

Universiti Tunku Abdul Rahman

拉曼大學



MALAYSIA

Dengan ini disahkan bahawa

It is hereby certified that **CHOO KHAI WEI**

茲証明

Setelah memenuhi segala syarat yang ditetapkan oleh Universiti, telah dianugerahkan ijazah
Having fulfilled all the requirements as prescribed by the University, was awarded the degree of
修業期滿成績及格准予畢業授予

Sarjana Muda Sastera (Kepujian)

Senireka Grafik dan Multimedia

dengan Merit

Bachelor of Arts (Honours)

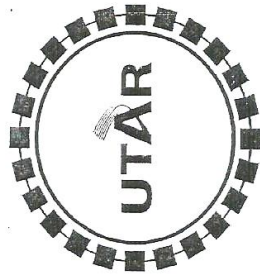
Graphic Design and Multimedia

with Merit

文學士(榮譽學位) 圖表設計及多媒體

優等

18 March 2017



Presiden / 校長 / President

Dekan / 院長 / Dean

Pendaftar / 注册主任 / Registrar



UNIVERSITI TUNKU ABDUL RAHMAN

Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Our Ref: UDEAS/EXM/COD/17(1)

12 January 2017

CHOO KHAI WEI
Student Registration Number: 13UJB00277
11 JLN SURIA 4/2
TMN PURNAMA
86000 JOHOR

CONFERMENT OF DEGREE

We are pleased to inform you that, having fulfilled all the requirements of the course of study, the Senate of Universiti Tunku Abdul Rahman at its meeting held on 12 January 2017, decided that the degree of

Bachelor of Arts (Honours) Graphic Design and Multimedia
Honours Degree with Merit

be conferred on you at the forthcoming Convocation Ceremony of the University in March 2017.

We will inform you on the details of the Convocation Ceremony in due course.

A handwritten signature in black ink, appearing to read 'Yim Lin Heng', is positioned above the name and title.

Ms. Yim Lin Heng
Registrar



UNIVERSITI TUNKU ABDUL RAHMAN

TESTIMONIAL

This is to certify that the following student has fulfilled all the requirements of the course of study as stated below:

Date of Issuance : 09 February 2017

Name : Choo Khai Wei

IC/Passport No. : 941217-01-6404

Student ID : 13UJB00277

Degree : Bachelor of Arts (Hons) Graphic Design And Multimedia
Honours Degree with Merit
*Accredited by Malaysian Qualifications Agency (KR7909) and recognised by
Jabatan Perkhidmatan Awam, Malaysia*

Convocation Date : 18 Mar 2017

In addition, he/she has also achieved the following:

Academic Achievements

Dean's List, October 2016 Trimester

This is a computer-generated document and no signature is required.



UNIVERSITI TUNKU ABDUL RAHMAN

DEAN'S LIST

This is to certify that

CHOO KHAI WEI

has been listed on the honours roll for high academic achievement for

October 2016 Trimester in

Bachelor of Arts (Honours) Graphic Design and Multimedia

12 January 2017

Date :

A handwritten signature in black ink, appearing to read "Choo Khai Wei", is written over a series of horizontal dotted lines.

Dean



UNIVERSITI TUNKU ABDUL RAHMAN

ACADEMIC TRANSCRIPT

Name : CHOO KHAI WEI Faculty/Institute/Centre : Faculty of Creative Industries
Programme : Bachelor of Arts (Honours) Graphic Design and
Multimedia [January 2014]
Campus : Sungai Long Campus
Registration No : 13UJB00277
Identity Card No : 941217-01-6404 Year of Admission : January 2014
Gender : Female Year of Graduation : January 2017

Course/Unit Code	Course/Unit Description	Credits Earned
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Credit Exemption

MPU32013 BAHASA KEBANGSAAN A 3.0
Total Credits Exempted: 3.0

-----End of Credit Exemption/Transfer-----

TRIMESTER : JANUARY 2014

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
MPU3113	HUBUNGAN ETNIK (FOR LOCAL STUDENTS)	3.0	PS
UJLL1053	ENGLISH GRAMMAR IN CONTEXT	3.0	C+
UJMD1023	DRAWING I	3.0	A
UJMD1033	COLOUR STUDIES	3.0	B-
UJMD1104	VISUAL COMMUNICATION	4.0	B+
UJMD1144	COMPUTER GRAPHIC	4.0	B-

GPA: 3.0000 CGPA: 3.0000 Credits Earned: 20.0 Total Credit Hours: 20.0 Status: Candidacy to continue.

