



**FIRST CITY
UNIVERSITY
COLLEGE**
WAY AHEAD

FACULTY OF **DESIGN & BUILT ENVIRONMENT**

ART & DESIGN
GRAPHIC DESIGN
INTERIOR DESIGN
INTERIOR ARCHITECTURE & DESIGN
FURNITURE & PRODUCT DESIGN
DESIGN MANAGEMENT
FASHION MARKETING



ABOUT US

First City University College has been a trusted private higher education provider in Malaysia since 1990.

For over three decades, the institution has consistently offered affordable and high-quality higher education to both Malaysian and international students. First City University College offers future-proof, industry-driven programmes and they are accredited by the Malaysian Qualifications Agency (MQA) and relevant professional bodies.

First City University College's students are reputed to be highly employable as they are prepared to be future-proof and globally competitive.

With an exemplary track record of providing private higher education of high quality in Malaysia, First City University College achieved a "Competitive" rating under the Integrated Rating of Malaysian Higher Education Institutions - SETARA by the Ministry of Higher Education, Malaysia. This accolade reflects the institution's steadfast commitment to maintaining a standard of excellence in private higher education in Malaysia.





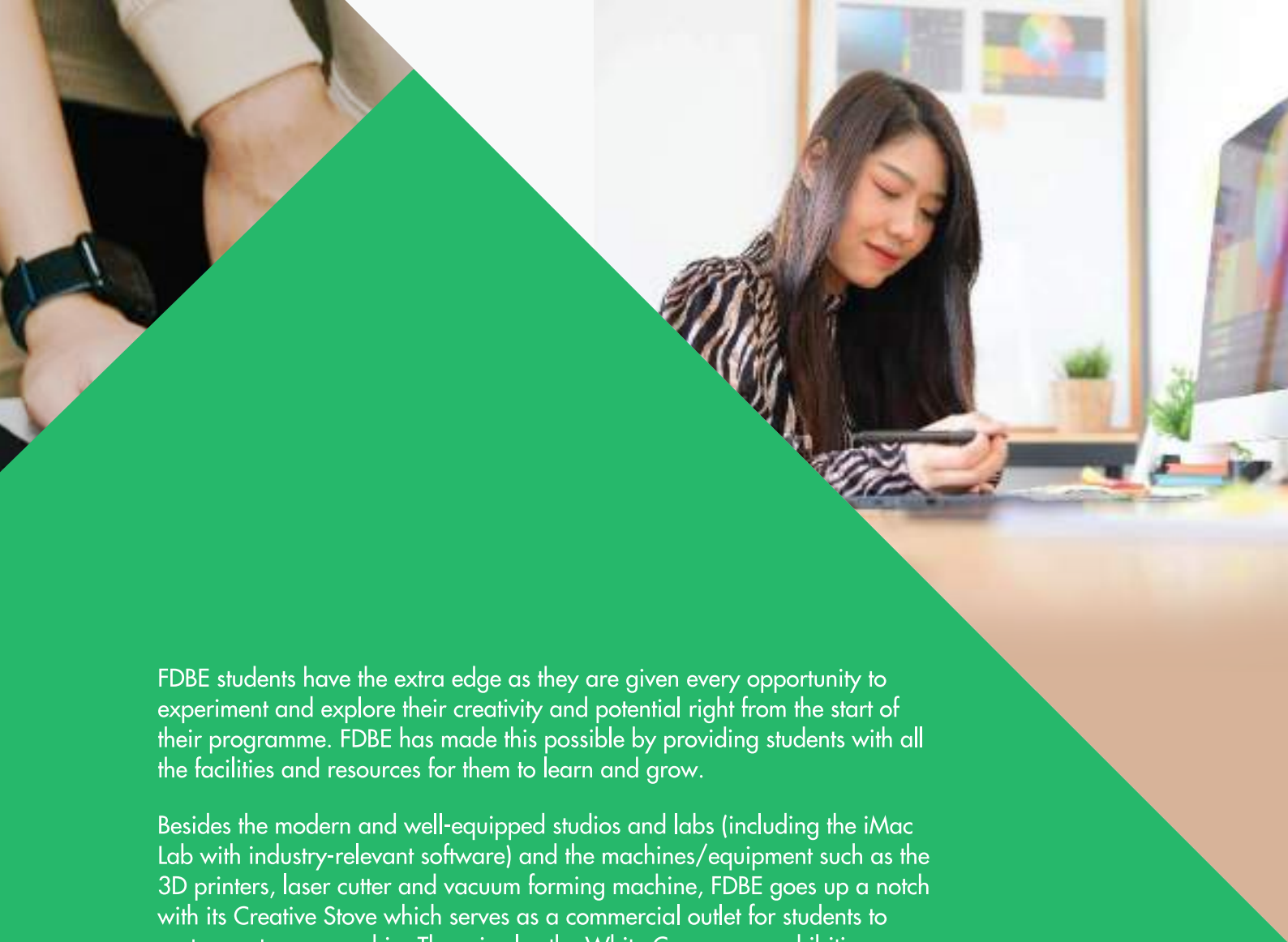
WHY STUDY DESIGN & BUILT ENVIRONMENT PROGRAMMES AT FIRST CITY UNIVERSITY COLLEGE?

