



MASTER OF DESIGN

IN CREATIVE INDUSTRY



pusat pengajian ●●●●
seni
school of the arts usm

COURSEWORK
INTAKE IN OCTOBER
EVERY YEAR

seni Pusat Pengajian Seni
School of The Arts

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MASTER OF DESIGN

IN CREATIVE INDUSTRY

EMBRACE LEARNING: IGNITE YOUR POTENTIAL

What is MOD?

Master of Design in Creative Industry by Coursework is a new programme that aims to produce Professional Graduates who will be Creative Thinkers that ensure Professional Practice & Ethics in the field of design are always maintained. We want our graduates to be able to solve problems innovatively using the latest software and technology in the field of design.

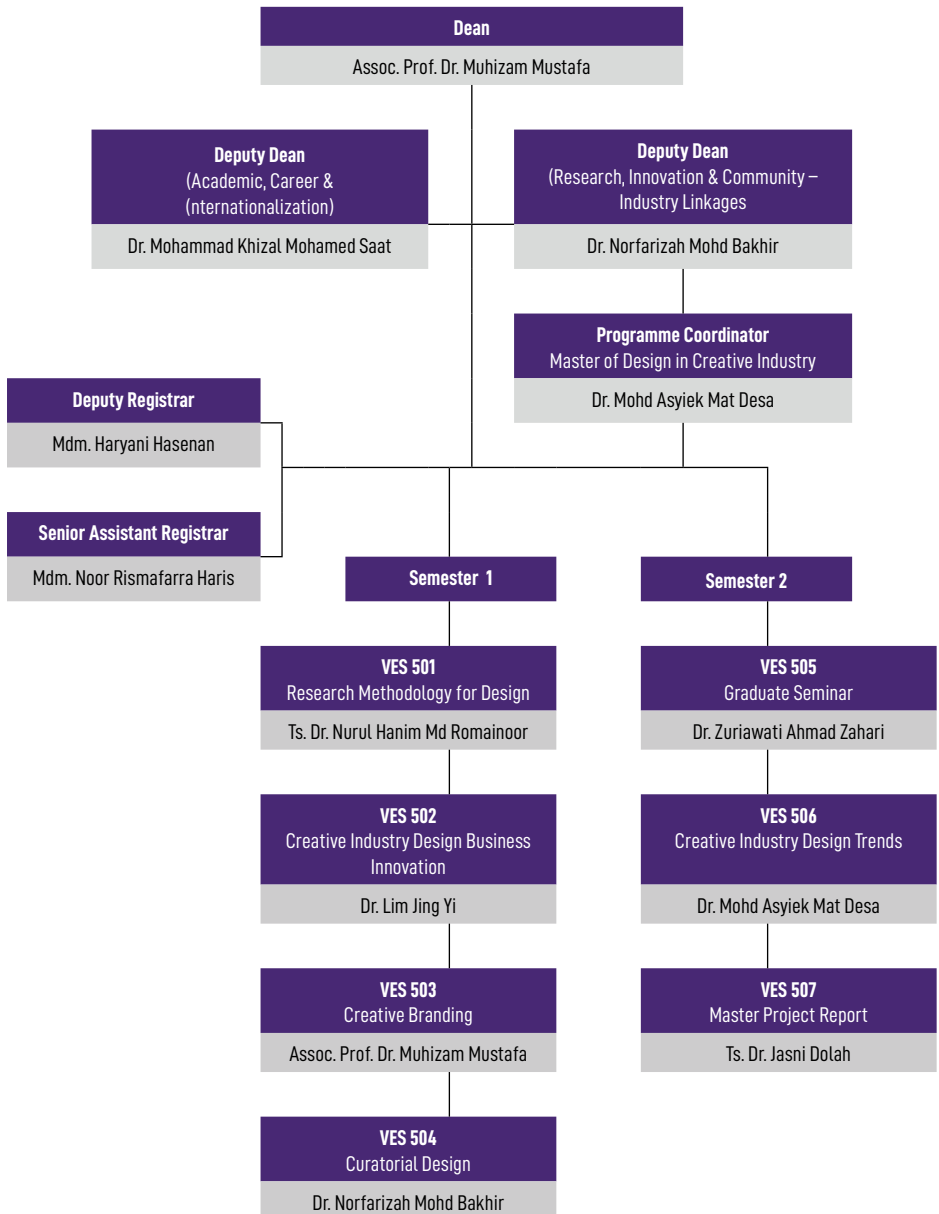
The programme considers the changes in the world of education and the development of the creative art industry. We aspire to offer more innovative and up-to-date courses to ensure that our graduates can compete on the world's platform. We want to produce graduates who are skilled in making critical and pragmatic decisions in the field of design and to meet the needs of the National Creative Industry agenda.