TRIMESTER : MAY 2014

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
MPU32073	COMMUNICATIVE ENGLISH	3.0	B-
UJMD1063	DRAWING II	3.0	B+
UJMD1073	HISTORY OF ART AND DESIGN I	3.0	B-
UJMD1083	DIGITAL PHOTOGRAPHY	3.0	B-
UJMD1154	CREATIVE COMMUNICATION DESIGN I	4.0	B
UJMG1003	CREATIVE THINKING AND IDEA GENERATION	3.0	B

GPA: 2.8958 CGPA: 2.9450 Credits Earned: 19.0 Total Credit Hours: 39.0 Status: Candidacy to continue.

TRIMESTER : OCTOBER 2014

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
MPU3123	TAMADUN ISLAM DAN TAMADUN ASIA (TITAS)	3.0	PS
MPU34032	COMMUNITY PROJECT	2.0	PS
UJMD1003	TYPOGRAPHY STUDIES	3.0	B+
UKMM1011	SUN ZI'S ART OF WAR AND BUSINESS STRATEGIES	1.0	PS

GPA: 3.3300 CGPA: 2.9746 Credits Earned: 9.0 Total Credit Hours: 48.0 Status: Candidacy to continue.

TRIMESTER : JANUARY 2015

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
UALJ2013	INTRODUCTION TO JAPANESE	3.0	PS
UJMD2044	WEB MEDIA AND DEVELOPMENT I	4.0	A
UJMD2083	DIGITAL IMAGING	3.0	B+



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ACADEMIC TRANSCRIPT

Name : CHOO KHAI WEI

Registration No : 13UJB00277

UJMD2133 HISTORY OF ART AND DESIGN II 3.0 A-
UJMD2154 CREATIVE COMMUNICATION DESIGN II 4.0 B
GPA: 3.5000 CGPA: 3.1134 Credits Earned: 17.0 Total Credit Hours: 65.0 Status: Candidacy to continue.

TRIMESTER : MAY 2015

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
UJMD2003	ILLUSTRATION	3.0	B
UJMD2064	WEB MEDIA AND DEVELOPMENT II	4.0	B+
UJMD2144	ANIMATION	4.0	B+
UJMD2164	CREATIVE COMMUNICATION DESIGN III	4.0	B
UJMM2024	DIGITAL VIDEO & AUDIO PRODUCTION	4.0	B+
GPA: 3.2084 CGPA: 3.1385 Credits Earned: 19.0 Total Credit Hours: 84.0 Status: Candidacy to continue.			

TRIMESTER : OCTOBER 2015

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
UAPS2003	INTRODUCTION TO SOCIOLOGY	3.0	B
UJMD2103	TIME BASED MEDIA	3.0	B
UJMG2083	CREATIVE WRITING	3.0	B-
GPA: 2.8900 CGPA: 3.1109 Credits Earned: 9.0 Total Credit Hours: 93.0 Status: Candidacy to continue.			

TRIMESTER : JANUARY 2016

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
UJMG3026 **	INDUSTRIAL TRAINING	6.0	PS
GPA: - CGPA: 3.1109 Credits Earned: 6.0 Total Credit Hours: 99.0 Status: Candidacy to continue.			

