1^{\rm st}$  and  $2^{\rm nd}$  runner-up in the Aspiring Competition category.

The faculty worked together with MODA, Fashionvalet, IMARET and local fashion designers like Khoon Hooi, Melinda Looi, Keith Kee and Key Ng to successfully produce 161 PPE gowns and 200 pairs of shoe covers during the pandemic.



INTI has established the INTI Center of Art and Design (ICAD) at Subang campus that offers the full suite of art and design programmes along with the state-of-the-art facilities. Other than physical facilities, ICAD emphasizes on regular curriculum revamping, where feedback from different stakeholders are collected to create the most robust and industry-relevant curriculum. Staff professional development is an on-going faculty initiative to develop staff knowledge, skills and abilities in inspiring students through teaching. Through this initiative, staff and students are exposed to practical and interdisciplinary experiences, ensuring a competitive edge.



COLLABORATION WITH

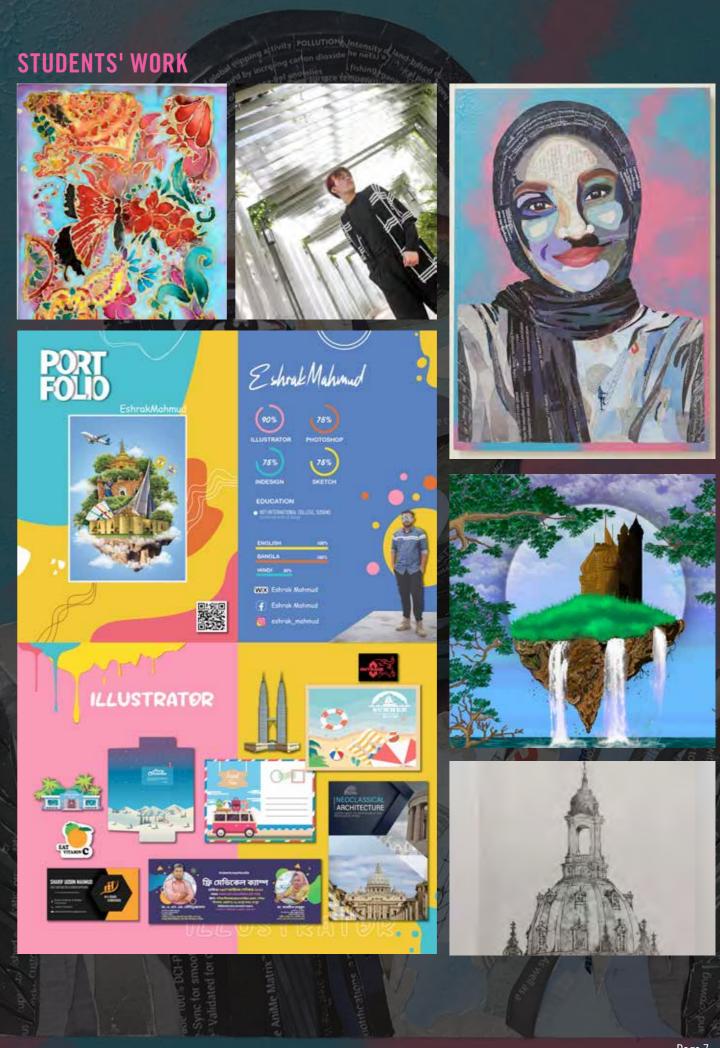
# SHEFFIELD HALLAM UNIVERSITY

INTI Center of Art & Design maintains close ties with Sheffield Hallam University and offers franchise Bachelor's Degrees with a curriculum as taught in the UK. INTI & Sheffield Hallam University share the same approach in blending theory & practical preparing graduates to take on realworld problems and do industry relevant work during the course.

#### THE RENOWNED UNIVERSITY







# @ss.ethereal DIPLOMA IN FASHION DESIGN The Diploma in Fashion Design prepares students for a career in the high-flying world of fashion as well as the global textile and apparel industries. Upon completion of the course, students will attain the essential skills, from idea conceptualisation to production for the runway. The Diploma in Fashion Design curriculum is constantly enhanced and redesigned to meet the needs of the industry. Representatives from established industries are invited to participate in an annual INTI Industry Advisory Board evaluation where they give their inputs as to what the industry needs and expects from graduates. **OUR ALUMNI** AMNI HAREEZ BIN SARJANISHAM **6.6** My experience at ICAD has been one of the craziest experiences I've ever been through in the best ways possible. Throughout my entire journey in ICAD I grew close with both the students and lecturers in ICAD whom I've learned many things from, which I couldn't be more grateful for. My experience here allowed me to improve and better myself in many different ways. Being in an environment where everyone is passionate and knowledgeable about so many things whilst always being supportive of one another and helping each other out would always make us thrive to learn more.



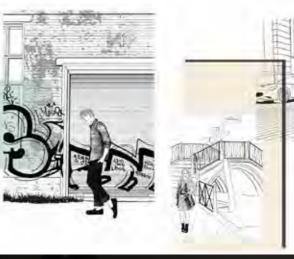












# millennium 2000s technology & fashion dvertisements

# BA (HONS) FASHION MANAGEMENT & COMMUNICATION 3+0

in collaboration with Sheffield Hallam University, UK

The BA Fashion Management & Communication programme in collaboration with Sheffield Hallam University aims to maintain a new sense of awareness for fbethet doctore to fee the doctore to fee the doctore to creation. It's also about the evolving innovation, critical amalysis amd progressive formulas it chooses to manage and communicate.

This course is created for individuals who are captivated by the subject of fashiom and its influence on society and style.

It offers a wide variety of eventual caneer pathways, including photography and styling, journalism, graphic communication, marketing, social media, PR, brand management and trend prediction.





#### MARCELLA MIA LOMOLJO

My name is Marcella Mia Lomoljo, a proud 2023 graduate of the BA Fashion Management & Communications program, in collaboration with Sheffield Hallam University. As a Filipino, studying in such a diverse and dynamic environment was incredible. INTI's hands-on experiences, including field trips and cross-course collaborations, were vital in preparing me for the real world. I loved the creative process of making videos for projects, despite the challenges. The support from lecturers, especially Ms. Louise, who guided me from my diploma days, was invaluable. Her encouragement during tough times helped me push through and even submit my final project to the Student Kancil Awards. Now, I'm a virtual assistant for an Australian fashion company, focusing on sales lead generation and digital marketing. The foundation INTI provided was crucial to my success. The journey was tough, but the support and resources at INTI made it worthwhile.

### STUDENTS' WORK



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AND THATS A WRAP!