The planned curriculum is centered on an outcome oriented educational approach or Outcome Based Education (OBE) and Teacher to Student Centered Learning (SCL). Each learning outcome in each course will be tested throughout and at the end of the semester through audit sessions to ensure that each learning outcome can be achieved.

Our Aims

- To produce professional graduates who are Creative Thinkers.
- To produce graduates who ensure that Professional Practice and Ethics in the field of design are always maintained.
- To produce graduates who can solve problems innovatively using the latest software and technology in the field of design.

Organizational Chart



Program Fees

USM Main Campus (K83) & USM@KL (K97)

Malaysian	RM	International	USD
Registration Fee	330	Registration Fee	225
Tuition Fee: 495 X 40 unit	19,800	Tuition Fee: 160 X 40 unit	6,400
Convocation Fee	200	Personal Bond	1,000
		Convocation Fee	50
*Effective from Semester 1, Academic Session 2025/2026			

Program Structure

Distribution of credit percentage based on the requirements of MOHE-MQA

Curriculum Components	MOHE (PT) Requirements - MQA (%)	Minimum Professional Body Requirements/ Programme Standards (%)	Master of Design In Creative Industry	
			Credit	Percentage (%)
Discipline Course	20 - 30	-	30	75
Master Project Report	10 - 18	-	10	25
TOTAL			40	100

Duration of Study

Methods of Study	Minimum Period	Maximum Period
Full Time	1 year (2 semester)	2 years (4 semester)
*Part Time	2 years (4 semester)	3 years (6 semester)

Programme Structure

Components				
	Courses	Credit Hour	Courses	Credit Hour
Discipline Course	Research Methodology for Design	4	Graduate Seminar	4
	Creative Industry Design Business Innovation	4	Creative Industry Design Trends	6
	Creative Branding	6	Master Project Report	10
	Curatorial Design	6		
Total		20	Total	20
TOTAL CREDIT HOURS				40

How To Apply

Interested candidates are required to submit their applications through the official website at: <https://onlineips.usm.my/admission/>.

Online application will close by June, to allow for screening of potential candidates. Shortlisted candidates will be called for interview.

Institute of Postgraduate Studies (IPS)

Universiti Sains Malaysia, 11800 Penang, Malaysia
 Phone: +604 653 2606 Fax: +604 653 2940
 Email: helpdesk_ips@usm.my
 Website: www.ips.usm.my

Other enquiries related to the course content, structure and other programmes can be obtained directly from:

Programme Coordinator

Master of Design in Creative Industry (Coursework)
 School of The Arts,
 Universiti Sains Malaysia 11800, Pulau Pinang.
 E-mail: asyiek@usm.my
 Website: art.usm.my

**Master of
Design in
Creative
Industry**



Programme Requirements

Language Requirement

(Applicable for International Applicants only)

Overseas applicants **MUST** meet the English language requirements before being accepted into this programme. The minimum score for each programme can vary from the list below, candidates are asked to check each programme requirement.