TRIMESTER : MAY 2016

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
MPU33163	ART LAW & CYBER LAW	3.0	B
UJMD3003	DESIGN RESEARCH	3.0	B-
UJMD3044	ADVANCED ANIMATION	4.0	B+
UJMZ30010 **	FINAL PROJECT	0.0	P
GPA: 3.0330 CGPA: 3.1023 Credits Earned: 10.0 Total Credit Hours: 109.0 Status: Candidacy to continue.			

TRIMESTER : OCTOBER 2016

Course/Unit Code	Course/Unit Description	Credits Earned	Grade
UJMD3013	DESIGN REFLECTIVE PRACTICE	3.0	A-
UJMZ30010 **	FINAL PROJECT	10.0	A-
GPA: 3.6700 CGPA: 3.1733 Credits Earned: 13.0 Total Credit Hours: 122.0 Status: Completion of study.			

Academic Achievement: DEAN'S LIST

** The duration of the course/unit exceeds one trimester

Total Credits Attempted : 122.0
Total Credits Transferred : 3.0
Total Credit Hours : 122.0
Malaysian University English Test (MUET) : Band 3



UNIVERSITI TUNKU ABDUL RAHMAN

ACADEMIC TRANSCRIPT

Name : CHOO KHAI WEI

Registration No : 13UJB00277

Award

: BACHELOR OF ARTS (HONOURS) GRAPHIC DESIGN AND MULTIMEDIA
(WITH MERIT)

Approved by Senate on 12 January 2017

----- End of Transcript -----

NO ALTERATION OR ADDITION IS HEREBY AUTHORISED
COMPUTER GENERATED REPORT AND NO AUTHORISED SIGNATURE IS REQUIRED





UNIVERSITI TUNKU ABDUL RAHMAN

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MALAYSIAN QUALIFICATION STATEMENT

This Malaysian Qualification Statement follows the guidelines developed by Malaysian Qualifications Agency (MQA). The Malaysian Qualification Statement is a document attached to a higher education qualification aimed at improving international transparency and facilitating the academic and professional recognition of qualification. It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended.

SECTION 1: INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION		
1.1	Name(s)	CHOO KHAI WEI
1.2	Identification Number/Passport	941217-01-6404
1.3	Date of Birth (day/month/year)	17 Dec 1994
1.4	Student Registration Number	13UJB00277
SECTION 2: INFORMATION IDENTIFYING THE QUALIFICATION		
2.1	Name of Qualification and (if applicable) Title Conferred (in original language)	BACHELOR OF ARTS (HONOURS) GRAPHIC DESIGN AND MULTIMEDIA
2.2	Campus	Sungai Long Campus
2.3	Qualification Status	This programme has gained full accreditation. For further information, please refer to Malaysian Qualifications Register at www.mqa.gov.my/MQR/
2.4	Main Field(s) of Study for the Qualification	Graphic Design and Multimedia
2.5	Name and Status of Awarding Institution (in original language)	Universiti Tunku Abdul Rahman (UTAR) UTAR is a not-for-profit private university registered with Ministry of Higher Education Malaysia, under Private Higher Educational Institutions Act 1996. For further information please refer to the University website at www.utar.edu.my .
2.6	Language(s) of Instruction/Examination	English
SECTION 3: INFORMATION ON THE LEVEL OF THE QUALIFICATION		
3.1	Level of Qualification	Level 6 of Malaysian Qualifications Framework (MQF) For details, please refer to Section 8.
3.2	Official Length of Programme	Minimum of 3 years with 122 credit hours/ graduating credits. Total student learning time is 4880 hours where 1 credit equivalent to 40 notional learning hours. Student learning time (SLT) encompasses taught classes, tutorials, lab works, industrial training, assessment and independent study.
3.3	Entry Requirement(s)	Sijil Tinggi Persekolahan Malaysia with minimum 2 Principal Passes in the relevant subjects OR A-Level with minimum 2 Passes in the relevant subjects OR South Australian Matriculation (SAM) with a Tertiary Entrance Rank



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Registration No : 13UJB00277