"We Link sellers and con









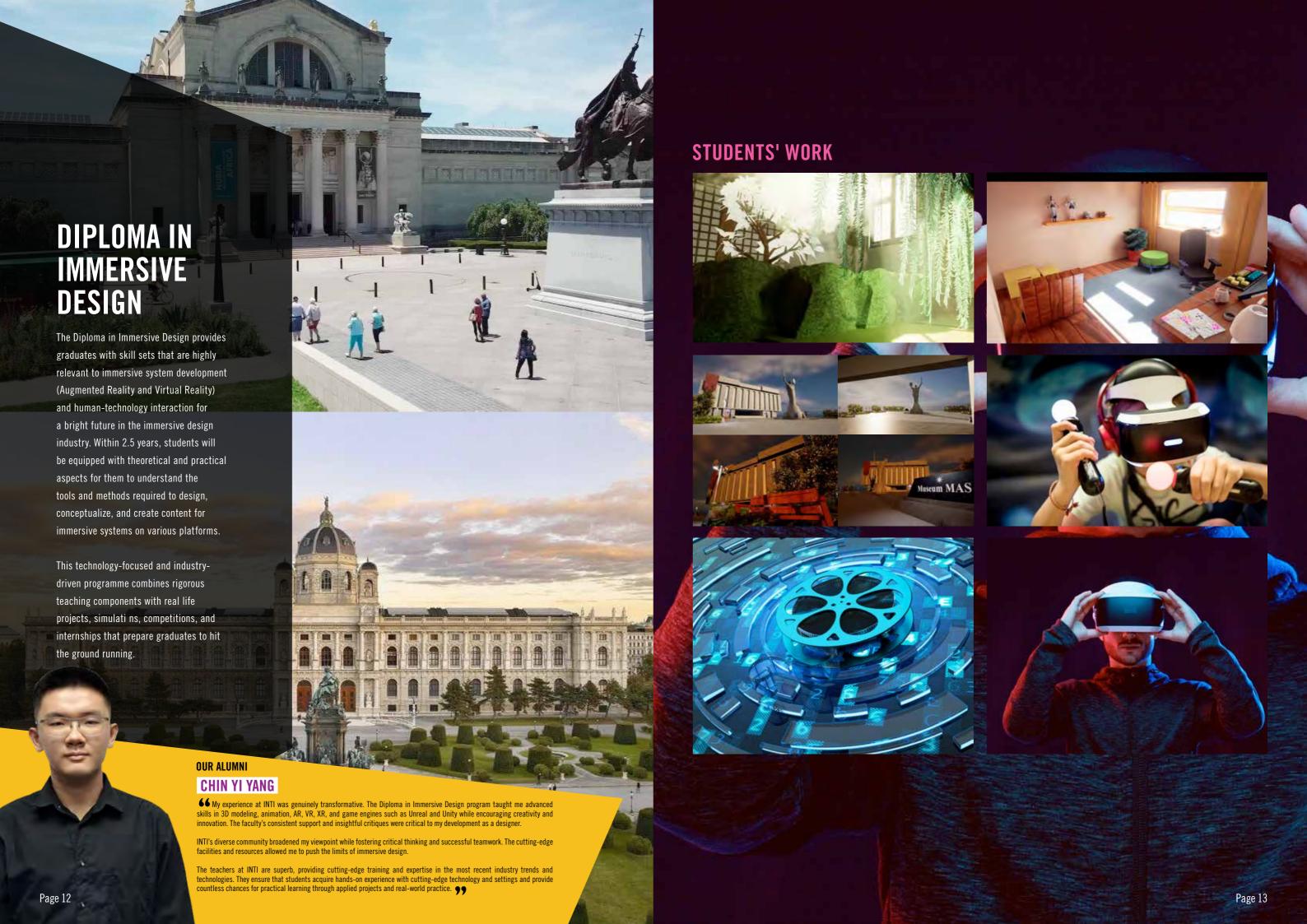












# STUDENTS' WORK

















Diploma in Digital Media Design enables students to master a wide range of skills that will enable them to acquire industry-critical expertise which includes digital video, fundamentals of UX and UI design, character design, web page creation and design, 2D and 3D animation, motion graphics, and significantly more technical skills.

The programme allows students to develop core technical skills that are a necessity in building their creative portfolios. Graduates from the Diploma in Digital Media Design will have experienced a variety of projects and exposure through internships that increase their knowledge and raise their confidence in creative digital problem-solving which is required by the industries.











#### CHEAH AVURN

**66** During my time at INTI, particularly in the ICAD department, the passion and dedication of the lecturers made During my time at INIT, particularly in the ICAD department, the passion and dedication of the lecturers made a significant impact on my learning journey. The course structure encouraged collaboration and leadership training, where working together with fellow students not only fostered creativity but also helped build lasting memories. Motivation and discipline sparked, sweat poured, handful of sleepless nights, all in the quest for perfect project submission. This collaborative environment pushed us to think laterally and explore different areas of multimedia and animation. With the support and guidance of the lecturers, I was able to excel in my work and even won the "Most Innovative" award in the NOVA Exhibition for my final year project. This foundation helped me pursue my dream career of illustration and animation, I still look back fondly on my experiences at ICAD.

# FOUNDATION IN DESIGN

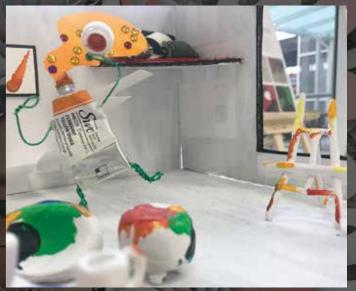
The Foundation in Design is an established programme that gives students an early access to a Sheffield Hallam University degree. The course focuses on building creative thinking, research and drawing skills. Students learn how to visualise ideas using their artistic skills along with extensive opportunities to experiment and explore their potential with an emphasis on hands-on project-based learning.

The programme enables students to develop a range of practical skills and fundamental knowledge in art and design, preparing them for smooth progression to Sheffield Hallam University design degree of their choice at ICAD. The programme is recognised by Sheffield Hallam University, providing progression to these degree programmes at INTI: BA (Hons) Fashion Management and Communication, BA (Hons) Graphic Design and BA (Hons) Interior Architecture & Design.

\* Progression to a SHU degree is subject to English language proficiency and the successful review of a relevant portfolio.



















#### **CLAIRINE WILLEY**

661 am glad I chose to continue my studies in 3.5+0 BA (Hons) Interior Design, Sheffield Hallam University, UK at the INTI Center of Art and Design (ICAD). Besides winning INTI's Excellence Award and being on the Dean's Honor Roll for Foundation in Design, my team won 1st place at a competition organised by the Malaysian Institute of Interior Design (MIID) in 2018. And in 2019, I was the only recipient to receive the Teledirect Malaysia scholarship.

I have learnt so much... and so far, the experience has been great! 🌹

# DIPLOMA IN GRAPHIC DESIGN

This programme emphasizes innovative design processes that deal with visual communication while providing the technical know-how necessary for a challenging and exciting career in the creative industry. Students learn to unleash creativity through UI/UX design, desktop publishing, photography, typography, editorial, illustration, packaging design, advertising design and marketing. The programme also develops students' abilities in problem-solving, conceptualisation, idea development and visual communication techniques, as well as the ability to translate an idea into a viable economic proposition.

#### OUR ALUMNI

#### NG PEI NEE

66 In the design program at INTI College, I have gained invaluable learning opportunities that have significantly enhanced my creativity and helped me bring many ideas to life. Whenever I have a new concept, I seek guidance from my mentors during tutoring sessions. They not only listen attentively but also offer valuable advice, analyzing problems from various angles to help me continuously improve my designs. The program effectively combines theory with practice, enabling me to tackle real-world design challenges and stay current with industry trends. The college's state-of-the-art facilities, along with regular exhibitions and competitions, provide crucial support for my creative work, offering platforms for students to showcase projects, receive feedback, and gain inspiration. Overall, the learning environment, mentor support, and abundant resources at INTI have fostered my continuous growth and progress.



















