



FIRST CITY
UNIVERSITY
COLLEGE
WAY AHEAD



FACULTY OF DESIGN & BUILT ENVIRONMENT

“Shaping Future Designers”

ART & DESIGN (FOUNDATION)
GRAPHIC DESIGN
INTERIOR DESIGN
FASHION MARKETING
FURNITURE & PRODUCT DESIGN
INTERIOR ARCHITECTURE & DESIGN
DESIGN MANAGEMENT (POSTGRADUATE)

DESIGN CREATES CULTURE. CULTURE SHAPES VALUES. VALUES DETERMINE THE FUTURE.

ROBERT L. PETERS

With more than three decades of academic excellence, First City University College takes pride in its design programmes that offer holistic design education. By equipping students with the necessary and cutting-edge design skills, First City UC ensures students are well-versed in design concepts.

ABOUT US

First City UC has an excellent track record of producing highly employable graduates, successful entrepreneurs and award-winners. First City UC's home-grown programmes are recognized by our international university partners.

To meet the needs of the industry for employable graduates, First City UC's programmes are:

- Fully accredited by the Malaysian Qualifications Agency (MQA) and relevant professional bodies.
- Industry relevant.
- Delivered by a highly qualified team of dedicated lecturers and professionals with teaching and industry experience.
- Complemented by state-of-the-art facilities and supported by an e-learning portal, IT laboratories, and a library with e-library facilities and electronic databases.

The Faculty of Design & Built Environment boasts a teaching team with years of experience in education and industry.

The Faculty offers programmes at Foundation, Diploma, Undergraduate (Bachelor Degree) and Postgraduate (Master Degree) levels with the following goals:

- Develop and produce employable graduates and entrepreneurs with competent skillsets and knowledge.
- Encourage creativity through experimentation and exploration.
- Equip students with the ability to conduct research to understand local and global trends of design.

The Faculty has everything an art & design student needs to be an industry - ready professional designer:

- Design Studio
- Drawing Studio
- Fashion Studio
- Macintosh Lab With Industry-Relevant Software
- Material Lab
- Photography Studio
- Precision Prototyping 3D Printer
- Precision Cutting & Engraving Laser Cutter
- Print Workshop
- Vacuum Forming Machine
- White Canvas Gallery
- Wood & Metal Workshop



WHY STUDY ART & DESIGN PROGRAMMES AT FIRST CITY UC?

1

Industry-relevant programmes and state-of-the-art facilities & equipment

2

Award-winning projects by students at local and international levels

3

Lecturers with relevant academic & industry experience and award-winning projects

4

Design showcases & exhibitions, seminars, workshops and collaborative projects with industry partners

5

Creative Stove Shop as a platform to promote students' entrepreneurship

Staff are members of the following Professional Bodies / Associations:

- Lembaga Arkitek Malaysia (LAM)
- Majlis Rekabentuk Malaysia (MRM)
- Graphic Design Association of Malaysia (wREGA)
- Malaysian Institute of Interior Designers (MIID)



INDUSTRY PARTNERS / EMPLOYERS

INTERIOR ARCHITECTURE & DESIGN INDUSTRY

- Anthony Tay & Associates
- Arct Studio Sdn. Bhd.
- Art16 Consultancy Sdn. Bhd.
- Atelier Alan Teh Architect
- Blu Water Studio Sdn. Bhd.
- Bristol Technologies Sdn. Bhd.
- CKY Interior Sdn. Bhd.
- CT Architects Sdn. Bhd.
- Deric And K Associates Sdn. Bhd.
- Design Bliss Sdn. Bhd.
- Environmental Design Practice Sdn. Bhd.
- Fabian Tan Architect
- Fricxis Design Sdn. Bhd.
- Goodrich Global Sdn. Bhd.
- Green Apple Design Sdn. Bhd.
- Hoe & Yin Design Studio
- Js Design (P) Sdn. Bhd.
- Kenneth Tan Design Architect
- Lightcraft (KL) Sdn. Bhd.
- Linear Vista Sdn. Bhd.
- Matthew Lim Associates Design Sdn. Bhd.
- Metrics Global Sdn. Bhd.
- MLA Design Sdn. Bhd.
- Niddesign Sdn. Bhd.
- Nippon Paint (M) Sdn. Bhd.
- Nulnfinity Sdn. Bhd.
- Ooi Design & Associates Sdn. Bhd.
- Rekahtoh Studio
- Santa Fe Interior Architecture Sdn. Bhd.
- SI Group Design Sdn. Bhd.
- SOD Concept Studio Sdn. Bhd.
- Tow Architect
- Youngblood Creation Sdn. Bhd.

