MASTER OF INSTRUCTIONAL MULTIMEDIA

SARJANA INSTRUKSI MULTIMEDIA

CENTRE FOR INSTRUCTIONAL TECHNOLOGY & MULTIMEDIA
PUSAT TEKNOLOGI PENGAJARAN & MULTIMEDIA

This booklet is the student guide for the
Master of Instructional Multimedia Program
2023 / 2024
Academic Session

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CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA

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DIRECTOR
Director's Message

Welcome to the Master of Instructional Multimedia (MIM) program.

This is a research-intensive coursework mode program that offers the candidate a deeper understanding in the field of emerging instructional multimedia and ICT for teaching, learning and training, and introduces the candidate to the mechanics of knowledge generation involving the scientific pro- cess and principles of research and academic writing in the field.

This program offers a mixture of theory, hands-on activities, real-life research and elements of Industry 4.0. Rigorous descriptive statistical analyses and inferences that will be conducted would confirm, refine or reject the theories being advanced. These findings are then published to become references in the future at the global level and the associated packages developed for the research will be made available to improve the effectiveness and efficiency of the instructional endeavours that would be impactful locally and globally.

The MIM program is now entering its twentieth (20th) year and has been progressively strengthened by the research outputs of its graduates. As those before you, upon coming here, you will embark on a journey of discovery into the field of instructional multimedia, with the input from the courses providing the stimulation for your thinking and creative processes and guiding you to think about the phenomena around you in new and different ways. With regard to the emergence of new waves of technology hailed as the Industrial Revolution 4.0 (IR 4.0) and the era of the Digital Economy, the world of ICT and instructional multimedia will indirectly face constant evolution and the MIM program is one of the many platforms available for you to redefine and shape it.

To end, I hope that everyone would grab and utilise this opportunity well for you to succeed and earn your Master's and which would surely allow you to proceed into the Doctoral program.

Thank you.

PROF. DR. WAN AHMAD JAAFAR WAN YAHAYA
DIRECTOR

CONTENT

CHAPTER

01

INTRODUCTION

USM Mission

Universiti Sains Malaysia is a pioneering, transdisciplinary research intensive university that empowers future talents and enables the bottom billions to transform their socio-economic well-being.

CITM Vision

Grounded on the aspirations of the University, we aspire to lead and innovate in achieving excellence at the national and international levels in advancing and disseminating knowledge and truth, in promoting academic excellence and professionalism by developing holistic individuals, and in developing innovative and effective use of technology as tools for teaching, learning, and training.

CITM Mission

Our mission is to promote research and development encompassing the domains of instructional technology to support innovative, effective, and meaningful applications of technology in teaching and learning.

Goals of the Master of Instructional Multimedia Program

To produce graduates who are well informed and proficient in the field of in instructional multimedia and multimedia management system

To produce skilled manpower who can maximize the potentials of multimedia technology in the fields of education, training, corporate communication and management of resources.

CHAPTER

02

CURRICULUM

Program Structure

This program consists of two types of courses, namely Core Courses and Elective Courses. To complete the program, students must accumulate of 42 units that consist of 7 Core Courses (30 units), and a minimum of 3 Elective Courses (12 units).

Core Courses: 30 units

All students enrolled in this program are required to complete these courses. There are seven Core Courses, namely:

QIM 501/4	INSTRUCTIONAL DESIGN AND DELIVERY
QIM 503/4	VISUAL COMMUNICATION
QIM 504/4	MULTIMEDIA AUTHORING
QIM 505/4	MANAGEMENT OF MULTIMEDIA PROJECTS
QIM 511/4	RESEARCH METHODS AND ISSUES IN INSTRUCTIONAL MULTIMEDIA
QIM 512/4	MULTIMEDIA BASED INSTRUCTIONAL DESIGN
QIM 520/6	RESEARCH PROJECT

For QIM 520, students may choose or are assigned to suitable institutions / organizations to evaluate their multimedia packages or to conduct research. Students will submit a report of their study for evaluation.

Electtive Courses: 12 units

Elective courses offer different aspects of multimedia technologies that are currently avail- able. Students must choose and complete at least 3 elective courses (12 units) from the list below:

QIM 502/4	HUMAN COMPUTER INTERACTION
QIM 506/4	3D VISUALIZATION AND ANIMATION
QIM 507/4	WEB-BASED TRAINING AND MANAGEMENT
QIM 508/4	DIGITAL VISUAL AND AUDIO PRODUCTION
QIM 509/4	WEB-BASED PROGRAMMING

Note: The * indicates that these courses will be conducted in English.

COURSE SCHEDULE

All courses in the program are offered in accordance to the University Calendar. Courses offered in Semester I and II are as follows:

CODE	COURSE	TYPE	SEM. I	SEM. II
QIM 501/4	INSTRUCTIONAL DESIGN AND DELIVERY	C	/	/
QIM 502/4	HUMAN COMPUTER INTERACTION	E		/
QIM 503/4	VISUAL COMMUNICATION	C	/	/
QIM 504/4	MULTIMEDIA AUTHORING	C		/
QIM 505/4	MANAGEMENT OF MULTIMEDIA PROJECTS	C		/
QIM 506/4	3D VISUALIZATION AND ANIMATION	E	/	
QIM 507/4	WEB-BASED TRAINING AND MANAGEMENT	E	/	
QIM 508/4	DIGITAL VISUAL AND AUDIO PRODUCTION	E	/	
QIM 509/4	WEB-BASED PROGRAMMING	E		/
QIM 511/4	RESEARCH METHOD IN INSTRUCTIONAL MULTIMEDIA	C		/
QIM 512/4	MULTIMEDIA-BASED INSTRUCTIONAL DESIGN	C	/	/
QIM 520/6	RESEARCH PROJECT	C		/

Course Registration Guideline

Full time Enrolment (October Intake)

For full time students, the suggested schedule of courses or program of study is as follows:

	SEM. 1		SEM. 2	
CORE COURSES	QIM 501/4	4	QIM 504/4	4
	QIM 503/4	4	QIM 505/4	4
	QIM 512/4	4	QIM 511/4	4
			QIM 520/4	6
ELECTIVE COURSES	QIM 506/4	4	QIM 509/4	4
	QIM 507/4	4	QIM 502/4	4
	QIM 508/4	4		
TOTAL UNITS		20		22

* CHOOSE **TWO** ELECTIVE COURSES IN SEM. 1
* CHOOSE **ONE** ELECTIVE COURSE IN SEM. 2
* CHOOSE A **MINUMUN** OF 4 UNITS

CANDIDATURE

The MIM program is offered in the full time modes. The period of candidature for these modes are as follows:

MODE	CANDIDATURE	
	MINIMUM	MAXIMUM
FULL TIME (OCTOBER INTAKE)	1 YEAR	2 YEARS

CHAPTER

03

ACADEMIC SYSTEM

COURSE DEFINITIONS

CORE AND ELECTIVE COURSES

Core courses are the required courses of the program. All students must pass these courses with at least a minimum C+ in which anything below will require that the student repeat the course. Elective courses offer specialized areas in this field to support the core courses. Students are allowed to choose their set of specialized area.