# BA (HONS) GRAPHIC DESIGN 3+0 in collaboration with Sheffield Hallam University, UK Organisations need media to communicate or disseminate a message. Creating compelling message and other content requires the talents of a graduate in graphic design. This rewarding course prepares students for a successful career in the challenging graphics design industry. OUR ALUMNI **CHOO CHEE SIN** 66 Reflecting on my years at ICAD, I have experienced significant personal and professional growth. As a Graphic Design major, I not only learned design fundamentals but also developed innovative thinking and critical analysis skills. During my studies, I developed a deep passion not only for design but also for photography, leading me to combine these interests. Currently, I work as a graphic designer in the broadcasting industry and capture moments with my camera in my spare time. I will continue to move forward, applying everything I learned at ICAD as I pursue my dreams. I would like to take this opportunity to thank the lecturers who supported and guided me throughout this journey. They played an important role in my design career, teaching me design techniques, showing me how to approach problems from multiple perspectives and find solutions in complex situations. Without their support, I wouldn't have achieved what I have today. Finally, I wish ICAD continued success in nurturing more outstanding design talents. I am grateful for this precious time that has shaped me into who I am today. 99 Page 20





































# BA (HONS) INTERIOR ARCHITECTURE & DESIGN 3.5+0

in collaboration with Sheffield Hallam University, UK

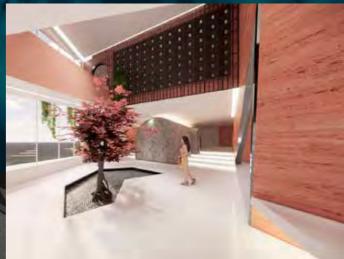
The BA (Hons) in Interior Architecture & Design 3.5+0 is fully accredited by the Board of Architects Malaysia, preparing students with strong analytical, problem-solving, and practical skills. The programme offers students additional expert knowledge to truly inspire and elevate their design skills to another level.

With a 6-month embedded industry work placement within the programme, it facilitates experiential learning, supporting the theoretical knowledge gained from classes through practical implementation in a professional setting.

## STUDENTS' WORK











#### **OUR ALUMNI**

#### **TEW CHIEN YEEN**

66 My 3.5 years at INTI International College Subang, studying BA Hons Interior Design at ICAD, has been an enriching and wonderful journey. The dedication and support from my lecturers have been instrumental throughout my learning, offering guidance and encouragement when I face any challenges. I also had the opportunity of collaborating with peers from different majors, building friendships that have made my experience even more meaningful in my study life. Not only from theory knowledge, I also participate in hands-on workshops and competitions, which further expanded my understanding towards the design world and helping me grow both personally and professionally. I'm truly happy and grateful for the well-rounded education and experiences I've gained at INTI ICAD.

# **COMPETITIONS** AND AWARDS







**KLFW DESIGNER** SEARCH 2024

AYDA AWARD -**INTERIOR DESIGN CATEGORY - BEST DESIGN IMPACT** 2023/2024



**Tew Chien Yeen** 



**Vivo FASHION FUSION 2024 COMPETITION** 









**KLPF 2024** 

THE YOUNG PHOTOGRAPHERS PROGRAM PRESENTATION

FEDERATION OF TAILORS GUILDS **MALAYSIA JUNIOR MASTER CUTTING COMPETITION AND THE GOLDEN FINGER COMPETITION** 





THE SEAGULL COSTUME MAKING









BRONZE AWARD, BEST EMERGING DESIGNER (STUDENT) **Teoh Wai Ping** 

#### MALAYSIAN INSTITUTE OF INTERIOR DESIGNERS (MIID)

LIST OF WINNERS Category A (Degree Design Category : Integrated

**Teoh Wai Ping** 1st Place

Athirah Yasmin Mustafa 3rd Place

Isabelle Ong Li Ting Top 5 Finalist

Category B (Diploma)

Yew Yong Sian 1st Place

Category B (Diploma) Design Category : Institutional Design Nik Sofea Heidi

1st Place

Isabell Natallie Aaron

3rd Place Category B (Diploma)

Integrated Design Khoo Boon Yee 3rd Place

Category B (Diploma) Design Category : Commercial Design Fan Zoey

Top 5 Finalist

Design Category : Hospitality Design

Yap Woon Kee Top 5 Finalist

Category B (Diploma) Design Category : Hospitality Design Yap Woon Kee Top 5 Finalist

Category B (Diploma) Design Category : Integrated Design

**Lim Wan Teng** Top 5 Finalist Category Product Design :

Fashion Head Gear May Yeap Mun Yew Jie Ying Yeo Hsiau Yu 2nd Place

世元日本 · 日本 二十四十







FINALIST:



#### ADOBE DESIGN ACHIEVEMENT AWARDS (ADAA)



#### LIST OF WINNERS

Lim Wei Chin

Category: Semi-finalist, Social Impact - Photography/ Print/Illustration/Graphic Title - MIN JUANG DESIGN PRESS

For more information: https://www.adobeawards.com/live/201811511

Category: Semi-finalist. Fine Art - Graphic Design/Print Title - KUAN HEONG HUAN REBRANDING

For more information: https://www.adobeawards.com/live/201810378

#### Alfred Phua

Category: Semifinalist, Social Impact - Photography/Print/Illustration/Graphic Title - #PROJECTHOPE

For more information: https://www.adobeawards.com/live/201810574

Category: Semi-finalist, Social Impact - Photography/Print /Illustration/Graphic Title - PRIDE OR PREJUDICE?

For more information: https://www.adobeawards.com/live/20184272

Page 26 Page 27

# EMPLOYER PROJECT









TOP DETERGENT

NATIONWIDE ROADSHOW

PROJECT

## DAMEN LONGEST RAYA DOODLE WITH BEATS













WASE VERN WHILE TO ME THE THE

SAVE THE MALAYAN TIGER EXHIBITION AT THE PAVILION KUALA LUMPUR







NATIONAL PROJECT



ANIMATED MUSIC VIDEO - MELODY TAN







KLFW
BEHIND THE SCENES
EXPERIENCE

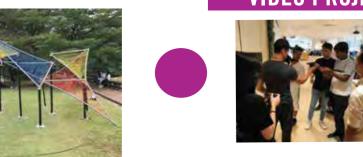


IKEA STAFF ON-BOARDING VIDEO PROJECT





YAYASAN SIME DARBY ARTS FESTIVAL (YSDAF)









Page 28

# **PASSION TAKES PLACES**

AT INTI, WE HELP YOU SOAR! EMBRACE. EXPLORE. EXCITE.

INTI International University & Colleges is not just about academic programmes alone. Across all of its four campuses in Malaysia, students are encouraged to embrace their passion and enhance their skills in a meaningful way. With a range of clubs and societies that offer a host of activities and interests, along with the opportunity to participate in study trips around the globe, INTI provides a nurturing environment that truly lets you spread your wings and expand your horizons.