- Minimum score of 46 for TOEFL (Internet-based); **OR**
- A Minimum Band 8 for TOEFL Essentials (Online); **OR**
- A minimum of Band 5.5 for IELTS; **OR**
- A minimum score of 51 for PTE; **OR**
- A minimum score of 160 for Cambridge English (CAE/CPE); **OR**
- A minimum score of 160 Linguaskill Online; **OR**
- A minimum score of 108 for CIEP Level (ELS); **OR**
- A minimum of Band 4 for MUET

Entry Requirements

Applicants should possess the following:

Bachelor's Degree (Hons) in New Media Design & Technology, Communication Graphics and Product Design from Universiti Sains Malaysia OR other institutions recognized by the Senate of Universiti Sains Malaysia or the MQA with a CGPA of at least 2.75 and above; **OR**

Bachelor's Degree (Hons) in New Media Design & Technology, Communication Graphics and Product Design from Universiti Sains Malaysia OR other institutions recognized by the Senate of Universiti Sains Malaysia or MQA with ONE (1) year work experience in a related field if having a CGPA of less than 2.75 (Benchmark CGPA 2.50), **OR**

Bachelor's Degree (Hons) in any field offered from Universiti Sains Malaysia OR other institutions recognized by the Senate of Universiti Sains Malaysia or MQA can apply with conditions.

- ONE (1) year work experience in a related field OR any industry **OR**
- Passed the Interview provided by School of The Arts.
- CGPA 2.50 and above.

Diploma holder in Art & Design, Design & New Media Technology, Communication Graphics and Product Design from other institutions recognized by the Senate of Universiti Sains Malaysia and MQA who have a CGPA of at least CGPA 2.75 and apply through the MQA APEL Certificate.

Course Pass/ Repeat/Graduation/University Course Requirements

- The PASS requirement for all courses in this programme is Grade B(58) and above.
- Students must repeat the course (Coursework) if they get Grade B-(57) below in the next semester class and if students get Grade F, they must repeat in the following year not more than 4 semesters.
- Students can graduate if they collect a cumulative grade of CGPA 3.00 and after being presented and approved in the USM Senate.
- LKM111 – MALAYSIAN CULTURE AND MALAY LANGUAGE is compulsory for all foreign students and must be taken and passed prior to graduation. The passing grade is C. Registration for this course can be made at the School of Languages, Literacies and Translation.

Course Synopsis

code/subject	unit	semester	subject synopsis
 VES501 ÷ 4 ÷ 1 Research Methodology for Design			The purpose of this course is to enhance students' critical thinking and problem-solving abilities in the field of design research. Students will develop a research proposal that consists of the following components: identification of the problem, goal setting, conceptualization and ideation, technique, implementation, and evaluation. In general, students are beginning to grasp the value of research methodologies in integrating their work and designing outcomes.
 VES502 ÷ 4 ÷ 1 Creative Industry Design Business Innovation			This course teaches students how to transform their thinking to achieve greater results or productivity over time by creating something new in the market that improves the demand-production balance.
 VES503 ÷ 6 ÷ 1 Creative Branding			The course is designed to give students the ins and outs of innovative branding in design. Students can develop their own brand using the strategies used in the creative development of product branding. Additionally, students will get an understanding about how to create a successful brand through design.
 VES504 ÷ 6 ÷ 1 Curatorial Design			Curatorial design is a discipline that educates designers how to show works effectively using space, scale, proportion, color, and narrative. The design process is used to provide a visual representation of artwork, presentations, and/or exhibitions. In this course, students will learn how to translate the concepts behind their artwork.
 VES505 ÷ 4 ÷ 2 Graduate Seminar			This course introduces the processes and strategies involved in writing articles for submission to conferences and, ultimately, in managing a seminar. Additionally, this course helps learners how to submit articles to publishers.
 VES506 ÷ 6 ÷ 2 Creative Industry Design Trends			A design trend is a process that demands the designer to understand both the practical and market requirements for the final product. Students will learn how to balance the needs of the industry and consumer demand in each situation when presenting a product.
 VES507 ÷ 10 ÷ 2 Master Project Report			The purpose of this course is to prepare students to write a master's project report that incorporates components of report writing and artwork. Students will be introduced to research procedures, report writing skills, digital production techniques, and summarizing study findings. The knowledge gathered via the programme's essential courses will enable students to write an effective master's project report.