FASHION MARKETING INDUSTRY

- Cassey Gan
- Pestle & Mortar
- Sometime by Asian Designers
- Bill Keith
- Ambersze London

GRAPHIC DESIGN INDUSTRY

- AQM Group Malaysia
- Big Corridor Sdn. Bhd.
- Bike Bear Sdn. Bhd.
- Compass Interactive Sdn. Bhd.
- CSM Engineering Hardware (M) Sdn. Bhd.
- Digital Ads Sdn. Bhd.
- Dot Creative Design
- DWork Bench
- FabSpace KL
- Flywheel Eco System Sdn. Bhd.
- Fugeelah
- Gizwiz Studio
- Hauswhizz Consultancy
- HYT Food Industries Sdn. Bhd.
- I23RF Technology Sdn. Bhd.
- I Media Advertising
- INMAGINE Innovation Sdn Bhd
- Innity
- Koh Design Consultants
- MarketingPlus Sdn Bhd
- Ogilvy Malaysia
- Pixelpost Sdn. Bhd.
- Point-Blank Media Works
- Reina Creative Agency
- Rocket Paradise Group
- Star Media Group Berhad
- Studio Behind 90
- Studio Twenty Sdn. Bhd.
- Stunning Media Sdn. Bhd.
- William Harald-Wong & Associates Sdn. Bhd.
- Vivar Printing Sdn. Bhd.

FURNITURE & PRODUCT DESIGN INDUSTRY

- Dejuamon Design
- Faber-Castell (M) Sdn. Bhd.
- Futuristic Store Fixtures Sdn. Bhd.
- Hoto Stainless Steel Industries Sdn. Bhd.
- King Koil Bedding (Malaysia) Sdn. Bhd.
- KL Selangor Furniture Association (KSFA)
- Malaysia Furniture Council (MFC)