Beyond that, INTI is a place where you can form bonds and friendships that will last you for a lifetime, while acquiring the soft skills that will hold you in good stead wherever you go in life. This pursuit of passion and camaraderie among our students has driven them to greater heights with a host of self-initiated projects that have taken them across the globe.

#### **ICAD DESIGN DAYS**





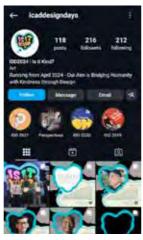
## **ICAD DESIGN DAYS**







it kind?



# CREATIVE CO. BAZAAR @MEGAHRISE MALL







**SMOOTH SAILING DRAGON** WHEELCHAIR PROJECT





**CREATIVE CO.** TRINITY CHILDREN'S

## FIELD TRIP TO SIGNATURE **FLAGSHIP STORE**



# **PUBLIC SCULPTURE FOR REEF CHECK MALAYSIA**











# **SUSTAINABLE FUTURE EXHIBITION** @ THE LINC







PERFORMANCE ARTS V.S. VISUAL









## **SHU SUMMER WORKSHOP AT ICAD**





MODA & ICAD

Page 30

34

40

41

DIPLOMA IN DIGITAL MEDIA DESIGN

**ENTRY REQUIREMENTS** 

FOUNDATION IN DESIGN

**CERTIFICATE IN ART & DESIGN** 

DIPLOMA IN FASHION DESIGN

**DIPLOMA IN GRAPHIC DESIGN** 

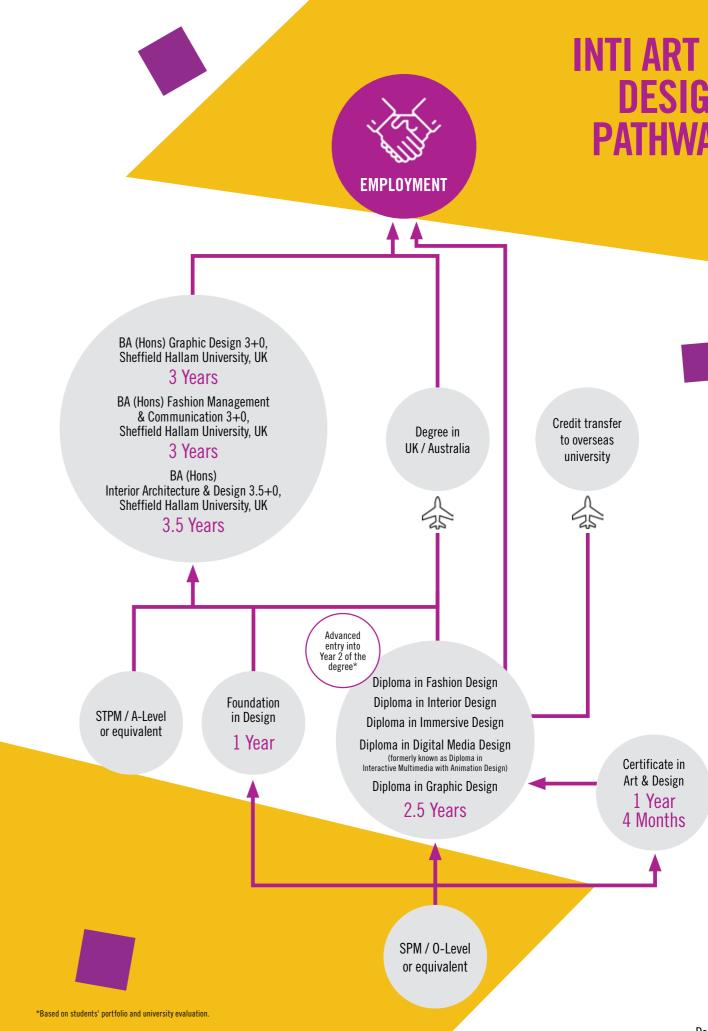
39 **DIPLOMA IN IMMERSIVE DESIGN** 

**DIPLOMA IN INTERIOR DESIGN** 

**BA (HONS) FASHION MANAGEMENT** & COMMUNICATION 3+0

BA (HONS) GRAPHIC DESIGN 3+0 42

43 **BA (HONS) INTERIOR ARCHITECTURE** & DESIGN 3.5+0



# ENTRY REQUIREMENTS

#### **Certificate in Art & Design**

ONE of the following examinations or their equivalents:

**SPM or equivalent :** 1C in any subject and pass in Bahasa Malaysia

**UEC**: 1B in any subject

**Other:** Equivalent qualifications recognised by the Malaysian Government

#### **Foundation in Design**

**SPM / O-Level / Equivalent:** 5 credits including one Art subject

**UEC / Equivalent: 3Bs** 

Candidates without an Art subject or who do not have a credit in Art must pass Portfolio Review or Art Test conducted by the College.

DIPLOMA (Fashion Design / Graphic Design / Digital Media Design (formerly known as Interactive Multimedia with Animation Design) / Interior Design / Immersive Design)

ONE of the following examinations or their equivalents:

SPM/SPMV: 3 credit

GCE O-LEVEL: 3 credit

 ${\sf UEC:}$  3Bs

STPM: Grade C (CGPA 2.00) in 1 subject

**A-Level :** Pass A-Level with minimum 1

**SKM**: Pass SKM (Level 3 MQF) in related field and pass SPM with at least 1 credit in any subject

Certificate: Pass certificate in related field

STAM: Pass STAM with Magbul

**Others :** Equivalent qualifications recognised by the Malaysian Government

Technical and Vocational Certificate: Related Technical and Vocational Certificate or equivalent which is recognised by the Malaysian Government, with one year related working experience OR 1 semester bridging programme.

Others: Recognised Art and Design Certificate or equivalent qualification that is recognised by the Malaysian Government; AND pass Portfolio Review or Art Test conducted by the College for candidate who does not have a pass in an Art subject.

Candidates who do not have a credit in Art may be required to take Placement Test to determine their suitability for the course. Applicants are also required to demonstrate proficiency in English, a pass in SPM/O-Level English or have studied subjects that require a satisfactory level in English.

BA (Hons) Graphic Design 3+0, in collaboration with Sheffield Hallam University, UK

STPM / A-Level: 2 full passes with a minimum CGPA 2.00 (Grade C) (with credit in English SPM / 0-Level)

**UEC:** 5Bs (including English)

Matriculation Programme / Foundation in Design / Foundation in Art & Design and other Pre-U qualification recognised by the Malaysian Government: with minimum CGPA 2.00

Diploma in Graphic Design or other equivalent and relevant Diploma recognised by the Malaysian Government: Minimum CGPA 2.00

Candidates without an Art subject or who do not have a credit in Art must pass Portfolio Review or Art Test conducted by the College.