UNIVERSITY/OPTIONAL COURSES

Students may also be required or recommended to enroll in certain courses deemed necessary by the University. These courses include language courses in Bahasa Malaysia or English, or other courses specified by the program.

AUDITING COURSES

The MIM students are allowed to audit any course that is offered by the University to increase their understanding and proficiency in areas related to MIM. These courses may be pursued with or without sitting for the final examination. Grades that are obtained will be printed in the academic transcript as audited courses but the grades and units will not be considered for graduation or CGPA. Also, the audit courses may not be used to replace the core or elective courses.

LANGUAGE REQUIREMENT

BAHASA MALAYSIA REQUIREMENT

All Malaysian students must possess a credit in Bahasa Malaysia at the SPM/MCE level or its equivalent. However, candidates without this requirement may sit for the Bahasa Malaysia examination offered by the University while pursuing the graduate program.

International students are required to enroll in a LKM 111 (Bahasa Melayu dan Budaya Malaysia) course and pass with at least a 'C' Grade while pursuing the graduate program. LKM111 is a micro-credential course, consisting of six (6) modules within 15 weeks (one semester). The course is conducted online 100%, thus offering the flexibility to learn at your own pace. It is designed for you to learn through videos and downloadable modules. At the end of every module, an assessment will be administered before you may continue to the next module.

ENGLISH COURSE REQUIREMENT

CITM may also suggest students to enroll in English courses to increase their proficiency in the language. The courses offered by the University are as follows:

LKI 110/2	ENGLISH LANGUAGE I
LKI 210/2	ENGLISH LANGUAGE II
LKI 310/2	ENGLISH LANGUAGE III
LKI 410/2	ENGLISH LANGUAGE IV

DEFINITION OF A UNIT

The units specified for each course indicate the workload required for the course. In general, a unit of a given course is equivalent to 14 hours of teaching and learning in one semester (12 hours for lectures/tutorials/seminars and 2 hours for activities such as reading, assignments, and consultations with the lecturer per week). For a 4 units course, one unit is allocated for independent study by the student. This unit is called a "floating unit". Thus the total number of hours' students engage in lectures/tutorials/seminars for a 4 unit course and a 3 unit course is the same, i.e., 36 hours per semester.

COURSE REGISTRATION

Students are required to register online during the Course Registration exercised at the beginning of every semester on the announced dates to be determined by the university.

ADDING / DROPPING COURSES

Adding of courses is not allowed after the Course Registration period ends. However, with a valid reason and the Director's approval, a student may add a course provided it is done within the first week and has paid the fine of RM50.00. Adding of courses in the fourth week must be with valid reason and approved by the Deputy Vice Chancellor (Academic & International). Addition of courses is **NOT ALLOWED** after the fourth week of the semester.

Dropping of a course is allowed before the sixth week. In addition, students must fulfill the requirements set by the University:

1. The Drop Form must be filled out by the students, signed by the course coordinator and the Director/Deputy Director and then sent to the Office of Examination Unit.
2. Students who intend to drop the Bahasa Malaysia or English Language course already registered must obtain the signature and stamp of both the Dean, School of Languages, Literacy and Translation, as well as from the Director of CITM.
3. Students who fail to drop a course and choose not to sit for the examination will also be given the 'X' grade.

The tuition fee for the course registered will be refunded if the student drops the course within the first two weeks of the semester.

The course coordinator reserves the right not to endorse the dropping of a course if the student is not serious about the course, absent from lectures, tutorial or practical classes, or fail to complete the assigned coursework. The student will not be allowed to drop the courses, barred from sitting for the final Examination and given the 'X' Grade for the course.

EXAMINATION SYSTEM AND GRADUATION REQUIREMENTS

Courses taught in a particular semester will be evaluated in the same semester. The time allocated for the written examination is as follows:

COURSE UNIT	DURATION OF EXAMINATION
2 UNITS	2 HOURS
3 - 4 UNITS	3 HOURS

COURSEWORK/SEMINAR

Coursework assignments and/or seminar presentations are important evaluation components for most courses in the MIM program. Students are advised to be diligent in completing their assignments and submit them on their due dates. Students who do not complete their coursework assignments or seminar presentations may be barred from sitting for the final examinations.

ATTENDANCE IN LECTURES/TUTORIALS/SEMINARS

According to the University policy, a student may be barred from sitting for the final examination if his/her attendance in the lectures, tutorial classes or seminars is less than 70% of the overall class meetings.

ASSESSMENT OF STUDENT PERFORMANCE

Course assessment will be in terms of examinations and/or assignment/seminar presentations. The percentage of the coursework and examinations will be determined by the specific requirements of the courses.

Each student must also register for the QIM 520 – Research Project course that requires him/her to write a research report.

The assessment of student performance in the examinations, coursework, seminar presentations, and research project reports are based on Cumulative Grade Point Average (CGPA) as shown here:

GRADE	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
CGPA	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

CANDIDATURE

For graduation purposes, students must obtain a CGPA of at least 3.0. Students who do not meet this requirement may repeat the courses and examinations to improve their CGPA in order to fulfill this graduation requirement, on the condition that they do not exceed the maximum period of candidature, i.e., 2 years for full time students and 4 years for part time students. At the same time, students will have to obtain at least a pass (C+) for all courses in which anything below will require that the student repeat the course.

Students enrolled in Semester I may proceed to Semester II even though they have not accumulated any unit. However, students who obtain a CGPA of 0.00 - 0.99 after two semesters will be deregistered, i.e., their candidature will be terminated.