STATE-OF-THE-ART FACILITIES



WHITE CANVAS GALLERY



DRAWING STUDIO



MACINTOSH LABORATORY WITH INDUSTRY-RELEVANT SOFTWARE



PRECISION CUTTING & ENGRAVING LASER CUTTER



PRECISION PROTOTYPING 3D PRINTER



WOOD & METAL WORKSHOP



MATERIAL LABORATORY



FASHION STUDIO



DESIGN STUDIO



VACUUM FORMING MACHINE



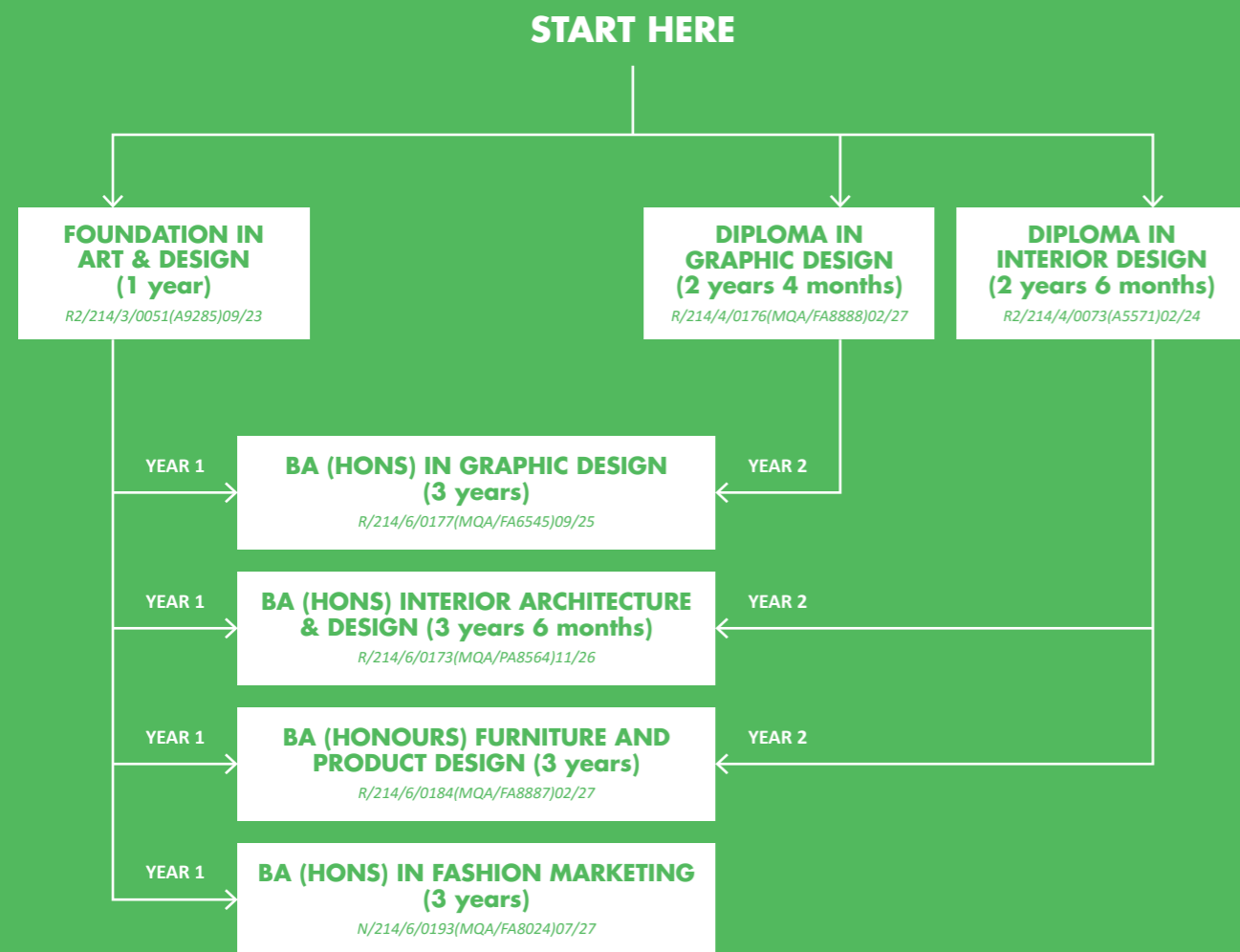
PHOTOGRAPHY STUDIO



PRINT STUDIO

PROGRAMME PATHWAYS

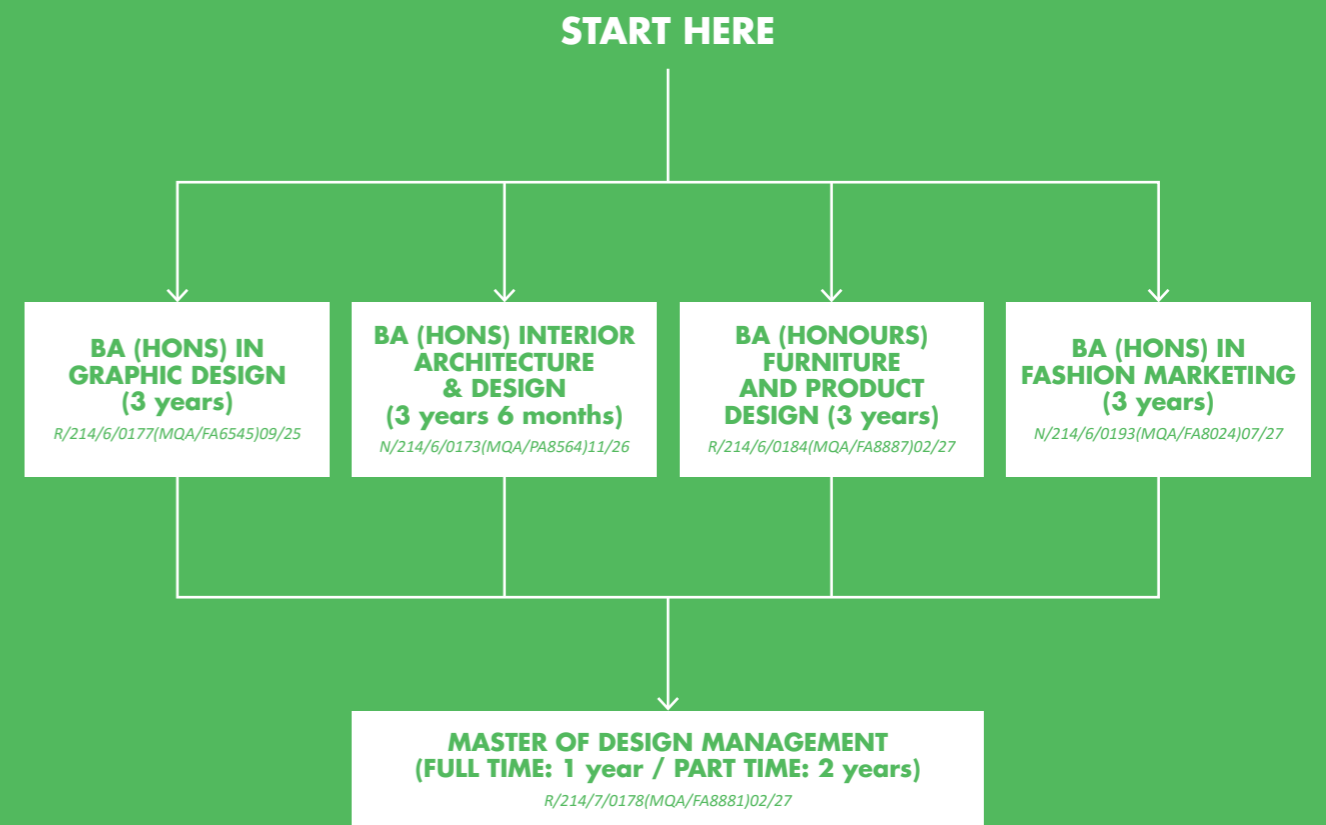
SPM/ O-LEVEL HOLDERS OR EQUIVALENT:
FOUNDATION / DIPLOMA PATHWAYS



* Terms & Conditions Apply

PROGRAMME PATHWAYS

STPM/ UEC/ A-LEVEL HOLDERS OR EQUIVALENT:
DEGREE PATHWAY



* Terms & Conditions Apply

FOUNDATION IN ART & DESIGN

R2/214/3/0051(A9285)09/23

This programme provides a strong foundation in Art & Design which equips students with experience in practical studio work such as drawing, experimentation and exploration of media and material, and model making. Students will also develop skills in visual analysis, colour studies, and critical writing, which are crucial for our bachelor's degree programmes in Design and Fashion.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with a broad range of art and design fundamental principles.
- Identify students' design strengths.
- Produce graduates with the appropriate skills to undertake lifelong learning.

DURATION

1 Year

INTAKES

January, May, September

ENTRY REQUIREMENTS

- SPM : Minimum 5 credits (including English)
 - UEC : Minimum 4 Bs (including English)
 - IGCSE : Minimum 5 credits (including English)
 - OTHER QUALIFICATIONS : Equivalent qualifications recognized by the Malaysian Qualifications Agency (MQA)
- AND**
- Pass Portfolio interview

EDUCATION PATHWAYS

A fast track one-year programme for SPM/O-Level holders. Upon successful completion, they will gain entry into any of our Honours Degree programmes in Graphic Design, Interior Architecture & Design, Furniture & Product Design, or Fashion Marketing.

PROGRAMME CONTENTS

SEMESTER 1

- **Introductory & Diagnostic Projects**
 - Visual Analysis
 - Colour Studies
 - Fundamental of 2D and 3D Designs
 - Workshops (Printmaking, Photography, Computer)
- **Drawing 1**