BA (Hons) Fashion Management & Communication 3+0, in collaboration with Sheffield Hallam University. UK

**STPM:** Pass with at least Grade C in 2 subjects

**UEC:** Pass with at least Grade B in 5 subjects

**A-Level:** Pass with at least Grade D in 2 subjects

Matriculation / Foundation: From recognised institution and pass with minimum CGPA 2.00 **Diploma:** Pass from recognised institution with minimum CGPA 2.00

Others: Equivalent qualifications recognised by the Malaysian Government and pass Art subject in SPM or pass Art Test / Portfolio Assessment for those who do not have Art subject

Bachelor of Art (Honours) Interior Architecture & Design 3.5+0, in collaboration with Sheffield Hallam University, UK

STPM / A-Level: 2 full passes with a minimum CGPA 2.00 (Grade C) (with credit in English SPM / O-Level)

**UEC:** 5Bs (including English)

Matriculation Programme / Foundation in Design/ Foundation in Built Environment/ Foundation in Art & Design: with minimum CGPA 2.00

Diploma in Interior Design other equivalent and relevant Diploma recognised by the Malaysian Government: Minimum CGPA 2.00

Candidates without an Art subject or who do not have a credit in Art must pass Portfolio Review or Art Test conducted by the College.

STAM: Pass STAM with Maqbul

International Baccalaureate Diploma : Pass with at least 24 points

**CPU**: Pass with minimum average score of 55%

**SAM OR EQUIVALENT:** TER 60%

Australian Matriculation (AUSMAT): Pass with average 60%

English Language Requirements (Degree)

**TOEFL**: 550 (paper) / 220 (computer)

**IELTS:** Overall Band 6.0 minimum of 5.5 in each component

**AEP**: 1004 (PASS)

Others : Equivalent qualifications recognised by the Malaysian Government



# **FOUNDATION IN DESIGN**

The Foundation in Design programme offers a broad-based scope for exploration and experimentation that will enable students to become independent thinkers, creators or designers.

Students are exposed to topics and projects which will allow them to become creative thinkers and find practical applications that can be translated into working ideas and designs.

The programme also enables students to develop a range of practical skills and fundamental knowledge in relation to art & design, preparing them for smooth progress to a design degree of their choice.

#### Highlights

- Pathway to a quality UK Design Degree offered at INTI
- The curriculum covers broad theoretical and practical design skills
- Teaching and Tearning is supported by experienced lecturers, ensuring a smooth progression to degree studies
- Specialist lecturers who are also design professionals
- Experiential and innovative learning via Project-based Learning
   The programme and curriculum emphasise
- multi-cultural perspectives

  Design-driven learning environment with state-of-the-art facilities

#### Offered at

INTI International College Subang (R2/010/3/0417)(03/27)(MQA/FA1292)

#### INTAKES: JAN. APR & AUG

#### Duration

1 Year

#### Programme structure

- 3D Design
- Critical StudiesDesign Communication Skills 1
- Design Communication Skills 2
- Design Communication Skins 2
   Design Theories to Practices
- Design Theories to r
- Design Project
- English Language Skills 1English Language Skills 2
- General Studies
- History of Art & Design
- Portfolio Design
- Self-Development SkillsSkills for Creative Thinking

## **CERTIFICATE IN ART & DESIGN**

This programme emphasises the development of basic knowledge, skills and appreciation of art & design. Students will learn basic design skills, engage in a broad range of design explorations and experiment with a variety of tools, media and fundamental techniques in art & design.

Design project work is the core of the programme. It enables the practice of creative skills and integrates knowledge acquired in colour studies, drawing, painting, basic photography, design elements, basic creative digital application and more. In addition, students will gain fundamental skills in art & design and problem-solving that will help them advance to higher studies and lifelong learning.

#### Highlights

- Diploma pathway to study graphic, interior, fashion or interactive multimedia & animation design
- Curriculum covers broad theoretical and practical design skills
- Teaching and learning is supported by experienced lecturers, ensuring a smooth progression to degree studies
- Specialist lecturers who are also design professionals
- Experiential and innovative learning via Project-based Learning
   The programme and curriculum emphasise
- multi-cultural perspectives

  Design-driven learning environment with state-of-the-art facilities

#### Offered at

INTI International College Subang (R2/213/3/0109)(03/28)(MQA/FA2768)

#### INTAKES: JAN, APR & AUG

**Duration** 1 Year 4 Months

Programme structure

- Basic Drawing
- Basic Digital Graphics
- Basic Digital Graphics
   Basic Design Elements
- Basic Design Principles
- Art and Design History
- Painting & Printing Techniques
- Basic Digital Imaging
- Mixed Media ImageryIntroduction of Design Process
- Lavout and Publication
- Basic 3D Design
- Final Design Project

#### Common core/Areas of concentration

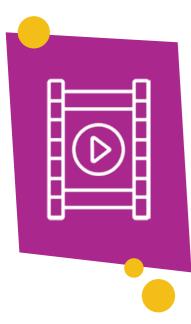
- Digital PhotographyEnglish

# Elective modules (Choose one) Introduction to Textile Design Design Rendering Techniques

#### MPU subjects

- Bahasa Kebangsaan A\*
- Integrity and Anti-Corruption
- Malaysian Studies 1 (Local students) /
  Communication in Malay 1
  (International students)
- Study Skills for Certificate Level

\*For Malaysian Students who do not have a credit in SPM BM. Page 35



# **DIPLOMA IN DIGITAL MEDIA DESIGN**

#### (formerly known as Diploma in Interactive Multimedia with Animation Design)

The Diploma in Digital Media Design provides far-reaching career opportunities in an exciting and rapidly expanding area of creative multimedia industries, including motion graphics, TV and film, interactive web design, digital media and more.

Students learn a wide range of skills, including digital application, illustration, character design, 2D and 3D animation, web page design, multimedia authoring, digital video and marketing. It focuses on developing students' problem solving, conceptualisation and idea development abilities, nurturing technical skills in digital applications as well as the ability to execute multimedia design projects that require the integration of various skills and knowledge.

In addition, students are exposed to real-life projects, industry competitions, enriching field trips to professional animation studios as well as rigorous internships to ensure industry-readiness.

#### **Career opportunities**

Designers with Interactive Multimedia qualifications have a wide choice of careers, including:

- Animator
- Art Director
- Digital Illustrator
- Photographer
- Post Production Artist / Designer
- Video Production
- Web Designer
- Multimedia Designer

#### Offered at

**INTI International College Subang** 

#### INTAKES: JAN, APR & AUG

#### **Duration**

2.5 Years (Inclusive of internship)

#### **Industry partners**

- Acestar Malaysia
- BluInc Media Sdn Bhd • Da Men Mall
- Havas Media Malaysia
- Inspidea Animation Studios Malaysia
- IKEA Damansara
- JINNYBOYTV
- Les' Copaque
- PUMA Malavsia

#### **Additional certification**

- Adobe Photoshop CC
- (Adobe Certified Associate)
- Toon Boom

(Toon Boom Center of Excellence)

#### Programme structure

#### Common core/Core fundamental

- Introduction to Storyboarding
- Digital Imaging
- Fundamentals of Drawing
- Fundamentals of English
- Digital Photography
- Fundamentals of Design
- Visual Communication

#### Programme core/Areas of concentration

- 3D Studies
- Digital Animation 1
- Digital Animation 2
- Digital Animation 3 (Experimental Animation)
- Digital Media
- Digital Video
- Fundamentals of Marketing
- History of Animation
- Major Project
- UI / UX Design and Development
- Multimedia Authoring
- Professional Practice (Design)
- Motion Graphics