		(TER) 70 and Grade B in 2 relevant subjects OR Canadian Pre-University (CPU) with an average of 70% in 2 relevant subjects OR Unified Examination Certificate (UEC) with Grade B in 5 relevant subjects OR Foundation in Arts, Universiti Tunku Abdul Rahman (UTAR) OR Foundation in Science, Universiti Tunku Abdul Rahman (UTAR) OR Foundation from other Institutions of Higher Learning OR Matriculation Certificate, Ministry of Education OR Diploma, Kolej Tunku Abdul Rahman (KTAR) OR Diploma from other Institutions of Higher Learning OR Other equivalent qualifications recognised by the Malaysian Government
SECTION 4: INFORMATION ON THE CONTENTS AND RESULTS GAINED		
4.1	Mode of Study	Full-Time Mode
4.2	Programme Requirements	
4.2.1	Programme Objectives	1. To build in-depth knowledge and appreciation of the concepts, theories and applications of graphics design 2. To inculcate three practical and technical skills ? creativity, traditional arts skills and computer art and design software application skills 3. To develop graphic designers professionals who are not only equipped with knowledge of the field but also with mature understanding of the need to ensure it is presented responsibly to a multi-cultural society 4. To instil in students the values of professionalism and ethical practices 5. To develop critical and analytical thinking skills of graphic-design undergraduates 6. To train students on managerial and interpersonal skills to ensure they will be able to communicate and work as a team or lead a team 7. To instil in students a positive attitude towards lifelong learning to ensure they are able to keep abreast of the rapidly changing design industry
4.2.2	Programme Learning Outcomes	Upon completion of study, students should be able to : 1. Demonstrate an ability to apply fundamental concepts, theories and application of art, design and multimedia tools in a design project 2. Apply creative and technical skills to plan corporate and product campaigns using competitive design and multimedia solutions 3. Think creatively, critically and analytically to provide effective design and multimedia solutions 4. Work effectively as an individual or as part of a team and demonstrate managerial, organizational leadership, good decision making and time management skills 5. Incorporate social and cultural elements to design and present it in a manner that will be accepted by a multi-cultural society like the Malaysian society 6. Demonstrate proficiency in using computers, perform design and multimedia software and adopt lifelong learning attitudes to meet

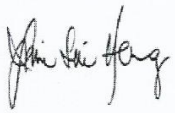


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		<p>challenges of the creative industry in Malaysia</p> <p>7. Demonstrate professional, ethical values in handling legal and social issues in the society</p> <p>8. Demonstrate entrepreneurial and managerial skills ability to meet challenges of the creative industry</p>
4.3	Programme Details	Please refer to the student's transcript.
4.4	Grading Scheme and, if available, Grade Distribution Guidance	Please refer to the student's transcript.
4.5	Overall Classification of the Qualification (in original language)	CGPA 3.1733 Honours Degree with Merit
SECTION 5: INFORMATION ON THE FUNCTION OF THE QUALIFICATION		
5.1	Access to Further Study	Graduate with Bachelor's Degree has access to Master's Degree (Level 7, MQF).
5.2	Professional Status (if applicable)	Not Applicable
SECTION 6: ADDITIONAL INFORMATION		
6.1	Awards/Student Activities	<p><u>Academic Achievement</u></p> <ul style="list-style-type: none"> Dean's List: October 2016 Trimester <p><u>Industrial Attachment</u></p> <ul style="list-style-type: none"> From January 2016 to April 2016, the graduate completed a period of full-time supervised industrial training at TOMATOE LAB SDN BHD
6.2	Malaysian University English Test (MUET) <i>administered by Majlis Peperiksaan Malaysia (Malaysian Examinations Council)</i>	<p>Band 3</p> <p>For further information, please refer to the MUET's website at www.mpm.edu.my.</p>
6.3	Further Information Sources	<p>www.utar.edu.my</p> <p>www.mqa.gov.my</p>
SECTION 7: CERTIFICATION OF THE SUPPLEMENT		
7.1	Date	12 January 2017
7.2	Signature	 <p>Yim Lin Heng</p>
7.3	Capacity	Registrar
7.4	Official Stamp or Seal	



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SECTION 8: INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

The Education Act of 1996 stipulates that the National Education System shall comprise five levels: pre-school education; primary education; secondary education; post-secondary education; and higher education. The six years of primary education are compulsory education. There are three main streams in the upper secondary education: academic (science/arts); technical and vocational; and religious. Students going on to a university or university college are required to complete a 1-2 year pre-university programme (Form 6 or Matriculation). A student will therefore typically receive 12-13 years of education in order to be accepted into a university (Table 1).