 - Basic Skill and Techniques
- **Critical Studies 1**
 - Research and Critical Writing
 - History and Theory of Art & Design
- **English 1**
 - Academic Writing Skills
 - Grammar and Mechanics

SEMESTER 2

- **Pre Specialist Projects**
 - Applied 2D and 3D Designs
 - Applied Drawing and Colour
- **Drawing 2**
 - Advanced Skills and Techniques
- **Critical Studies 2**
 - Research and Critical Writing
 - History and Theory of Art & Design
- **English 2**
 - Academic Writing Skills
 - Presentation Skills

SEMESTER 3

- **Specialist Projects**

Final Project: Indication towards choice of degree studies in various specialisations: Graphic Design, Interior Architecture & Design, Furniture & Product Design and Fashion Marketing.
- **Drawing 3**
 - Drawing in Specialised Areas

DIPLOMA IN GRAPHIC DESIGN

R/214/4/0176(MQA/FA8888)02/27

This programme prepares students for a career in the design industry. Students will be trained in conceptual thinking and practical skill sets and be able to apply up-to-date software technologies under the supervision of highly qualified lecturers.

Students will undergo internships with various advertising, social media marketing, packaging, publication and exhibition companies.

THE PROGRAMME OBJECTIVES ARE TO:

- Empower students with knowledge and technical competency in creative and vocational skills.
- Equip students with the ability to make informed decisions based on basic research and analysis of information.
- Enable students to develop personal visual skills and vision through exciting and challenging practical projects.
- Produce responsible and professional individuals and team players.

DURATION

2 Years 4 Months

INTAKES

January, May, October

ENTRY REQUIREMENTS

- SPM : Minimum 3 credits OR Sijil Kemahiran Malaysia (SKM) Level 3 with 1 credit in SPM and a skill certificate in Art & Design
 - UEC : Minimum 3Bs
 - GCE O Level : Minimum 3 credits
 - Other equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)
- AND**
- Pass Portfolio interview

EDUCATION PATHWAYS

A fast track programme for SPM/O-Level holders. Upon successful completion, they will gain entry into Year 2 of our BA (Hons) in Graphic Design programme.