#### Elective modules (Choose one)

- Illustration
- Sustainable Design

#### Industry attachment (Compulsory)

Industry Work Placement

#### **MPU** subjects

- Sustainable Living/Bahasa Kebangsaan A\*
- Co-curriculum
- Appreciation of Ethics and Civilisations (Local students)/Communicating in Malay 1B (International students)
- Integrity and Anti-Corruption

# **DIPLOMA IN FASHION DESIGN**

INTAKES: JAN, APR & AUG

Duration

2.5 Years

**Industry partners** 

Beatrice Looi

Bremen Wong

· Eleusis Bridal

MODA Malavsia

Pavilion Group

Zalora Malaysia

• Muzium Tekstil Malaysia

New Zealand Embassy

Padini Holdings Berhad

STYLO International

Khoon Hooi

The Diploma in Fashion Design programme enables students to conceptualise and produce fashion designs of recognised international standards that meet the changing needs of the global textile and apparel trade.

This programme emphasises innovation and creativity in Fashion Design while providing students with the technical know-how for a successful career in the fashion industry. It will also help students nurture specific skills related to sewing, pattern drafting, fashion illustration, fashion styling, design and garment construction.

In addition, students are exposed to real-life projects, fashion shows, enriching field trips to showrooms and rigorous internships to ensure industry-readiness.

#### Career opportunities

Graduates will be able to take on positions as contemporary and creative fashion designers, working as strategic team members, leaders and independent designers, or in many of the specialised areas within the fashion industry, including:

- Fashion Designer
- Costume Designer
- Fashion Buver
- Fashion Merchandiser
- Textile Designer
- Pattern Maker
- Fashion Journalist
- Personal Shopper
- Visual Merchandiser
- Fashion Stylist

#### Offered at

**INTI International College Subang** 

#### Programme structure

#### Common core/Core fundamental

- Fundamentals of English for Design
- Digital Photography

#### Programme core/Areas of concentration

- Computer Techniques for Fashion
- Fashion Accessories & Shoes
- Fashion Design
- Fashion Design Portfolio 1
- Fashion Design Portfolio 2
- Fashion Drawing Techniques
- Fashion Forecasting
- Fashion Illustration
- Fashion Market Research
- Final Garment Construction
- History of Fashion
- Introduction to Fashion Design
- Introduction to Sewing Techniques Introduction to Textile Study
- Fashion Draping
- Pattern Grading Techniques
- Pattern Making 1
- Pattern Making 2
- Professional Practice
- Fashion Promotion

#### Elective modules (Choose one)

- Sustainable Design
- Visual Merchandising

#### Industry attachment (Compulsory)

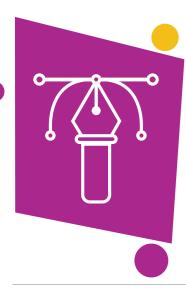
Industry Work Placement

#### MPU subjects

- Sustainable Living/Bahasa Kebangsaan A\*
- Co-curriculum
- Appreciation of Ethics and Civilisations (Local students)/Communicating in Malay 1B (International students)

• Integrity and Anti-Corruption

Page 36 \*For Malaysian Students who do not have a credit in SPM BM \*For Malaysian Students who do not have a credit in SPM BM. Page 37



# **DIPLOMA** IN GRAPHIC DESIGN

This programme emphasises innovative design processes that deal with visual communication while providing the technical know-how necessary for a challenging and exciting career in the creative industry.

Students learn a wide range of skills, which include desktop publishing, photography, typography, editorial, illustration, packaging design, advertising design and marketing. The programme also develops students' abilities in problem solving, conceptualisation, idea development and visual communication techniques, as well as the ability to translate an idea into a viable economic proposition.

In addition, students are exposed to real-life projects, industry competitions, enriching field trips and visits to professional design studios as well as rigorous internships to ensure industry-readiness.

#### Career opportunities

- Graphic Designer
- Illustrator
- Magazine Designer
- Packaging Designer
- · Web Designer
- Art Director
- Copywriter
- Photographer

#### Offered at

**INTI International College Subang** (R2/214/4/0072)04/28)(MQA/FA277

#### INTAKES: JAN, APR & AUG

2.5 Years (Inclusive of internship)

#### **Industry partners**

- Antalis Malavsia
- Canon Marketing (M) Sdn Bhd
- Da Men Mall
- · Embassy of Sweden
- Havas Media
- Leo Burnett (M) Sdn Bhd Newsprintwork
- Octagon Creative Sdn Bhd
- Omnicom Media Group (Malaysia)
- Saatchi & Saatchi (Malaysia)
- Tsubaki Design Studio
- 180 Degree Brand Com

#### **Additional certification**

• Adobe Photoshop CC (Adobe Certified Associate)

#### Programme structure

#### Common core/Core fundamental

- Introduction to Storyboarding
- Digital Imaging
- · Fundamentals of Drawing for Design
- Fundamentals of English
- Digital Photography
- Fundamentals of Design
- Visual Communication

#### Programme core/Areas of concentration

- Advertising Design
- Brand Communication
- Computer Graphics 1
- Computer Graphics 2
- UI / UX Design and Development
- Fundamentals of Marketing
- History of Graphic Design
- Illustration
- Major Project
- Packaging Design Professional Practice (Design)
- Typography 1
- Typography 2

#### Elective modules (Choose one)

- 3D Studies
- Sustainable Design

#### Industry attachment (Compulsory)

Industry Work Placement

#### MPU subjects

- Sustainable Living/Bahasa Kebangsaan A\*
- Co-curriculum
- Appreciation of Ethics and Civilisations (Local students)/Communicating in Malay 1B (International students)
- Integrity and Anti-Corruption



# **DIPLOMA IN IMMERSIVE DESIGN**

INTAKES: JAN. APR & AUG

2.5 Years (Inclusive of internship)

• Fundamentals of English for Design

Year 2 (\*\*Electives: Choose only 1)

• User Experience (UX) Design

· Game Design and Development

Immersive Simulation (VR)

• Extended Reality Principles and Design Process

Programme structure

Digital Photography

History of Animation

Visual Communication

Cyber Ethics and Safety

• 3D Modelling

Digital Imaging

Digital Video

Sound and Space

Digital Landscape

 Professional Practice Motion Graphics

Industry Work Placement

Sustainable Design\*\*

Illustration\*\*

Character Animation

• Fundamentals of Drawing

**Duration** 

Year 1

The Diploma in Immersive Design provides graduates with skill sets that are highly relevant to immersive system development (Augmented Reality and Virtual Reality) and human-technology interaction for a bright future in the immersive design industry. Within 2.5 years, students will be equipped with theoretical and practical aspects for them to understand the tools and methods required to design, conceptualize, and create content for immersive systems on various platforms.

This technology-focused and industry-driven programme combines rigorous teaching components with real-life projects, simulations, competitions, and internships that prepare graduates to hit the ground running. In addition, students are exposed to real-life projects, industry competitions, enriching field trips to professional animation studios as well as rigorous internships to ensure industry-readiness.