- ✓ Industry-relevant programmes and state-of-the-art facilities & equipment
- ✓ Award-winning projects by students at local and international levels
- ✓ Lecturers with relevant academic & industry experience and award - winning projects
- ✓ Design showcases & exhibitions, seminars, workshops and collaborative projects with industry partners
- ✓ 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)

A background image showing students in a design studio. They are working on various projects: one student is holding a small yellow circular object, another is working on a colorful abstract drawing, and others are looking at material samples. The scene is brightly lit and focused on the hands and work of the students.

A WELL- ROUNDED DESIGN EDUCATION FROM FDBE

The Faculty of Design & Built Environment (FDBE) is renowned for offering a well-rounded design education to young and aspiring designers. With more than two decades of excellence in offering the best of British design education through previous UK franchised degree partnerships, FDBE has since contextualised this excellence to meet local industry needs and expectations.



FDBE students have the extra edge as they are given every opportunity to experiment and explore their creativity and potential right from the start of their programme. FDBE has made this possible by providing students with all the facilities and resources for them to learn and grow.

Besides the modern and well-equipped studios and labs (including the iMac Lab with industry-relevant software) and the machines/equipment such as the 3D printers, laser cutter and vacuum forming machine, FDBE goes up a notch with its Creative Stove which serves as a commercial outlet for students to nurture entrepreneurship. There is also the White Canvas, an exhibition gallery for students to showcase their projects.

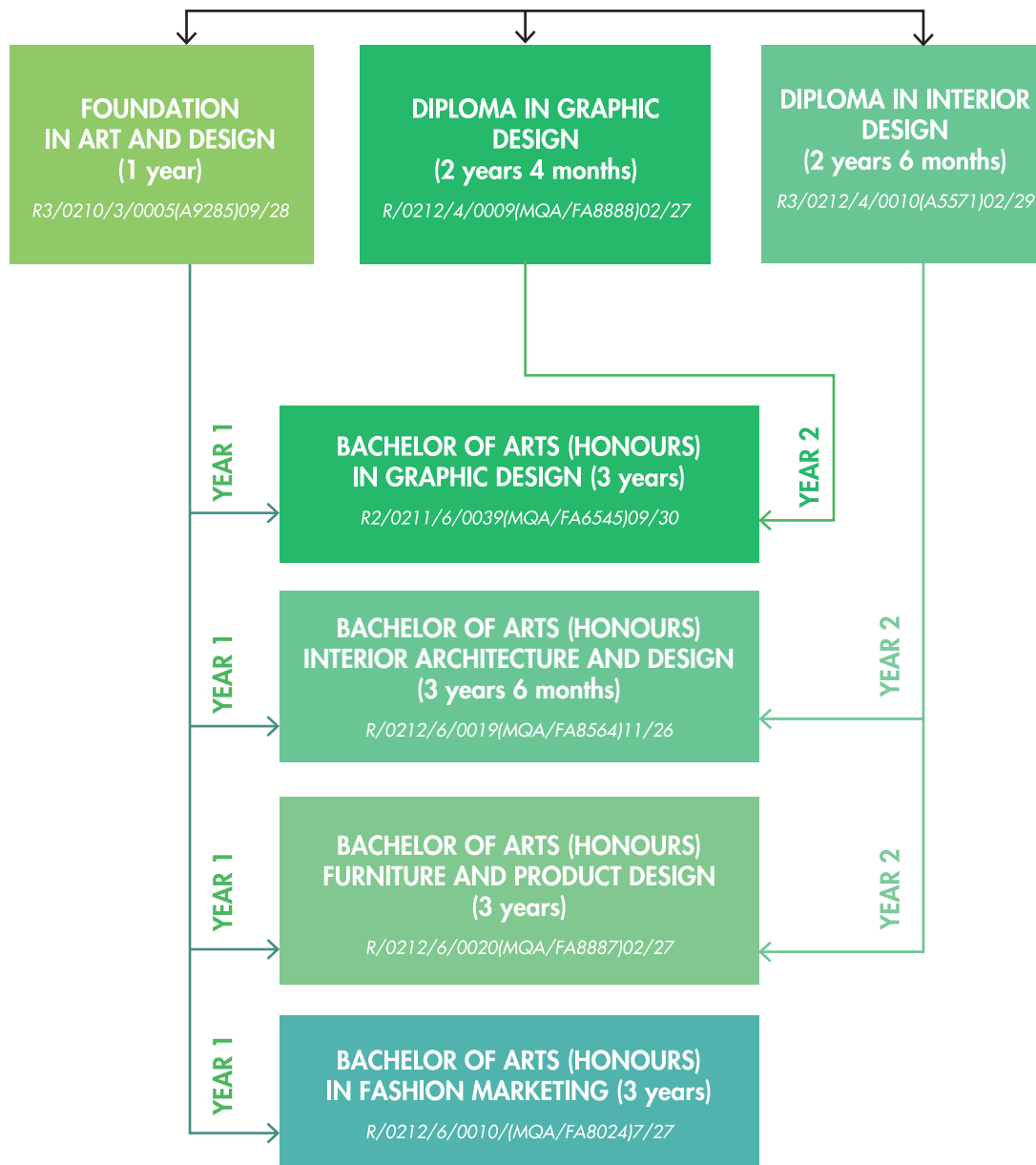
The faculty is known for having strong industry linkages, and this facilitates the process for industry-based projects to be engaged by its students. "Industry-based projects allow the students to apply their knowledge and skills to actual industrial needs identified by the industry partners themselves. Such projects create valuable experiences for the students."