Students who do not sit for the final examination or do not collect the examination card will be given the 'F' grade but no penalty is awarded (students will not be deregistered). However, if the students also fail to register for the courses in the following semester, they will be deregistered automatically.

CANDIDATURE STATUS

All students, whether enrolled in the full time or part time mode, must register for at least one course in every semester. Students who are unable to register in any semester must apply for a postponement of their studies so that their candidature remains active.

POSTPONEMENT OF STUDIES

Students are NOT advised to postpone their studies. However, in the event of illness or unforeseen circumstances, students may apply for postponement of their studies by filling the IPS05 Form via Campus Online. In general, personal reasons such as having heavy workload or work stress is will not be accepted as the reason for postponement. Postponement of studies is dependent on the Director's approval.

CHANGING THE MODE OF STUDY

Students who wish to change their mode of studies, i.e., from full time to part time mode, must provide strong justifications. Students may apply for a change in their mode of studies by filling the appropriate form via ptpm.usm.my/education/eform. Students may also download the appropriate form from the IPS website http://www.ips.usm.my/index.php/download/category/30-forms

SUPERVISION OF RESEARCH PROJECT

Each student who registers for QIM 520 Research Project will be assigned a supervisor to guide in conducting the research and preparing the report. It is the responsibility of the student to contact his/her supervisor to discuss and plan the research project. Students are advised to meet their supervisors at least once a week. Once assigned with a supervisor, the student is not encouraged to request for a new supervisor.

CHAPTER

04

COURSE SYNOPSES

CORE COURSE

QIM 501/4
INSTRUCTIONAL DESIGN AND DELIVERY

This course introduces the learners with various learning theories and instructional design models. The four learning paradigms - behaviourist, cognitivist, constructivist and connectivism perspectives will be discussed. Several models applicable to the design and delivery of instruction are introduced.

QIM 503/4
VISUAL COMMUNICATION

This course aims to develop the skills and patterns for critical analysis of the visual media and the techniques employed in the design and development of various instructional media communications. Topics discussed include the historical background and the role of culture, conceptual base, and research involved in visual literacy.

QIM 504/4
MULTIMEDIA AUTHORING

Students are exposed to the theory and design of innovative multimedia instructional courseware that provides hands-on experience on design of multimedia courseware in the format of mobile applications, online, and web-based. At the same time, the principles of instructional design are also emphasized. It is envisaged that the new teaching material developed will transform the methods and strategies in the teaching and learning process.

QIM 505/4
MULTIMEDIA PROJECT MANAGEMENT

This course allows students to construct knowledge, skills, understanding and useful experience on managing multimedia project inclusive of project scope, characteristics, information management and project procedures. Students will plan, design, schedule, manage materials/resources/time while developing leadership skills and roles. Students will be able to review best practices in project management.

QIM 511/4
RESEARCH METHOD IN INSTRUCTIONAL MULTIMEDIA

This course aims to provide knowledge, skill, experience, and practice in research related to instructional technology, specifically in instructional multimedia. By the end of this course, students will be able to evaluate research reports and then plan and present a research proposal in the field of instructional multimedia / instructional technology / educational technology using the appropriate research method and procedure.

QIM 512/4
MULTIMEDIA-BASED INSTRUCTIONAL DESIGN

This course involves the concepts and application of instructional multimedia design and development. Students will be introduced to needs assessment, learning goals and outcomes, task, learner, and context- analyses, assessment instruments and instructional strategies. Students are required to develop an instructional multimedia prototype and conduct the appropriate formative evaluation.

QIM 520/6
RESEARCH PROJECT

Under the supervision of a lecturer, each student needs to propose research in instructional technology / instructional multimedia. The student is required to identify research objectives and questions, conceptual / theoretical / research framework, conduct literature review and suggest the appropriate research methodology. The students will be guided to analysed data using certain software and discuss the findings. These aspects need to be documented in a research report form.

ELECTIVE COURSE

QIM 502/4
HUMAN COMPUTER INTERACTION

The paradigm of human-computer interaction is discussed and analysed through multi-interdisciplinary approaches. The course focuses on the need to produce ergonomic and functional systems or learning environments that is appealing and comfortable to users. Identification and application of human-computer interaction are emphasized to assist designing these systems or environments.

QIM 506/4
3D VISUALIZATION AND ANIMATION

This course provides an overview of visualization using 3D graphics and animations. Through 3D software such as 3D Studio Max, Autodesk Maya, it also offers the opportunity to design, develop, and apply 3D animation, from basic to intermediate level. Topics studied include modelling as well as character animation, texture mapping, lighting, particle motion synthesis and collision detection.

QIM 507/4
WEB-BASED TRAINING AND MANAGEMENT

Students are exposed to an overview of concepts, theories and practices in web-based training (WBT) and management. Students will also learn planning, implementation and evaluation of WBT. Issues and challenges in implementing WBT, such as web accessibility, cost effectiveness, cyber security and copyright will also be discussed. Finally, students will design a web-based course and manage training through the system.

QIM 508/4
DIGITAL VISUAL AND AUDIO PRODUCTION

The main aim of this course is to provide skills in designing and developing digital video and audio based on instructional theories. This course includes pre-production, process and post-production skills as well as related needs and issues in instructional design which will be used for education and professional purposes.

QIM 509/4
WEB-BASED PROGRAMMING

This course introduces theory and practical in development of educational website and mobile application development.

CHAPTER

05

ADDITIONAL INFORMATION

ENTRY REQUIREMENT

Applicants to the Master of Instructional Multimedia program must:

1. Have a Bachelor Degree with a Second Class Upper (with Honors or a minimum CGPA of 2.75) from a recognized university,
2. Fulfill the Bahasa Malaysia requirement as stipulated by USM Senate,

(Applicable for International Applicants Only)

- A minimun scoore of 40 for TOEFL (Internet-based); or
- A minimun of Band 7.5 for TOEFL Essentials (Online); or
- A minimum of Band 5 for IELTS; or
- A minimum score of 47 for PTE; or
- A minimum score of 154 fo Cambridge English (CAE/CPE); or
- A minimum score of 154 for Linguaskill Online; or
- A minimum of Band 3.5 for MUET

APPLICATION

Applicants to the Master of Instructional Multimedia program must submit their applications in writing to the Institute of Postgraduate Studies (IPS), USM using the relevant forms. These forms can be obtained by writing to this Institute or downloaded from the IPS web site at www. ips.usm.my. All applications must be accompanied by the applicants' complete academic documents and may include supporting documents related to work experience and accomplishments.