CAREER OPPORTUNITIES

- Graphic Design
- Advertising
- Print Design
- Packaging Design
- Publication Design
- Branding & Identity Design
- Social Media Marketing
- Exhibition & Production

PROGRAMME CONTENTS

YEAR 1

- Color Studies
- Drawing
- Design Fundamentals
- Introduction to Art History
- English
- Illustration
- Typography
- Photography
- Digital Imaging
- Visual Culture
- Creative Studies
- Graphic Design History
- Introduction to Advertising Design

YEAR 2

- Publication Design
- Narrative Drawing
- 2D Animation
- Packaging Design
- English for Communication
- Digital Publication
- Professional Practice
- Motion Graphics
- 3D Animation
- Corporate Identity Design
- Industry Placement
- Industry Placement Simulation

YEAR 3

- Design Showcase
- Brand Communication
- Design Major
- Environmental Graphic Design

DIPLOMA IN INTERIOR DESIGN

R2/214/4/0073(A5571)02/24

This programme emphasises the marriage between conceptual thinking and practical design skills. This provides students with a better understanding of spatial planning and layout. Students will utilise various applications and software to communicate their design work.

Incorporating multiple disciplines ranging from psychology, sociology, history, management and business practices, our graduates are industry-relevant and game-changers.

Students will undergo internships with various interior design and architecture companies, property developers, furniture & product, and theater & stage design companies.

Students of this programme will be registered with the Malaysian Institute of Interior Designers (MIID).

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with knowledge and skills in design principles, analytical techniques and design methodologies.
- Enable students to communicate creative solutions to design problems by applying fundamental research techniques.
- Enable students to develop the ability to work independently and in teams.
- Instill students with the spirit of life-long learning, professionalism, ethics and entrepreneurship.

DURATION

2 Years 6 Months

INTAKES

January, May, October

ENTRY REQUIREMENTS

- SPM : Minimum 3 credits OR Sijil Kemahiran Malaysia (SKM) Level 3 with 1 credit in SPM and a skill certificate in Art & Design
 - UEC : Minimum 3Bs
 - GCE O Level : Minimum 3 credits
 - Other equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)
- AND**
- Pass Portfolio interview

EDUCATION PATHWAYS

A fast track programme for SPM/O-Level holders. Upon successful completion, they will gain entry into Year 2 of BA (Hons) Interior Architecture & Design or BA (Honours) Furniture and Product Design.

PROGRAMME CONTENTS

YEAR 1

- Interior Design 1
- Architectural Graphics 1
- Design History 1
- English for Academic Writing
- Elective Subjects (select one)
 - Creative Studies
 - Life Drawing
- Interior Design 2
- Architectural Graphics 2
- Design History 2
- Computer Aided Design: 2D
- Elective Subjects (select one)
 - English for Academic Purpose
 - Colour Studies
- Building Material Studies
- Elective Subjects (select one)
 - Photography and Digital Imaging
 - Temporary Structure Design
 - Introduction to Visual Culture

YEAR 2

- Interior Design 3
- Building Studies 1
- Furniture Design 1
- Design Communication
- Computer Aided Design: 3D
- Interior Design 4
- Building Studies 2
- Furniture Design 2
- Professional Practice
- Elective Subjects (select one)
 - Industry Placement
 - Industry Placement – Simulation

YEAR 3

- Interior Design 5
- Design Thesis Report
- Project Management
- Tender and Contract Documentation

CAREER OPPORTUNITIES

- Interior Design
- Interior Architecture
- Theatre and Stage Design
- Product Design
- Furniture Design
- Lighting Design
- Exhibition Design
- Production Design

BA (HONS) IN GRAPHIC DESIGN

R/214/6/0177(MQA/FA6545)09/25

This programme develops students' distinctive personal visual styles through exciting and challenging practical and theoretical projects. Students will be equipped with essential professional, creative, intellectual, and technical skills.

Students will conduct research and analysis of information, to form independent judgements through reflection, evaluation and presentation. They will also be exposed to professional design practices and guided to contextualise design within global, social and cultural frameworks. Students also engage with industry partners for collaborative projects, attend talks and participate in both local and overseas competitions.

Students will undergo internships with various advertising, social media marketing, packaging, publication and exhibition companies.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with the essential professional, creative, intellectual and technical skills.
- Strengthen students' skills in research and analysis of information, formation of sound and independent judgements through reflection, evaluation and presentation of well-reasoned arguments.
- Equip students with distinctive personal visual skills and personal vision; encouraged through exciting and challenging practical and theoretical projects.
- Prepare students to make their mark in the graphic design industry with full awareness of the roles and responsibilities of professional design practices.
- Engage students in life-long learning.