FDBE student projects are showcased in the annual graduation showcase series called SEQUENCE (for graduating degree students) and MOMENTUM (for diploma students). For this reason, FDBE students are not only industry-ready before their graduation, but they are also much sought-after by the industry.

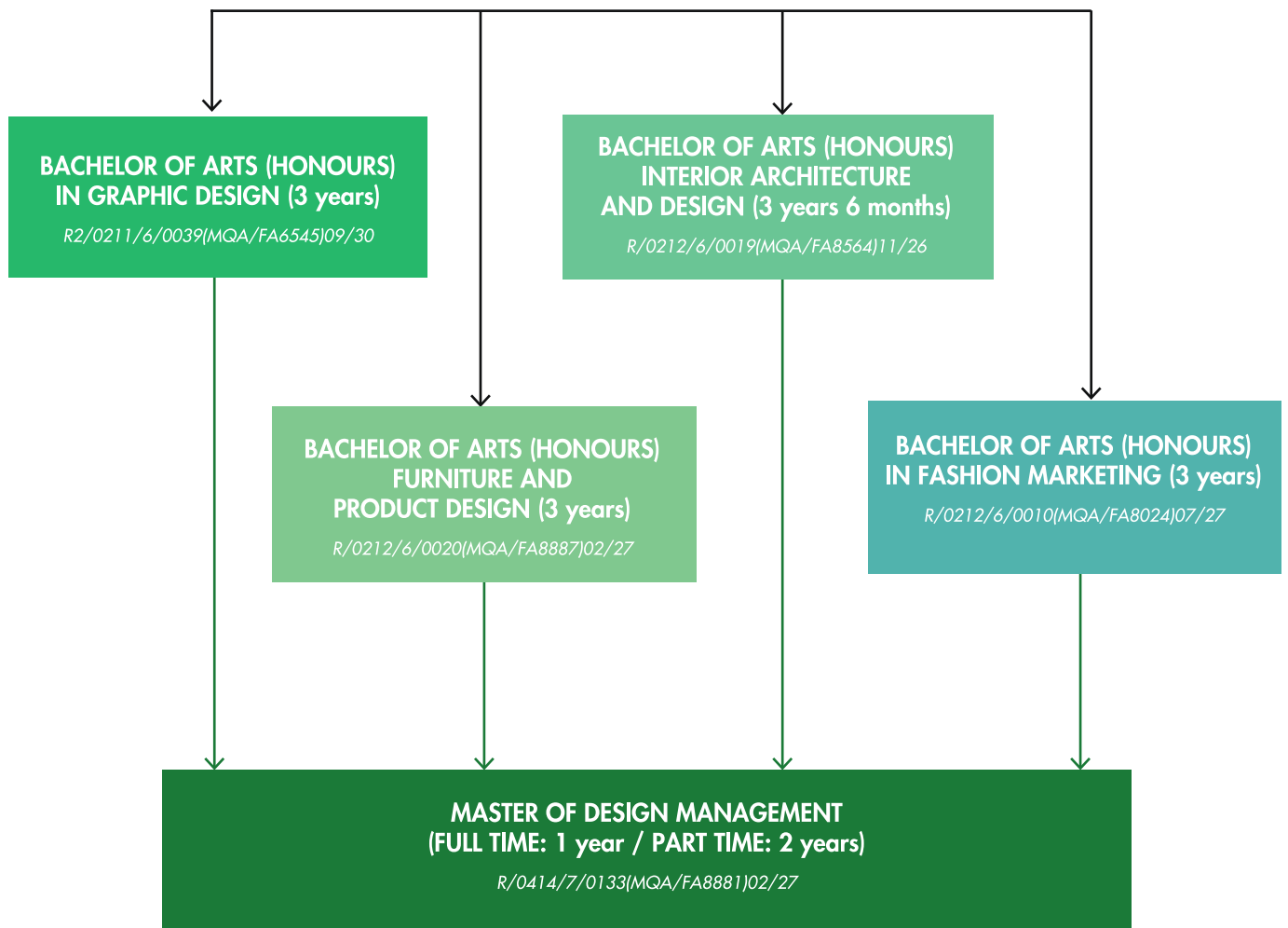
A well-rounded design education produces well-rounded design students or graduates. FDBE students have an exemplary track record of producing award-winning designs and projects. FDBE students shine in the various competitions both local and international, winning themselves numerous accolades. Among the listed major awards include the awards won in the International Design Award 2019 (USA), OLYMPAC 2019 (Tokyo, Japan), 15th Annual International Design Award 2020 and Asia Young Designers Award (AYDA 2022).

