A BOUT a decade ago, the field of multimedia design and animation was a somewhat obscure industry to pursue a career in. Over the years, however, this industry has grown in leaps and bounds. It is now a hot study option among many students and it offers students a host of job opportunities.

Universiti Kuala Lumpur (UniKL), realising this boom and the need for more professionals in this field currently offers both diploma and degree programmes in computer animation and multimedia design.

“Our degree programme in animation focuses on production like long form animation that includes film and TV series. Our syllabus follows the Canadian college syllabus where each final year student will be required to produce a short movie on their own. This allows the student to learn every aspect of the animation process and understand its flow,” says Rafidei Mohamad, creative multimedia lecturer at UniKL.

In the animation programme students will study 2D and 3D animation, visual effects and also stop motion, which is the use of action figures or clay figures to produce animation.

The syllabus in the diploma programme is similar to the degree programme, but the degree programme delves deeper into the subjects. The diploma programme caters to skilled workers while the degree programmes aim to create producers, directors and people who can lead animation-type projects.

While animation is a more specialised field, multimedia design is more general and covers all aspect of multimedia including text, audio, still images, animation, video and interactive applications. Students will also learn a little bit about advertising and graphic design and in their final year, they will be required to integrate all these elements to produce one project,” explains Suhaili Din, senior lecturer in creative multimedia at the university.

“Students who enrol in these programmes can also obtain professional certifications from Adobe. Last year, 100 of our students received Adobe Certified Associate certifications in Rich Media Communication using Adobe Flash, Web Communication using Adobe Dreamweaver and Visual Communication with Adobe Photoshop,” says Jessifa Joanna Mohd Supian, head of UniKL’s creative multimedia section.

Those interested in pursuing the diploma programmes will need to obtain a pass in English and at least five credits in their SPM (Including Bahasa Malaysia) and can be from either the science or arts stream. Science stream students will be required to undergo a placement test and an interview to gauge their eligibility. Students who want to further their diploma into a degree will need to obtain a CGPA of 2.5 and above in the creative multimedia diploma programmes.

Adiaa Amir, a final year student in interactive multimedia design and Abid Safwan, a final year student in computer animation design, say that their experience in UniKL has thus far been very enriching.

“We have been taught about the industry and our lecturers are constantly motivating us to do better,” says Adiaa. Abid adds that he very much enjoys the university’s thriving social scene plus the affordable fees and its central location makes it a great place to obtain an education.

UniKL alumni have gone on to achieve great successes in the popular local animation series Upin & Ipin as well as in local production house, Rhythm and Hues that helped create some of the effects that were used in the Oscar-winning movie, Life of Pi. UniKL is an institution that is propelling the country’s multimedia industry forward and we can certainly expect to see more of its successes in the future.

For more information
<+ www.unikl.edu.my