DURATION

3 Years

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs and a Pass in English and Art (Pendidikan Seni) in SPM
 - UEC : Minimum 5Bs
 - GCE A Level : Minimum 2Cs
 - FOUNDATION/MATRICULATION : Pass with minimum CGPA 2.0
 - DIPLOMA : Pass with minimum CGPA 2.0 or its equivalent
 - Other equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)
- AND**
- Pass Portfolio interview

PROGRAMME CONTENTS

YEAR 1

- Design Principles and Practices
- Digital Imaging
- Fundamental of Typography
- Communication Writing Skills
- Conceptual Drawing
- Consumer Behaviour
- Packaging Design
- Web Design
- Illustration
- Communication Presentation Skills
- Creative Thinking
- Creative Entrepreneurship

YEAR 2

- Advertising and Branding
- Digital Publication
- Interactive and Information Design
- Mobile Apps Design
- Visual Culture
- Visual Merchandising
- Principles of Economics
- Illustration and Image Making
- Exploring Animation
- Motion Graphic
- Professional Practice

YEAR 3

- Design Seminar
- Final Major Project 1
- Integrated Print Design
- Self-Initiated Research
- Dissertation
- Final Major Project 2
- Integrated New Media Design
- Portfolio
- Industrial Training

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Design Management (MDM) or Master of Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Design Consultancy
- Advertising
- Publishing & Print
- New Media & Motion Graphics
- Social Media Management
- Post-Production
- Visual Merchandising
- Branding and Identity
- Illustration
- Packaging Design

BA (HONS) INTERIOR ARCHITECTURE & DESIGN

R/214/6/0173(MQA/PA8564)11/26

This programme focuses on the design and development of internal spaces with emphasis on the relationship between architectural context and designed interior. It equips graduates with relevant knowledge and creative skills to be professional interior designers or interior architects.

Students develop design culture in line with professional interior design and architecture practices. Studio design modules are complemented by modules in technical, professional and contextual studies.

Students will undergo internships with various interior design and architecture companies, property developers, product design companies, exhibition design and theater & stage design companies.

Students of this programme will be registered with the Malaysian Institute of Interior Designers (MIID).

THE PROGRAMME OBJECTIVES ARE TO:

- Enable students to apply design vocabulary, knowledge and creative work to solve design problems.
- Enable students to identify, evaluate and analyse information relating to materials, structure and technical details that take into consideration public health, safety, culture, society and environment.
- Develop students' theory and practical skills for a professional career in interior design or postgraduate studies.
- Equip students with knowledge and research skills in interior architecture technology and development.
- Engage students in life-long learning.
- Equip students with leadership, teamwork, entrepreneurial, communication and social skills.

DURATION

3 Years 6 Months

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs and a Pass in English and Art (Pendidikan Seni) in SPM
 - UEC : Minimum 5Bs
 - GCE A Level : Minimum 2Cs
 - FOUNDATION/MATRICULATION : Pass with minimum CGPA 2.0
 - DIPLOMA : Pass with minimum CGPA 2.0 or its equivalent
 - Other equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)
- AND**
- Pass Portfolio interview

PROGRAMME CONTENTS

YEAR 1

- Design Studio 1
- Design Communication 1
- Architecture History and Context 1
- Building Material and Construction 1
- Communication Writing Skills
- Design Studio 2
- Design Communication 2
- Architecture History and Context 2
- Building Material and Construction 2
- Communication Presentation Skills

YEAR 2

- Design Studio 3
- Building Technology and Services 1
- Architecture History and Context 3
- Computer Aided Design 1
- Elective Subjects
 - Creative Entrepreneurship
 - Consumer Behaviour
- Design Studio 4
- Building Technology and Services 2
- Architecture History and Context 4
- Computer Aided Design 2
- Design Portfolio
- Industrial Placement (compulsory 6 months duration) after completing Year 2

YEAR 3

- Design Studio 5
- Professional Practice
- Research Proposal and Methodology
- Elective Subjects
 - Visual Merchandising
 - Sustainable Design
 - Design Competition and Special Project
- Design Studio 6
- Project Management & Documentation
- Dissertation

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Design Management (MDM) or Master of Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Interior Design
- Architecture
- Furniture Manufacturing
- Lighting Design
- Project Management
- Visual Merchandising
- Exhibition Design
- Scenic Design
- Retail Space Design

BA (HONOURS) FURNITURE AND PRODUCT DESIGN

R/214/6/0184(MQA/FA8887)02/27

This programme provides knowledge and practical skills for students seeking a career as professional furniture and product designers. Students will gain in-depth knowledge of materials and their properties, be adept in industry-related software and cultivate design and conceptual thinking skills. They will participate in furniture and product exhibitions and work on collaborative projects with the industry.

Students will undergo internships with various furniture & product design companies and manufacturers.

THE PROGRAMME OBJECTIVES ARE TO:

- Produce innovative and practical professional designers equipped with critical and analytical skills.
- Provide students with necessary technical skills and develop their social awareness in the furniture & product design industry.
- Provide students with necessary soft skills for personal development as well as a range of transferable skills to support their career development.
- Produce graduates with entrepreneurial and professional skills.
- Prepare students for postgraduate study and lifelong learning.