PROGRAMME PATHWAYS

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



**STPM / UEC / A-LEVEL HOLDERS OR EQUIVALENT:
DEGREE PATHWAYS**





FOUNDATION IN ART AND DESIGN

R3/0210/3/0005(A9285)09/28

This programme provides a strong foundation in art and design and 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 two-dimensional and three-dimensional design studies, and theory of art and design which are crucial for our bachelor's degree programmes in Design and Built Environment.

THE PROGRAMME OBJECTIVES ARE TO

- Enable students to describe and apply a broad range of fundamental art and design knowledge, while effectively communicating with peers and stakeholders.
- Empower students to recognise and participate in innovative artistic work to develop an appropriate portfolio.
- Prepare students to acknowledge and commit to lifelong learning, entrepreneurship and continuous improvement.

DURATION

1 Year

INTAKE

January, May, September

ENTRY REQUIREMENTS

SPM: Minimum 5 credits including English with a pass in BM and History

UEC: Minimum 4Bs (including English)

GCE O-LEVEL: Minimum 5Cs (including English)

AND

ART PORTFOLIO REVIEW: At least three pieces of art and pass an internal portfolio interview.

EDUCATION PATHWAYS

A fast track 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 Project**
 - Visual Analysis
 - Colour Studies
 - Fundamentals of 2D & 3D Designs
 - Workshops (Printmaking & Photography)
- **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
 - Workshops (Basic Digital Introduction – Adobe Illustrator & Photoshop)
- **Drawing 2**
 - Advanced Skills and Techniques
- **Critical Studies 2**
 - Research and Critical Writing
 - History and Theory of Art & Design
- **English 2**
 - Academic Writing Skills
 - Research and 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/0212/4/0009(MQA/FA8888)02/27

This programme prepares students for a career in the design industry. Students will be trained in conceptual thinking, practical skill sets and 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 Year 4 Months

INTAKE

January, May, September

ENTRY REQUIREMENTS

SPM: Minimum 3 credits with a pass in BM, English and History

UEC: Minimum 3B's with a pass in English

GCE O-LEVEL: Minimum 3 Credits with a pass in English

AND

ART PORTFOLIO REVIEW: At least three pieces of art and pass an internal 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 Bachelor of Arts (Honours) 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

- Drawing
- Design Fundamentals
- Digital Imaging
- History of Art and Design
- English
- Illustration
- Typography
- Photography
- Visual Culture
- Narrative Drawing
- Social Media Content Creation
- Introduction to Advertising Design
- Design and Business Ethics

YEAR 2

- Publication Design
- Packaging Design
- 2D Animation
- Motion Graphics
- English for Communication
- Professional Practice
- Brand Communication
- Environmental Graphic Design
- 3D Animation
- Digital Publication
- Industry Placement/ Industry Simulation

YEAR 3

- Design Showcase
- Mobile App Design
- Final Year Project



DIPLOMA IN INTERIOR DESIGN

R3/0212/4/0010(A5571)02/29

This programme emphasises the integration of conceptual thinking and practical design skills, providing 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, including 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 and product design firms, as well as theatre and 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.
- Instil students with the spirit of life-long learning, professionalism, ethics, and entrepreneurship.

DURATION

2 Years 6 Months

INTAKE

January, May, September

ENTRY REQUIREMENTS

SPM: Minimum 3 credits with a pass in BM, English and History

UEC: Minimum 3B's with a pass in English

GCE O-LEVEL: Minimum 3 Credits with a pass in English

AND

ART PORTFOLIO REVIEW: At least three pieces of art and pass an internal portfolio interview.

EDUCATION PATHWAYS

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

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

YEAR 1

- Interior Design 1
- Architectural Graphics 1
- Design History 1
- English
- Elective Subjects (select one)
 - Colour Studies
 - Digital Imaging
- Interior Design 2
- Architectural Graphics 2
- Design History 2
- Computer Aided Design: 2D
- Elective Subjects (select one)
 - Photography
 - Creative Studies
- Building Material Studies
- Temporary Structure Design

YEAR 2

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

YEAR 3

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



BACHELOR OF ARTS (HONOURS) IN GRAPHIC DESIGN

R2/0211/6/0039(MQA/FA6545)9/30

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. By integrating Sustainable Development Goals (SDGs) into the program, students will not only develop essential design skills but also gain a deeper understanding of their role as agents of social change and environmental stewardship. This holistic approach prepares them to make meaningful contributions to sustainable development through their future careers in graphic design.

In this programme, students are not only immersed in the fundamentals of graphic design but also exposed to cutting-edge technologies such as artificial intelligent (AI) and interactive media, ensuring they stay at the forefront of industry trends and innovation. 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 to transform creative ideas into impactful designs using technical skills and innovative thinking.
- Prepare students to create ethical and sustainable designs while collaborating effectively with peers and stakeholders.