REGISTRATION AND FEES

A candidate who has been accepted for admission in a graduate program in USM must register as a student of the University and settle all the required fees on the dates that have been specified. Students must also renew their registration at the beginning of every Academic Year and settle the tuition fees if the program involves more than one academic year. A notice will be sent to any student who does not fulfill this requirement, and the student will be given a 14-day period to respond. If the University do not receive any respond during this period, the student is assumed to be no longer interested in pursuing the program and his/her candidature is considered terminated.

OTHER REQUIREMENTS

Students who are enrolled in any USM graduate program either on full time or part time modes are not allowed to register in any academic program in other local or foreign universities.

COURSE TIME TABLE

Lectures and tutorial classes for the courses in the Master of Instructional Multimedia Program are usually scheduled in the evening on Monday to Friday. However, if there are specific needs, these classes may be scheduled on Saturday.

CHAPTER

06

GENERAL FACILITIES

USM LIBRARY

The USM library offers online access and loan facilities and services for print and non-print materials. The collections are housed in two buildings, Hamzah Sendut Library I for science and non-print collections and Hamzah Sendut Library II for education and management collections. There are also various online data bases and journals subscribed by the Library that offer the most up-to-date readings and references. The library also offers interlibrary loan service for resources that are available outside of USM.

COUNSELING INTERVENTION PROGRAM FOR USM STUDENTS AND STAFF

The Counseling Intervention services with the collaboration of SES and USM Counseling Unit, will be made available to all USM staff members and students. The sessions conducted by the designated counsellors will be either Virtual or Online. Interested parties can also contact the designated counsellors directly. For further inquiries, please contact:

Puan Rohayati Daud
Coordinator for Counseling Intervention Program
Nerve Centre USM
rohayati_daud@usm.my
019-4447846
@whatsApp SES hotline 014-5351100
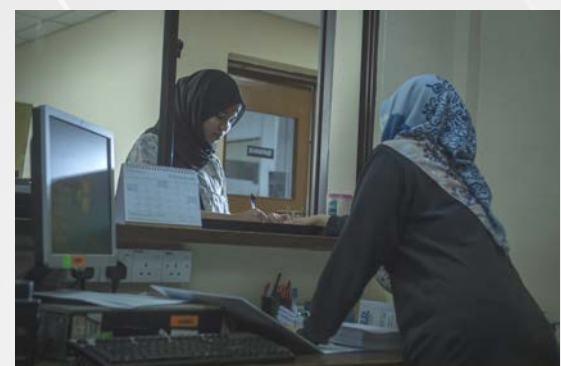
FACILITIES / SERVICES AT CITM

PTPM is the media service center for USM and offers various services and facilities for all. These include:

FACILITIES AT CITM

EQUIPMENT LOAN SERVICES

The Equipment Section offers loan services for many types of audiovisual equipment. Students may also borrow equipment such as SLR cameras, video cameras, TV sets, etc., for their projects and activities.

AUDIO RECORDING AND PRODUCTION SERVICES

The Audio Section offers two fully equipped and sound-proof audio studios for audio recording and production.

PHOTOGRAPH SERVICES

The Photography Section offers conventional and digital photography services.

TV AND VIDEO SERVICES

The TV and Video Section offers video production and recording services. A fully equipped studio is available for production purposes. In addition, there are also a number of editing suites for video editing and postproduction work.

VIDEO CONFERENCING FACILITIES

The video conferencing facilities provide access and opportunity for national and international communication and collaboration.

RESEARCH INNOVATION ROOM

The Research Room provides latest state of art research facilities that includes research in eye-tracking system, usability testing and virtual reality.

MIM LOUNGE

This is to provide physical and computing facilities to all MIM graduate students on a first come basis to do their study and research work at the centre. The lounge is opened Monday – Friday from 8.10am until 10pm (depending on the situation and the centre's directives).

IDEAS ROOM

The most important function of an Idea's Room is to provide study space for researchers and also open as a general quiet study area for students during regular hours, if space is available.

SERVICES AT PTPM

1

PHOTOGRAPHY

We provide creative photography services in commercials, research, innovation, and products indoors and outdoors.

2

Video Production

Our strengths in production are complemented by creative ideas with strong values. As a one-stop solution in creative production based in Penang, our creative team is devoted entirely to giving the best solution to make your dream big. We produced corporate, promotional, training, and marketing videos, documentary, and many more.
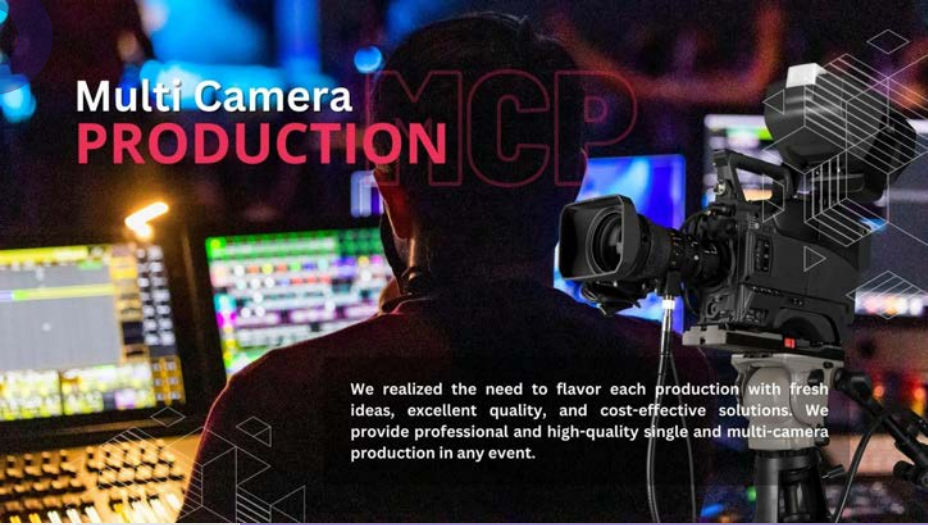
3

- Our expertise is in providing and handling audio systems for indoor and outdoor events.
- We provide digital audio services and technical support to cater to our client's needs.
- We offer studio recording services including voice-over, dubbing, and more.