DURATION

3 Years

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs and a Pass in English and Art (Pendidikan Seni) in SPM
 - UEC : Minimum 5Bs
 - GCE A Level : Minimum 2Cs
 - FOUNDATION/MATRICULATION : Pass with minimum CGPA 2.0
 - DIPLOMA : Pass with minimum CGPA 2.0 or its equivalent
 - Other equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)
- AND**
- Pass Portfolio interview

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Design Management (MDM) or Master of Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Furniture Design
- Product Design
- Retail
- Exhibition Set Design
- Furniture Manufacturing
- Furniture Trade
- Packaging Design
- CAD Specialist

PROGRAMME CONTENTS

YEAR 1

- Design Studio 1
- Design Communication 1
- Material and Technology 1
- Critical Studies 1
- Communication Writing Skills
- Design Studio 2
- Design Communication 2
- Material and Technology 2
- Critical Studies 2
- Communication Presentation Skills

YEAR 2

- Design Studio 3
- Computer Aided Design 1
- Critical Studies 3
- Professional Practice
- Elective Subjects (select one)
 - Visual Merchandising
 - Sustainable Design
- Design Studio 4
- Computer Aided Design 2
- Critical Studies 4
- Design and Portfolio
- Elective Subjects (select one)
 - Principles of Economic
 - Consumer Behaviour

YEAR 3

- Design Studio 5
- Project Management
- Research Methodology and Proposal
- Design Studio 6
- Design and Exhibition
- Dissertation
- Elective Subjects (select one)
 - Creative Entrepreneurship
 - Design Competition and Special Project
- Industrial Placement

BA (HONS) IN FASHION MARKETING

N/214/6/0193(MQA/FA8024)07/27

This programme will teach theories and practical skills related to fashion design, fashion branding, and marketing and consumer behaviour. Students will be exposed to fashion manufacturing and the overall fashion environment. It is ideal for fashion enthusiasts who have the passion to market and brand their fashion collections.

Students will undergo internships with various fashion design & marketing related companies.

THE PROGRAMME OBJECTIVES ARE TO:

- Enable students to explore the breadth and depth of fashion marketing and branding practices.
- Equip students with knowledge and business-related skills for a career in the fashion industry or for postgraduate studies.
- Equip students with an understanding of consumer behaviour and consumers' role in the fashion industry.
- Enable students to engage confidently with the global fashion marketing and branding environment.
- Produce students who are able to create and launch a brand.

DURATION

3 Years

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs and a Pass in English and Art (Pendidikan Seni) in SPM
 - UEC : Minimum 5Bs
 - GCE A Level : Minimum 2Cs
 - FOUNDATION/MATRICULATION : Pass with minimum CGPA 2.0
 - DIPLOMA : Pass with minimum CGPA 2.0 or its equivalent
 - Other equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)
- AND**
- Pass Portfolio interview

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Design Management (MDM) or Master of Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Fashion Illustration
- Fashion Publishing
- Fashion Design
- Fashion Marketing
- Events Management
- Public Relations
- Fashion Retail/Buyer
- Fashion Production

PROGRAMME CONTENTS

YEAR 1

- Fashion Communication
- Design and Illustration
- Fashion Through Time
- Desktop Publishing
- Communication Writing Skills
- Visual Communication
- Fashion Marketing and Branding
- Fashion Consumer Behaviour
- Computer Aided Design
- Communication Presentation Skills

YEAR 2

- Fashion Marketing
- Contemporary Design Influence
- Textile Studies
- Globalisation and E-Marketing
- Elective (select ONE):
 - Principles of Financial Accounting
 - Basic Pattern Construction
- Fashion Coordination and Branding
- Fashion Entrepreneur
- Visual Merchandising
- Fashion Photography
- Elective (select ONE):
 - Principles of Economics
 - Intermediate Pattern Construction
- Industrial Training

YEAR 3

- Final Major Project 1
- Research Methodology
- Retail Marketing and Management
- Merchandising and Buying
- Final Major Project 2
- Independent Study Dissertation
- Portfolio Development

MASTER OF DESIGN MANAGEMENT

R/214/7/0178(MQA/FA8881)02/27

This programme combines academic study with creative and professional practice in a project-led curriculum with interdisciplinary perspectives from management and design. It focuses on project management, design and strategy to establish creative processes and build a structure and organisation for design.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip practicing and professional designers and graduates of different design disciplines with the ability to expand their knowledge in branding, design thinking, design innovation and entrepreneurship.
- Enable students to deliver a balanced framework of practical, theoretical and enterprise-oriented design practices.
- Prepare graduates with new management approaches to meet the dynamic multi-disciplinary design environment.
- Equip professionals with current design contexts through issue-based design research.
- Instill students with a strong sense of social responsibility and sustainability in the design environment.