- Develop students' unique visual talents and digital expertise to stand out in the graphic design field.
- Inspire students to embrace lifelong learning and entrepreneurial skills for a successful career in graphic design.

DURATION

3 Years

INTAKE

January, May, September

ENTRY REQUIREMENTS

STPM: Minimum 2C's

MATRICULATION: Minimum CGPA 2.00

FOUNDATION: Minimum CGPA 2.00

DIPLOMA: Minimum CGPA 2.00

UEC: Minimum 5B's

GCE A-LEVEL: Minimum 2D's

SAM/ SACE: min ATAR 65

IB: Min 24 point in 6 subjects

AND

Achieve a minimum score Band 3 in Malaysian University English Test (MUET) or its equivalent

ART PORTFOLIO REVIEW: Pass an internal portfolio interview

EDUCATION PATHWAYS

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

PROGRAMME CONTENTS

YEAR 1

- Design Principles and Practices
- Digital Imaging
- Fundamental of Typography
- Communication Writing Skills
- Conceptual Drawing
- Digital 3D Creation
- Web Design
- Illustration
- Packaging Design
- Communication Presentation Skills
- Graphic Design History
- Motion Graphics
- Photography (Elective)
- Design Competition and Special Project (Elective)

YEAR 2

- Digital and Social Media Communication
- Experiential Graphic Design
- Publication Design
- Advertising and Branding
- Visual Culture
- Mobile Apps Design
- Exploring Animation
- Professional Practice
- Interactive and Information Design
- Final Major Project 1
- Creative Video Campaign
- Self-Initiated Research
- Colour and Communication (Elective)
- Creative Entrepreneurship (Elective)
- Visual Merchandising (Elective)
- Design Thinking (Elective)

YEAR 3

- Dissertation
- Final Major Project 2
- Integrated New Media Design
- Portfolio
- Industrial Training*

CAREER OPPORTUNITIES

- Creative Strategist
- Brand Architect
- Print Designer
- Digital Content Designer
- Visual Storyteller
- UI/UX Designer
- Interactive Designer
- Virtual Designer
- Motion Design Artist
- Data Visualization Specialist



BACHELOR OF ARTS (HONOURS) INTERIOR ARCHITECTURE AND DESIGN

R/0212/6/0019(MQA/FA8564)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 LAM Registered interior design and architecture companies, and property developers.

Students enrolled in this programme will be officially registered as student members with the Malaysian Institute of Interior Design (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' theoretical and practical skills for a professional career in interior design or for postgraduate studies.
- Equip students with knowledge and research skills in interior architecture technology and development.

- Engage students in lifelong learning.
- Equip students with leadership, teamwork, entrepreneurial, communication, and social skills.

DURATION

3 Years 6 Months

INTAKE

January, May, *September

ENTRY REQUIREMENTS

STPM: Minimum 2C's (including Bahasa Melayu) and a pass in English and Art in SPM

UEC: Minimum 5B's with a pass in English

GCE A-LEVEL: Pass in 2 subjects and credit in Bahasa Melayu

FOUNDATION: MINIMUM CGPA 2.00

SAM/ SACE: min ATAR 65

IB: Min 24 point in 6 subjects

CPU: Min. average of 65% in 6 subjects

MATRICULATION: MINIMUM CGPA 2.00 and a pass in English in SPM

DIPLOMA: MINIMUM CGPA 2.00 or its equivalent in a related field and a pass in English in SPM

AND

ART PORTFOLIO REVIEW: Pass a portfolio interview.

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Design Management (MDM) or Master in 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

PROGRAMME CONTENTS

YEAR 1

- Design Studio 1
- Architecture Graphic
- Architectural History and Theory 1
- Building Material and Construction
- Communication Writing Skills
- Design Studio 2
- Computer Aided Design 1
- Architectural History and Theory 2
- Building Material and Finishes
- Communication Presentation Skills

YEAR 2

- Design Studio 3
- Building Technology and Services 1
- Computer Aided Design 2
- Measured Drawing
- Interior Architecture in Context
- Design Studio 4
- Building Technology and Services 2
- Research Proposal and Methodology
- Digital Communication
- Elective Subject 1
 - Creative Entrepreneurship
 - Consumer Behaviour

YEAR 3

- Industrial Placement (compulsory 6 months duration)
- Design Studio 5
- Dissertation
- Professional Practice
- Elective Subjects 2
 - Visual Merchandising
 - Furniture Design

YEAR 4

- Design Studio 6
- Project Management
- Elective Subjects 3
 - Design Competition & Specialist Project
 - Sustainable Design

**To be confirmed*



BACHELOR OF ARTS (HONOURS) FURNITURE AND PRODUCT DESIGN

R/0212/6/0020(MQA/FA8887)02/27

This programme equips students with the knowledge and practical skills needed for 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 also be empowered with the skills set needed for them to be successful as entrepreneurs or business owners in the industry.

Students will participate in furniture and product exhibitions targeting the export market, with Malaysia being one of the global leaders in this industry. They will also engage in collaborative projects with industry professionals.