Institutions of higher education in Malaysia provide courses for awarding certificate, diploma, bachelor, masters, and doctoral qualifications within the Malaysian Qualifications Framework (MQF) (see III(1) Table 2 below).

Table 1: Types of educational courses and standard learning years

Type	Entry Requirement (for higher education)	Minimum duration of study (year)	Typical education provider
Pre-school education	-	1-2	Kindergarten
Primary education [compulsory education]	-	6	Primary school
Secondary education			
Lower secondary	-	3	Secondary school
Upper secondary		2	
Post-secondary education			
E.g.: Form 6	-	1-2	Secondary School
Matriculation		(Depends on course)	College, Vocational institution, University, etc.
Foundation			
Higher education			
Certificate	SPM with 1 credit or equivalent	1½	College
Diploma	SPM with 3 credits or equivalent	2	College, University College, University
Advanced Diploma		1	
Bachelor	STPM, A-levels, Diploma or equivalent	3	University, University College
Master's Degree (Coursework / Mixed Mode)	Bachelor's degree or equivalent	1	University, University College
Master's Degree (Research)	Bachelor's degree or equivalent	2	University, University College



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Doctoral Degree (Coursework / Mixed Mode / Research)	Master's degree or equivalent	3	University, University College
Other		Depends on course	Vocational Institution

Higher education in the academic and professional fields is provided by:

- Public-funded higher educational institutions which are funded by the Government and are governed as self-managed institutions. These includes public universities, polytechnics, community colleges and public colleges; and
- Private-funded higher educational institutions which are established under Private Higher Educational Institutions Act 1996 and include private universities, private colleges and foreign university branch campuses.

Public universities, which are government-funded, are categorised into three groups: research universities, comprehensive universities, and focused universities.

- a. Research universities are public universities recognised by the national government in 2006 to become leading research and educational institutions. They receive a higher subsidy for research. As of November 2013, there are five research universities: University of Malaya, University of Science, Malaysia, National University of Malaysia, Putra University, Malaysia, and University of Technology, Malaysia.
- b. Comprehensive universities are public universities that offer a wide range of education in pre-undergraduate, undergraduate, and postgraduate programmes.
- c. Focused universities are public universities that offer education focused on specific fields such as engineering/technical, education, management, and defence.

Private universities and university colleges are degree granting institutions. Private universities and university colleges are able to confer degrees at the undergraduate and postgraduate levels as well as diploma programmes only.

Malaysian Qualifications Framework

The Malaysian Qualifications Framework (MQF) is a national framework that classifies all qualifications and academic levels in post-secondary education hierarchically based on a set of criteria that are approved nationally and benchmarked against international best practices. MQF includes not only qualifications of academic education but also qualifications of skills education and vocational education and supports diverse pathways for learners. All qualifications conferred in post-secondary education must conform to the MQF.

The MQF divides qualifications in Malaysia into eight levels (Table 2) and specifies the levels of learning outcomes and minimum credit required (Table 3) as well as the number of notional learning hours per credit. All qualifications conform to the MQF with the intention of enabling comparison to other qualifications, facilitating recognition, and promoting student mobility. Regarding learning outcomes in particular, the MQF clearly specifies the levels required for each qualification in the eight domains listed below.

Eight domains of learning outcomes:

1. Knowledge;
2. Practical skills;
3. Social skills and responsibilities;
4. Values, attitudes and professionalism;
5. Communication, leadership and team skills;
6. Problem solving and scientific skills;
7. Information management and lifelong learning skills; and
8. Managerial and entrepreneurial skills.