Audio SERVICES

4

WEB STREAMING LIVE

We offer a complete service to stream virtual & hybrid events so you can reach your audience.

5

AV ONE STOP CENTRE

We offer quality audio and visual equipment rental services to our clients.

6

Multi Camera PRODUCTION

We realized the need to flavor each production with fresh ideas, excellent quality, and cost-effective solutions. We provide professional and high-quality single and multi-camera production in any event.

7

Visual PROJECTION

We provide **visual projection services** and **technical support** in handling single and multi-display projection systems to cater to our client's needs.

8

Asset & Procurement: AV

We centrally plan and manage the University's Audio Visual system procurement.

9

Technical & AV Consultation

We provide consultation in audio and visual systems to the university.

CHAPTER

07

ACADEMIC
CALENDAR

Main Campus : Registration for New Student 07 - 08 October 2023) / **Orientation Week (09 - 13 October 2023)
Engineering Campus : Registration for New Student (08 October 2023) / **Orientation Week (09 - 13 October 2023)
Health Campus : Registration for New Student (08 October 2023) /Orientation Week (09 - 13 October 2023)**

SEM	WEEKS	ACTIVITY		DATE	REMARKS
ONE	1	Teaching & Learning (T&L 7 Weeks)		Monday, 16.10.2023 - Sunday, 22.10.2023	
	2			Monday, 23.10.2023 - Sunday, 29.10.2023	
	3			Monday, 30.10.2023 - Sunday, 05.11.2023	
	4			Monday, 06.11.2023 - Sunday, 12.11.2023	12.11.2023, Sunday - Deepavali**
	5			Monday, 13.11.2023 - Sunday, 19.11.2023	13.11.2023, Monday - Deepavali (replacement leave)
	6			Monday, 20.11.2023 - Sunday, 26.11.2023	
	7			Monday, 27.11.2023 - Sunday, 03.12.2023	
	8	Mid Semester Break (1 Week)		Monday, 04.12.2023 - Sunday, 10.12.2023	
	9	Teaching & Learning (T&L 7 Weeks)		Monday, 11.12.2023 - Sunday, 17.12.2023	
	10			Monday, 18.12.2023 - sunday, 24.12.2023	
	11			Monday, 25.12.2023 - Sunday, 31.12.2023	25.12.2023, Monday - Christmas
	12			Monday, 01.01.2024 - Sunday, 07.01.2024	01.01.2024, Monday - New Year of 2024
	13			Monday, 08.01.2024 - Sunday, 14.01.2024	
	14			Monday, 15.01.2024 - Sunday, 21.01.2024	
	15			Monday, 22.01.2024 - Sunday, 28.01.2024	25.01.2024, Thursday - Thaipusam
	16	Revision Week (1 Week)		Monday, 29.01.2024 - Sunday, 04.02.2024	
	17	Examination (3 Weeks)		Monday, 05.02.2024 - Sunday, 11.02.2024	10 & 11.02.2024, Saturday & Sunday - Chinese New Year
	18			Monday, 12.02.2024 - Sunday, 18.02.2024	12.02.2024, Monday -Chinese New Year (replacement leave)
	19			Monday, 19.02.2024 - Sunday, 25.02.2024	
	20	Mid Semester Break / Industrial Training (4 Weeks)		Monday, 26.02.2024 - Sunday, 03.03.2024	
	21			Monday, 04.03.2024 - Sunday, 10.03.2024	
	22			Monday, 11.03.2024 - Sunday, 17.03.2024	12.03.2024, Tuesday - Ramadhan
	23			Monday, 18.03.2024 - Sunday, 24.03.2024	
TWO	24/1	Teaching & Learning (T&L 7 Weeks)		Monday, 25.03.2024 - Sunday, 31.03.2024	28.03.2024, Thursday - Nuzul Al-Quran
	25/2			Monday, 01.04.2024 - Sunday, 07.04.2024	
	26/3			Monday, 08.04.2024 - Sunday, 14.04.2024	10 & 11.04.2024, Wednesday &Thursday - Eid al-Fitr**
	27/4			Monday, 15.04.2024 - Sunday, 21.04.2024	
	28/5			Monday, 22.04.2024 - Sunday, 28.04.2024	
	29/6			Monday, 29.04.2024 - Sunday, 05.05.2024	01.05.2024, Wednesday - Labour Day
	30/7			Monday, 06.05.2024 - Sunday, 12.05.2024	
	31/8	Mid Semester Break (1 Week)		Monday, 13.05.2024 - Sunday, 19.05.2024	
	32/9	Teaching & Learning (T&L 7 Weeks)		Monday, 20.05.2024 - Sunday, 26.05.2024	22.05.2024, Wednesday - Wesak Day
	33/10			Monday, 27.05.2024 - Sunday, 02.06.2024	30 & 31.05.2024, Thursday & Friday - Pesta Kaamatan 01 & 02.06.2024, Saturday & Sunday - Hari Gawai
	34/11			Monday, 03.06.2024 - Sunday, 09.06.2024	03.06.2024, Monday - YDP Agong's Birthday
	35/12			Monday, 10.06.2024 - Sunday, 16.06.2024	
	36/13			Monday, 17.06.2024 - Sunday, 23.06.2024	17.06.2024, Monday - Eid al-Adha** 18.06.2024, Tuesday - Eid al-Adha** (replacement leave) (Kelantan)
	37/14			Monday, 24.06.2024 - Sunday, 30.06.2024	
	38/15			Monday, 01.07.2024 - Sunday, 07.07.2024	07.07.2024, Sunday - Georgetown World Heritage City Day
	39/16	Revision Week (1 Week)		Monday, 08.07.2024 - Sunday, 14.07.2024	08.07.2024, Monday - Georgetown World Heritage City Day (replacement leave) & Awal Muharram 13.07.2024, Saturday - Penang Governor's Birthday
	40/17	**Examination (2 Weeks)	Examination (3 Weeks)	Monday, 15.07.2024 - Sunday, 21.07.2024	
	41/18			Monday, 22.07.2024 - Sunday, 28.07.2024	
	42/19			Monday, 29.07.2024 - Sunday, 04.08.2024	
COURSES DURING LONG BREAK / SEMESTER BREAK	43/20	Long Semester Break / Industrial Training (10/11 Weeks)		Monday, 05.08.2024 - Sunday, 11.08.2024	
	44/21			Monday, 12.08.2024 - Sunday, 18.08.2024	
	45/22			Monday, 19.08.2024 - Sunday, 25.08.2024	
	46/23			Monday, 26.08.2024 - Sunday, 01.09.2024	31.08.2024, Saturday - National Day
	47/24		*T&L	Monday, 02.09.2024 - Sunday, 08.09.2024	
	48/25			Monday, 09.09.2024 - Sunday, 15.09.2024	
	49/26		Examination	Monday, 16.09.2024 - Sunday, 22.09.2024	16.09.2024, Monday - Malaysia Day
	50/27			Monday, 23.09.2024 - Sunday, 29.09.2024	
	51/28			Monday, 30.09.2024 - Sunday, 06.10.2024	
	52/29			Monday, 07.10.2024 - Sunday, 13.10.2024	