Students will undergo internships with top-notch 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

INTAKE

January, May, September

ENTRY REQUIREMENTS

STPM: Minimum 2Cs and at least a pass in English and Art (Pendidikan Seni) in SPM and MUET Band 3 or equivalent

UEC: Minimum 5Bs and MUET Band 3 or equivalent

GCE A-LEVEL: Minimum 2Ds

FOUNDATION/MATRICULATION: Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0 in Interior Design/Art and Design/Design/Multimedia Design/Interior and Architecture Design and a pass in English in SPM or its equivalent

OTHER QUALIFICATIONS:

Equivalent qualifications 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.

CAREER OPPORTUNITIES

- Furniture Design
- Product Design
- Retail
- Furniture Manufacturing
- Furniture Trade
- Entrepreneurship
- Sales and Marketing
- Exhibition Design
- UX / Ui Design
- Draughtsman
- Product Management
- Product Modeller

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

Project Presentation at Graduation Showcase



BACHELOR OF ARTS (HONOURS) IN FASHION MARKETING

R/0212/6/0010(MQA/FA8024)07/27

This programme is an ideal entrepreneurial programme for fashion enthusiasts who have a passion to market and brand their fashion collections.

The programme will teach theoretical and practical skills related to fashion marketing, fashion retail design, fashion branding and consumer behaviour. Students will be exposed to the overall fashion environment and its processes, from design to marketing and to retailing. Students will undergo internships with top-notch 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 that is aligned with the Sustainable Development Goals (SDG) and Environmental & Social Governance (ESG) factors.
- Produce students who can create and launch a thoughtful and profitable brand that brings relatable values to the market.

DURATION

3 Years

INTAKE

January, May, September

ENTRY REQUIREMENTS

STPM: Minimum 2Cs and at least a pass in English in SPM and MUET Band 3 or equivalent

UEC: Minimum 5Bs and MUET Band 3 or equivalent

GCE A-LEVEL: Minimum 2Ds

FOUNDATION/MATRICULATION: Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0 or its equivalent

OTHER QUALIFICATIONS:

Equivalent qualifications recognized by the Malaysian Qualifications Agency (MQA)

AND

PORTFOLIO REVIEW: Pass an interview OR submission of portfolio determined by the HEP as required

EDUCATION PATHWAYS

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

CAREER OPPORTUNITIES

- Fashion Marketing Manager
- Fashion Brand Manager
- Fashion Content Creator
- Fashion Entrepreneur
- Fashion Event Manager
- Fashion Illustrator
- Fashion Communication Manager
- Fashion Publisher
- Fashion Designer
- Public Relations Manager
- Fashion Retailer
- Fashion Buyer
- Fashion Production Manager

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
- Mobile App Design
- Communication Presentation Skills

YEAR 2

- Fashion Marketing
- Contemporary Design Influence
- Textile Studies
- Globalisation and E-Marketing
- Elective (select ONE)
 - Principles of Financial Accounting
 - Pattern Construction 1
- Fashion Coordination and Branding
- Fashion Entrepreneur
- Visual Merchandising
- Fashion Photography
- Elective (select ONE)
 - Principles of Economics
 - Pattern Construction 2

YEAR 3

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



MASTER OF DESIGN MANAGEMENT

R/0414/7/0133(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 emphasizes project management, design, and strategy to cultivate creative processes that foster the development of a design business or organizational structure for design.

THE PROGRAMME OBJECTIVES ARE TO

- Empower graduates for global success through diverse design, innovation, and design management expertise while promoting Environmental, Social and Governance (ESG) framework principles.
- Enhance graduates' competence in understanding contemporary design contexts with foresight, while emphasizing ethical practices and alignment with Sustainable Development Goals (SDGs).
- Enable graduates with strategic management, digital proficiency, and innovative industry solutions, fostering lifelong learning and entrepreneurial skills for career growth.

DURATION

Full time: 1 Year,
Part time: 2 Years

INTAKE

January, May, September

ENTRY REQUIREMENTS

A BACHELOR'S DEGREE (LEVEL 6, MQF) OR EQUIVALENT with a minimum CGPA of 2.50 in the relevant field, as accepted by the HEP's Senate

OR

CANDIDATES WITH A BACHELOR'S DEGREE (LEVEL 6, MQF) OR EQUIVALENT, with CGPA of less than 2.50 in the relevant field and a minimum of five (5) years working experience in the related field.

OR

OTHER RELEVANT EQUIVALENT

QUALIFICATIONS recognised by the Malaysian Government.

AND

PASS AN INTERVIEW OR SUBMISSION OF PORTFOLIO determined by the HEP as required.