#### **Career opportunities**

Designers with Interactive Multimedia qualifications have a wide choice of career, including:

- VR/AR Designer,
- UI/UX Designer
- Multimedia Designer
- Animator
- Graphic Designer
- Illustrator
- 3D Visualiser
- · Game Designer Background Artist
- VFX Designer
- Video/Film Producer

#### Offered at

INTI International College Subang

• Information Visualisation for Augmented Reality

Maior Proiect

#### **MPU** subjects

- Sustainable Living/Bahasa Kebangsaan A\*
- Co-curriculum
- Appreciation of Ethics and Civilisations (Local students)/Communicating in Malay 1B (International students)
- Integrity and Anti-Corruption

Page 38 \*For Malaysian Students who do not have a credit in SPM BM

#### \*For Malaysian Students who do not have a credit in SPM BM. Page 39



# **DIPLOMA** IN INTERIOR DESIGN

Through our Interior Design programme, students will gain the knowledge and skills necessary to address the functionality, safety and quality of interior spaces while learning to craft their own aesthetic vision from concept to reality. The curriculum is extremely hands-on! Every project and assignment is crafted specifically to equip student with the skills needed to enter the workforce as a designer. The programme is carefully balanced, pairing the fun, exciting aspect of hands-on design with the necessary knowledge, research and technical skills. The programme develops students further by providing discerning insights into the language of materials, lighting, colour, furniture and technical components.

Interior design education is by nature as transdisciplinary as sustainability education. In this programme, students learn about environment-human behaviour relationships through holistic, systems-based means, encompassing the fundamental components of sustainability. A model of sustainable education, embedded in and represented by the interior design education curriculum, may be translated and potentially imitated by other non life-science disciplines. These programmes incorporate a curriculum that emphasises the design and construction of buildings that conserve resources and interact with public spaces in an environmentally sound way.

#### **Career opportunities**

- Interior Designer
- 3D Visualizer
- Furniture Designer
- Exhibition Designer Event Designer
- Kitchen Designer
- Set Designer
- Visual Merchandisers
- Lighting Consultant
- Colour Consultant
- ID Magazine Editor
- Sales Designer

#### Offered at

**INTI International College Subang** 

#### INTAKES: JAN. APR & AUG

#### **Duration**

2.5 Years (Inclusive of internship)

#### **Industry partners**

- PDI Design
- Innovative Space Dimension
- Blu Water Studio Sdn Bhd
- SL+A Sdn Bhd
- Axis Network Design Consultant Sdn Bhd
- Superb Impression Creationz Sdn Bhd
- Associates Pavilion Design Studio Sdn Bhd
- HL Architechture
- IDC Architects
- Sachi Interior Design Sdn Bhd
- Steven Leach Group
- Ooi Design and Associates Sdn Bhd
- Young Blood Creation
- ACID Sdn Bhd
- ArcRadius Works Sdn Bhd
- Aprilist Associate

#### Programme structure

#### Common core/Core fundamental

- Fundamentals of English
- Fundamentals of Drawing
- Fundamentals of Design

#### Programme core/Areas of concentration

- Technical Drawing
- Interior Design 1
- Interior Material & Finishes
- History of Architecture
- Interior Design 2
- Computer-Aided Design 1
- Computer-Aided Design 2 • Interior Design 3
- Interior Design 4
- Furniture Design
- Professional Practice [ID]
- Industry Work Placement
- Major Project [ID]

#### Programme Core: Sustainable Design Development

- Introduction to Sustainable Interior Design
- Green Building Construction
- Building Performance
- Building Maintenance and Conservation

#### Elective modules (Choose two)

- Environmental Graphic
- Sustainable Design
- Specification and Contract Sustainable Building Regulations

#### Industry attachment (Compulsory)

Industry Work Placement

#### **MPU** subjects

- Sustainable Living/Bahasa Kebangsaan A\*
- Co-curriculum
- Appreciation of Ethics and Civilisations (Local students)/Communicating in Malay 1B (International students)
- . Integrity and Anti-Corruption





# BA (HONS) **FASHION MANAGEMENT** & COMMUNICATION 3+0

in collaboration with Sheffield Hallam University, UK

Fashion Management and Communication is a growing area of the fashion industry and encompasses a variety of different fields such as strategic fashion management, communication, promotion, advertising, branding, business and marketing.

This programme equips students with the strategic and creative skills necessary for a successful career in fashion management and communication, including research exploration, CAD, marketing communications, styling and image manipulation, trend prediction and campaign planning. This programme promotes the development of innovative fashion management and communication concepts through creative thinking, critical interpretation and analysis.

#### Highlights

- Work on live projects with fashion and lifestyle brands and agencies
- Good networks and professional links with industry
- Work placement programme provide students with the opportunity to experience real-life industry practice
- Degree awarded by Sheffield Hallam University, UK

#### Offered at

INTI International College Subang

#### **INTAKES: APR & AUG**

#### Duration

3 Years (Inclusive of internship)

#### Programme structure

#### Year 1

The first year of the programme introduces the broad range of issues related to the fundamentals of fashion management and communication. fashion products and visual communication. Students will get to explore diverse and innovative ways of approaching fashion management, marketing and communication problems and develop strategic and creative capabilities in different ways.

#### Subjects include:

- Business of Fashion 1
- Fashion Photography
- Fashion Communication 1
- Fashion Marketing and Management

#### Electives:

• Visual Merchandising / Fashion Illustration

#### Learning Focus:

- Trend Prediction
- Branding Strategies
- Image Making and Styling Advertising
- CAD
- Editorial Copy

#### Year 2

During the second year, projects are designed to develop managerial and analytical skills in addition to building on themes explored in Year 1, helping to prepare students for the working industry.

#### Subjects include:

- Business of Fashion 2
- Fashion Communication and Emerging Media

#### Learning Focus:

- Social Media Communication
- Experiential Campaigns
- Publication
- Advertising
- CAD Live Project

#### Year 3

The final year concentrates on research and practice to extend and consolidate students' professional skills, knowledge and understanding through the final year modules. Students will develop a body of original work that demonstrates an advanced level of engagement with their chosen area of specialism.

#### Subjects include:

- Professional Practice
- Final Fashion Project Part 1
- Industry Work Placement
- Final Fashion Project Part 2

#### Learning Focus:

- Personal Branding
- Fashion Management and Communication **Business Practices**
- Self-Directed Project

#### **Industry Attachment (Compulsory)**

#### MPU subjects

- Bahasa Kebangsaan A\*/ Design Thinking
- Corporate Social Responsibility and Community Engagement
- Philosophy and Current Issues
- Integrity and Anti-Corruption
- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)

Page 40 \*For Malaysian Students who do not have a credit in SPM BM \*For Malaysian Students who do not have a credit in SPM BM. Page 41



# BA (HONS) **GRAPHIC DESIGN 3+0**

in collaboration with Sheffield Hallam University. UK

This programme will allow students to develop a portfolio of ideas for entering and challenging the graphic design industry. Students will learn about the core principles of graphic design and its application across a range of sectors. They will also have the opportunity to explore advertising, illustration, motion and interactive or traditional graphic design. Other study topics include printmaking, life drawing, photography, branding and marketing.