**This Academic Calendar is subject to change

CHAPTER

08

CITM ACADEMIC STAFF

CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA, UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA

WAN AHMAD JAAFAR WAN YAHAYA

Ph. D. | **PROFESSOR**

EDUCATION

A PhD degree holder in Educational Multimedia from the University of Leeds, United Kingdom, and possesses a Master of Education (Computer in Education) from the University of Manchester, United Kingdom.

BACKGROUND

He has supervised several PhD and Master students locally and internationally. He has graduated 30 PhD students as the main supervisor and published more than 170 articles/papers in journals, conference proceedings, and chapters in books. Most articles/papers are indexed in Scopus/WOS/ERA/MyCite.

PRESENTLY

The Director at the Centre for Instructional Technology and Multimedia (PTPM), Universiti Sains Malaysia, Penang. Also, the President of the Malaysian Educational Technology Association (META). Presently, he teaches graduate students in Instructional Multimedia, Persuasive Technology, and Multimedia Project Management

CONTACT

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SKILLS

- Instructional multimedia
- Persuasive Technology
- Innovation in education
- Multimedia Project Management

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CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA, UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA

USM | UNIVERSITI SAINS MALAYSIA APEX PtpM

IRWAN MAHAZIR BIN ISMAIL

Ph. D. | **SENIOR LECTURER**

EDUCATION

Acquired his Diploma in Mechanical (Manufacturing) from Politeknik Sultan Abdul Halim Mu'adzam Shah in 2004, Bachelor of Technical & Vocational Education from Universiti Tun Hussein Onn Malaysia in 2008, Masters of Technical Education (Instructional Design & Technology) from Universiti Tun Hussein Onn Malaysia in 2010, Ph.D. (Information Technology and Resource) from Universiti Kebangsaan Malaysian in 2015, Malaysian Skills Certificate SKM Sheet Metal Arc Welding Process Level 2 & Level 3 in 2017 and Malaysian Skills Certificate in Vocational Training Operations from Department Skills Development, Malaysia in 2017.

BACKGROUND

Worked as an Educator in Sekolah Menengah Teknik in 2008 and as Tutor at UTHM until 2014, before being appointed as a Lecturer at the Department of Engineering Education, Faculty of Technical & Vacational Education, Universiti Tun Hussein Onn Malaysia (UTHM) and served as the Head of Department Instructional Design and Support for Centre for Global Online Learning. He was also a coordinator for UTHM MOOC and training; a MEIPTA member one of MyCEL's members (2015-2019). Now he is being appointed as Senior Lecturer in Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia (From 2019- till now).

PRESENTLY

The Deputy Director of Academic, Career, and International in the Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia. He was awarded as Technologist from MBOT with Ts. and as Malaysian Qualifications Agency (MQA) Auditor for ODL, TVET, and Information Technology. He is also a member of the International Association Of Blended Learning(IABL), a member of the Association for Computer Machinery(ACM), and the Technological Association Malaysia (TAM).

CONTACT

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✉ irwan_mahazir@usm.my

SKILLS

- TVET
- Early Childhood & Primary School
- MOOC & Micro-Credential/ Games
- Product Based
- Blended Learning
- Flipped Learning
- Online Learning
- Instructional Technology

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CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA, UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA

MAGESWARAN SANMUGAM

Ph. D. | **SENIOR LECTURER**

EDUCATION

Acquired his B.Eng. (Hons) in Electrical Engineering from Universiti Teknologi Tun Hussein Onn in 2005 before acquiring Diploma in Science Education from Institut Perguruan Pulau Pinang in 2008. Then he pursued his M.Sc. in Educational Management in 2012 from Universiti Utara Malaysia as well as attaining his International Diploma in Physical Education from United States Sports Academy in 2013, Finally he completed his Ph.D. in Educational Technology in 2017 from Universiti Teknologi Malaysia.

BACKGROUND

Started his working life as Sustaining and Equipment Engineer in Smart Modular Technologies from 2006 till 2007 before changing field into education where he became an Educator in both Primary and Secondary schools from 2008-2018, teaching in the states of Sarawak, Johor and Kedah before being appointed as a Senior Lecturer in the Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia, Pulau Pinang, Malaysia (from 2018- till now).

PRESENTLY

The Deputy Director of Research, Innovation and Networking in the Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia, Penang, Malaysia. At the National level, he serves as a Professional Technologist under the Malaysia Board of Technologists (MBOT), as well as an Assessor under the Technology & Technical Accreditation Council (TTAC). At the International level, he serves as a senior member under the Institute of Electrical and Electronics Engineers.

CONTACT

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mageswaran@usm.my

SKILLS

- Game based learning/ Ludology
- Educational Technology
- Educational Management
- Sports Science
- Game Theory/Gamification
- Human Computer Interaction

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CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA, UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA

IRFAN NAUFAL UMAR

Ed. D. | **PROFESSOR**

EDUCATION

Received his Bachelor of Science with Education (Honours) (Chemistry) from Universiti Teknologi Malaysia in 1991. He then obtained his Master of Education (Instructional Design and Technology) degree in 1996, and the Doctor of Education (Instructional Design and Technology) degree in 1999, both from the University of Pittsburgh, USA.