Programme Educational Objective (PEO) / Programme Learning Outcomes (PLO) & Course Learning Outcomes (CLO)

Programme Educational Objective (PEO)

PEO1

Integrate knowledge and understanding of critical thinking using practical skills to produce innovative solutions in the field of Design.

PEO2

Able to communicate effectively on current issues and challenges in leading peers and stakeholders while ensuring professional and ethical practices are always maintained.

PEO3

Manage personal skills efficiently in applying various digital and numeracy technologies required in providing innovative solutions to the Design industry

PEO4

Organize lifelong learning resources through interpersonal skills and entrepreneurial skills towards academic and career advancement in the field of Design industry.

Programme Learning Outcomes (PLO)

PL01	Knowledge & Understanding Integrate knowledge and understanding based on theories, methodologies, techniques, and applications related to practices and issues in the Design industry.
PL02	Practical Skills Demonstrate practical skills effectively in every research -based assignment, project, presentation
PL03	Cognitive Skills Evaluate innovation ideas through cognitive skills for the advancement of knowledge in the field of design for the purpose of problem solving and improvement.
PL04	Communication Skills Able to apply effective communication skills through written and visual methods in presenting solutions to issues in the field of Design.
PL05	Interpersonal Skills Responsible in a social environment with the ability to learn the value of behaviour collaboratively through teamwork
PL06	Ethical Skills & Professionalism Demonstrate ethical skills and professionalism appropriate to social and legal principles for matters involving the production of works in the field of Design.
PL07	Personal Skills Apply personal skills in lifelong learning in academic and career development.
PL08	Entrepreneurial Skills Demonstrate entrepreneurial skills in assignments involving financial generation in the creative industry.
PL09	Leadership, Autonomy & Responsibility Lead, provide autonomy and perform responsibilities to team members with minimum supervision with full responsibility.
PLO 10	Digital Skills Equip yourself with digital skills to complete and produce an innovation and design in the field of Design
PLO 11	Numeracy Skills Prepare with numeracy skills for further career requirements in related technology development fields.

Course Learning Outcome (CLO)

Course	Course Learning Outcomes (CLO)
VES501	CL01: Identifies research design methods in creative industries.
	CL02: Describe appropriate research design for a research proposal.
	CL03: Defends research proposal using digital method in presentation.
	CL04: Perform research proposal ethically and professionally in presentation session.
VES502	CL01: Interpret types of innovation in design business .
	CL02: Explain the principles of innovation in developing innovative design businesses.
	CL03: Act design business proposal containing entrepreneurial elements.
	CL04: Relate basic operations of financial computation in the design business.
VES503	CL01: Identifies a creative branding concept that focuses on product design in Malaysia.
	CL02: Organize the idea and concept of a packaging design based on the value of a unique visual identity in the field of advertising.
	CL03: Evaluate design results critically on the impact on society and industry.
	CL04: Defend design ideas and proposals in the form of presentations.
	CL05: Perform in groups to produce the final work.
	CL06: Displays high quality of work in producing the final work in digital form.
VES504	CL01: Explain theory, measures, strategies and techniques to produce work based on an understanding of the curatorial design process.
	CL02: Sketches physical technical concepts in producing curatorial designs.
	CL03: Propose concepts, techniques and works through presentation.
	CL04: Demonstrate leadership actions work in teams within in implementing curatorial management.
	CL05: Prepare planning in conducting curatorial events ethically and professionally.
	CL06: Acts in managing matters related to curatorial management responsibly.