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

- Professional Practice
- Design Dissertation
- Final Design Project

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.
Niddesign Sdn. Bhd.
Nippon Paint (M) Sdn. Bhd.
NuInfinity 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

Bill Keith
Carven Ong
Cassey Gan
Ghostboy.Club
Melinda Looi
Motoguo
Khoon Hooi
Ambersze London
Ang Eng Sdn Bhd
Bonia Malaysia
ETC Sdn Bhd
LV Malaysia
Pestle & Mortar
Sometime by Asian Designers
Lion & Lion Agency
Skunkworks Communications / Hijinks Studio
Thread X Sdn Bhd (Zora Designers)
WES Studio
House Of Fashion
Institute Kraf Negara
Rip Curl Malaysia
Kuala Lumpur Fashion Week
Victoria Sloane
Stylo Worldwide Ltd

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)
KIAN Group of Companies.
Royal Selangor Sdn Bhd
CLV Glasstech Sdn Bhd
KitaBina Maker Space
Public Packages Asia Sdn Bhd
MWM Design (M) Sdn Bhd
Synergy House Furniture Sdn Bhd.
HALO & SYN
NDS Manufacturing Sdn Bhd
Nosca Solution Sdn Bhd
Shopline (M) Sdn Bhd
Jessy Creatives Marketing and Event Solutions
SCM Flatlay Studio Sdn Bhd
Wood Design Studio
Zeto Travel Sdn Bhd
Subuh Design Studio
Ferco Seating Systems (M) Sdn Bhd
Excel Air Engineering
Eco Breeze Technologies (M) Sdn Bhd
Niro Ceramic Group

AWARDS & ACHIEVEMENTS

1 Loh Qiau Yu

Bachelor of Arts (Honours) in Graphic Design
Bronze Medalist
International Student Package Design
Olympac 2019
Asia Student Packaging Awards 2019
Tokyo, Japan

2 Chan Shu Sian

Bachelor of Arts (Honours) Furniture
and Product Design
Grand Prize
Faber Caster Wonder Box Design
Competition 2019

3 Reven Oh Gein Heir, Beh Wei Herng

Bachelor of Arts (Honours) Furniture
and Product Design
Gold Award
International Furniture Design
Innovation (Ifdi) 2020

4 Teh Wei Jie

Bachelor of Arts (Hons) Interior Architecture
and Design
Gold Award
International Design Awards 2019,
Los Angeles, USA

5 Amanda Ong Sze Xian

Bachelor of Arts (Honours) Furniture and
Product Design
Asean Winner
Asean Furniture Design Competition 2018
(Bangkok)

6 Yong Chin Ming

Bachelor of Arts (Honours)
in Graphic Design
Cool Design Award
It's By Aik Cheong Coffee Cup
Sleeve Design Competition 2019

7 Team Vanguard, First City UC

Bachelor of Arts (Hons)
Interior Architecture and Design
Grand Prize
Salon Centre For Media
Excellence, Interior Architecture
Competition 2019

8 Teh Wei Jie

Bachelor of Arts (Hons)
Interior Architecture and Design
Silver Award
Johor Interior Design Award 2019



9 Kennis Wong Zhi Qing

Bachelor of Arts (Honours)
in Graphic Design

1st Place

**The Lookout At 19th,
Bukit Utama Logo Design
Competition 2023**



AWARDS & ACHIEVEMENTS

1 20LIMA:10 MIID Students' Saturday 2023

A. Design Competition - Diploma

i. Residential Design

Diploma in Interior Design

Desmond Saw Wei Zheng

- **Gold**

Lim Lee Tong - **Silver**

ii. Commercial Design

Diploma in Interior Design

Soh Xiao Jing - **Bronze**

Lim Wei Jian

- **Honourable Mention**

iii. Office Design

Diploma in Interior Design

Fan Wen Jin - **Silver**

Ng Qi Wen

- **Honourable Mention**

iv. Hospitality Design

Diploma in Interior Design

Ooi Qi Earn

- **Honourable Mention**

v. Integrated Design

Diploma in Interior Design

Jorlynn Kee Jia Xin - **Gold**

Eng Qi Wu - **Silver**

B. Design Competition - Degree

i. Institutional Design

Bachelor of Arts (Hons)

Interior Architecture and Design

Ku Shaw Chern - **Silver**

ii. Integrated Design

Bachelor of Arts (Hons)

Interior Architecture and Design

Alison Yap Xin Yi - **Bronze**

C. Competition By Institution

i. Opening Parade Extravagant

First City University College

- **Bronze**

ii. Stage On The Move

First City University College

- **Silver**

2 **Tengku Putri Farlisa, Than Jing Lin, Hannah Yong, Ang Wei Chun**

Bachelor of Arts (Honours) in Graphic Design

Best Advertising & Promotional Concept

Social Media Campaign for Father's Day &

Merdeka Day Celebration

(Industry Collaboration with Avante Hotel)

3 **Paryn Ho, Wong Yi Qi, Yahya Ait Torhza**

Bachelor of Arts (Honours) in Graphic Design

Best Advertising &

Promotional Concept

Social Media Campaign for Father's Day

& Merdeka Day Celebration

4 **Daniel Tan Jiunn Wei**

- **1st Prize**

Khoo Chaw Hong

- **2nd Prize**

Bryan Tye Kai Jian

- 3rd Prize

Bachelor of Arts (Honours)

Furniture and Product Design

Furniture & Product Design

Competition (Industry Collaboration with Kian Contract Sdn Bhd)



