

## LIST OF ELECTIVE COURSES

COURSES	ELECTIVE SUBJECTS	
AD701	EAH711	Malay Editorial Cartoon
	EAH712	Islamic Ornamentation
	EAH713	Art as Therapy
	EAH714	Malay Art
	EAH715	Indigenous Art
AD702	EAH716	Independent Study
	EFT712	Extended Painting
	EFT713	Extended Print Media
	EFT714	Comparative Aesthetics East & West
AD703	EFT715	Object Art
	EFT716	Contemporary Art of Southeast Asia
	EVC711	Finance and Marketing for Designers
AD704	EVC712	Design Project Management and Organisation
	EVC713	Contemporary Photo Project
AD704	EDT700	New Product Development for Manufacturing
	EDT701	Practice-Based Design Thinking

## Postgraduate Entry Requirements

### AD950 PhD IN ART AND DESIGN

A Master's degree in relevant fields from UiTM or any institution of higher learning by the Malaysian Government;  
OR

Other qualification equivalent to a Master's degree with relevant experience in related fields recognized by UiTM Senate.

AND

Candidates seeking admission are required to submit a research proposal in their area of interest.

### AD750 MASTER IN ART AND DESIGN

An Honours degree in a relevant field from UiTM or from any other institution recognized by the UiTM Senate;

OR

Other qualification equivalent to a an Honours degree with relevant experience in related fields recognized by UiTM Senate.

AND

Candidates are required to submit a research proposal in their area of interest.

### AD701-MASTER OF ART HISTORY AND CULTURAL MANAGEMENT

### AD702-MASTER OF FINE ART AND TECHNOLOGY AD703-MASTER OF VISUAL COMMUNICATION AND NEW MEDIA

### AD704-MASTER OF DESIGN TECHNOLOGY

A recognised Bachelor's Degree in Art & Design or relevant field with minimum CGPA of 2.75;

OR

A recognised Bachelor's Degree in Art & Design or relevant field with minimum CGPA of 2.5 with five years of working experience in art & design field;

AND

A pass in an interview.

#### Contact Us:

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# Postgraduate Studies Faculty of Art & Design

[www.ad.uitm.edu.my](http://www.ad.uitm.edu.my)

## AD950 PhD IN ART AND DESIGN

The PhD in Art and Design programme is a three year-programme which focuses on research and thesis writing. Throughout the programme, students will be guided by an advisor chosen from among the academic staff of the Faculty of Art & Design, UiTM. The advisor will be appointed based upon his/her field of expertise in view of the student's research topic.

The fields of expertise offered comprises of : Visual Communication and New Media, Textile Design, Fine Metal, Industrial Design, Product Design, Ceramics, Fashion Design, Photography, Fine Art, Printing Technology, Art History, Design History, Islamic Art, Modern Malaysian Art, Contemporary Art, Animation and Cartoon Studies.

During the first semester, students are required to attend a Research Skill seminar. The supervisor(s) will meet and monitor the students by submitting students'

progress report to the Institute of Graduate Studies. Phd students will defend their research proposals by semester 1 or 2 of their studies (depending on the faculty). They defend their research proposal in front of the FSSR Academic Graduate Committee, in order to enable them to continue with their studies and carry out their research. Students can join the Graduate Studies Colloquium organized by the Department of Graduate Studies in the faculty, in order to present and share their progress with other students and lecturers. Graduates from this programme can find employment in various fields of art and design, including museums, business, art management, education, research or become a full-time artist or designers.

## MODE &amp; DURATION

Full Time 6 - 10 semesters  
Part Time 6 - 12 semesters

## AD750 MASTER IN ART AND DESIGN

The Master of Art and Design (by Research) programme is a one and a half year programme which focuses on research and thesis writing. Throughout the programme, students will be guided by an advisor chosen from among the academic staff of Faculty of Art & Design Universiti Teknologi MARA.

The advisor will be appointed based upon his/her field of expertise in view of the student's research topic. The fields of expertise offered by the academic staff of this faculty comprise of : Visual Communication and New Media, Textile Design, Fine Metal, Industrial Design, Product Design, Ceramics, Fashion Design, Photography, Fine Art, Printing Technology, Art History, Design History, Islamic Art, Art Education, Animation and Cartoon Studies. During the first semester, students are required to attend a Research Skill Seminar. The supervisor(s) will meet and monitor the students and submit their progress reports. Master students will defend their research proposals by semester 1 or 2 of

their studies.

Students will also defend their research proposal in front of the FSSR Academic Graduate Committee and Institute of Graduate Studies, UiTM, in order to enable them to continue with their studies and carry out their research. Graduates from this programme can find employment in various fields of art and design including museum, business, art management, education, research or become a full-time artist or designers.