VES505	CL01: Categorize important elements in the organization of graduate seminars
	CL02: Explains best practices in producing research proposal papers
	CL03: Propose in analyzing and evaluating the information in the articles produced
	CL04: Displays skills of producing articles using digital software
VES506	CL01: Describes changes in style and direction of design trends in the creative industry.
	CL02: Construct projects based on strategies and techniques based on the latest design trends in the market.
	CL03: Propose final project containing the latest design trends.
	CL04: Act demonstrates the ability to translate ideas and proposals of design trends to the public.

Our Teaching Lecturers

The teaching lecturers are from School of the Arts, Universiti Sains Malaysia play a vital role in imparting knowledge and fostering the educational growth of the students. Their expertise and dedication contribute to a dynamic and enriching learning environment and to ensure that students receive a high-quality education.

VES501

Research Methodology for Design



Ts. Dr. Nurul Hanim Md Romainoor

Visual Communication, Graphics Arts, Multimedia
hanim.romainoor@usm.my

VES502

Creative Industry Design Business Innovation



Dr. Gene Lim Jing Yi

Digital Competency, Media Studies & Cultural Heritage
gene.limjingyi@usm.my

VES503

Creative Branding



Assoc. Prof. Dr. Muhizam Mustafa

Public Arts, Urban Design & Branding
mmuhizam@usm.my

VES504

Curatorial Design



Dr. Norfarizah Mohd Bakhir

New Media Technology, Visual Communication, & Digital Heritage
farizah@usm.my

VES505

Graduate Seminar



Dr. Zuriawati Ahmad Zahari

Interface Design
zuriawati@usm.my

VES506

Creative Industry Design Trends



Dr. Mohd Asyiek Mat Desa

Health Campaign and Media Strategy, Cultural Heritage and New Media Technology
asyiek@usm.my