BACKGROUND

He is a former secondary school teacher in Lanchang, Pahang from 1991 to 1995. He taught Chemistry, Modern Mathematics, Additional Mathematics and Computer Literacy before pursuing his master and doctoral degrees in the United States of America. Later, he joined Universiti Sains Malaysia as an academic stoff from 1999 until now. He was appointed as the Deputy Director of CITM from Jan 2001 March 2005, from March 2007-2009 and from Jan. 2016- Dec. 2017. He was then appointed as the Deputy Director of University Academic Quality Centre (UAQC) from Jan 2018 to Dec. 2019, and as the Acting Director of UAQC from Jan 2020-Sept 2020. In terms of academic post, Prof Irfan was first appointed as a senior lecturer from 1999 to 2008, then promoted to Associate Professor in 2008 until June 2015, and finally as a Professor at CITM, USM since July 2015.

PRESENTLY

As an academician, he is currently supervising more than 10 PhD students and has successfully supervised 25 PhD students and more than 70 master by coursework students for the last 23 years of service in USM. He has also been appointed as external examiners for 30 PhD candidates from several universities in the country. He has also taught more than 10 courses related to instructional technology at the bachelor, master, and doctoral degree programs. In terms of publication, he has published almost 100 journal articles and book chapters, as well as about 80 conference papers. In addition, currently he is the Director of University Academic Quality Centre (UAQC) of USM (From Oct, 2020 till now). Prof Irfan is also the lead assessor for the ASEAN University Network - Quality Assurance or AUN-QA

CONTACT

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✉ irfan@usm.my

SKILLS

- Instructional Design
- Online Learning
- eLearning
- Instructional Technology

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CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA, UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA

NUR AZLINA MOHAMED MOKMIN

Ph. D. | **SENIOR LECTURER**

EDUCATION

Acquired her Degree (with Hons.) in Information Technology from Universiti Utara Malaysia in 2005 by majoring in Artificial Intelligence. Certified with Masters from Universiti Tun Hussein Onn Malaysia in 2007 for TVET System Development and obtained a Ph.D. In Instructional System Development from Universiti Sains Malaysia in 2016.

BACKGROUND

Previously worked as a lecturer in Politeknik Tuanku Sultanah Bahiyah for seven years (2007-2013) before completing a doctorate study at Universiti Sains Malaysia in 2016. She was then appointed as the Head of Innovation Unit at Politeknik Balik Pulau, Malaysia (2016-2018). She is currently working as a senior lecturer in PTPM, USM (2018-now). Active in journal writing, software development, learning material development, and software training.

PRESENTLY

Currently, she is a Senior Lecturer and Innovation Coordinator for the Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia. She was awarded as Technologist from MBOT with Ts. Title. A member of Association for the Advancement of Artificial Intelligence and Malaysian Technical Doctorate Association. Active in journal writing, innovations, and training. She is also the Innovation coordinator at the Centre (from 2019 till 2024)

CONTACT

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✉️ nurazlina@usm.my

SKILLS

- TVET
- Artificial Intelligence
- Virtual Reality
- Augmented Reality
- Adaptive Learning Design
- Multimedia Authoring
- Mathematics
- Programming
- Unity System Development
- Instructional System Development

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CHAU KIEN TSONG

Ph. D. | **SENIOR LECTURER**

EDUCATION

He holds a Master of Science (IT) from Universiti Putra Malaysia (UPM) and a Ph.D. degree in Multimedia from USM

BACKGROUND

Currently, he is lecturing graduate students in digital graphics, 2D and 3D animations. He is also an academic consultant and external examiner of two private institutions of higher learning in Malaysia, and visiting lecturer in one of the prestigious universities from China; where he teaches audio and video production. His project on physical multimedia that unifies physical objects and digital multimedia for Preschoolers in multimedia learning won three gold medals in three different international Innovation Competition in Malaysia in 2018 and 2019. He has also won Best Paper Award for research paper entitled "Designing a Motivated Tangible Multimedia System for Preschoolers" in "International Conference on Education, Teaching, and E-Learning" in 2017. He was a research fellow in USM. He is currently META and IEEE Senior member, and has been plenary speaker, invited speaker, judge, session chair, reviewer, and program committee for several international conferences. Dr. Chau has over 30 publications and presentations, which include SCOPUS and ERA indexed journals. He was also the Deputy Director of Research, Innovation and Networking in PTPM from 2019 till 2021.

PRESENTLY

He is the Training Coordinator for the Centre (from 2022 till 2024)

CONTACT

📞 +604-6533875

✉ chaukientsong@usm.my

SKILLS

- 2D Animation
- 3D Animation
- Instructional Multimedia
- Games
- Multimedia Design and Authoring
- Educational Games

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OUT MORE ABOUT ME!

CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA, UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA

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SITI NAZLEEN ABDUL RABU

Ph. D. | **SENIOR LECTURER**

EDUCATION

She graduated from USM, with a Bachelor's Degree in Computer Science, obtained a Master's degree in Instructional Multimedia from the Centre for Instructional Technology and Multimedia (CITM), USM and a Ph.D. in Educational Technology from Universiti Teknologi Malaysia (UTM), Johor.

BACKGROUND

She had 7 years of teaching experience as an Information Technology (IT) lecturer. Apart from instructional design and technology that also involve multimedia course development, her research interests include instructional strategies in online learning, specifically looking into online learning discourse analysis, online scaffolding, computer-supported collaborative learning (CSCL), including the application of data mining and learning analytics in online learning. She also loves exploring the potential of new approaches in teaching and learning in the 21st century such as gamification, game-based learning, utilization of QR code in education, and Google tools infused classroom.