Learning outcomes in each qualification are referenced whenever looking at educational quality and level and are used in curriculum design, establishment of credit hours, and the evaluation of student achievement. Additionally, learning outcomes can be achieved through various channels besides formal learning, and a feature of the Malaysian system is that learning outcomes achieved through experiential learning, including non-formal learning and learning outside of



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school, can be assessed and recognised in the system of Accreditation of Prior Experiential Learning (APEL).

Table 2: Malaysian Qualifications Framework (MQF): Sectors and levels of qualifications

Level	Sectors			Lifelong Learning
	Skills	Vocational & Technical	Academic	
8			Doctorate	Accreditation of prior experiential learning (APEL)
7			Masters	
			Postgraduate Diploma	
			Postgraduate Certificate	
6			Bachelor	
			Graduate Diploma	
			Graduate Certificate	
5	Advanced Diploma	Advanced Diploma	Advanced Diploma	
4	Diploma	Diploma	Diploma	
3	Certificate 3	Certificate	Certificate	
2	Certificate 2			
1	Certificate 1			

Table 3: Malaysian Qualifications Framework (MQF): Minimum Credit

[Adapted from] Malaysian Qualifications Framework, p. 14

MQF Level	Qualification	Minimum Credit
8	Doctoral	No given credit value
7	Research Masters	No given credit value
	Fully of Partly Taught Masters	40
	Postgraduate Diploma	30
	Postgraduate Certificate	20
6	Bachelor's Degree	120
	Graduate Diploma*	60
	Graduate Certificate*	30
5	Advanced Diploma	40
4	Diploma	90
1-3	Certificate	60



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	Skills Certificate	According to skills and levels		
*Additional of 6 credits must be added to fulfil the General Module (Mata Pelajaran Umum, MPU) requirement.				
Quality Assurance System in Malaysia:				
The quality assurance system and MQF are equally applied to all public and private higher education providers. It is a shared responsibility between the MQA as a quality assurance body and the higher education providers in order to effectively enhance quality of higher education through good quality assurance practices.				
External evaluations in Malaysia consist of Provisional Accreditation and Full Accreditation. Provisional Accreditation indicates that the programme has fulfilled the minimum requirement for it to be offered for consumption by learners. It is also a condition for a programme to be approved by the Ministry of Education. Full Accreditation following a programme audit by an external MQA panel of auditors, stating that the programme has met the relevant programme's standards, in compliance with the requirements of the MQF observing all aspects of Good Practice as advocated through MQA's Code of Practice for Programme Accreditation (COPPA). Another type of external evaluation is the Institutional Audit. The Institutional Audit could be comprehensive or thematic. It could take the form of periodic academic performance audit on the higher education provider or to establish the continuation or maintenance of programme accreditation status. These evaluations are on voluntary basis. Nevertheless, obtaining accreditation can be mandatory by the government policy, eligibility for student loan and to get recognition by the government. Table 4 illustrates the summary of the external evaluation carried out by MQA.				
Table 4: Types of external evaluations by MQA				
	(a) Provisional Accreditation	(b) Full Accreditation	(c) Institutional Audit	
			Maintenance Audit	Academic Performance Audit
Purpose	An evaluation to determine whether the programme proposals from the higher education provider met the minimum standards, before the programme is being offered.	An evaluation to determine that the delivery of programme has met all the criteria and standards set for the purpose of Full Accreditation.	Periodic audit conducted after gaining the Full Accreditation status.	An audit for the purpose of verifying data, public policy input or for rating of institutions and programmes.
Evaluation Timing	Before programme is being offered.	First cohort of students reaches their final year.	At least once in five years after programme accreditation status is granted.	As and when necessary.
Type	Programme-based	Programme-based	Institution-based (by faculty or across faculties)	
Evaluator	MQA	MQA	MQA	MQA