VES507

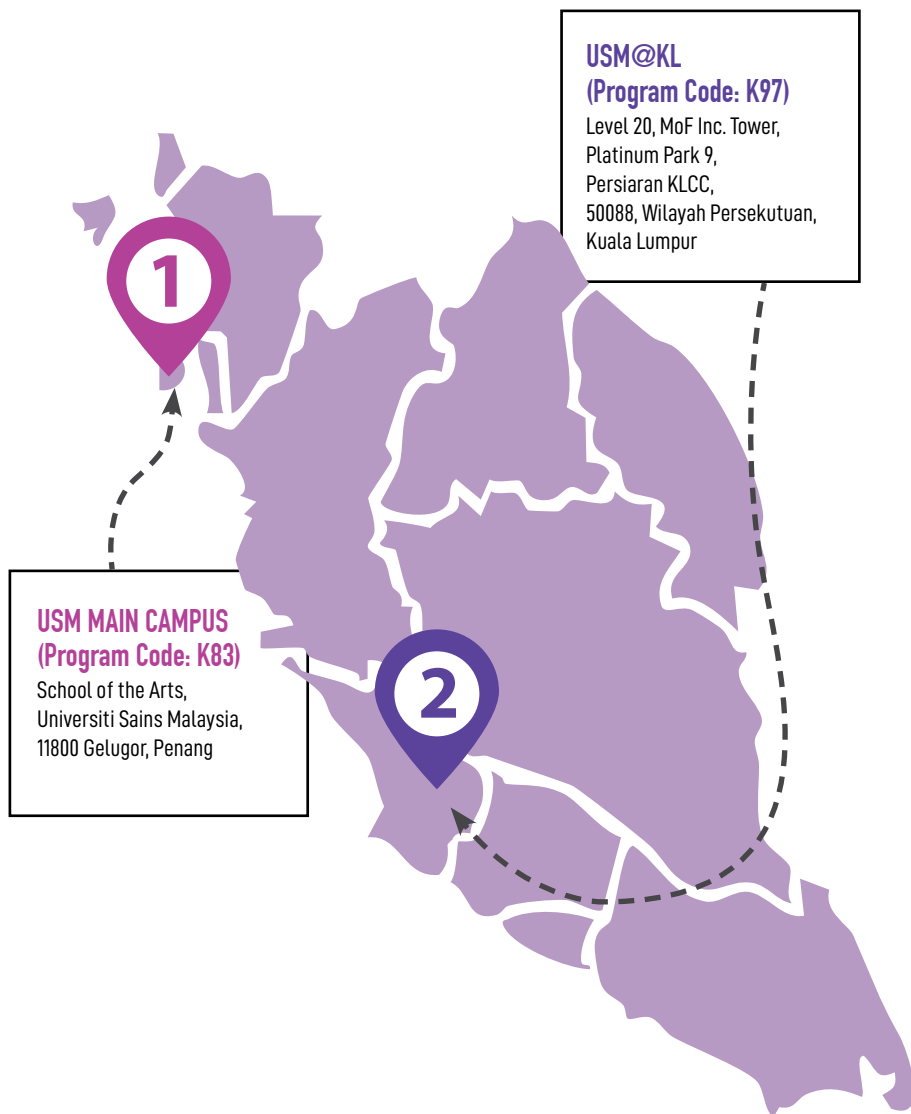
Master Project Report



Ts. Dr. Jasni Dolah

Instructional Multimedia, Visual Communication and New Media & Computer Graphic Design
jasnidolah@usm.my

We Are Located At



Facilities

School of the Arts – Main Campus



Adiwarna Gallery



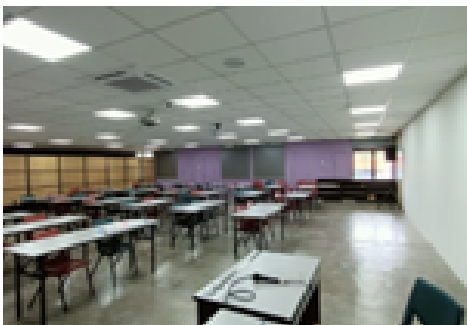
Product Design Studio



Pe'seban Agung Hall



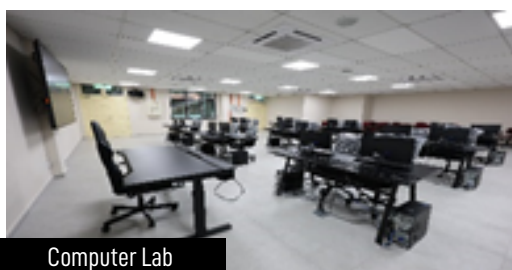
New Media Design & Technology Lab



Graphic Communication Studio

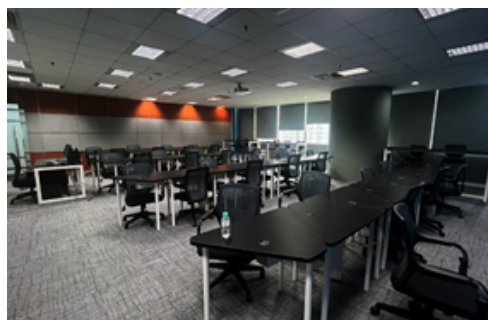
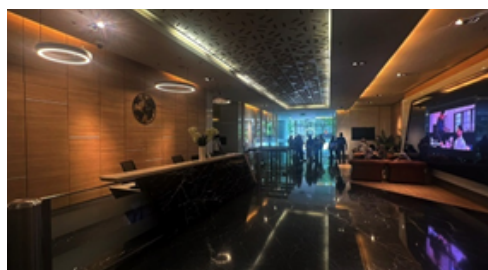


Postgraduate Room



Computer Lab

USM@KL



Academic Calender

Academic Year 2025/2026

FOR ALL SCHOOLS (EXCEPT FOR SCHOOL OF MEDICAL SCIENCES AND SCHOOL OF DENTAL SCIENCES)