PRESENTLY

She is currently the Key Performance Indicator (KPI) Coordinator for the Centre (from 2022 till 2024)

CONTACT

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SKILLS

- Instructional Design and Technology
- Online Learning
- Computer-Supported Collaborative Learning (CSCL)
- Asynchronous Online Discussion Forum
- Gamification
- Game-Based Learning

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CENTRE FOR INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA, UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA

MARIAM MOHAMAD

Ph. D. | SENIOR LECTURER

EDUCATION

- **1997 - 2000,** Takuma National College Of Technology Japan (Now renown as Kagawa National Institute of Technology) Associate Degree in Information Engineering
- **2003**, Malaysia National Vocational Council Malaysia Level 2 and Level 3, Certificate in Information Systems
- **Oct 2004 – June 2006**, University of Southampton United Kingdom BSc in Information Technology in Organizations
- **Oct 2006 - Oct 2007,** University of Southampton United Lingdom Master Science in Computer Based Learning and Training
- **June 2008 - May 2012**, University of Southampton United Kingdom Doctor of Philosophy in Mobile Learning

CONTACT

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✉ mmohamad@usm.my

BACKGROUND

Acknowledged as one of the pioneers from Malaysia in mobile learning research, in the book entitled Mobile Learning in Higher Education in the Asia-Pacific Region published by Springer. Her work also referred by UNESCO in the publication entitled: Turning on Mobile Learning: Illustrative Initiatives and Policy Implications, Dr. Mariam has extensive experience in disseminating her work internationally. She was invited by UNESCO to present her work in Mobile Learning Week 2014 at UNESCO headquarters in Paris. She was also invited by 2nd International Conference on Education and Multimedia Technology (ICEMT 2018) to give her speech in Okinawa, Japan and 5th International Mobile Learning Festival (IMLF2018) in Singapore. In 2019, she was invited by 5th International Conference in Education (ICEDU2019) in Kuala Lumpur as a plenary speaker and forum panelist. She also attended 3rd International Conference on Education and Multimedia Technology (ICEMT 2019), in Nagoya, Japan as a plenary speaker. Recently, in 2020 she was invited as a keynote speaker for the 5th International Multidisciplinary Research Conference (IMRC 2020), in Philippines followed by another invitation as a keynote speaker in the 1st International Conference on Education Science and Technology for Sustainable Development, in Philippines.

SKILLS

- Mobile learning
- Mobile assistive technology
- Mobile assisted language learning

PRESENTLY

For the community, she also devoted her time as the President for Dyslexia Association, Penang State and the Advisor for Special Need Students Association, University Sains Malaysia. She is a committee member for Research & Development Unit, Malaysian Association for The Blind. Also the Coordinator for Community and Alumni in the Centre (from 2022 till 2024)

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NURULLIZAM JAMIAT

Ph. D. | **SENIOR LECTURER**

EDUCATION

Dr. Nurullizam obtained her Bachelor of Science with Education, majoring in chemistry and Master of Arts in Educational Technology from Universiti Sains Malaysia. Then, she completed her PhD in Instructional Systems & Learning Technologies from Florida State University, USA.

BACKGROUND

Her background in educational field provides a strong foundations on her career as an educator. This also contributes to her passion in teaching and supervision. Dr. Nurullizam's research and publications cover an array of topics such as the effectiveness of augmented reality apps in early childhood education, problem-based learning for teachers in Malaysia, and the integration of ICT in Malaysian schools. Her research sheds light on the impact of technology on student achievement, motivation, and critical thinking. Driven by a meticulous approach to research and a deep understanding of educational technology, she hopes to continue on impacting educational practices with technology and provided practical insights for educators.

PRESENTLY

She is currently a lecturer at PTPM, USM with roles and responsibilities as the Centre's Academic Quality Coordinator, Co-coordinator for Micro-Credential, and Academic Division Asset & Inventory Inspection Officer. She is also involve in several committees such as the KPI Committee and Quotation Committee. At the university level, she is an Independent Consultant for USM Human Research Ethics Committee, Micro-Credential Quality Control Committee, and USM MOOC Challenge Judge.

CONTACT

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nurulizamj@usm.my

SKILLS

- Instructional System & Learning Technologies
- Instructional Strategies
- Online Learning

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TAN YUN YI

Ph. D. | SENIOR LECTURER

EDUCATION

She graduated from Multimedia University with a bachelor's degree in Digital Media (Hons) in 2009. and received her PhD in Educational Technology from The University of Hong Kong, Hong Kong in 2018.

BACKGROUND

She has worked in various positions as a multimedia designer and project manager in agencies related to ICT and creative industry. She embarked on a career in education as a lecturer at National Academy of Arts, Culture & Heritage Malaysia (ASWARA) in 2011 and was later awarded a fellowship from Universiti Sains Malaysia to further her postgraduate studies.

Her research interest is driven by the curiosity in creative media and technology, and also how they could be used to enhance learners' learning experiences. Outside of her work, she is passionate about community engagement and has served as volunteer in digital literacy training and support for senior citizens. Her project "Bengkel Teknologi Senior" was the recipient of Star Golden Hearts Award 2020 by The Star and Yayasan Gamuda for promoting digital inclusion among senior citizens through digital literacy workshops which help them live more independently.

PRESENTLY

Senior Lecturer and Industry Networking Coordinator

CONTACT

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SKILLS

- Educational Technology
- Digital Inclusion and Literacy
- Digital Media
- Social-based Learning
- Multimedia Design

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NORSAFINAR RAHIM

Ph. D. | **SENIOR LECTURER**

EDUCATION

Dr Norsafinar holds a Bachelor's degree in Multimedia, majoring in Software Engineering and Games Design (with Honours) from Multimedia University in 2004 and a Master's degree in Education (Instructional Technology) from University Utara Malaysia in 2008. Then, she completed her Ph.D. (Information Technology) from University Utara Malaysia in 2022.

BACKGROUND

She had 6 years of teaching experience as an Information Technology (IT) lecturer. She has worked in various positions as a multimedia designer and web developer in agencies related to ICT and sport management system. As for the research interest, her research is diverse and focuses on interaction design (IxD) and Human-Computer Interaction specifically in goal-directed design. She also has a keen interest in game-based learning, edutainment, graphic design and supportive technologies particularly serving the needs of children with dysgraphia and other learning disabilities. In terms of recognition and award for educational product innovation, Dr Norsafinar has won numerous gold, silver and bronze medals both at national and international levels (ITEX, 2EIC, PERINTIS, i-INTEL, iMIT-SIC). She hopes to continue on impacting special needs students with new technology and new innovation to fulfill their potential, and stay motivated to learn.

PRESENTLY

Currently, she is a Senior Lecturer for the Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia.

CONTACT

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SKILLS

- Interaction Design
- Human-Computer Interaction (Goal-Directed Design)
- Technologies for Learning Difficulties
- Game-Based Learning
- Instructuinal Technology
- Edutainment
- Graphic Design

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CENTRE FOR INSTRUCTIONAL TECHNOLOGY & MULTIMEDIA
PUSAT TEKNOLOGI PENGAJARAN & MULTIMEDIA