5 Tan Hou Yu - 1st Prize Than Jing Lin - 2nd Prize Paryn Ho - 3rd Prize

Bachelor of Arts (Honours) in Graphic Design

Vive Stationery Gift Set Design

Competition (Industry Collaboration with Vivar Printing Sdn Bhd)



6 Khaw Thung Xhin - Grand Prize Kimberly Oddie Grinsam

- 1st Runner-Up

Nur Adila Puteri

- 2nd Runner-Up

Bachelor of Arts (Hons)

Interior Architecture and Design

Dai Sou Kopitiam Design Competition 2023

7 Crystal Tan Mei Xuan Top Four Finalists

Bachelor of Arts (Hons)

Interior Architecture and Design

ALCP Logo Design Competition



OUR OUTSTANDING ALUMNI

JACKY LOKE

**Learning & Development Specialist
(Livspace)**

Master of Design Management

**Bachelor of Arts (Hons) Interior Architecture
and Design**

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.

A portrait of Jacky Loke, a man with dark, wavy hair, wearing a black turtleneck sweater. He is looking slightly to the right.

JACKY LOKE

CONNIE LEE HUI YING

3D Designer Prestige Edge, Singapore

**Bachelor of Arts (Honours) Furniture and
Product Design**

A portrait of Connie Lee Hui Ying, a young woman with long brown hair, wearing a light pink top with a white collar. She is smiling at the camera.

CONNIE LEE HUI YING

MARTIN TEO WAY HOCK

**Editor, d+a Magazine,
Key Editions Pte. Ltd.**

**Bachelors of Arts (Hons) Interior Architecture
and Design**

A portrait of Martin Teo Way Hock, a man with short dark hair and glasses, wearing a dark blue t-shirt. He is smiling at the camera.

MARTIN
TEO WAY HOCK



CHAN SHU SIAN

NIKLAS YONG TZY FOONG

**Marketing Manager,
Primer Group of Companies**
Bachelor of Arts (Honours) Graphic Design

LIM YEN CHING, CAYENNE

Design Director, A Moxie Associates Sdn Bhd
Bachelor of Arts (Hons) Interior Architecture
and Design



**LIM YEN CHING,
CAYENNE**

CHAN SHU SIAN

**Project Specialist & Patent
Designer, The ISO Group
(In-Source Options Sdn Bhd)**
Bachelor of Arts (Honours) Furniture and
Product Design

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.



**NIKLAS
YONG TZY FOONG**

YEO CHENG CHONG (MATT)

**Design Director,
M.I.D. Interior Design Studio**
Diploma in Interior Design
Bachelor of Arts (Hons) Interior Architecture and Design



YEO CHENG CHONG
(MATT)

AMANDA ONG SZE XIAN

**Executive Product Designer,
Royal Selangor International Sdn. Bhd.**
Bachelor of Arts (Honours) Furniture and
Product Design



AMANDA ONG SZE XIAN

TAH KAI XIN

**Operation Executive
Thread X Sdn Bhd (ZoraDesigners)**
Bachelor of Arts (Honours) in Fashion Marketing

The learning in this programme is holistic. After graduating and starting work, I realised that not only did I possess marketing knowledge, which is the focus, but I could also work independently in buying and merchandising, online and offline retail operations, as well as production, which involved the supply chain. This gave me a great opportunity to thrive in the industry, as I grasped the foundation of the aspects during my studies.



TAH KAI XIN



**WAN NOR KHALIQ AZFAR
BIN WAN NORAILDIL**

WAN NOR KHALIQ AZFAR BIN WAN NORAILDIL

**Junior Fashion Marketing Executive,
Skunkworks Communications / Hijinks Studio**
Bachelor of Arts (Honours) in Fashion Marketing

Studying fashion marketing provides a unique opportunity to delve into both the creative and strategic aspects of the fashion industry, fostering a comprehensive understanding that enables me to craft compelling narratives, drive brand engagement, and thrive in this dynamic and competitive field.

CANDY LI JIA EN

Content Specialist, HOOGA
Bachelor of Arts (Honours) in Fashion Marketing

The Fashion Marketing programme at FCUC has equipped me with valuable industry insights, strong skills in market analysis, brand management, and more, as well as practical experience through hands-on projects and industry collaborations.



CANDY LI JIA EN

SEQUENCE GRADUATION SHOWCASE

The Faculty of Design & Built Environment asserts its dominance in Design education by organising the SEQUENCE Graduation Showcase annually, showcasing the outstanding projects of its graduating students from various disciplines.

At SEQUENCE, innovation thrives as students push the boundaries of creativity, sustainability, and functionality in their designs. The showcase serves not only as a celebration of academic achievement but also as a testament to the faculty's commitment to nurturing the next generation of design leaders.

With each passing year, SEQUENCE continues to inspire, captivate, and elevate the standards of design excellence, setting a precedent for future cohorts and establishing the Faculty of Design & Built Environment as a beacon of innovation in the realm of design education.







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GLOBAL GRADUATES



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