Main Campus : Registration for New Student (26 - 28 September 2025) / **Orientation Week (29 September - 04 October 2025)

Engineering Campus : Registration for New Student (28 September 2025) / **Orientation Week (29 September - 04 October 2025)

Health Campus : Registration for New Student (30 September 2025) / **Orientation Week (30 September - 04 October 2025)

SEM	WEEKS	ACTIVITIES	DATE	REMARKS
ONE	1	Teaching & Learning (T&L 7 Weeks)	Monday, 06.10.2025 - Sunday, 12.10.2025	
	2		Monday, 13.10.2025 - Sunday, 19.10.2025	
	3		Monday, 20.10.2025 - Sunday, 26.10.2025	20.10.2025, Monday - Deepavali**
	4		Monday, 27.10.2025 - Sunday, 02.11.2025	
	5		Monday, 03.11.2025 - Sunday, 09.11.2025	
	6		Monday, 10.11.2025 - Sunday, 16.11.2025	
	7		Monday, 17.11.2025 - Sunday, 23.11.2025	
	8	Mid Semester Break (1 Week)	Monday, 24.11.2025 - Sunday, 30.11.2025	
	9	Teaching & Learning (T&L 7 Weeks)	Monday, 01.12.2025 - Sunday, 07.12.2025	
	10		Monday, 08.12.2025 - Sunday, 14.12.2025	
	11		Monday, 15.12.2025 - Sunday, 21.12.2025	
	12		Monday, 22.12.2025 - Sunday, 28.12.2025	25.12.2025, Thursday - Christmas Day
	13		Monday, 29.12.2025 - Sunday, 04.01.2026	01.01.2026, Thursday - New Year of 2025
	14		Monday, 05.01.2026 - Sunday, 11.01.2026	
	15		Monday, 12.01.2026 - Sunday, 18.01.2026	
	16	Revision Week (1 Week)	Monday, 19.01.2026 - Sunday, 25.01.2026	
	17	Examination (3 Weeks)	Monday, 26.01.2026 - Sunday, 01.02.2026	01.02.2026 Sunday - Thaipusam
	18		Monday, 02.02.2026 - Sunday, 08.02.2026	02.02.2026 Sunday - Replacement leave for Thaipusam (Main & Engineering Campus)
	19		Monday, 09.02.2026 - Sunday, 15.02.2026	
	20	Mid Semester Break / Industrial Training (4 Weeks)	Monday, 16.02.2026 - Sunday, 22.02.2026	17 & 18.02.2026, Tuesday & Wednesday - Chinese New Year
	21		Monday, 23.02.2026 - Sunday, 01.03.2026	19.02.2026, Thursday - 1st day of Ramadhan
	22		Monday, 02.03.2026 - Sunday, 08.03.2026	
	23		Monday, 09.03.2026 - Sunday, 15.03.2026	07.03.2026, Saturday - Nuzul Al-Quran
TWO	24/1	Teaching & Learning (T&L 7 Weeks)	Monday, 16.03.2026 - Sunday, 22.03.2026	21.03.2026 & 22.03.2026, Saturday & Sunday - Eid al-Fitr**
	25/2		Monday, 23.03.2026 - Sunday, 29.03.2026	23.03.2026, Monday - Replacement leave for Eid al-Fitr****
	26/3		Monday, 30.03.2026 - Sunday, 05.04.2026	
	27/4		Monday, 06.04.2026 - Sunday, 12.04.2026	
	28/5		Monday, 13.04.2026 - Sunday, 19.04.2026	
	29/6		Monday, 20.04.2026 - Sunday, 26.04.2026	
	30/7		Monday, 27.04.2026 - Sunday, 03.05.2026	01.05.2026, Friday - Labour Day
	31/8	Mid Semester Break (1 Week)	Monday, 04.05.2026 - Sunday, 10.05.2026	
	32/9	Teaching & Learning (T&L 7 Weeks)	Monday, 11.05.2026 - Sunday, 17.05.2026	