## MODE &amp; DURATION

Full Time 3 - 4 semesters  
Part Time 4 - 8 semesters

# Postgraduate Study Plan

## AD701-MASTER OF ART HISTORY AND CULTURAL MANAGMENT

AD702-MASTER OF FINE ART AND TECHNOLOGY  
AD703-MASTER OF VISUAL COMMUNICATION AND NEW MEDIA

## AD704-MASTER OF DESIGN TECHNOLOGY

## MODE &amp; DURATION

Full Time 3 - 4 semesters  
Part Time 4 - 8 semesters

## AD701 MASTER OF ART HISTORY &amp; CULTURAL MANAGMENT

SEMESTER	LIST OF SUBJECTS	CREDIT HOURS
1	AMT708 Issues on Contemporary Art and Design	3
	AMT709 Research Methodology	3
	AMT710 History of the Arts of the Malay World	3
	Optional Elective	3
2	AMT757 Art History Methodology	3
	AMT751 Contemporary Islamic Art of Asia	3
	ACM752 Art Criticism	3
	ACM753 Art and Cultural Management	4
Optional Elective	3	
3	AMT805 Graduate Seminar	3
	ACM800 Dissertation	9
	<b>Total Credit Hours</b>	<b>40</b>

## AD702 MASTER OF FINE ART &amp; TECHNOLOGY

SEMESTER	LIST OF SUBJECTS	CREDIT HOURS
1	AMT708 Issues on Contemporary Art and Design	3
	AMT709 Research Methodology	3
	FNT712 Thematic Drawing	4
	Optional Elective	3
2	AMT757 Art History Methodology	3
	FNT725 Contemporary Malaysian Art	3
	<b>*CHOOSE ONE (1) OF SPECIALISATION COURSE</b>	
	<b>PAINTING</b>	
3	FNT752 Painting	6
	<b>PRINT MEDIA</b>	
	FNT754 Print Media	6
	<b>SCULPTURE</b>	
3	FNT756 Sculpture	6
	Optional Elective	3
	AMT805 Graduate Seminar	3
	AMT800 Master Degree Project	6
3	AMT801 Art & Design Practice-Based Report	3
	<b>Total Credit Hours</b>	<b>40</b>

## AD703 MASTER OF VISUAL COMMUNICATION &amp; NEW MEDIA

SEMESTER	LIST OF SUBJECTS	CREDIT HOURS
1	AMT708 Issues on Contemporary Art and Design	3
	AMT709 Research Methodology	3
	VCM713 Academic Discourse in Visual Analysis	3
	Optional Elective	3
	AMT759 Graduate Visual Research	3
2	AMT758 Visual and Context	4
	<b>*CHOOSE ONE (1) GROUP OF SPECIALISATION COURSES</b>	
	<b>VISUAL COMMUNICATION</b>	
	VCM770 Idea, Image and Print	3
	VCM771 Research, Documentation and Background Studies	3
	<b>NEW MEDIA</b>	
	VCM772 Interactive Multimedia and Digital Video for Web Casting	3
	VCM773 Animation and Digital Games Design	3
	<b>PHOTOGRAPHY</b>	
	VCM774 Motion and Photographic Design	3
VCM775 Photographic Discourse	3	
3	<b>PRINTING TECHNOLOGY</b>	
	VCM776 Cross Media in Printing and Publishing	3
	VCM777 Quality Control in Graphic Arts	3
	Optional Elective	3
	AMT805 Graduate Seminar	3
3	AMT800 Master Degree Project	6
	AMT801 Art & Design Practice-Based Report	3
	<b>Total Credit Hours</b>	<b>40</b>

## AD704 MASTER OF DESIGN TECHNOLOGY

SEMESTER	LIST OF SUBJECTS	CREDIT HOURS
1	AMT708 Issues on Contemporary Art and Design	3
	AMT709 Research Methodology	3
	DTC710 Integrated Modelling Prototype	3
	Optional Elective	3
2	DTC750 Design for Industries	3
	DTC755 Graduate Design Research	3
	DTC756 Design Culture & Issues	3
	<b>*CHOOSE ONE (1) OF SPECIALISATION COURSE</b>	
	<b>FASHION</b>	
	DTC761 Fashion Design and Clothing	4
	<b>FASHION TEXTILE</b>	
	DTC762 Fashion Textile Design	4
	<b>FOOTWEAR</b>	
	DTC763 Footwear Design and Technology	4
<b>FINE METAL</b>		
DTC764 Metal Design	4	
<b>INDUSTRIAL</b>		
DCT765 Intergrated Product Development	4	
<b>CERAMIC</b>		
DCT766 Ceramic Design	4	
Optional Elective	3	
3	AMT805 Graduate Seminar	3
	AMT800 Master Project	6
	AMT801 Art & Design Practice-Based Report	3
	<b>Total Credit Hours</b>	<b>40</b>