DURATION

Full time: 1 Year
Part time: 2 Years

INTAKES

January, May, September

ENTRY REQUIREMENTS

A Bachelor's degree in Art & Design or related field with minimum CGPA 2.67 OR A Bachelor's degree in Art & Design or related field with CGPA 2.00 - 2.66 and a minimum of 3 years working experience in relevant field

CAREER OPPORTUNITIES

- Specialised Design Service
- Advertising and Promotion
- Branding and Marketing
- Design Consultancy
- Project Management
- Higher Education
- Publishing
- R&D

PROGRAMME CONTENTS

SEMESTER 1

- Design Management
- Design Research
- Contemporary Issues
- Design Practice Project

SEMESTER 2

- Design and Brand Strategy
- Creative Entrepreneurship
- Design Thinking
- Design Innovation Project

SEMESTER 3

- Professional Practice
- Dissertation
- Final Project

MAJOR INDUSTRY & STUDENT PROJECTS



SEQUENCE - ANNUAL DEGREE GRADUATION SHOWCASE



A CASE FOR TYPE - INTERNATIONAL DESIGN CONFERENCE



ASIA STUDENTS PACKAGE DESIGN COMPETITION



MOMENTUM - ANNUAL DIPLOMA GRADUATION SHOWCASE



BROS BOTTLE ILLUSTRATION DESIGN - LIVE PROJECT



MINI CONFERENCE ON DESIGN MANAGEMENT



KING KOIL SHOWROOM DESIGN COLLABORATION



KWANG HUA HIGH SCHOOL LIBRARY DESIGN - LIVE PROJECT



KL SELANGOR FURNITURE ASSOCIATION (KLSFA) COLLABORATION SHOWCASE IN EXPORT FURNITURE EXHIBITION (EFE)



TAIWAN KINMEN CULTURAL CREATIVE DESIGN EXHIBITION

MAJOR AWARDS - LOCAL & GLOBAL



LOH QIAU YU
BA (Hons) Graphic Design

- INTERNATIONAL STUDENT PACKAGE DESIGN OLYMPAC 2019 - BRONZE MEDALIST
- ASPAC 2019 JAPAN FOUNDATION AWARDS

Asia Student Packaging Awards 2019 Tokyo, Japan



CHAN SHU SIAN
BA (Hons) Furniture and Product Design

GRAND PRIZE

Faber Caster Wonder Box Design Competition 2019



• REVEN OH GEIN HEIR
• BEH WEI HENG
BA (Hons) Furniture and Product Design

GOLD AWARD

International Furniture Design Innovation (IFDI) 2020



TEH WEI JIE
BA (Hons) Interior Architecture and Design

GOLD AWARD

International Design Awards 2019, Los Angeles, USA



YONG CHIN MING
BA (Hons) Graphic Design

COOL DESIGN AWARD

IT'S by Aik Cheong Coffee Cup Sleeve Design Competition 2019



AMANDA ONG SZE XIAN
BA (Hons) Furniture and Product Design

ASEAN WINNER

ASEAN Furniture Design Competition 2018 (Bangkok)



TEAM VANGUARD, FIRST CITY UC
BA (Hons) Interior Architecture and Design

GRAND PRIZE

Salon Centre for Media Excellence, Interior Architecture Competition 2019



TEH WEI JIE
BA (Hons) Interior Architecture and Design

SILVER AWARD

Johor Interior Design Award 2019

SUCCESSFUL GRADUATES & ENTREPRENEURS



JACKY LOKE

Lecturer / Technician, First City University College

Master of Design Management (Year 2019)
BA (Hons) Interior Architecture & Design (Year 2011)

The Master of Design Management programme taught me how to utilise design thinking skills to solve real world problems from the perspective of a brand or business. This is done by collecting and analysing important data to test the best solution framework before making consequential decisions that will turn the fate of a business.



LOH QIAU YU

Graphic Designer, Leading Design Firm

BA (Hons) Graphic Design (Year 2019)

During my degree studies, I benefited greatly from First City UC's strong industry linkages. My experience with the prestigious Asia Student Packaging Competition (ASPaC) 2019 event has led me to set high standards for myself at work. I am so grateful for winning 3rd place in the International Student Package Design Olympac 2019 (ASPaC) competition in Tokyo, Japan.



CHAN SHU SIAN

Project Specialist & Patent Designer, The ISO Group (In-Source Options Sdn Bhd)

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Like many others, I have to acknowledge the efforts of my lecturers. They did their level best to deliver the best possible lessons. I was able to apply the knowledge learned wisely in my studies, especially in my final year subjects.

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Diploma in Interior Design (Year 2016)

MARTIN TEO WAY HOCK
d+a magazine,
Key Editions Pte. Ltd.



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