	33/10		Monday, 18.05.2026 - Sunday, 24.05.2026	
	34/11		Monday, 25.05.2026 - Sunday, 31.05.2026	27 & 28.05.2026, Wednesday & Thursday - Eid al-Adha**
	35/12		Monday, 01.06.2026 - Sunday, 07.06.2026	31.05.2026, Sunday - Wesak Day
	36/13		Monday, 08.06.2026 - Sunday, 14.06.2026	01.06.2026, Monday - Replacement leave for Wesak Day (Main & Engineering Campus)
	37/14		Monday, 15.06.2026 - Sunday, 21.06.2026	01.06.2026, Monday - Yang di-Pertuan Agong's Birthday
	38/15		Monday, 22.06.2026 - Sunday, 28.06.2026	17.06.2026, Wednesday - Awal Muharram
	39/16	Revision Week (1 Week)	Monday, 29.06.2026 - Sunday, 05.07.2026	
	40/17	**Examination (2 Weeks)	Monday, 06.07.2026 - Sunday, 12.07.2026	07.07.2026, Tuesday - Georgetown World Heritage City Day
	41/18	Examination (3 Weeks)	Monday, 13.07.2026 - Sunday, 19.07.2026	11.07.2026, Saturday - Penang Governor's Birthday
	42/19		Monday, 20.07.2026 - Sunday, 26.07.2026	
COURSES DURING LONG BREAK / SEMESTER BREAK	43/20	Long Semester Break / Industrial Training (10/11 Weeks)	Monday, 27.07.2026 - Sunday, 02.08.2026	
	44/21		Monday, 03.08.2026 - Sunday, 09.08.2026	
	45/22		Monday, 10.08.2026 - Sunday, 16.08.2026	
	46/23		Monday, 17.08.2026 - Sunday, 23.08.2026	
	47/24		Monday, 24.08.2026 - Sunday, 30.08.2026	25.08.2026, Tuesday - Maulidul Rasul
	48/25	*T&L	Monday, 31.08.2026 - Sunday, 06.09.2026	31.08.2026, Monday - National Day
	49/26	Examination	Monday, 07.09.2026 - Sunday, 13.09.2026	
	50/27		Monday, 14.09.2026 - Sunday, 20.09.2026	16.09.2026, Wednesday - Malaysia Day
	51/28		Monday, 21.09.2026 - Sunday, 27.09.2026	29 & 30.09.2026, Tuesday & Wednesday - Sultan of Kelantan's Birthday (Health Campus)
	52/29		Monday, 28.09.2026 - Sunday, 04.10.2026	

**This Academic Calendar is subject to change

HEBAHAN BPA BIL. 3/2025 (9 APRIL 2025)
SENAT KE-292 (20 MAC 2025)

PTJ Directory

1. Assoc. Prof. Dr. Muhizam Mustafa

Dean

mmuhizam@usm.my

2. Dr. Mohammad Khizal Bin Mohamed Saat

Deputy Dean (Academic, Career & Internationalization)

mkhizal@usm.my

3. Dr. Norfarizah Mohd Bakhir

Deputy Dean (Research, Innovation & Community - Industry Linkages)

farizah@usm.my

4. Dr. Mohd Asyiek Mat Desa

Programme Coordinator

asyiek@usm.my

5. Dr. Goh Chu Hiang

Programme Coordinator USM@KL

goh@usm.my

6. Mdm. Haryani Binti Hasenan

Deputy Registrar

haryani@usm.my

7. Mdm. Noor Rismafarra Binti Harris

Senior Assistant Registrar

farra@usm.my

8. Mdm. Fatin Nurdiana Omar

Administrative Assistant, Postgraduate (Coursework)

fatindiana@usm.my

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1999-2024



Online
Registration

2025/2026