Students will focus on generating new and memorable ideas that form the basis of their creative process. They will explore a range of media, develop critical skills and learn how to solve problems creatively.

Students will also have the opportunity to enhance their prospects by taking part in international competitions, live briefs and work placements. There are also residential study trips at home and abroad, complemented by visits to design conferences and professional design association events.

#### **Highlights**

- Specialist lecturers who are design professionals
- A compulsory industry placement programme provides students with the opportunity to experience real-life industry practice
- Programme and curriculum designs are enhanced by professional input from design practitioners
- Degree awarded by Sheffield Hallam University, UK
- · Students will stand a chance to be awarded the Annual Inspirational Student Awards by Sheffield Hallam University
- Through the "Co-Exist" initiative, student will experience interdisciplinary practice

#### Offered at

**INTI International College Subang** 

#### INTAKES: APR & AUG

#### Duration

3 Years (Inclusive of internship)

Programme structure

#### Year 1

The first year challenges students to explore diverse approaches to design problems and apply their creative skills in different ways. It will also challenge any preconceptions that students may have about Graphic Design. During the first year, students will also learn many of the essential skills needed to work in Graphic Design.

#### Subjects include:

- Graphic Design Principles Part 1
- Graphic Design Principles Part 2 • Graphic Design Practice Part 1
- Graphic Design Practice Part 2
- Electives:

#### Advertising Design

Typography

#### Learning focus:

- Adobe graphic design software
- Concept mapping and research methods Exploring frames into moving graphics
- Grid systems and structures
- Photography and printing methods
- 3D printing and laser cutting

In the second year, design projects are often company-sponsored, and involve working directly with the client (Live projects). The subjects will help students meet this challenge and develop their skills and knowledge to a professional level. Other projects involve working to a national or international design brief. In this case, students need to demonstrate the ability to communicate their design ideas professionally, using a variety of media and techniques.

#### Subjects include:

- Graphic Design in Context Part 1
- Graphic Design in Context Part 2
- Graphic Design in Production Part 1
- Graphic Design in Production Part 2

#### MPU subjects

- Bahasa Kebangsaan A\*/ Design Thinking
- Corporate Social Responsibility and Community Engagement
- Integrity and Anti-Corruption
- Appreciation of Ethics and Civilisations (Local students) / Communicating in Malay 2 (International students)
- Philosophy and Current Issues

#### Learning focus:

- Envisioning information and data visualisation
- Design theory and divergent thinking
- · Design, sign and symbol
- · Shaping the page and digital publication
- Image making and character design
- Embroidery and fabric printing

Through a process of research and discussion with academic staff, students determine a body of self-directed study that allows them to develop a personal area of interest related to the field of Graphic Design. By taking increased responsibility for the management of their own work, students are prepared for life as a professional designer.

The number and content of the projects students undertake in the third year can be negotiated. However, the academic team will offer advice that enables students to develop a portfolio that best supports their career aspirations. It is also essential that students support their dissertations and design projects with a thorough and convincing body of research and development.

#### Subjects include:

- Graduation Projects Part 1
- Graduation Projects Part 2
- Professional Practice (Graphic Design)

#### Industry attachment (Compulsory)

• Industry Placement (Graphic Design)

#### Learning focus:

- Demonstrate increasing autonomy, professionalism and critical awareness
- Statement of intent and annotated bibliography
- Critical contexts writing and research inquiry
- · Portfolio building and self-branding
- Independent proposal project and external/
- live brief

# **Sheffield** Hallam Universitu **Knowledge Applied**

# BA (HONS) INTERIOR ARCHITECTURE & DESIGN 3.5+0



in collaboration with Sheffield Hallam University, UK

The BA (Hons) Interior Architecture & Design encourages a thorough, yet versatile design approach — following systematic and coordinated methodologies. The programme will equip students with the creative skills and knowledge they need, especially when they enter into the world of interior design. Through this, they will experience working on various creative design briefs and live projects for their respective clients. With an interior architecture & design degree, students can build a strong portfolio of work, which will prepare them for a rewarding career in an exciting industry.

Here at INTI, we aim to develop students' own creatives and sustainable approaches to interior architecture and design by challenging and exploring contemporary practices through a series of exciting and diverse projects. This programme focuses on transforming architectural spaces into exciting, sustainable environments through innovative designs and learn skills that will best reflect their personal interests, as well as career aspirations.

#### Highlights

- · Accredited by Board of Architects Malaysia
- · Specialist lecturers who are design professionals
- A compulsory industry placement programme provides students with the opportunity to experience real-life industry practice
- Programme and curriculum designs are enriched by professional input from design practitioners
- Degree awarded by Sheffield Hallam University, UK
- Students will stand a chance to be awarded the Annual Inspirational Student Awards by Sheffield Hallam University
- . Through the "Co-Exist" initiative, student will experience interdisciplinary practice

#### Offered at

INTI International College Subang

#### Career opportunities

- Interior Designer
- · Spatial Designer
- Furniture Designer
- · Exhibition Designer
- 3D Visualiser
- Lighting Designer
- · Set and Production Designer
- · Retail Designer
- · Project Designer

#### Duration

3.5 Years (Inclusive of a 6-month internshin)

#### INTAKES: APR & AUG

#### Programme structure

#### Year 1

Subjects include:

- Interior Architecture Design Space, Form and Architecture Part 1
- Interior Architecture Design Space. Form and Architecture Part 2
- Interior Design People and Place Part 1
- Interior Design People and Place Part 2

#### Green Design Building Construction and Materials

Electives:

- Learning Focus:
- Theory and Practice of design Architecture and Interior design vocabulary
- Fundamentals of design process and thinking Re-ordering, manipulating, and transforming
- Understanding of space, place, and people
- Architecture history, human and cultural
   AutoCAD, SketchUp

#### Year 2

#### Subjects include:

- Interior Design Context Part 1
- Interior Design Context Part 2
- Interior Design Application Part 1
- Interior Design Application Part 2
  Building by Law (Malaysia)

#### MPU subjects

- Bahasa Kebangsaan A\*/ Design Thinking
- Corporate Social Responsibility and Community Engagement
- Integrity and Anti-Corruption
- Appreciation of Ethics and Civilisations (Local students) / Communicating in Malay 2 (International students)
- Philosophy and Current Issues

#### Learning Focus:

- Understanding of design culture and practice
- · Differences in perceptions and interpretations of concepts and practice
- Creative, innovative spatial practice in interior
- Professional practice as Interior Designer Project management, construction and
- documentation Projects and collaborations with industry
- professionals Live project and competition
- V-Ray for 3Ds Max

#### Year 3

Subjects include:

- Interior Design Inhabitation
   Interior Design Resolution

#### Industry Attachment (Compulsory)

Industry Placement (Interior Design)

#### Learning Focus:

- Innovative and sustainable designs
- Emerging design practices
- Professional development
- Critical and self-directed study Design integration
- Graduation project
- Design research report Autodesk Revit

Page 42 \*For Malaysian Students who do not have a credit in SPM BM \*For Malaysian Students who do not have a credit in SPM BM Page 43

# Get Connected with INTI!

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